

EXTRAVERSION AND NEUROTICISM IMPACT ON DOMESTIC AND
FOREIGN PRODUCT PURCHASE INTENTION IN BEER INDUSTRY IN
LITHUANIA: MODERATING EFFECT OF CONSUMER ETHNOCENTRISM

A Thesis

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Abstract

In a competitive market, which is full of product substitutes from various countries, it is crucial to understand consumers rationale behind purchase decision making processes. One of ways marketers can understand consumers and successfully tailor advertising messages is by analysing consumer personality traits. Hence, this empirical research focuses on investigating the relationship between extraversion and neuroticism personality traits with domestic and foreign beer purchase intentions in Lithuania. What is more, this study extends previous academic researches by testing a moderating effect of consumer ethnocentrism. 490 Lithuanian consumers of beer, selected via convenience sampling, participated in the online study, where CETSCALE and Big Five Inventory were employed to assess consumer personality traits, consumer ethnocentric tendencies, and their impact on domestic and foreign purchase intentions. In order to analyse the data gathered, Cronbach's alpha and regression analyses were performed. Findings of this research revealed that neurotic consumers are more willing to choose domestic production, while extraverts prefer foreign made products. However, the relationship between neuroticism and domestic purchase intention is present only in cases, when consumers also share ethnocentric tendencies, i.e. consumer ethnocentrism moderates the relationship between neuroticism and domestic beer purchase intention. Consumer ethnocentrism, on the other hand, had no impact on the relationship between extraversion and foreign beer purchase intention.

Keywords: personality traits, extraversion, neuroticism, consumer ethnocentrism, purchase intention, country of origin, CETSCALE, Big Five Inventory, beer market, Lithuania.

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Introduction

Relevance of the Research Topic

In today's world, fast moving consumer goods market is full of various products, which satisfy, perhaps, every specific customer need one can imagine. Dairy products market offers regular dairy products, lactose-free options, plant-based products with wide taste selection; cosmetics market provides consumers with hundreds of different options, suitable for various types of skin, usable for different purposes and providing with huge set of different benefits; beverages industry is fulfilled with sweet and tasty as well as sugarless drinks options, coming in various sizes, either containing some level of alcohol or alcohol-free, etc. However, even if it seems to be "consumer's dream come true", the reality is much more complicated. With the huge variety of substitute products available, retailers face difficulties when influencing consumers to buy one product or another, whereas consumers also often experience "choice overload" - due to hundreds of different options available, they find the decision-making process to be complicated (McShane, Steen, and Tasa, 2017). To better distinguish products by benefits that are appealing to the target audience, retailers must first identify their consumers, segmenting them by sociodemographic (gender, age, education, income) and psychographic (personality traits, attitudes, beliefs) variables (Gajanova, Nadanyiova, and Moravcikova, 2019).

Consumer personality traits (The Big five: openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) and their impact on consumer behaviour has been researched quite extensively (Kassarjian, 1971; Mowen, 2000; Matzler, Kautler, and Bidmon, 2006). Nevertheless, consumer personality is a complicated subject, which can provide with different outcomes, depending on the objects of study. Therefore, academics that are researching relations between personality traits and consumer behaviour finds it useful to continue research in the field (Solomon, 2005). Solomon (2005) claims that consumers tend to choose products not for their functional characteristics but rather for the message, shared values

and beliefs that the product or the brand holds. What is more, products have become a form of connection between human beings, who share similar view of life. Solomon (2005) claims that these relationships between products and consumers assist in communicating the person's values, passions, and life motto to the rest of the world. However, they often create biases in decision-making processes. Sometimes, consumers act impulsive, when they see an unexpected promo offer; or contrary – make a thoughtful purchase decision without any rationale behind. All these consumer behaviour patterns are very closely linked with consumer personality traits (Solomon, 2005).

Although consumer psychology might predict decision patterns to purchase intentions, the outcome can be significantly impacted by the level of consumer ethnocentrism (Yen, 2018). Studies show that ethnocentric consumers make purchase decisions based on moral norms and prefer domestic goods over foreign goods (Zalega, 2019), thus they generally are more favourable towards local brands, while purchase intentions for foreign-made products are much lower (Makanyeza, 2015).

Even though multiple studies have already examined the personality traits as well as ethnocentrism in diverse contexts, there are several limitations and gaps in the research that still need to be addressed further. First, consumer personality traits impact on purchase intention has never been analysed in the context of alcohol market. Second, there is no available research that would examine the impact of consumer ethnocentrism on the relationship between consumer personality traits and purchase intention, and how it changes with various levels of ethnocentrism. Finally, even if there exists some empirical research on personality traits impact on local and global brands purchase intentions, results vary significantly for different countries and different industries.

This study aims to analyse the topic of consumer personality traits – extraversion and neuroticism, their impact on consumer behaviour, namely willingness to buy local and foreign

beer products in Lithuania, and how this relationship changes, if at all, when consumer ethnocentrism is introduced to the equation. Academic researchers, who analysed similar relationships, discovered that consumer personality traits do indeed have an impact on consumer buying behaviour (Zabkar, Kalajdzic, and Diamantopoulos, 2017; Tan, 2016; Smith, 2015; Siddiqui, 2016). However, purchasing behaviour differs between countries, industries, consumer demographic groups, and personality traits. Several of the most important studies for the current research paper discovered that extraversion as well as neuroticism personality traits can significantly influence consumer preferences for domestic and foreign brand purchase intentions (Fujiwara and Nagasawa, 2015; Zabkar et al, 2017; Bizumic, 2019). Extraversion was found to be a moderate predictor of consumer buying intentions, however academic research lacks extensive studies in comparison between domestic and foreign preferences. Taking all the above-mentioned reasons into account, the current research focuses only on two personality traits – extraversion and neuroticism impact on domestic and foreign beer purchase intentions. What is more, as local product preferences might be influenced by domestic bias, moderating variable - consumer ethnocentrism - is included to the study to evaluate if the presence of ethnocentric tendencies weaken or strengthen the overall relationship between independent and dependent variables, if at all.

This study contributes to existing academic literature by determining Lithuanian consumers personality traits, their ethnocentric tendencies and country of origin preferences for beer beverages.

Research problem

What is the effect of extraversion and neuroticism on domestic and foreign brand purchase intentions, when moderated by consumer ethnocentrism in beer industry in Lithuania?

Goal and objectives

The goal of this research is to analyse the impact of consumer personality traits (extraversion and neuroticism) and consumer ethnocentrism with regards to domestic and foreign beer product purchase intentions in Lithuania, and to find out if different consumer personality traits and various levels of consumer ethnocentrism have different effect on domestic and foreign beer beverage purchase intention in Lithuania.

To reach the goal of the thesis, following objectives are drawn:

- To analyse the academic literature used in this research and discuss relationships between consumer personality traits (extraversion, neuroticism), consumer ethnocentrism, and local and foreign product purchase intentions;
- To develop the conceptual model and methodology for researching the relationships between extraversion, neuroticism, consumer ethnocentrism, and local and foreign product purchase intentions;
- To perform an analysis of observed personality trait and consumer ethnocentrism tendencies among Lithuanian consumers and evaluate impact of the variables on domestic and foreign beer purchase intentions.

Research design

This empirical study uses descriptive quantitative research method in order to investigate the effect of extraversion, neuroticism, and consumer ethnocentrism on consumer intentions to purchase domestic and foreign-made products within a population. This particular type of research is chosen because there is an extensive amount of academic literature existing in the context of personality traits and consumer ethnocentrism, as well as scales developed and tested

for each concept. Therefore, it enables a researcher to construct a reliable study. Self-administrative questionnaires are built based on previous research and distributed via online survey instrument. Beer beverages product sector in Lithuania has been chosen to be used as the context in this study.

Thesis Sequence

The sequence of the Thesis is organised as follows: firstly, academic literature of concepts relevant for the study is reviewed in the Literature Review. In this section, the current state of knowledge about consumer personality traits, consumer ethnocentrism, and their connection with consumer behaviour – purchase intention of domestic and foreign made products is clearly defined based on prior research. The central research question and problem definition are also presented. Second, the empirical research is carried out. It consists of measuring participants' personality traits, level of consumer ethnocentrism, as well as their intentions to purchase beer products produced in Lithuania and imported from foreign countries. Finally, obtained data is measured, evaluated and discussed. Managerial implications, limitations of the study, and suggestions for further research are presented.

Literature review

This research focuses on consumer personality traits and consumer ethnocentrism effect on purchase intentions with respect to different countries of origin. Therefore, this section of the research paper is dedicated to reviewing existing academic literature in consumer personality traits, consumer ethnocentrism, COO, and their relationship with purchase intentions of beer beverages.

Philip Kotler once told: “Marketing’s future lies in database marketing, where we know enough about each customer to make relevant and customized offers to each” (n.d.). Although marketing practices had been noticed back in ancient times, when trade of goods developed, it was not until early of the 20th century for marketing concept to emerge (Keith, 1960). Robert Keith, who is commonly referred to as the pioneer in the marketing discipline in the business, was the first to point out the cruciality of consumer role played in driving business to success (1960). He called attention to a critical drawback of businesses’ attitude those days – lack of customer centricity and its impact on companies’ wealth (Keith, 1960). It did not take long for other academics and marketers to grasp Keith’s idea and focus on consumer behaviour (Lancaster, 1966). With the rise of consumer research, academics studied and found hundreds of factors that could be relevant for marketers, when tailoring their communication to target segments. Kotler and Amstrong (2010) summarized those factors into 4 major clusters: psychological (motivation, perception, learning, beliefs and attitudes), personal (age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept), social (reference groups, family, roles and status), and cultural (culture, subculture, social class). While all those factors are important and can provide different insights for the marketers, this study is focused on psychological and personal factors. Therefore, further sections of the literature review will give an outlook of previous academic research in the field of country of origin research with respect to personal factors, as well as consumer personality traits and their

impact on consumer behaviour, and consumer ethnocentrism and its impact on consumer behaviour with regards to domestic and foreign products purchase intentions.

Consumer personality traits

Research of personality is as old as the humanity itself. Various sources claim that personality research dates back to Ancient Greece times, when Hippocrates proposed a first-ever model to measure human temperament (Kalachinis and Michailidis, 2015). Although the model was developed for medical purposes, it provided a very good base for further development of personality-directed research models, which have been originated ever since (Boyle, 2010). Scientists as well academics have always been interested in what makes us - us, and how this information can be used for various purposes, including consumer behaviour research (Matzler et al, 2006; Ranjbarian, 2013; Karbasi, 2014). As consumer behaviour research is self-suggestive to be science about consumers, understanding their unconscious decision-making processes through analysis of personality can be very insightful (Myers et al, 2010).

With the rise in research of human personality, scientists noticed some patterns in human behaviour, which tend to be shared across relatives or people with similar background and from similar environment (Soto, 2018). However, for many years, personality research lacked a taxonomy and thus, every academic was clustering humans by their behaviour and differences in numerous different ways (John, 1989).

The foundations for personality traits taxonomy can be traced back to 1936, when Allport and Odbert conducted a lexical study and collected all words in English that would describe human personality (Goldberg, 1990). The authors have listed approximately 18,000 words and grouped them into four clusters: 1) personality traits, 2) temporary states, 3) judgements and 4) physical characteristics (John et al, 2008). The cluster with personality traits contained around 4,500 words and served as a basis for all further attempts to build a taxonomy (Goldberg, 1990). A couple of years later, British and American psychologist Cattell has

further studied Allport's collected personality traits descriptors, developed and tested numerous scales, looked for correlations and claimed to have found a number of factors, describing every human being (Goldberg, 1990). However, later studies showed that there are only 5 factors that tend to be shared across people: 1) openness to experience (or intelligence), 2) conscientiousness, 3) extraversion, 4) agreeableness, and 5) neuroticism (or emotional stability) (OCEAN), and all together are called The Big Five Personality Traits (Goldberg, 1990).

The Big Five Personality Traits

According to Soto (2018), a personality trait is “a characteristic pattern of thinking, feeling, or behaving that tends to be consistent over time and across relevant situations”. Each personality trait has a set of attributes that characterise human behaviour and, varying in levels of exposure, can describe any human being (Soto, 2018).

Although these five personality clusters might seem clear from the first glance, due to their broad meaning, each of the is described separately below.

Openness to experience

“Openness to Experience (vs. closed-mindedness) describes the breadth, depth, originality, and complexity of an individual's mental and experiential life” (John and Srivastava, 1999). In other words, people, who score high on openness to experience, are original, curious, have active imagination and highly appreciate artistic experiences (John and Srivastava, 1999). In the context of consumer behaviour, consumers that are open to experiences are often found to be more likely to experiment and purchase various unknown products than consumers, who share other personality traits (Fujiwara and Nagasawa, 2015; Lu and Chen, 2017). This group of consumers is rarely influenced by domestic country bias (Huxley et al, 2015; Bizumic, 2019) and instead, is much more likely to perceive global brands more favourably (Zabkar et al. 2017). Previous academic research explains such behaviour as a response to international brands' promises that serve expectations of consumers that are intelligent - extraordinary

experiences with global brands' products (Zabkar et al. 2017). Closed-minded people, on the other hand, are historically found to have a prejudice, which prevents them from a reasonable evaluation of product alternatives (Huxley et al., 2015). What is more, previous studies show that closed-minded consumers tend to be more favourable towards their ingroup, thus when deciding between domestic and foreign product purchase, they are expected to choose domestic products more frequently than compared to foreign alternatives (Huxley et al., 2015).

Conscientiousness

“Conscientiousness describes socially prescribed impulse control that facilitates task- and goal-directed behaviour, such as thinking before acting, delaying gratification, following norms and rules, and planning, organizing, and prioritizing task”. (John and Srivastava, 1999). Conscientious people are dedicated, reliable, self-disciplined, and mature (Goldber, 1990). Therefore, they are expected to be collecting product-related information prior making purchase decision (Ebrahimi et al., 2019). Academic literature suggests that conscientious consumers are highly price sensitive (Zabkar et al., 2017), therefore, it could be expected that such people would pay less attention to product's country of origin and instead, would focus on intrinsic and extrinsic attributes that are of higher importance to them. However, previous studies discovered that there exists some correlation between highly conscientious consumers and their exposure to consumer ethnocentrism, which in turn proposes a possibility for their preference for domestically produced goods (Zabkar et al., 2017). Nevertheless, neither direct relationship between conscientiousness and consumer purchase intentions has ever been tested, nor the discovered indirect relationship together with assumptions is strong enough for the results to be generalizable. As pointed out by Zabkar et al (2017), impact of conscientiousness together with other personality traits on domestic and foreign product purchase intention may vary depending on product category as well as domestic country of interest.

