

Consumer Preferences Towards Domestic versus Foreign Retailers, Stores and Products

IBS Research Group led by László Láng
Work Plan for 2012-14

I. General aims

The research is focused on the identification of the cognitive, affective and normative factors of consumer preference formation, and the interplay of these factors with another and with objective retailer and product attributes.

The project has three **major aims**:

1. contribute to the consumer preference formation, COO and consumer ethnocentrism literature with new evidence from a Central European transition economy;
2. provide knowledge for policy makers concerning the possibilities for and implications of eventual 'buy national' and/or 'buy from nationals' aspirations in a small, open peripheral EU country;
3. add to the practical retail industry knowledge related to international retailing, international retail entry, store patronage predictions and enhancement strategies, factors underlying consumer receptiveness.

II. Expected results

Research output:

- 1 published paper in a leading international journal
- 2 articles/contributions in Hungarian peer reviewed journals or books
- 2 IBS Working Papers
- 1 conference presentation

III. Detailed research activity plan

A. Summary of key activities

Timeframe	Activity to be carried out
Feb-2012 – Jul-2012	Completion of literature review and data preparation

Aug-2012 – Jan-2012	Completion of interim report on Home Country Bias In Consumers' Retailer Preference Formation in Hungary: the Role of Cognitive, Affective and Normative Influences
Feb-2013 – Jul-2013	Next round of primary consumer survey and data analysis; first round articles submitted for publication
Aug-2013 – Jan-2014	Preparation of second report
Feb-2014 – Jul-2014	Submission of second round of publications; summary industry report

B. Detailed description of each planned research activity, including necessary resources and expected outputs

1. *Literature review and data preparation: Feb-2012 – Jul-2012*

Books, published articles and working papers will be reviewed from the literature of COO, consumer ethnocentrism, consumer ideologies, consumer animosity. Results of the primary consumer survey made in 2011 will be processed.

Necessary resources: access to ScienceDirect, EBSCO and Emerald as well as to IBM SPSS

Expected outcomes: first draft report

2. *Completion of interim report: Aug-2012 – Jan-2012*

Interim report will be written and submitted for publication in an IBS Working Paper.

Necessary resources: none

Expected outcomes: 1 IBS Working Paper

3. *Next round of consumer survey, data processing and submission of articles for publication: Feb-2013 – Jul-2013*

A further primary consumer survey will be commissioned (partner: Ypsos) and the data will be processed. Simultaneously, minimum 2 articles will be submitted for publication by peer-reviewed journals based on the interim report.

Necessary resources: as per internal grant application: outsourcing of consumer survey

Expected outcomes:

- primary research results

- 1 published article

4. *Preparation of second report: Aug-2013 – Jan-2014*

Results of the second consumer survey will be prepared for publication.

Necessary resources: as per internal grant application: costs of conference participation

Expected outcomes:

- 1 IBS Working Paper
- 1 conference presentation

5. *Submission of the second round of publications; industry report:*

Feb-2014 – Jul-2014

Minimum 2 articles will be submitted for publication in peer reviewed journals. In addition, an industry report, based on the two surveys and analysis, will be prepared for dissemination to key retail industry actors in Hungary.

Necessary resources: none

Expected outcomes:

- 1 article published
- report for the Hungarian retail industry disseminated