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## Agric. Econ Czech

U. R. Orth, Z. Firbasová

# Ethnocentrism consumer evalor Czech made

Agric. Econ. – Czech, 48 182

In identifying perceptions relevant to consumer accegoods originating in different would be extremely helpfut to have a meaningful and measure that they could a examines to what extent c

CETSCALE singularly, as concert with selected dem psycho-graphic variables, consumers' evaluation o versus foreign produce. T indicate that consumer eth strong and significant preconsumer product evaluat the ethnocentrism variable demographic and psychovariables significantly imp predictive ability of the set applications of the concep