Extraversion

“Extraversion implies an energetic approach toward the social and material world and includes traits such as sociability, activity, assertiveness, and positive emotionality” (John and Srivastava, 1999). Introverts, on the other hand, are often seen pessimistic, unfriendly, silent and lethargic (Goldberg, 1990).

Previous academic studies that aimed at evaluating extraversion impact on domestic country bias concluded that this personality trait is negatively correlated with unreasonable preference for domestic production (Zabkar et al, 2017), therefore, extraverts are expected not to base their purchasing decision solely on this extrinsic product attribute (Symmank, 2019). What is more, studies show that due to natural extraverts’ propensity to communicate with others, they are likely to engage in conversations with sales assistants and seek for information about products of interest (Zabkar et al, 2017). Such information collection is also known as bottom-up information process approach, which is dominant among low ethnocentric consumers (Supphellen and Rittenburg, 2001). Likewise, the outcome for introverts would be exactly the opposite (Supphellen and Rittenburg, 2001). While further elaboration on the approach and its connection with ethnocentrism is provided below, at this point it is important to note that summarizing and concluding the findings from previous studies, consumers who score low on extraversion, i.e. are introverts, are much more likely to be intending to purchase domestic products than compared to extravert peers. Contradictory to this expectation, Whelan and Davies (2006) discovered that extraverts report more frequent preferences for national labelled products rather than corporately (global) labelled ones. As consumer behaviour research lacks more extensive investigation of personality traits impact on consumer purchase intentions of domestic as well as foreign brands, the generalizability of previous discoveries is ambiguous.

Agreeableness

“Agreeableness contrasts a prosocial and communal orientation towards others with antagonism and includes traits such as altruism, tender-mindedness, trust, and modesty” (John

and Srivastava, 1999). Agreeable people tend to be honest and generous, while those, who score low on agreeableness scale, are described as aggressive, greed and dogmatic (Goldberg, 1990).

Available research papers in consumer behaviour suggests that there is no direct link between agreeableness personality trait and product purchase intention (Fujiwara and Nagasawa, 2015; Zabkar et al, 2017). Nevertheless, due to their natural tendency to please others, agreeable consumers take into consideration the opinion of others, when deciding what product to purchase (Whelan and Davies, 2006). Imeh (2015) also supports the claim by discovering that agreeableness personality trait is the strongest predictor of buying behaviour. His findings are in line with those of other academics, who studied and proved that agreeableness is correlated with compulsive behaviour (Mowen, 2000; Siddiqui, 2016). Interestingly, both Imeh (2015) and Siddiqui (2016) discovered that agreeableness is the only personality trait that is proved to influence brand loyalty. Summing up, even if agreeableness may not predict consumer purchase intentions in the short term, it is a strong predictor of consumer behaviour in the long run.

Neuroticism

“Neuroticism contrasts emotional stability and even-temperedness with negative emotionality, such as feeling anxious, nervous, sad, and tense” (John and Srivastava, 1999). People, who score high on neuroticism, are usually depressed, worried, get stressed very easily (John and Srivastava, 1999).

Consumers, who share neuroticism personality trait, are usually very risk averse and thus, they will do everything to reduce uncertainty (Zabkar et al, 2017). For marketers it means that neurotic consumers will do an in-depth research of products that they are interested in, thus, to capture this segment of customers, marketers must be well-prepared. What is more, academic studies suggest that neurotic consumers tend to identify themselves within in-groups, which in

turn leads to more favourable attitude towards domestically produced goods and hence, more reluctance to engage in foreign products purchases (Zabkar et al, 2017). In the study conducted by Zabkar et al (2017), neurotic consumers proved to be biased towards domestic country production and thus, authors claim that neurotics are much more likely to be intended to choose domestically produced brands over global brands. Nevertheless, authors also note that results may differ from country to country because both domestic production as well as perception of foreign products may vary (Zabkar et al, 2017).

The Big 5 personality traits and consumer behaviour

Ever since the acceptance of the Big Five general applicability to humanity, many academics have used the model to test human unconscious mind impact on their behaviour (Guerrero et al, 2014). Academic literature on consumer personality traits claims that human personality influences and can predict consumer tendency to be loyal to their favourite brands (Smith, 2015), preference for products country-of-origin (Zabkar et al., 2017), and other factors that can be important for marketers.

In 2011, Schaefer et al. conducted a study to test how favourite brands activate consumers' brain. To perform the study, authors showed several well-known chocolate brands to the study participants and measured changes in their reward-sensitive brain areas (Schaefer et al., 2011). The findings of the study showed that brain of consumers, who score high on extraversion and neuroticism, release dopamine in the event of confrontation with their favourite chocolate brand, therefore, it can be claimed that extraverts and neurotics' brand loyalty is the result of their brain functions (Schaefer et al., 2011). Findings from other academic research suggests that consumer loyalty to brands can be correlated with their level of agreeableness (Siddiqui, 2016, Smith, 2015), conscientiousness (Smith, 2015), introversion (Smith, 2015). Despite the fact that brand loyalty is every marketer's aspiration, it is only the final product of consumer

willingness to buy the brand at all, thus it is important to understand what factors drive consumer purchase intention, which in turn could lead to brand loyalty.

The Big 5 personality traits and purchase intention

The influence of personality traits on product purchase intention is investigated in various industries (Mowen, et.al. 2009; Fujiwara and Nagasawa, 2015) and from various perspectives (Tan, 2016; Smith, 2015; Pelau et al., 2018).

Previous academic literature suggests that some consumers possess more importance to product evaluation and information search prior product purchase than others (Smith, 2015). For example, introverts prefer facts-based decision-making processes, and thus are less likely to make impulsive buying decisions (Pelau et al., 2018). Similarly, consumers, who score high on conscientiousness, tend to be careful and prepared for any upcoming, therefore they also evaluate all available product cues prior the purchase decision (Smith, 2015; Pelau et al, 2018). Consumer personality traits impact not only to the pre-purchase behaviour, but also to their actions and feelings after the purchase is made (Zulkarnain et al., 2018). Research shows that in the events, when consumers are not satisfied with the goods they have purchased, they experience post-purchase regret (Creyer and Ross, 1999). It is especially significant in the cases, when consumers do not put enough effort into researching the goods they are about to buy (Creyer and Ross, 1999). Nevertheless, the level of post-purchase regret being experienced varies depending on consumer personality (Zulkarnain et al., 2018). The study conducted by Zulkarnain et al. shows that consumers, who score high on conscientiousness, are significantly exposed to post-purchase regret, when they are not satisfied with their decision (2018). The finding is somewhat related to the overall tendency of conscientious consumers to pay more attention to details and thus, is self-suggestive to affect these people more than others, who share different personality traits (Zulkarnain et al., 2018). What is more, Zulkarnain et al. have also discovered that people, who score high on extraversion, tend to be affected by the post

purchase regret almost as much as conscientious consumers (2018), and it happens quite often as these consumers are often found to be impulsive buyers (Pelau et al, 2018). These findings suggest that together with other product cues, country of origin information might play an important role for introverts, conscientious and open consumers in their product purchase decision making process.

Personality traits of consumers are found to be linked with individual levels of consumer ethnocentrism - tendency to prefer domestic production over foreign (Huxley et al, 2015; Bizumic, 2019). In a study, conducted by Huxley et al., the authors tested individual levels of openness to experience and ethnocentrism of students from Australian university and found a strong negative correlation between the two, i.e. the lower one's imagination, artistic interests, emotionality, adventurousness, intellect, and liberalism levels are, the more consumer ethnocentric the respondents are (Huxley et al, 2015). A study published by Bizumic (2019) also consents the findings, discovered by Huxley et al, and claims that levels of ethnocentrism are indeed influenced by biological factors. What is more, Bizumic found that consumer ethnocentrism can be explained not only by consumer level of openness but also by their tendency to share agreeableness factor (Bizumic, 2019). Correlation between the other three personality factors (extraversion, conscientiousness, and neuroticism) and consumer ethnocentrism seems to be weaker in the study, but it suggests that conscientious consumers can also be somewhat ethnocentric due to their preference for right principles and order (Bizumic, 2019). What is more, Bizumic found that introverts tend to be more exposed to consumer ethnocentrism than extraverts, however, the relationships are weak thus it might not be generalizable for this factor of the Big 5 personality traits (Bizumic, 2019). These relationships between personality traits of consumers and consumer ethnocentrism suggest that openness to experience as well as agreeableness shall have a significant impact on consumers preference for domestic over foreign brand purchase intention.

A study published by Zabkar et al. (2017) also supports the claim that consumer personality traits have an impact on domestic and global brand purchase intentions. In their research, Zabkar et al. analysed domestic and global brand purchase intentions of citizens from four different countries (2017). While their findings show that extraversion, neuroticism, conscientiousness and openness to experience indeed have an impact of preference for either domestic or global brands, their study captured differences among those countries. The findings reveal that what is true for one country it might not be applicable at all to another, thus in the case of personality traits study, it is important to be country specific (Zabkar et al., 2017). Therefore, for the purpose of this study, the research is performed only in one country - Lithuania.

Extraversion, neuroticism, and purchase intention

Although the Big five model is constructed from five personality trait groups, previous academic research proves that not all of them play a significant role when determining preference for domestic product purchase over foreign product purchase, or vice versa (Huxley, 2015; Zabkar et al, 2017; Bizumic, 2019). While every personality trait is found to have an effect on country of origin preference when testing consideration to purchase products at least once, only openness to experience, extraversion, conscientiousness, and neuroticism are to be generalizable over studies, i.e. there is very little proof that agreeableness would have a direct impact on consumer purchase intentions, when testing for country of origin effects (Zabkar et al, 2017; Bizumic, 2019).

Across consumer behaviour studies, openness to experience is the most commonly analysed personality trait. Consumers that are open to experiences, are found to be more willing to buy products from various categories across industries, than compared with any other personalities. Conscientiousness relationship with consumer purchase intentions is also well analysed in academic literature. Differently from consumers, who are open to experiences, conscientious

consumers tend to give a second thought before making a decision to purchase, thus their intentions to purchase various products from different categories are much less frequent than ones' that are open to experiences (Zabkar et al, 2017; Zulkarnain et al 2018; Pelau et al, 2018; Bizumic, 2019). While openness to experience and conscientiousness personality traits are extensively documented in academic research on consumer behaviour, extraversion and neuroticism requires more attention in order to understand consumer behaviour patterns.

Extraversion and neuroticism are two very different types of personalities. Neurotic consumers tend to look for products that they already are familiar with or for brands that they trust as it reduces anxiety, while extraverts like novelties, excitement, sociability, thus their choices are much more different from neurotic consumers' (Casidy et al, 2007). Including two distinctive characteristics into study should provide different results with respect to preferences for domestic and foreign production. What is more, having on mind the extensiveness of openness to experience and conscientiousness studies, it is worth to focus on the traits that do not hold such wide track record of research in consumer purchase intentions. Therefore, for the purpose of this study, only two consumer personality traits are employed to test their impact on domestic and foreign beer product purchase intention: extraversion and neuroticism.

Purchase intention

Consumers engage in buying decision making processes almost every day. The process starts with recognition of a need or a problem that needs to be solved, following by researching information about potential solution, evaluating it among other existing substitutes, deciding which one to go for and then actually purchasing the good (Kotler and Armstrong, 2010). The process continues long after the actual purchase takes place, same as it starts quite in advance before the purchase (Kotler and Armstrong, 2010). The period between evaluation of alternatives and purchase of the solution can be referred to as purchase intention, which is described as „the mental stage in the decision making process, where the consumer has

developed an actual willingness to act toward an object or brand“ (Emerald, 2015). Academic researchers claim that consumer purchase intention can be influenced by hundreds of different factors, grouped to intrinsic attributes, extrinsic attributes, consumer attitudes, subjective norms, and demographic factors (Cela and Cazacu, 2016). According to Brecic et al (2017), intrinsic attributes is the basis for understanding drivers of purchase intentions as they present physical part of a product (for example, taste) and help consumers evaluate quality of the product. Extrinsic attributes, on the other hand, are also product-related but are not a part of it. Instead, extrinsic attributes can act as added value, since they mostly refer to brand, price or a country of origin (Brecic et al, 2017). While for some product categories extrinsic information might not be as important as intrinsic information, in food sector it plays a crucial role (Fandos and Flavian, 2007). When a consumer is about to engage in purchase decision making process for a food or beverage product category, which he/she has never bought before, intrinsic attributes are barely of any use as consumer cannot determine quality of food or drink he/she has never tasted before (Symmank, 2019). In such cases, consumers tend to rely on extrinsic product information like product appearance, brand or country of origin (COO) (Symmank, 2019). Prior research shows that consumers do not form expectations for intrinsic attributes based on extrinsic information, thus consumer purchase intentions might change in the post-purchase behaviour (Arvola et al., 1999). Nevertheless, other studies claim that information like country of origin might bias consumer perception of intrinsic factors (Wansink and Park, 2002), thus it is important to study COO effect on purchase intentions and understand how consumers in a given country behave when deciding which product to buy.

Country-of-origin

Since COO concept has been widely analysed and used in the academic literature, it is defined in numerous different ways, applicable in various contexts. If described very basically, COO is a country, where a product or service is produced, and with continuous globalization, it can

be referred to the country, where the main or additional parts of the product are manufactured, where the product is assembled, where the design is made (Brookshire and Yoon, 2012), or where the company's headquarters are located (Ozsomer and Cavusgil, 1991). For example, Apple indicates several COO on their products: the country, where the design is made (California), and the country, where the product is assembled (China). Wang and Lamb (1983) refer to the COO as the barrier to entry a foreign market, due to negative consumer attitudes towards some countries of products' origins (for example, China).

Country-of-origin role in domestic and foreign product purchase intentions

Several previous academic papers suggest that the country, where a product comes from, has a significant impact on the product purchase intention (Schooler, 1965; Reiersen, 1966; Reiersen, 1967). For example, in a study made by Schooler (1965), Guatemalan consumers' choices were manipulated and analysed by using fictitious product labels, indicating different countries, where the presented products were made in. The results show that consumers tend to favour domestic products as well as products that are made in developed countries, while products from less developed countries are much more rare choices (Schooler, 1965). Likewise, Krishnakumar (1974) conducted a study to analyse consumer behaviour patterns in developing countries. In his study, Krishnakumar tested how citizens from developing countries would evaluate products (in terms of quality-associative factors) that were made in their own country compared to products from USA. The findings of the research showed that consumers from less developed countries assigned lower perceived quality to domestically produced goods (Krishnakumar, 1974). What is more, Krishnakumar's research results indicated that people, who had some certain knowledge about the countries in the study, favoured different "made-in" countries than those, who never travelled (Krishnakumar, 1974). Other studies also confirmed that knowledge of the country that a product comes from, significantly shapes the attitude towards it, either positively or negatively (Darling and Kraft, 1977). Nevertheless,

researchers, who conducted longitudinal country-of-origin effect studies, found that consumer attitude toward certain production countries can change over time. In 1970 and 1977, Nagashima investigated American and Japanese consumers' attitudes towards domestic and foreign made-in products. Study made in 1990 showed that American consumers favoured domestically made products the most, while Japanese consumers preferred goods that were made in Germany (Nagashima, 1970). Seven years later, after conducting a very similar research, Nagashima found that country bias decreased and thus, perceived superior attitude towards made-in USA products decreased (Nagashima, 1977).

Many academics explain COO bias as stereotyping (Schooler, 1965; Reiersen, 1996), since consumer preferences are mostly based on the stereotypes that people have about certain made-in countries, rather than specific product group knowledge. In 1995, Keown and Casey conducted a study to analyse factors that impact Northern Ireland consumers' decision-making process when choosing wine. Respondents of the study indicated that COO was the most important feature when choosing which product to buy, and wines from France and Italy were perceived as superior (Keown and Casey, 1995). Similarly, Bandara and Miloslava (2012) studied consumer preference for domestic and foreign beer brands in Czech Republic. Although their findings suggest that Czech consumers are equally favourable towards both domestic and foreign beer brands, introduction of consumer ethnocentrism to the equation changes everything (Bandara and Miloslava, 2012). The findings of Bandara and Miloslava research show that consumer preference for domestic beer brands is highly influenced by consumer ethnocentrism, i.e. the more consumers are ethnocentric, the more likely they are to choose domestic beer brands and be unfavourable towards foreign beer brands (2012).

Country-of-origin and demographics

In 1989, Hong and Toner conducted a study to evaluate importance of COO between female and male consumers. Their findings did not support the hypothesis that females would pay

more attention to COO than male, as opposed to other researches like one done by Sharma et al (1995), but rather concluded that COO is being used as a cue, indicating perceived product quality, when the consumer is not very much familiar with the product group (Hong and Toner, 1989). In the meanwhile, studies examining the role of consumers' age in the evaluation of COO importance show that younger and older consumers' behaviour differs (Schaefer, 1997;) In her study, Schaefer revealed that older consumers pay more attention to a product's country of origin than younger ones (1997). Schaefer explains it as a result of older consumers' reliance on various stereotypes and information attained throughout the life as well as inability to keep up with new tendencies and information in the market (1997). Furthermore, scholars suggest that older people tend to be more favourable towards domestically produced goods, while young consumers are more cosmopolitan and thus, prefer foreign goods (Schooler, 1971; McLain and Sternquist, 1991).

Education is also an important factor when determining the importance of the COO to the consumers, when they are choosing between foreign and domestic products (Schooler, 1971; Dornoff et al, 1974). In his study in 1971, Schooler was observing differences between national and regional labelling on the same type of products (glassware). Results obtained from the analysis were similar to those in other literature, nevertheless, it revealed another interesting fact - better educated consumers were in favour of foreign products, while consumers, holding little to no education tend to choose domestic products (Schooler, 1971). The later results were also confirmed in another study, conducted by Dornoff et al (1974), where authors examined consumers' attitudes towards imported products. The analysis showed that respondents, holding higher degree were much more in favour of imports than compared to those, who did not obtain undergraduate or graduate degree (Dornoff et al, 1974).

Although demographics can describe consumer attitude towards foreign and domestic products to some extent, broader analysis require attention on consumer psychographics. One of the

early researchers, who dig deeper into consumer psychology and aimed to understand if consumers perceive the same products differently in terms of country of manufacturing, was Hampton (1977). In his work, Hampton analysed how American consumers perceive products made by American firms inside the country and outside of it (similar to Apple products' manufacturing case). Results revealed that consumers perceive higher risk in choosing products made outside US (even if they were made by American firms) than compared to domestic production (Hampton, 1977). On one hand, it can be explained as simple preference for domestically produced goods as the country itself possesses strong economic development. On the other hand, it can be the result of prevalence of consumer ethnocentrism.

Since the current study aims to test different consumers' preferences and willingness to buy domestic and foreign beer products, it is crucial to evaluate consumer ethnocentric tendencies and see if they have an impact on the relationship between customer personality traits and product purchase intention.

Consumer ethnocentrism

It is widely assumed that general ethnocentrism concept dates back to 1906, when William Graham Sumner named a "view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it" as ethnocentrism (Sumner, 1906). Sumner notes that presence of ethnocentrism make people overrate their own group (in-group) and distance from other groups (out-groups), genuinely believing that their own folkway is the benchmark and status quo for others (Sumner, 1906).

Consumer ethnocentrism concept is something that evolved from general ethnocentrism theory in psychology, when various consumer studies showed an interesting consumers' tendency to favour domestically produced goods, claiming that purchase of imported products is immoral, hurts economy, and reduces job opportunities for American people (Shimp and Sharma, 1987). What is more, such group of consumers not only refuse to buy foreign products, but also

strongly judge others, who act differently, thus such behaviour was quickly connected to psychological ethnocentrism concept and applied to marketing studies, defining consumer ethnocentrism as “the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign made products” (Shimp and Sharma, 1987). In other words, ethnocentric consumers make purchase decisions based on moral norms and prefer domestic goods over foreign goods (Zalega, 2019), thus they generally are more in favour for local brands, while purchase intentions of foreign-made products are much lower (Makanyeza, 2015).

Shimp and Sharma (1987) not only defined consumer ethnocentrism, which is widely used by many academics up to date, but also developed a measure scale - CETSCALE (Consumer Ethnocentrism Scale) to evaluate consumers' tendencies to favour domestically produced goods. The need for such scale was identified after Shimp's primary research in ethnocentrism in 1984, where he tried to use scales developed by other, but found them too general and not applicable for consumer studies (Shimp, 1984). Therefore, in 1987, Shimp and Sharma developed a consumer ethnocentrism dedicated scale, which (with some adjustments) is being used even nowadays (Guerrero et al, 2014).

Consumer ethnocentrism and purchase intentions

Since consumer ethnocentrism can highly influence consumer purchase intentions, the concept is widely popular in marketing research studies (Brown and O'Cass, 2006). Similarly to country of origin studies, consumer ethnocentrism tendencies in highly developed economies are not so much surprising because those markets usually enjoy extensive supply of domestic product alternatives like wine industry in Australia (Brown and O'Cass, 2006). Although global wine industry is incredibly huge and there exists a lot of high-quality competitors, especially from the countries that are traditionally seen as best wine producers (eg. Italy, France), ethnocentric Australian consumers are much more favourable towards made-in-Australia wines (Brown and O'Cass, 2006), which are also known for its good quality (Porter

and Solvell 2010). Nevertheless, other studies show that ethnocentric consumers stay to their commitment to local product even when foreign goods are a great deal better (Supphellen and Rittenburg, 2001). In 2001, Supphellen and Rittenburg published an article, where they studied consumer tendencies in less developed market (namely, Poland) and how ethnocentric consumers act in the presence of more superior foreign goods. For the purpose of the study, Supphellen and Rittenburg included 3 petrol stations into the questionnaires - one Polish and two foreign, which in previous study were indicated as superior quality by Polish consumers. Although products and services in foreign petrol stations were evaluated much higher, ethnocentric consumers proved to be genuinely committed to domestic brand alternative, providing benefits they acquire from choosing domestic brand, rather than indicating why they would not choose foreign options (Supphellen and Rittenburg, 2001). Another study, published by Maison and Maliszewski (2016), also investigated consumer ethnocentrism tendencies with respect to products, which foreign brand alternatives are more quality than domestic substitutes. Similarly to Supphellen and Rittenburg's results, Maison and Maliszewski's study found that ethnocentric consumers tend to stick to their domestic brand choices, even when foreign proposed alternatives are better. Nevertheless, the authors found that the effects can be reduced, when proposed foreign products are made in positively perceived country of origin (Maison and Maliszewski, 2016).

Consumer ethnocentrism is a very strong predictor of consumer behaviour in the context of domestic product consumption (Orth and Firbasova, 2003; Maison et al, 2018). As already overviewed above, introduction of consumer ethnocentrism factor to a relationship, where dependent variable of interest is anyhow related with domestic origin, can significantly shape the outcome of the study (Bandara and Miloslava, 2012). In a study conducted by Orth and Firbasova (2003), the authors found that even though independent variables like age or gender can have a significant influence on consumer purchase intention, it is crucial to test consumer

ethnocentric tendencies in a context for domestic and/or foreign product purchase intentions. What is more, the findings suggest that introduction of consumer ethnocentrism not only shows significant impact on consumer behaviour, but also outweighs the impact of other independent variables (Orth and Firbasova, 2003). In a study of Polish consumers purchase intentions of domestic and foreign brands, when foreign alternatives are obviously superior, Supphellen and Ritterburg (2001) discovered that prevalence of consumer ethnocentrism and consumer level of exposure to it can predict the way consumers process product-related information. Theory shows that there are two ways consumers absorb information and base purchasing decisions upon: top-down and bottom-up approach. Top-down approach refers to a situation, when consumers firstly evaluate prior knowledge and attitude towards product category, and only then proceed further to product-related attributes. Likewise, bottom-up approach refers to consumer tendency to look for product-specific information first, and then move further to overall category and previous knowledge evaluation. Although these two approaches are complimentary, research shows that depending on consumer psychographics, only one of them is dominant (Supphellen and Ritterburg, 2001). In the context of consumer ethnocentrism, it is found that highly ethnocentric consumers use top-down information processing, i.e. when choosing a product, they base their decision upon overall knowledge of the category (foreign/domestic COO) and ignore product attributes. Consumers, who score low on Consumer Ethnocentrism Scale, use bottom-up approach. Differently from ethnocentric people, the latter group of people does not have cognitive bias, which would prevent them from a reasonable decision-making process. Therefore, low ethnocentric consumers base their purchasing decisions on product-specific attributes rather than unreasonable motivation (Supphellen and Ritterburg, 2001). Previous findings are important for the current research because they all support the importance of consumer ethnocentrism introduction to a study of

the relationship between independent variables and dependent variables that aim to provide insights about consumer purchase intention preferences for domestic and foreign products.

Moderating effect of consumer ethnocentrism

There is an extensive amount of research proving that consumer ethnocentrism significantly predicts consumer purchase intentions. Majority of studies found that consumer ethnocentrism drives preference for domestic production as well as unwillingness to buy foreign products, unless necessary. What is more, consumer ethnocentrism concept is also found in personality studies. Findings of such studies suggest that personality can be a predictor of consumer ethnocentrism, which in turn mediates relationship with consumers purchase intentions. Since decision between the usage of mediator and moderator in statistical analysis depends on the nature of the study, and in some cases, mediator can be transformed into moderator (Baron and Keny, 1986), in order to extend existing literature, this empirical research is testing moderating effects of consumer ethnocentrism on domestic and foreign product purchase intentions. Differently from other studies, instead of analysing how consumer ethnocentrism can connect the relationship between personality traits and purchase intentions, this study focuses on determining whether consumer ethnocentrism can strengthen or weaken, or maybe completely change the relationship between personality traits and purchase intentions.

In 2018, Gazdecki conducted a research to identify product groups, which are more subject to domestic country of origin than others. His findings suggest that people tend to be more ethnocentric, when choosing fresh products, as they perceive domestic production as better and healthier, while in turn, pay less importance to the country of origin of the processed foods (Gazdecki, 2018). These findings are important for the current study as product of interest is beer, thus there is a chance that consumer ethnocentrism tendencies will not be as extreme as it could be in other cases. What is more, Lithuanian beer market contains many well-known producers, therefore domestic beer product purchase intentions might be present either because

of the in-group preference or because of domestic products' level of quality. To avoid possible unclarity of the results, in this study, when testing the impact of consumer personality traits on domestic and foreign beer brands preferences, consumer ethnocentrism is treated as a moderator. This allows to test if consumer ethnocentrism has more extensive effect on consumer choices than their base personality. In other words, this study analyses if purchase intentions for domestic and foreign production differ based on consumer personality, and does the effect become stronger or weaker, when consumers are highly ethnocentric versus low ethnocentrism tendencies. It is expected that effects will be stronger in cases, when consumers score high on CETSCALE.

Research Methodology

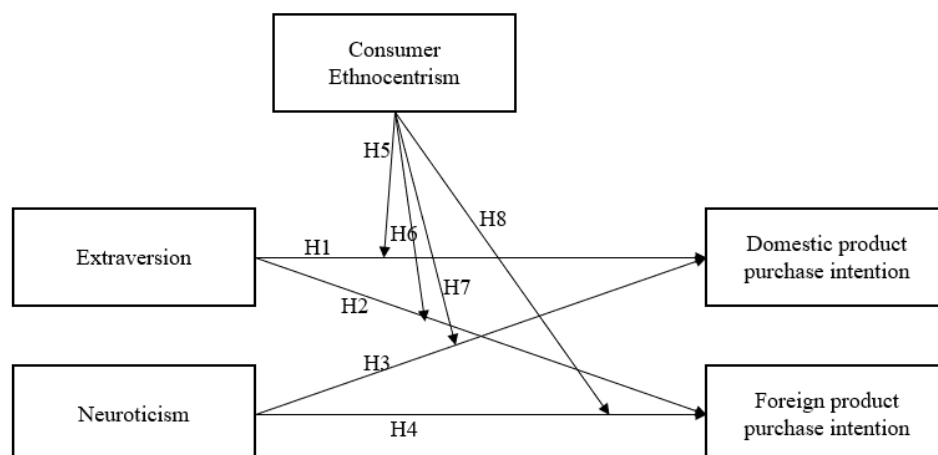
Theoretical Framework

The purpose of this study is to investigate whether consumer personality traits can be significant predictors of preference for domestic or foreign country of origin in beer industry in Lithuania. What is more, this study aims to examine whether consumer ethnocentrism tendencies would strengthen the relationship between consumer personality traits and their purchase intentions. In order to perform this research, consumers are grouped by personality traits and their ethnocentric tendencies are measured. Additionally, this study seeks to investigate the relationship between consumer personality traits and their ethnocentric tendencies, thus correlation analysis of the variables is performed. Finally, as academic research suggest that country of origin effects may vary depending on age, gender and education, demographic groups are analysed to better understand the constructs, influencing domestic and foreign beer product purchase intentions in Lithuania.

This research paper is developed based on the conceptual model, presented in Figure 1.

The conceptual model has been built based on previous academic literature, analysing country of origin effects, consumer personality traits and consumer ethnocentrism tendencies.

Figure 1. The conceptual model of the study.



Based on the theoretical framework, conceptual model drawn from the previous academic literature and the goals of the study, the following hypotheses are drawn and described.

Hypotheses

Extraversion personality trait is suggestive itself that consumers are eager to try things. It can be products, it can be services, but the Five Factor Model of personality suggests that with the increase of extraversion, consumers are more likely to step out of their comfort zone. Previous academic literature also supports the claim that in various contexts, people who are generally extraverts, are more often willing to buy new or unknown products, and thus possess lower loyalty to brands (Kim et al, 2016; Lin, 2010). Based on the findings in academic literature, the first hypothesis (H1) for the empirical study is drawn:

H1. Extraversion is positively related to domestic product purchase intention.

Since this study aims to investigate if personality traits affect consumer preference for product's country of origin, the second hypothesis constructed for this empirical research focuses on investigation of consumers', who are extraverts, willingness to purchase foreign beer products, and thus **H2** is constructed as follows:

H2. Extraversion is positively related to foreign product purchase intention.

In order to examine country of origin effects among very contrast personalities and investigate whether different personalities may have different attitudes towards different countries of origin, the second personality type to be investigated is neuroticism. In accordance with academic literature in psychology, neuroticism is related with a person's ability and wish to make very thoughtful decisions. Consumers who score high in neuroticism are assumed to be those, who make purchase decisions not only based on product features, but much more beyond. They often investigate manufacturers and their partners as they want to believe that their choice is "the right one" and to reduce anxiety. Therefore, when constructing the third hypothesis for this empirical research, one could assume that neurotic consumers would indeed

be willing to buy domestic brands, as information about local producers is available or easily acquirable.

Based on the available studies and assumptions drawn from empirical studies, the third hypothesis (H3) is built as follows:

H3. Neuroticism is positively related to domestic product purchase intention.

In order to investigate if neurotic consumers' choices differ when product's of interest country of origin varies, H4 must be focused on testing consumers attitude towards global product, varying their level of neuroticism. Since global products often possess high brand awareness, it could be expected that neurotic consumers would find buying foreign products acceptable.

Therefore, H4 is drawn as follows:

H4. Neuroticism is positively related to foreign product purchase intention.

Consumer ethnocentrism is an inherent part of country of origin effects investigation as it possesses strong influence for in-group preferences of the consumers, scoring high in ethnocentric tendencies. Therefore, inclusion of consumer ethnocentrism concept might have a significant impact on overall relationship between consumer personality traits and consumer preference for country of origin. In order to test whether consumers, who are extraverts, are more favourable towards domestic production, when they score high on CETSCALE, the 5th hypothesis (H5) is drawn:

H5. Extraversion is positively related to domestic product purchase intention and this effect is moderated by consumer ethnocentrism.

Similarly, as in the above, it is in the interest of this empirical research to see if consumer purchase intentions differ, when consumers are provided with local and foreign products. Therefore, the moderating effect of consumer ethnocentrism is also tested in the relationship between extraversion personality trait and foreign product purchase intention. Nevertheless, as consumer ethnocentric tendencies mean preference for in-group folkways and rejection of out-

group folkways, it can be expected that the inclusion of the moderator would negatively affect the relationship between the independent and dependent variables. Based on that, H6 is constructed in the following way:

H6. Extraversion is negatively related to foreign product purchase intention and this effect is moderated by consumer ethnocentrism

Similarly to extraversion and local product purchase intention relationship, moderated by consumer ethnocentrism, it could be expected that with the increase of neuroticism and ethnocentric tendencies, consumers preference for domestically produced goods would also increase. Based on the assumptions, H7 is provided below:

H7. Neuroticism is positively related to domestic product purchase intention and this effect is moderated by consumer ethnocentrism.

When CETSCALE is introduced and the dependent variable of interest is product, which is imported from abroad, neuroticism and foreign product purchase intention relationship is expected to be negatively related, i.e. in the presence of consumer ethnocentric tendencies, increase in consumer neuroticism should lead to the decrease in the willingness to buy foreign beer products. Hence, the eight hypothesis (H8) is provided below as follows:

H8. Neuroticism is negatively related to foreign product purchase intention and this effect is moderated by consumer ethnocentrism.

In order to answer the research question of this empirical study and fulfil research goal and objectives indicated in the introduction, the following variables are used in the study: consumer personality traits (extraversion, neuroticism), consumer ethnocentrism, domestic product purchase intention, and foreign product purchase intention.

The variables for each of the eight hypotheses is identified in this next part of the chapter.

Hypotheses 1 and 2 test the effect of extraversion on the intention to purchase domestic and foreign beer products respectively. Therefore, in this case, extraversion is treated as

independent variable, while domestic beer product purchase intention and foreign beer product purchase intention are treated as dependent variables.

Hypotheses 3 and 4 test the relationship between neuroticism and its impact on intention to purchase domestic and foreign products. Similarly is in the case with extraversion, when testing H3 and H4, neuroticism is independent variable, while willingness to buy domestic and foreign beer products are dependent variables.

Hypotheses 5, 6, 7 and 8 differ from the first four hypotheses in a way that to test the relationship between the independent and dependent variables, another variable - moderator - is included to see how, if at all, the relationship changes in the presence of consumer ethnocentric tendencies. Thus, when testing H5-H8, extraversion and neuroticism are treated as independent variables, domestic and foreign purchase intentions are the dependent variables, and consumer ethnocentrism is the moderator, which is expected to either strengthen the relationship or to even change the direction between the two.

Context of the Study

The current research paper focuses on personality traits and level of ethnocentrism of Lithuanian consumers. More particularly, the study aims to investigate how Lithuanian consumers are impacted by the country of origin of beer products, and what are the possible underlying factors, influencing the decisions.

Lithuanians have historically been known as a nation, who possess a high importance to the country of product's origin (Sliburyte and Bankauskiene, 2017). However, the level of importance varies among the product groups. What is more, Sliburyte and Bankauskiene's research suggests that Lithuanians are rather open to out-groups, thus products do not necessarily have to be produced domestically, but rather be imported from countries that Lithuanians assign a positive image to (2017). Nevertheless, in such industries like beer beverages, where the market is full of domestic production, there is a high chance that

Lithuanians would choose local production, as country of origin theory indicates general consumer preference for local goods. However, imported beer is also very popular in Lithuania, thus it is attractive to dig deeper into consumer research and investigate what are the drivers for one or another decision for purchase. What is more, since alcohol advertising restrictions are becoming tighter every year, it is in the interest of managers to understand consumer decision making patterns and adjust marketing campaigns accordingly.

Methodology

Firstly, the individual levels of customer personality traits and ethnocentrism of each participant are measured. The questionnaire to measure independent variables is adapted from scales used in previous researches to assess consumer personality traits (John & Srivastava, 1999), level of ethnocentrism (Shimp and Sharma, 1987), and their impact on brand purchase intention (Gallego et al, 2015). All questions are assessed with a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). To measure the difference in the relationship between consumer personality traits and local as well as foreign beer product purchase intention, respondents are assumed to have general knowledge and attitude towards beer market. In addition, to gain a deeper understanding of the concepts, the differences in levels of consumer personality traits and ethnocentrism are examined and compared between distinct demographic groups of participants.

Methods of data collection

Data is to be collected through online survey instrument via convenience sampling from at least 385 participants representing regular adult consumers (age 20+) of beer in Lithuania. According to Narkotikų, Tabako ir Alkoholio Kontrolės Departamentas (NTAKD), 1,249M of Lithuanian citizens in the age between 20 and 65 have consumed alcohol in the last 12 months (2016). As per representative sample calculator, with 95% of Confidence interval and 5% Margin of error, at least 385 respondents are needed for the study (Qualtrics, n.d.)

Survey is carried out via self-administered quantitative questionnaire. For data gathering purpose, questionnaires are placed online. Online survey provides capability to represent larger population, also data collection process is convenient - many individuals are able to answer the questions distributed through various ways. This lower-cost method not only represents larger population, but also eliminates subjectivity factor (influence of the researcher's participation), so the results are more precise and there is higher probability to find the significant results.

To ensure the credibility of the results, collected data is sorted using attention checks, to avoid any blind fill-ins.

Research Design

In order to perform this research, analytic research design is used. This research design allows to perform cross-sectional study, employing survey instrument. The rationale behind choosing this research design is that it allows to observe the data without interfering, which in turn ensures high external validity, i.e. when performing a survey, respondent is not faced with the researcher, thus interaction bias is eliminated (Creswell, 2013). What is more, survey research design allows to approach representative sample and gather great amount of data. The aim of survey research is to explain variance in the variables, i.e. how much of variance in a dependent variable can be explained by independent variables. Since this particular research aims to understand if personality traits can explain differences in consumer purchasing intentions, survey design is the most suitable type of research.

Although survey design is the most suitable choice for this empirical research, it is important to note possible drawbacks of it. First, when employing questionnaire instruments to perform the research, nobody can ensure honest respondents' answers. What is more, every respondent can interpret questions and answers in their own way, which could lead to insignificant and unrepresentative results (Creswell, 2013).

Finally, it is important to mention that the current tense state of attitude towards alcoholic beverages in Lithuania may also have an impact on the results of the study.

Questionnaire Structure

In order to effectively test relationships of interest, questionnaire is based on the conceptual model of the study as well as the hypotheses indicated above. First of all, in line with the study goals, it is important to group respondents into clusters in accordance with their personality traits, measure respondents level of ethnocentrism and test what effect different personality traits and level of consumer ethnocentrism have on respondents' willingness to purchase domestic and foreign beer products. Furthermore, the correlation between consumer personality traits and ethnocentrism must be assessed to check if any correlation exists between them. Finally, demographic information about the respondents is to be collected. The aim of demographic details collection is to see whether extraversion, neuroticism, and consumer ethnocentrism levels differ when demographic groups vary.

In order to assess respondent's personality traits, level of ethnocentrism and their impact on domestic and foreign beer products purchase intentions, respondents are asked to answer 35 questions, specifically developed for this study. The questionnaire is developed based on previous studies and proposed scales, used by other academics. In the first part of the questionnaire, to evaluate respondents' personality traits and assess their level of exposure to them, several questions from The Big Five Inventory scale, developed by John & Srivastava (1999), are used. Questions are chosen in accordance with the personality traits types they are supposed to predict. Furthermore, level of respondents' ethnocentrism has to be measured. For the purpose of the study, the shortened CETSCALE (Consumer Ethnocentric Tendencies Scale), developed by Shimp and Sharma (1987) is adapted to the current research needs and added to the questionnaire. After collecting data about consumer personality traits and their ethnocentric tendencies, respondents are asked about their domestic and foreign beer product

purchase intentions. Scale to assess respondents' purchase intentions is adapted from similar study, done by Gallego et al (2015). The goal of this part of the questionnaire is to collect information about respondents preferences for domestic and foreign products, and compare the information when consumer personality traits and level of ethnocentrism vary. Lastly, demographic information of the respondents is collected. It is important to understand if and how consumers' choices differ with respect to different demographic groups of respondents. The questionnaire is constructed in English but to ensure that every respondent completely understands the questions, it is translated to Lithuanian language.

Table 1. Summary of the Questionnaire used in this study.

In the scale from 1 to 5 (where 1 – strongly disagree, 5- strongly agree), please rate the following statements:

Extraversion	Extraversion scale from the Big Five Inventory (John and Srivastava, 1999)
Is talkative	
Is reserved (reverse)	
Is full of energy	
Generates a lot of enthusiasm	
Tends to be quiet (reverse)	
Has an assertive personality	
Is sometimes shy, inhibited (reverse)	
Is outgoing, sociable	
Neuroticism	Neuroticism scale from the Big Five Inventory (John and Srivastava, 1999)
Is depressed, blue	
Is relaxed, handles stress well (reverse)	
Can be tense	
Worries a lot	
Is emotionally stable, not easily upset (reverse)	
Can be moody	
Remains calm in tense situations (reverse)	
Gets nervous easily	shortened CETSCALE (Klein et al. 1998, Shimp and Sharma 1987)
Consumer ethnocentrism	
It is not right to purchase foreign products	
A real Lithuanian should always buy Lithuanian-made products	
We should purchase products manufactured in Lithuania instead of letting other countries get rich of us	

Lithuanians should not buy foreign products, because this hurts Lithuanian business and causes unemployment	
We should buy from foreign countries only those products that we cannot obtain within our own country	
Domestic product purchase intention	adapted from Gallego et al (2015)
I shop at outlets that make a special effort to sell beer produced in Lithuania	
If you two beers were completely the same, but one was made in Lithuania and another one was imported, I would pay 10% more for beer beverages made in Lithuania	
When I Buy beer, I usually opt for brands from Lithuania	
The next time I will purchase beer, I will look for beer beverage made in Lithuania	
Foreign product purchase intention	adapted from Gallego et al (2015)
I shop at outlets that make a special effort to sell beer produced abroad	
If you two beers were completely the same, but one was made abroad and another one in Lithuania, I would pay 10% more for beer beverages made abroad	
When I Buy beer, I usually opt for brands from abroad	
The next time I will purchase beer, I will look for beer beverage made abroad	

Empirical research results

In this section of the study, results obtained from carried out empirical research are discussed. First, profile of the respondents and descriptive statistics is presented and analysed. Second, reliability of the scales used in the research is measured. Furthermore, normality of data is evaluated. Finally, correlation, regression and ANOVA analyses are performed to assess the research questions as well as hypotheses raised earlier in this study.

Cleaning the data

Due to specificity of the product in research (alcoholic beverage) and following Law on Alcohol Control in the Republic of Lithuania, at the time of filling-in the questionnaire, participants must be at least 20 years old. Therefore, the collected data was firstly cleaned from underaged participants' answers. Furthermore, besides questions relevant for the empirical study, one attention-check question was included. Thus, further data cleaning was based on wrong answers in the attention-check. Finally, some respondents did not finish the survey, thus their answers had to be omitted, too.

It is important to note that scales included some reverse questions, thus these answers were also recoded to match the general pattern of the responses.

Profile of the respondents

After collected data was thoroughly analysed and cleaned from blind-filled, unfinished or filled by younger than 20 years old participants' responses, 490 valid inputs were left for further analysis. As it can be seen in the Table 2 below, this research gathered responses from 292 women and 198 men, which accounts for 59,6% and 40,4% distribution respectively. The respondents are 20-65 years old Lithuanian citizens, who are beer consumers and/or beer purchase decision makers. While amount of responses collected among 20-25, 26-35, and 36-45 age groups is quite similar, 46-55 and 56-65 age group representation is rather small. It could possibly be explained by the data collection method used – online questionnaires, as

statistics shows that only 70.6% of people aged 45-54 and 53.9% of people aged 55-64 use internet on daily basis (Hootsuite, 2019).

Table 2. Profile of the respondents.

Gender	
Female	59,6%
Male	40,4%
Age	
20-25	29,0%
26-35	28,2%
35-45	24,9%
46-55	7,8%
56-65	10,2%
Level of Education	
Secondary education	9,2%
Bachelor's degree	52,9%
Master's degree	35,9%
PhD	2,0%
Monthly income (EUR)	
0-425	6,1%
426-858	17,1%
859-1500	28,6%
1501-2500	26,9%
2500+	21,2%

As it is visible in the Table 2, majority of the respondents (52,9%) holds bachelor's degree, which is equivalent for 16 years of studying. However, the total sample varies from 12 years of education (secondary education), which account for 9.2% of total respondents' education to, 18 years (master's degree) -35.9%, and 22 years (PhD) – 2% of the population.

Data gathered from the respondents shows that 6.1% of participants earn from none to minimum salary on monthly basis. 17.1% of participants earn from minimum to average salary per month. 55.5% of the respondents indicated that their monthly income falls in the range

between 859 eur and 2500 eur, while 21.2% of people are earning more than 2500 euros per month.

Internal Consistency of Scales

Before proceeding to the analysis of the results gathered and averaging respondent's questions to the group of questions, it is important to understand how reliable are the scales used in the empirical research. Although the scales are adapted from previous empirical researches, measuring internal consistency helps us to understand if the scales measure what they are supposed to. To measure scales reliability, Cronbach's alpha is calculated. As a rule of thumb, acceptable alpha is equal or bigger than 0.7 (Nunnally, 1978). However, other sources claim that even alpha that is between 0.7 and 0.6 can be used, just it already is questionable.

As it can be seen from the Table 3, all scales meet the Cronbach's alpha requirements and can be used in further analysis.

Table 3. Reliability of scales.

Scale	Number of Items	Cronbach's alpha
Extraversion	8	0.813
Neuroticism	9	0.833
Consumer Ethnocentrism	5	0.896
Domestic product purchase intention	4	0.702
Foreign product purchase intention	4	0.682

Normality of data

Since many statistical models assume normal distribution of dependent variables, it is important to check the data and determine if the assumptions for models in use are met. In order to assess the normality of data in this empirical research, Kolmogorov-Smirnov and Shapiro-Wilk tests are used. Null hypothesis assumes that data is distributed normally if p -value is > 0.05 .

After testing depended variables for normality, results suggest that both Domestic brand purchase intention and Foreign brand purchase intention are distributed not normally (Appendix A). What is more, distribution of independent variables is also non normal, therefore, all further models will have to take into account the absence of normality assumption.

Correlation analysis

In order to evaluate the relationship between the constructs in this empirical study, correlation analysis is used. As already mentioned above, data is distributed not normally, therefore, Spearman's correlation is used further.

Table 4. Spearman's correlation of the variables.

	Correlations						
	Extraversion	Neuroticism	Ethnocentrism	Domestic PI	Foreign PI	Age	Education (years)
Extraversion	1.000						
Neuroticism	-.372**	1.000					
Ethnocentrism	-.026	.002	1.000				
Domestic PI	-.073	-.078	.209**	1.000			
Foreign PI	.070	.021	-.027	-.600**	1.000		
Age	.023	-.209**	.182**	.161**	-.041	1.000	
Education (years)	.071	-.228**	.047	.054	.031	.440**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Spearman's correlation table (Table 4) suggests that extraversion is negatively correlated with domestic product purchase intention ($R = -0.073$), while its correlation with foreign product purchase intention is positive ($R = 0.070$). It means that the higher consumers score on extraversion scale, the less likely they are to purchase domestic products. Alternatively, an increase in extraversion leads to an increase in foreign product purchase intention. Furthermore, neuroticism has exactly the same direction relationships with domestic and foreign product purchase intentions as extraversion. The higher the consumer scores on neuroticism, the less likely he is to go for domestic product alternatives ($R = -0.078$), while

foreign product alternatives are more in favour ($R=0.021$). What else is important to be mentioned – independent variables are correlated with each other. Extraversion has a strong negative correlation with neuroticism ($R= - 0.372$), which means that the more extravert the person is, the less he is neurotic. Moreover, extraversion and neuroticism show some sort of correlation with ethnocentrism ($R= -0.026$ and $R= 0.002$ respectively). In other words, it can be claimed that there is a tendency of extraverts to be less exposed to consumer ethnocentrism when compared to neurotic consumers.

Demographic variables seem to also be playing a role in determining psychographics. Spearman's correlation suggests that with the increase in age, consumers tend to become more ethnocentric ($R=0.182$) and less neurotic ($R=-0.209$). What is more, extraversion seems to be increasing in line with consumer age, too ($R=0.023$). Years of education shows the same pattern with independent variables. While its connection with extraversion and ethnocentrism is very weak, correlation shows that the increase in years of education leads to the decrease in neurotic tendencies ($R= -0.228$).

Although the correlation between the constructs is rather weak, it exists, which allows to claim that the relationship between the variables is linear. Having this assumption on mind, the study can proceed with further analyses, which require linear relationship between the variables.

Regression analysis

The purpose of regression analysis is to test how independent variables impact dependent variables, i.e. if IV was increased by 1, how much would the DV be affected. For the purpose of this empirical study, regression analysis is used to measure what impact extraversion and neuroticism personality traits have on domestic and foreign brand purchase intention. What is more, in this study, regression analysis is used to determine whether or not ethnocentrism has an impact on the strength of the relationships between the IVs and the DVs.

Before one can use regression equation for the analysis of obtained results, the following regression diagnostics tests must be run: normality of residuals, homoscedasticity, and multicollinearity.

First, normality of residuals of every independent variable to every dependent variable (regression line) is measured using Normal P-P plot (Appendix B). Since there are no drastic deviations, all plots prove that residuals are distributed normally (around regression line). Second, homoscedasticity is evaluated using scatterplots (Appendix C). Again, all plots confirm that data is homoscedastic and thus, the second assumption relevant for regression analysis is met. Finally, absence of multicollinearity tested collinearity statistics – in particular, VIF values (Appendix F). Since all VIF values appear below 10, it can be claimed that there is no multicollinearity among each independent and variables and thus, the final assumption for regression analysis is met. However, due to the existing correlation between the independent variables, multicollinearity is present in cases when several independent variables are tested against one dependent variable. The reasoning behind is that no human being can be described by only one or another personality trait. Instead, each of us contains a combination of personality traits that makes us – us.

Dependent variable – domestic product purchase intention

To begin with, all independent variables were tested against dependent variables to understand if there is a relationship between the IVs and the DVs in the study. Hypothesis for linear regression claims that the relationship exists if p -value is lower than 0.05. After running tests on coefficients, all independent variables showed significance (Table 5, Appendix F), therefore, both extraversion and neuroticism variables were included for further analysis.

Table 5. Significance of the independent variables.

Domestic purchase intention		
Variables included	Variables excluded	p-value
Extraversion		0.008
Neuroticism		0.020

Hypothesis: Extraversion is positively related to domestic brand purchase intention

Table 6 shows the relationship between extraversion and domestic product purchase intention. If analysed in detail – it could be claimed that extraversion can explain 5% of the variance in domestic brand purchase intention (adjusted R square = 0.005), with a negative impact on domestic purchase intention (-0.073). However, when extraversion is alone tested against domestic purchase intention, relationship becomes insignificant (p-value > 0.05). Therefore, hypothesis 1 is rejected.

Table 6. Regression analysis. Extraversion vs domestic purchase intention.

Independent variables	R square	Adjusted R Square	Unstandardized Coefficients		Coefficients Beta	Sig.
			B	Std. Error		
Extraversion	0.07	0.005	-0.073	0.038	-0.086	0.058

Hypothesis: Neuroticism is positively related to domestic product purchase intention

Table 7 shows the relationship between neuroticism and domestic product purchase intention. Similarly to the situation described above, Neuroticism alone describes only 2% of variance in domestic product purchase intention (adjusted R square = 0.002). What is more, relationship is insignificant (p-value = 0.175), which means that there is no proof that neuroticism would significantly influence domestic product purchase intention. Therefore, H3 is rejected.

Table 7. Regression analysis. Neuroticism vs domestic purchase intention.

Independent variables	R square	Adjusted R Square	Unstandardized Coefficients		Coefficients Beta	Sig.
			B	Std. Error		
Neuroticism	0.004	0.002	-0.043	0.031	-0.061	0.175

Table 8 presents the relationship between a combination of two independent variables – extraversion and neuroticism, and dependent variable – domestic product purchase intention. When multiple regression is run, adjusted R square shows a meaningful increase and leads to the conclusion that extraversion and neuroticism together explains 14% of variance in domestic product purchase intention. It appears that both independent variables have significant negative impact on domestic purchase intention (extraversion B=-0.112, neuroticism B=-0.079). The B constant coefficient is 16.120.

Table 8. Regression analysis. Extraversion and neuroticism vs domestic purchase intention.

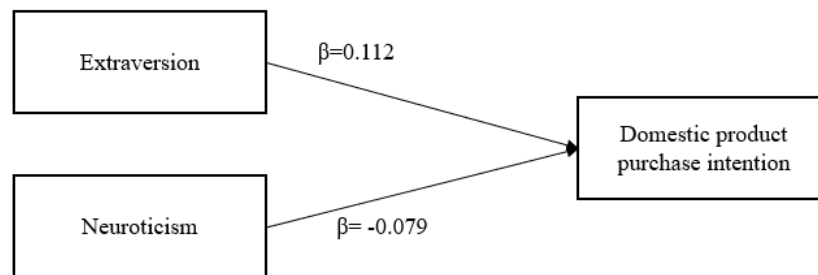
Independent variables	R square	Adjusted R Square	Unstandardized Coefficients		Coefficients Beta	Sig.
			B	Std. Error		
Extraversion	0.018	0.014	-0.112	0.042	-0.131	0.008
Neuroticism			-0.079	0.034	-0.114	0.020

Following the information described above, the regression equation is constructed as follows:

$$\text{Domestic product purchase intention} = 16.120 - 0.112 * \text{Extraversion} - 0.079 * \text{Neuroticism}$$

In other words, one unit increase in extraversion and neuroticism will decrease domestic product purchase intention by 0.112 and 0.079 respectively, i.e. the more extravert and neurotic a person is, the less likely he is to purchase domestic production.

Figure 2. Statistical diagram of extraversion and neuroticism vs domestic product purchase intention regression equation.



Moderation analysis

Although extraversion and neuroticism separately has so significant impact on domestic brand purchase intention, there is a possibility that ethnocentrism can moderate the relationship and make it either stronger or weaker.

Before proceeding to testing moderation impact, it is important to understand that moderation is the interaction between two independent variables (Hayes, 2013). Therefore, all further analysis examining the moderating effect of consumer ethnocentrism is evaluating the effect of the interaction between consumer ethnocentrism and respective independent variables.

Hypothesis: Extraversion is positively related to domestic product purchase intention and this effect is moderated by consumer ethnocentrism

Table 9 presents the relationship between extraversion, ethnocentrism, and domestic brand purchase intention (Model 1) as well as with the same variables plus the interaction – moderator (Model 2).

Results (Appendix G) suggest that Model 1 (without the interaction term) is significant ($F(2,487)=12.202$, $p\text{-value}=0.000$). What is more, Model 2 is also significant ($F(3,486)=8.123$, $p\text{-value}=0.000$). However, Model 2 with the interaction term between extraversion and ethnocentrism does not account for significantly more variance in explaining domestic product purchase intention ($R\text{-square change} = 0.000$, $p\text{-value}=0.907$). This observation is also reflected in the Table 9. Since $p\text{-value}$ of interaction between extraversion and ethnocentrism

is much higher than 0.05 ($p\text{-value} = 0.907$), it can be concluded that there is no evidence that ethnocentrism moderates the relationship between extraversion and domestic product purchase intention.

If looked at the main effects (Model 1), it can be noticed that extraversion decreases domestic product purchase intention ($B = -0.078$, $p\text{-value} = 0.039$), while ethnocentrism increases it ($B = 0.260$, $p\text{-value} = 0.000$). Model 1 can explain 44% of variance in domestic product purchase intention (Adjusted R square = 0.044).

Table 9. Regression analysis. Extraversion vs domestic product purchase intention, and the moderating effect of consumer ethnocentrism.

	Independent variables	R square	Adjusted R Square	Unstandardized Coefficients		Coefficients Beta	Sig.
				B	Std. Error		
Model 1	Constant	0.048	0.044	11.029	1.219		0.000
	Extraversion			-0.078	0.038	-0.092	0.039
	Ethnocentrism			0.260	0.057	0.201	0.000
Model 2	Constant	0.048	0.042	11.366	3.139		0.000
	Extraversion			-0.089	0.101	-0.104	0.378
	Ethnocentrism			0.215	0.392	0.166	0.584
	Extraversion*Ethnocentrism			0.001	0.013	0.038	0.907

Following the observations above, it can be concluded that domestic product purchase intention is impacted by extraversion and ethnocentrism, i.e. increase in the level of ethnocentrism reduces domestic product purchase intention, while an increase in the ethnocentric tendencies increases the preference for domestic production, and the relationship between the variables is reflected in the regression equation below:

$$\text{Domestic Product Purchase Intention} = 11.029 - 0.078 * \text{Extraversion} + 0.260 * \text{Ethnocentrism}$$

Since it is concluded that there is no evidence supporting that consumer ethnocentrism moderates the relationship between extraversion and domestic product purchase intention, H5 is rejected.

Hypothesis: Neuroticism is positively related to domestic product purchase intention and this effect is moderated by consumer ethnocentrism

Below the relationship between neuroticism, ethnocentrism and domestic product purchase intention (Model 1) as well as the same relationship with interaction effect (Model 2) are presented (Table 10, Appendix G). Both Model 1 ($F(2,487)=10.915$, $p\text{-value}=0.000$) and Model 2 ($F(3,486)=12.430$, $p\text{-value}=0.000$) are proved to be significant. What is more, Model 2 accounts for significantly more variance ($R\text{-square change} = 0.028$, $p\text{-value}=0.000$) than Model 1, thus it can be expected that there is a significant moderation between neuroticism and ethnocentrism on domestic product purchase intention.

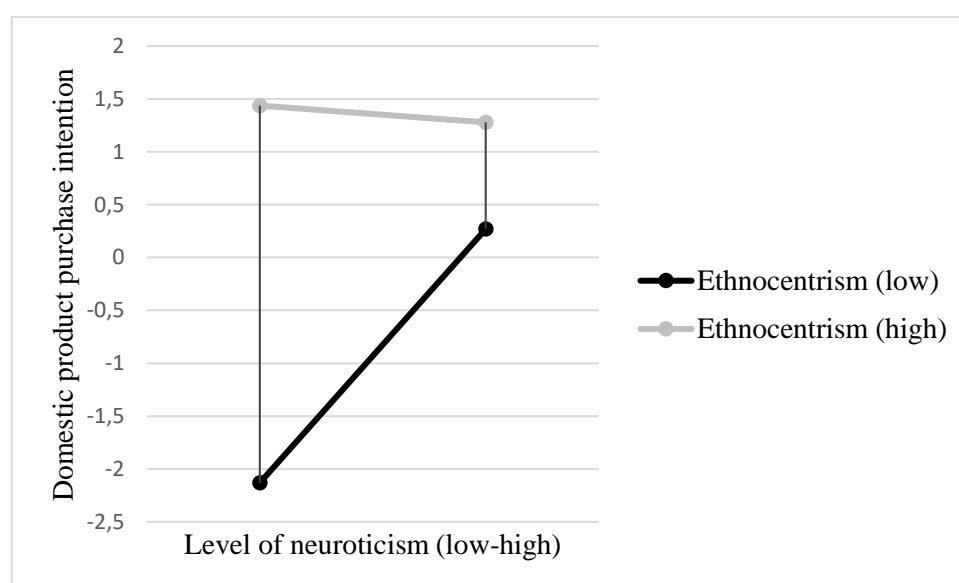
Table 10. Regression analysis. Neuroticism vs domestic product purchase intention, and the moderating effect of consumer ethnocentrism

		Unstandardized Coefficients					
Independent variables		R square	Adjusted R Square	B	Std. Error	Coefficients Beta	Sig.
Model 1	Constant	0.043	0.039	9.778	0.928		0.000
	Neuroticism			-0.042	0.031	-0.060	0.178
	Ethnocentrism			0.256	0.057	0.198	0.000
Model 2	Constant	0.071	0.066	2.469	2.107		0.242
	Neuroticism			0.241	0.079	0.347	0.003
	Ethnocentrism			1.206	0.253	0.931	0.000
	Neuroticism*Ethnocentrism			-0.037	0.010	-0.853	0.000

The p-value of the interaction between neuroticism and ethnocentrism (Table 10) is significant ($p < 0.05$), therefore, it can be concluded that consumer ethnocentrism moderates the effect of neuroticism on domestic product purchase intention. Main effect of neuroticism is also significant and positive, but as already mentioned, the relationship is moderated.

Based on standardized beta coefficients in Model 2, below graph is constructed to better understand the relationship between neuroticism and domestic product purchase intention, in the presence of consumer ethnocentrism. Figure 3 displays the relationship between neuroticism and domestic product purchase intention at low (-1) and high (+1) levels of consumer ethnocentrism. According to this figure, when consumer ethnocentrism is low, domestic purchase intention is strongly affected by an increase in neuroticism. On the other hand, when consumer ethnocentric tendencies are high, the relationship between neuroticism and domestic product purchase intention is much stronger. However, in the presence of high consumer ethnocentrism, an increase in neuroticism but lead to a slight decrease in domestic product purchase intention (reverse relationship).

Figure 3. Relationship between neuroticism and domestic product purchase intention, moderated by consumer ethnocentrism.

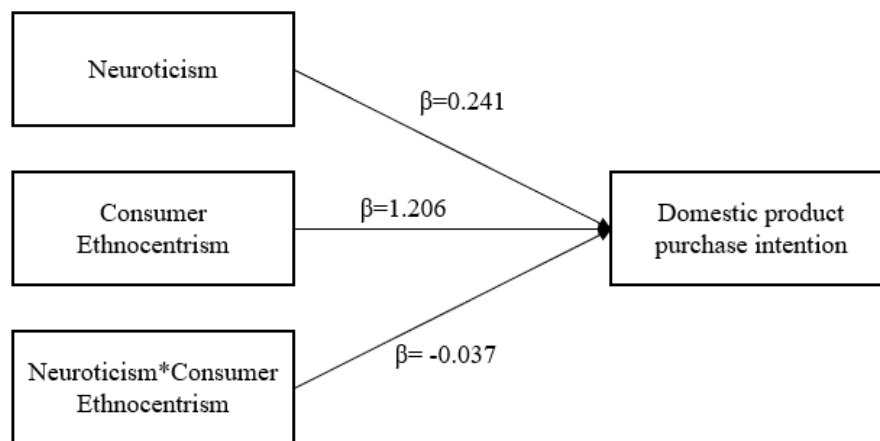


Based on the results, H7 is confirmed. The regression equation is constructed as follows:

$$\text{Domestic product purchase intention} = 2.496 + 0.241 * \text{Neuroticism} + 1.206 * \text{Ethnocentrism} - 0.037 * \text{Neuroticism} * \text{Ethnocentrism}$$

Figure 4 represents the statistical diagram of the regression model.

Figure 4. Statistical diagram of neuroticism, consumer ethnocentrism (CE), and interaction between neuroticism and CE vs domestic product purchase intention regression equation.



Dependent variable – foreign product purchase intention

Since the aim of this study is to analyse personality traits and consumer ethnocentrism impact on both domestic and foreign product purchase intention, further analysis is focused on the evaluation of constructs impact on foreign product purchase intention.

To begin with, tests are run to figure out whether or not extraversion and neuroticism can significantly explain the variance in foreign product purchase intention. As Table 11 presents, p-value of extraversion is lower than 0.05, thus extraversion is included for further analysis. Neuroticism, on the other hand, has high p-value (p=0.467), which suggests that this independent variable is not significantly related to foreign product purchase intention.

Table 11. Significance of the independent variables.

Foreign purchase intention		
Variables included	Variables excluded	p-value
Extraversion		0.019
	Neuroticism	0.467

Hypothesis: Extraversion is positively related to foreign product purchase intention

Table 12 represents the relationship between extraversion and foreign product purchase intention. As adjusted R square suggests, extraversion explains 8% of total variance in foreign product purchase intention. Although the number is very small, impact of extraversion is statistically significant ($p=0.026$) and positive ($B=0.079$).

Table 12. Extraversion vs foreign product purchase intention.

Independent variables	R square	Adjusted R Square	Unstandardized Coefficients		Coefficients Beta	Sig.
			B	Std. Error		
Constant	0.010	0.008	8.215	1.082	0.100	0.000
Extraversion			0.079	0.036		0.026

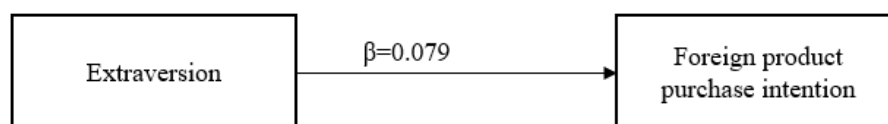
Following the information obtained before, H2 is confirmed. The regression equation of the confirmed hypothesis is constructed as follows:

$$\text{Foreign product purchase intention} = 8.215 + \text{Extraversion} * 0.079$$

The relationship can be interpreted as an increase in extraversion by 1 unit of measure leads to 0.079 increase in foreign product purchase intention.

Figure 5 represents statistical model for the above presented regression equation:

Figure 5. Statistical diagram of extraversion vs foreign product purchase intention regression equation.



Hypothesis: Neuroticism is positively related to foreign product purchase intention

As it was presented above, neuroticism has a high p-value, therefore, it can be claimed that there is no significant relationship between neuroticism and foreign product purchase intention.

Following that, H4 is rejected.

Moderation effect

Although consumer ethnocentrism is known for having an impact on domestic purchase intentions, it is worth analysing it with respect to foreign product purchase intentions as presence of CE could possibly weaken the relationship between independent and dependent variables.

Hypothesis: Extraversion is negatively related to foreign product purchase intention and this effect is moderated by consumer ethnocentrism

Table 13. Regression analysis. Extraversion vs foreign product purchase intention, moderating effect of consumer ethnocentrism

	Independent variables	R square	Adjusted R Square	Unstandardized Coefficients		Coefficients Beta	Sig.
				B	Std. Error		
Model 1	Constant	0.011	0.007	8.463	1.152		0.000
	Extraversion			0.080	0.036	0.101	0.025
	Ethnocentrism			-0.034	0.054	-0.029	0.526
Model 2	Constant	0.011	0.005	9.347	2.965		0.002
	Extraversion			0.051	0.095	0.065	0.591
	Ethnocentrism			-0.153	0.371	-0.127	0.680
	Extraversion*Ethnocentrism			0.004	0.012	0.107	0.746

Table 13 represents the relationship between extraversion and foreign product purchase intention as well as the relationship, moderated by consumer ethnocentrism. Both Table 13 and Appendix G suggests that neither Model 1 ($F(2,487)=2.676$, $p=0.070$) nor Model 2 ($F(3,486)=1.816$, $p=0.143$) are significant. What is more, inclusion of the interaction variable does not significantly change impact of extraversion on foreign product purchase intention ($R\text{-square}=0.011$, $p=0.746$). Based on the discussed observations, H6 is rejected.

Hypothesis: Neuroticism is negatively related to foreign product purchase intention and this effect is moderated by consumer ethnocentrism

Table 14 represents the relationship between neuroticism and foreign product purchase intention, moderated by consumer ethnocentrism. results suggest (table, appendix) that neither Model 1 ($F(2,487)=0.187$, $p=0.830$), nor Model 2 ($F(4,486)=0.961$, $p=0.411$) are not significant. Therefore, H8 is rejected.

Table 14. Regression analysis. Neuroticism vs foreign product purchase intention, moderating effect of consumer ethnocentrism.

	Independent variables	R square	Adjusted R Square	Unstandardized Coefficients			Sig.
				B	Std. Error	Coefficients Beta	
Model 1	Constant	0.001	-0.003	11.010	0.879		0.000
	Neuroticism			-0.007	0.029	-0.010	0.817
	Ethnocentrism			-0.031	0.054	-0.026	0.570
Model 2	Constant	0.006	0.000	13.892	2.020		0.000
	Neuroticism			-0.118	0.076	-0.183	0.121
	Ethnocentrism			-0.405	0.243	-0.338	0.095
	Neuroticism*Ethnocentrism			0.014	0.009	0.363	0.114

To sum up the results, Table 15 overviews the hypotheses tested for this empirical research and the outcome of each of them.

Table 15. Hypotheses tested in this study.

	Hypothesis	Accepted /rejected
1	Extraversion is positively related to domestic brand purchase intention	Rejected
2	Extraversion is positively related to foreign brand purchase intention	Accepted
3	Neuroticism is positively related to domestic product purchase intention	Rejected
4	Neuroticism is positively related to foreign product purchase intention	Rejected
5	Extraversion is positively related to domestic product purchase intention and this effect is moderated by consumer ethnocentrism	Rejected
6	Extraversion is negatively related to foreign product purchase intention and this effect is moderated by consumer ethnocentrism	Rejected
7	Neuroticism is positively related to domestic product purchase intention and this effect is moderated by consumer ethnocentrism	Accepted
8	Neuroticism is negatively related to foreign product purchase intention and this effect is moderated by consumer ethnocentrism	Rejected

Discussion

This section of the research paper is designated for the discussion of the above described results. Empirical findings are compared with the findings in other academic studies, similarities and differences pointed out, and conclusions out of it drawn. What is more, managerial implications and limitations of the study are discussed. Finally, suggestions for the further research are made.

Discussion of Findings

The aim of this empirical research was to investigate extraversion and neuroticism personality traits impact on domestic and foreign beer product purchase intentions. What is more, this study aimed to investigate whether or not the relationships could be moderated by consumer ethnocentrism.

Hypotheses for this study were constructed based on existing academic literature. However, only two out of eight hypotheses were supported.

First, extraversion proved to have an impact on consumers' willingness to choose foreign beer production over domestic beer alternatives. The findings are in line with Zabkar et al (2017) published empirical research, where they prove that extraverts are very rational and thus, domestic product bias is less likely to affect them. What is more, extraverts are very communicative, thus they often engage in conversations with sales assistants and seek for detailed information about the products, which in turn decreases the probability of extraverts to be sticking to only domestic production, because they do not mind trying new things, and there usually are much more foreign beer production available than compared to domestic beer alternatives (Symmank, 2019). Therefore, sticking to limited options of products would be unnatural to extraverts, who are primarily very open and always seeking for new experiences. Having this information on mind, it is self-suggestive that hypothesis, which was testing the relationship between extraversion and domestic beer product purchase intentions, was rejected. Although academic literature shows that extraverts do not very much care about extrinsic

product attributes and country of origin (Zabkar et al, 2017), which should result in positive attitude towards both domestic and foreign beer product purchase intentions, when presented with two opposite options (domestic and foreign), extraverts are more favourable towards foreign beer options, while there was no significant relationship between extraversion and domestic beer purchase intentions identified.

This empirical research also tested neuroticism impact on domestic and foreign beer purchase intentions. Previous academic literature suggested that neurotics are very risk averse and thus, tend to follow behavioural patterns of those, whom they trust (Zabkar et al, 2017). Therefore, neurotics are much more likely to share consumer ethnocentric tendencies and in turn, be more favourable towards domestic production versus foreign product alternatives (Zabkar et al, 2017). However, when neuroticism impact on domestic and foreign beer purchase intentions was tested in this empirical research, no significant relationship was found. Therefore, it can be concluded that neuroticism alone cannot predict consumer purchasing intentions. Nevertheless, when a consumer ethnocentrism moderator was included to the equation, the outcome was different. When testing the relationship between neuroticism and domestic beer purchase intention, consumer ethnocentrism proved to be a significant variable, strengthening the relationship between the two, i.e. neurotic consumers' intention to buy domestic production dramatically increases if the consumers also share ethnocentric tendencies. If ethnocentrism is present but low, the relationship between neuroticism and domestic product purchase intentions is positive and very steep – the more a consumer is neurotic, the more he is willing to buy domestic beer production. However, if ethnocentric tendencies are very strong, consumers are less affected by the change in the levels of neuroticism, and the relationship becomes reverse. Therefore, it can be concluded that consumer ethnocentric tendencies have much more weight than consumer base personality. These findings are also in line with Zabkar et al (2017), who concluded that neurotics tend to be very ethnocentric, too.

Consumer ethnocentrism was also included into the relationship between neuroticism and foreign beer product purchase intention, but due to lack of significance, hypothesis that was testing impact of one on another, was rejected. Since neuroticism does not significantly influence foreign beer product purchase intentions, consumer ethnocentrism fails in making it any more significant either. It perhaps could be explained by overall trend of neurotic people to be choosing domestic production over foreign, which then makes neurotic people relationship with foreign product purchase intentions irrelevant.

The moderating effect of consumer ethnocentrism was also tested in the relationships between extraversion and domestic and foreign beer purchase intentions. Previous literature suggested that extraverts are not likely to share consumer ethnocentric tendencies (Zabkar et al, 2017). After testing the hypotheses, both with regards to domestic and foreign purchase intentions were rejected as being insignificant. This finding of the empirical research is also in line with previous research.

Although not tested separately, Spearman's correlation revealed that there is some negative relationship between extraversion and neuroticism, i.e. the more a person is extravert, the less likely he is to be neurotic. What is more, age and years of education showed some connection with the levels of extraversion, neuroticism, and ethnocentrism. In line with previous researches done by Schooler (1971) and McLain and Sternquist (1991), age revealed correlation with consumer ethnocentrism. Previous academic studies as well as this empirical research revealed that with age, consumers tend to become more favourable towards domestic production. Likewise, other academics showed that increase in education should lead to decrease in consumer ethnocentrism (Schooler, 1971; Dornoff et al, 1974). However, Spearman's correlation did not show a strong correlation between education and consumer ethnocentrism to be able to make conclusions out of it.

Although previous academic literature suggest that consumer personality traits can be related with consumer ethnocentrism as well as consumer preference for domestic or foreign production, the relationships can be highly affected by industry or country of the study (Zabkar et al., 2017), therefore results of one empirical research might not necessarily be applicable to another study. As mentioned earlier, the object of this study is beer beverages in Lithuanian market. Thus, the findings – impact of neuroticism and consumer ethnocentrism on domestic product purchase intentions, and impact of extraversion on foreign product purchase intentions – are applicable to Lithuanian beer consumers. However, the findings might differ in case the object of the study is, for example, fresh food products, as previous researches proved that consumers are more ethnocentric towards fresh food (Brecic et al, 2017). The findings could also differ if the study was organised in another country (Zabkar et al, 2017).

Limitations of the Study

This study holds several limitations, which might have affected the validity or prevented from complete generalizability of the results. First, data collection was performed online via convenience sampling. The questionnaire was placed online and shared on social media as well as shared via email with available connections. The main drawback of convenience sampling is that the results might be biased due to shared beliefs and values across the connections. What is more, online data collection prevented from equal distribution of participants from various age groups, because older people use social media and other communication platforms less frequently than younger ones (Hootsuite, 2019), thus it was very complicated to reach older groups of respondents.

Since this study focused on one specific product group – beer beverages, it is not clear if the findings of this research could be extended to other product groups. Also, previous research suggest that consumer ethnocentric tendencies vary depending on product group of interest,

thus this study could be affected by lack of consumer ethnocentrism with regards to beer beverages.

Another limitation of this study is broad perception of foreign-made beer beverages. Although the aim of the study was to test the relationships between personality traits, consumer ethnocentrism, and purchase intentions of domestic and foreign beer products, country of origin theory suggests that different countries might have different effects on consumer choices, thus it is not clear what foreign countries respondents had on mind when filling-in the survey.

Finally, the research was carried out during unprecedented times in Lithuania – Covid-19 pandemic. With the whole world feeling uncertain, more and more marketing campaigns are encouraging to choose local production and support domestic businesses to maintain the economy and welfare. Therefore, there is a possibility that some respondents expressed their preference for domestic production as a result of overall situation in the world, rather than their true belief that domestic production is better.

Managerial Implications

The findings of the research are very important for nowadays businesses, which suffer from intense competition and overloaded markets with substitute products. When markets are full of similar to nearly identical products, only brand awareness and appealing marketing messages can convince consumer to choose one product over another. In order to successfully run marketing campaigns, managers must understand values and beliefs that their consumers share, - personality traits here come in handy. As highlighted in the discussion of the findings, consumer ethnocentrism highly influences neurotic consumers tendency to choose Lithuanian beer production over foreign beer beverages. Therefore, domestic beer producers should consider highlighting their products' country of origin in marketing communications. Moreover, it would be beneficial to analyse neurotic consumers' preferable drinking occasions to make sure that these consumers are presented with domestic beer beverages, when they most

need it. Foreign beer producers, on the other hand, should consider that the highest potential is in attracting extraverts. Since consumers, who score high on extraversion, are very communicative and easy going, it could be expected that they also tend to participate in various events, concerts and other activities that involve meeting new people. Having this on mind, foreign beer producers could consider partnering with various fests, concerts and conferences to ensure their production presence at the point of sale. Moreover, since extravert consumers tend to engage in bottom-up processing of information, more detailed product-related information on marketing campaigns could potentially attract more consumers. Finally, considering extraverts' natural tendency to engage in conversations, sale assistances could be trained to present foreign beer production for consumers of interest.

Suggestions for Further Research

The present study focused only on two out of five Big Personality traits. To have a clearer picture of how personality can affect consumer purchase intentions, it would be worth examining all personality traits. What is more, it is well-known that every human being shares a combination of several personality traits, rather than just one. Therefore, combining several different traits and running multiple tests could provide a researcher with more accurate results. Furthermore, this study tested consumer purchase intentions for two broad groups of countries – domestic and foreign. Since specific country of origin can have completely different outcome when compared to “foreign” in general, further studies should carry out researches that compare Lithuanian beer production versus specific foreign production, which might be known for good quality beer.

Conclusion

This research aimed at determining Lithuanian consumers' level of extraversion, neuroticism, and consumer ethnocentrism, and their impact on domestic and foreign beer product purchase intentions. Analysis of previous academic literature has revealed that extraversion and neuroticism can be significant determinants of purchase intentions (Zabkar et al, 2017), while consumer ethnocentrism can strengthen or even change the relationship between personality traits and purchase intentions (Supphellen and Rittenburg, 2001). As a result of previous academic research reviewed, 8 hypotheses were constructed for performing the study. To test the hypotheses, well-known Big Five Inventory and CETSCALE scales were adapted to this study's questionnaire.

Quantitative study collected 490 full and clean responses from beer consumers in Lithuania. To analyse the data, Spearman's correlation, Cronbach's alpha, and regression analyses were performed. After analysing the significance of the results, six hypotheses were rejected, and two hypotheses were confirmed. Findings of this study revealed that 1) extraversion positively impacts foreign beer product purchase intention, and 2) neuroticism positively impacts domestic beer product purchase intention and this effect is moderated by consumer ethnocentrism.

This empirical research is subject to several limitations; therefore, results must be adopted carefully. As a final note, the study was carried out during unprecedented pandemic times, thus respondents' self-evaluation of their personality traits as well as domestic and foreign product purchase intentions could have been influenced by the current state in the country.

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Appendices

APPENDIX A: Normality of data

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
WTBD_sum	.099	490	.000	.971	490	.000

a. Lilliefors Significance Correction

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
WTBF_sum	.118	490	.000	.963	490	.000

a. Lilliefors Significance Correction

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Extr_sum	.049	490	.006	.989	490	.001

a. Lilliefors Significance Correction

Tests of Normality

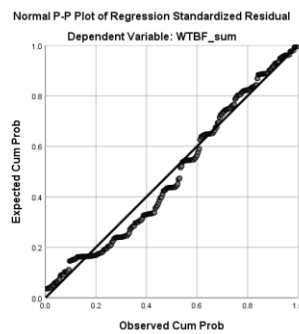
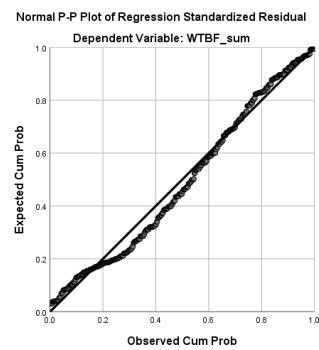
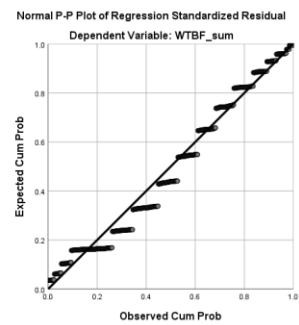
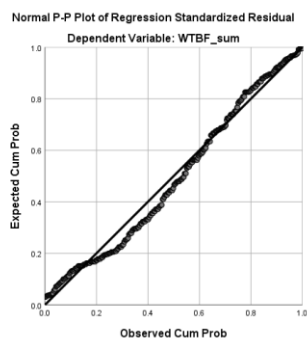
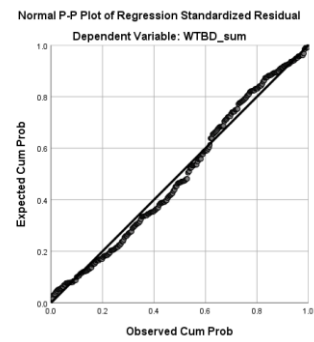
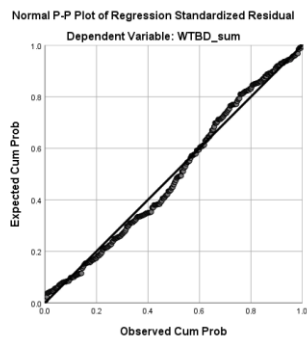
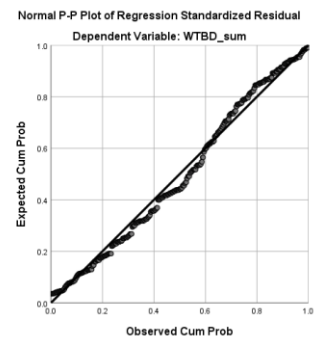
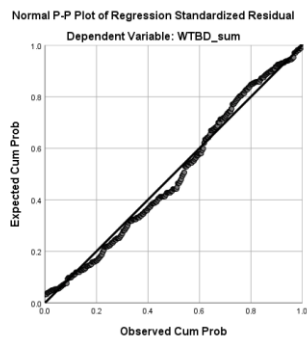
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Neuro_sum	.070	490	.000	.989	490	.001

a. Lilliefors Significance Correction

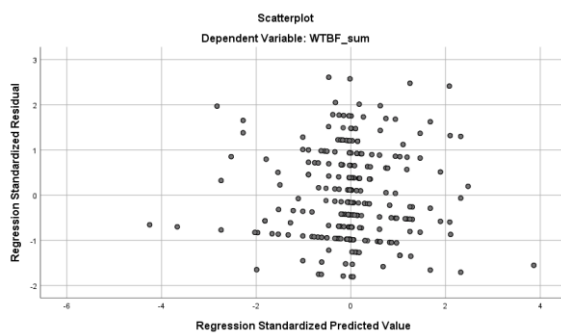
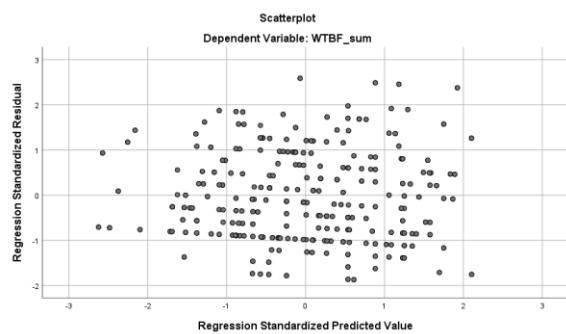
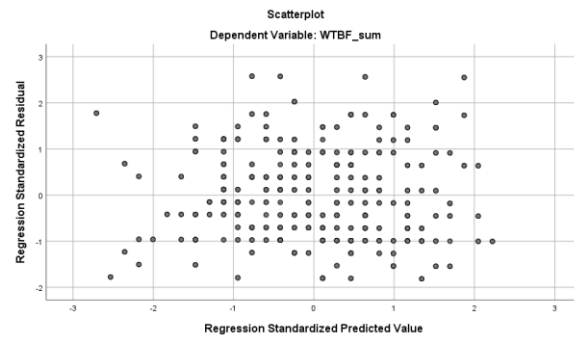
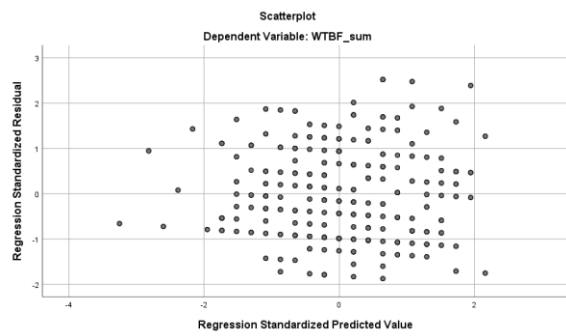
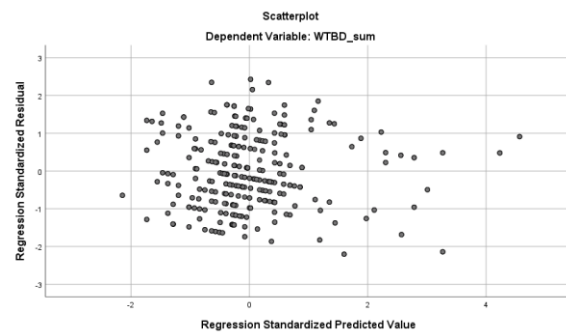
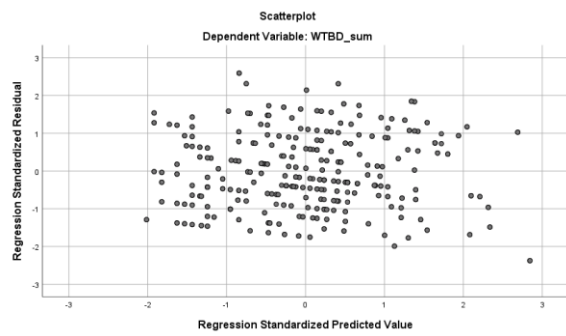
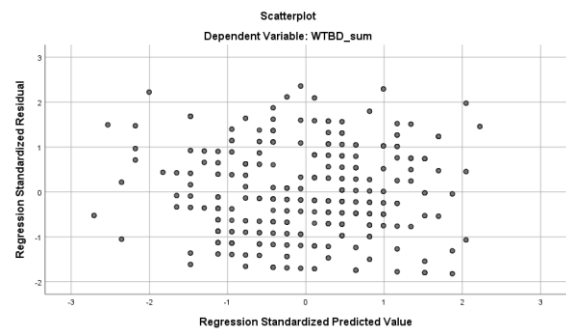
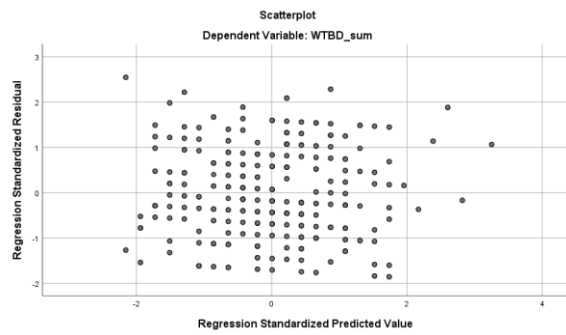
Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Ethno_sum	.134	490	.000	.927	490	.000

a. Lilliefors Significance Correction

APPENDIX B: Normality of residuals

APPENDIX C: Heteroscedasticity



APPENDIX D: Spearman's correlations Matrix

Correlations									
	Extr_sum	Neuro_sum	Ethno_sum	WTBD_sum	WTBF_sum	Interr_Ethno Extr	Interr_EthnoNeuro	Age	Educ
Spearman's rho	Extr_sum	Corr	1.000	-.372**	-.026	-.073	.070	.315**	.210**
		Sig. (2-tailed)	.	.000	.565	.107	.121	.000	.000
		N	490	490	490	490	490	490	490
	Neuro_sum	Correlation Coefficient	-.372**	1.000	.002	-.078	.021	.147**	.467**
		Sig. (2-tailed)	.000	.	.958	.086	.635	.001	.000
		N	490	490	490	490	490	490	490
	Ethno_sum	Correlation Coefficient	-.026	.002	1.000	.209**	-.027	.928**	.871**
		Sig. (2-tailed)	.565	.958	.	.000	.549	.000	.000
		N	490	490	490	490	490	490	490
	WTBD_sum	Correlation Coefficient	-.073	-.078	.209**	1.000	-.600**	.184**	.160**
		Sig. (2-tailed)	.107	.086	.000	.	.000	.000	.000
		N	490	490	490	490	490	490	490
	WTBF_sum	Correlation Coefficient	.070	.021	-.027	-.600**	1.000	.011	.022
		Sig. (2-tailed)	.121	.635	.549	.000	.	.804	.627
		N	490	490	490	490	490	490	490
	Interr_Ethno Extr	Correlation Coefficient	.315**	-.147**	.928**	.184**	-.011	1.000	.734**
		Sig. (2-tailed)	.000	.001	.000	.000	.804	.	.000
		N	490	490	490	490	490	490	490
	Interr_Ethno Neuro	Correlation Coefficient	.210**	.467**	.871**	.160**	-.022	.734**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.627	.000	.
		N	490	490	490	490	490	490	490
	Age	Correlation Coefficient	.023	-.209**	.182**	.161**	-.041	.200**	.077
		Sig. (2-tailed)	.605	.000	.000	.000	.366	.000	.089
		N	490	490	490	490	490	490	490
	Educ	Correlation Coefficient	.071	-.228**	.047	.054	.031	.094*	.066
		Sig. (2-tailed)	.116	.000	.300	.235	.493	.038	.145
		N	490	490	490	490	490	490	490

**, Correlation is significant at the 0.01 level (2-tailed).

*, Correlation is significant at the 0.05 level (2-tailed).

APPENDIX E: Regression Model Summaries**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.086 ^a	.007	.005	3.93421	.007	3.609	1	488	.058	1.768

a. Predictors: (Constant), Extr_sum

b. Dependent Variable: WTBD_sum

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.061 ^a	.004	.002	3.94129	.004	1.844	1	488	.175	1.775

a. Predictors: (Constant), Neuro_sum

b. Dependent Variable: WTBD_sum

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.218 ^a	.048	.044	3.85732	.048	12.202	2	487	.000	
2	.219 ^b	.048	.042	3.86123	.000	.014	1	486	.907	1.744

a. Predictors: (Constant), Ethno_sum, Extr_sum

b. Predictors: (Constant), Ethno_sum, Extr_sum, Interr_EthnoExtr

c. Dependent Variable: WTBD_sum

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.207 ^a	.043	.039	3.86706	.043	10.915	2	487	.000	
2	.267 ^b	.071	.066	3.81325	.028	14.840	1	486	.000	1.746

a. Predictors: (Constant), Ethno_sum, Neuro_sum

b. Predictors: (Constant), Ethno_sum, Neuro_sum, Interr_EthnoNeuro

c. Dependent Variable: WTBD_sum

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.028 ^a	.001	-.003	3.66205	.001	.187	2	487	.830	
2	.077 ^b	.006	.000	3.65640	.005	2.508	1	486	.114	1.771

a. Predictors: (Constant), Ethno_sum, Neuro_sum

b. Predictors: (Constant), Ethno_sum, Neuro_sum, Interr_EthnoNeuro

c. Dependent Variable: WTBF_sum

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.100 ^a	.010	.008	3.64126	.010	4.956	1	488	.026	1.782

a. Predictors: (Constant), Extr_sum

b. Dependent Variable: WTBF_sum

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.010 ^a	.000	-.002	3.65951	.000	.052	1	488	.820	1.775

a. Predictors: (Constant), Neuro_sum

b. Dependent Variable: WTBF_sum

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.104 ^a	.011	.007	3.64349	.011	2.676	2	487	.070	
2	.105 ^b	.011	.005	3.64684	.000	.105	1	486	.746	1.786

a. Predictors: (Constant), Ethno_sum, Extr_sum

b. Predictors: (Constant), Ethno_sum, Extr_sum, Interr_EthnoExtr

c. Dependent Variable: WTBF_sum

APPENDIX F: Regression Summary Statistics**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	12.914	1.169		11.044	.000	10.617	15.211		
	Extr_sum	-.073	.038	-.086	-1.900	.058	-.149	.003	1.000	1.000

a. Dependent Variable: WTBD_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	11.811	.824		14.334	.000	10.192	13.430		
	Neuro_sum	-.043	.031	-.061	-1.358	.175	-.104	.019	1.000	1.000

a. Dependent Variable: WTBD_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	16.120	1.803		8.940	.000	12.577	19.663		
	Extr_sum	-.112	.042	-.131	-2.682	.008	-.194	-.030	.839	1.192
	Neuro_sum	-.079	.034	-.114	-2.328	.020	-.146	-.012	.839	1.192

a. Dependent Variable: WTBD_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	11.029	1.219		9.047	.000	8.634	13.425		
	Extr_sum	-.078	.038	-.092	-2.071	.039	-.152	-.004	.999	1.001
	Ethno_sum	.260	.057	.201	4.544	.000	.148	.373	.999	1.001
2	(Constant)	11.366	3.139		3.621	.000	5.198	17.533		
	Extr_sum	-.089	.101	-.104	-.882	.378	-.288	.109	.140	7.153
	Ethno_sum	.215	.392	.166	.548	.584	-.556	.986	.021	46.868
	Interr_EthnoExtr	.001	.013	.038	.116	.907	-.023	.026	.019	54.007

a. Dependent Variable: WTBD_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	9.778	.928		10.537	.000	7.955	11.601		
	Neuro	-.042	.031	-.060	-1.347	.178	-.102	.019	1.000	1.000
	Ethno	.256	.057	.198	4.463	.000	.143	.369	1.000	1.000
2	(Constant)	2.469	2.107		1.172	.242	-1.670	6.608		
	Neuro	.241	.079	.347	3.036	.003	.085	.397	.146	6.832
	Ethno	1.206	.253	.931	4.767	.000	.709	1.703	.050	19.972
	Interr_EthnoNeuro	-.037	.010	-.853	-3.852	.000	-.056	-.018	.039	25.632

a. Dependent Variable: WTBD_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	8.215	1.082		7.591	.000	6.088	10.341		
	Extr_sum	.079	.036	.100	2.226	.026	.009	.149	1.000	1.000

a. Dependent Variable: WTBF_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	10.766	.765		14.071	.000	9.262	12.269		
	Neuro_sum	-.007	.029	-.010	-.227	.820	-.064	.051	1.000	1.000

a. Dependent Variable: WTBF_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	8.463	1.152		7.349	.000	6.201	10.726		
	Extr_sum	.080	.036	.101	2.243	.025	.010	.150	.999	1.001
	Ethno_sum	-.034	.054	-.029	-.634	.526	-.141	.072	.999	1.001
2	(Constant)	9.347	2.965		3.153	.002	3.522	15.172		
	Extr_sum	.051	.095	.065	.538	.591	-.136	.239	.140	7.153
	Ethno_sum	-.153	.371	-.127	-.413	.680	-.881	.575	.021	46.868
	Interr_EthnoExtr	.004	.012	.107	.324	.746	-.019	.027	.019	54.007

a. Dependent Variable: WTBF_sum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	11.010	.879		12.530	.000	9.284	12.737		
	Neuro_sum	-.007	.029	-.010	-.232	.817	-.064	.051	1.000	1.000
	Ethno_sum	-.031	.054	-.026	-.568	.570	-.138	.076	1.000	1.000
2	(Constant)	13.892	2.020		6.878	.000	9.923	17.861		
	Neuro_sum	-.118	.076	-.183	-1.552	.121	-.268	.031	.146	6.832
	Ethno_sum	-.405	.243	-.338	-1.671	.095	-.882	.071	.050	19.972
	Interr_EthnoNeuro	.014	.009	.363	1.584	.114	-.003	.032	.039	25.632

a. Dependent Variable: WTB_F_sum

APPENDIX G: ANOVA Tables from Regressions**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	363.098	2	181.549	12.202	.000 ^b
	Residual	7246.037	487	14.879		
	Total	7609.135	489			
2	Regression	363.300	3	121.100	8.123	.000 ^c
	Residual	7245.835	486	14.909		
	Total	7609.135	489			

a. Dependent Variable: WTBD_sum

b. Predictors: (Constant), Ethno_sum, Extr_sum

c. Predictors: (Constant), Ethno_sum, Extr_sum, Interr_EthnoExtr

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.460	2	163.230	10.915	.000 ^b
	Residual	7282.675	487	14.954		
	Total	7609.135	489			
2	Regression	542.252	3	180.751	12.430	.000 ^c
	Residual	7066.883	486	14.541		
	Total	7609.135	489			

a. Dependent Variable: WTBD_sum

b. Predictors: (Constant), Ethno_sum, Neuro_sum

c. Predictors: (Constant), Ethno_sum, Neuro_sum, Interr_EthnoNeuro

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.056	2	35.528	2.676	.070 ^b
	Residual	6464.936	487	13.275		
	Total	6535.992	489			
2	Regression	72.449	3	24.150	1.816	.143 ^c
	Residual	6463.543	486	13.299		
	Total	6535.992	489			

a. Dependent Variable: WTBF_sum

b. Predictors: (Constant), Ethno_sum, Extr_sum

c. Predictors: (Constant), Ethno_sum, Extr_sum, Interr_EthnoExtr

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.013	2	2.507	.187	.830 ^b
	Residual	6530.979	487	13.411		
	Total	6535.992	489			
2	Regression	38.543	3	12.848	.961	.411 ^c
	Residual	6497.448	486	13.369		
	Total	6535.992	489			

a. Dependent Variable: WTBF_sum

b. Predictors: (Constant), Ethno_sum, Neuro_sum

c. Predictors: (Constant), Ethno_sum, Neuro_sum, Interr_EthnoNeuro

APPENDIX F: Questionnaire presented to the respondents

- Dēl tyrimo pobūdžio, apklausoje gali dalyvauti tik asmenys, sulaukę 20 metų. Ar Jums yra 20 metų?
 - Taip
 - Ne
- Ar vartojate alkoholinį arba nealkoholinį alų?
 - Taip
 - Ne
- Ar kartais perkate alkoholinį arba nealkoholinį alų savo draugams, šeimos nariams?
 - Taip
 - Ne

Žemiau yra nurodytos savybės, kurios gali būti Jums būdingos arba nebūdingos. Perskaitykite kiekvieną teiginį ir pažymėkite vieną Jums labiausiai tinkantį atsakymo variantą (nuo 1 – visiškai nesutinku iki 5 –visiškai sutinku). Sakinį mintyse pradėkite fraze:

- Matau save, kaip žmogų, kuris...
 - Yra šnekus
 - Yra užsidaręs savyje
 - Yra pilnas energijos
 - Turi daug entuziazmo
 - Linkęs būti tylus
 - Turi tvirtą asmenybę
 - Kartais yra drovus, susivaržęs
 - Yra draugiškas, bendraujantis
- Matau save kaip žmogų, kuris...
 - Yra prislėgtas, liūdnas

- Yra atsipalaidavęs, lengvai susitvarko su stresu
 - Gali būti įsitempęs
 - Daug nerimauja
 - Emociškai stabilus, staiga nenuliūstantis
 - Gali būti šaltas ir atitolęs nuo kitų
 - Gali būti nepastovios nuotaikos
 - Išlieka ramus net ir įtemptose situacijose
 - Lengvai susinervina
- Perskaitykite kiekvieną teiginį ir pažymėkite vieną Jums labiausiai tinkantį atsakymo variantą (nuo 1 –visiškai nesutinku iki 5 –visiškai sutinku).
 - Negerai pirkti užsienyje pagamintas prekes
 - Tikras lietuvis visada turėtų pirkti tik Lietuvoje pagamintas prekes
 - Mes turėtume pirkti produktus pagamintus Lietuvoje, ir neleisti kitoms šalims krauti turtą mūsų sąskaita
 - Lietuviai neturėtų pirkti užsienyje pagamintų prekių, nes tai kenkia Lietuvos verslui ir didina nedarbą
 - Turėtume pirkti tik tuos užsienyje pagamintus produktus, kurių atitikmenys negaminami Lietuvoje
- Perskaitykite kiekvieną teiginį ir pažymėkite vieną Jums labiausiai tinkantį atsakymo variantą (nuo 1 –visiškai nesutinku iki 5 –visiškai sutinku).
 - Renkuosi parduotuves, kuriose didelis lietuviško alaus pasirinkimas
 - Jeigu būtų du visiškai vienodi alūs, bet vienas iš jų pagamintas Lietuvoje, o kitas – importuotas, mokėčiau net ir 10% brangiau už Lietuvoje pagamintą alų
 - Kai renkuosi kurį alų pirkti, dažniausiai ieškau lietuviškų prekinių ženklų
 - Kitą kartą, kai spręsiu kokį alų pirkti, rinksiuosi lietuvišką produktą

- Perskaitykite kiekvieną teiginį ir pažymėkite vieną Jums labiausiai tinkantį atsakymo variantą (nuo 1 –visiškai nesutinku iki 5 –visiškai sutinku).
 - Renkuosi parduotuves, kuriose didelis importuoto alaus pasirinkimas
 - Jeigu būtų du visiškai vienodi alūs, bet vienas iš jų pagamintas Lietuvoje, o kitas – importuotas, mokėčiau net ir 10% brangiau už importuotą alų
 - Kai renkuosi kurį alų pirkti, dažniausiai ieškau užsienietišų prekinių ženklų
 - Kitą kartą, kai spręsiu kokį alų pirkti, rinksiuosi užsienietišką produktą
- Jūsų lytis
 - Vyras
 - Moteris
- Jūsų amžius (įrašykite)
- Jūsų išsilavinimas
 - Vidurinis
 - Aukštasis neuniversitetinis
 - Aukštasis – bakalauro laipsnis
 - Aukštasis – magistro laipsnis
 - Aukštasis – daktaro laipsnis
- Jūsų mėnesinės pajamos
 - 0-425 EUR
 - 426-858 EUR
 - 859-1500 EUR
 - 1501-2500 EUR
 - 2500+ EUR