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AN ATTEMPT TO DETERMINE THE SCALE OF FOOD CONSERVATISM – RESULTS OF THE PILOT STUDY

Retaining cultural, social and gastronomic heritage is an important part of national identity and has economic implications for the local economy who produce food. Preservation of the culinary heritage is favored by consumer conservatism especially towards traditional food.

The topic of traditional food has previously been discussed in literature, but scales used in the measurement of attitudes towards traditional food are limited. This paper focuses on traditional food and identifies and empirically assesses a measurement scale – food conservatism scale.

A paper survey was administered to a convenience sample of 451 young adult consumers (students) in South East Poland. A total of 10 statements describing conservatism to traditional food was assessed using Cronbach's Alpha, principal component factor analysis. Finally the conservative attitudes related to food are characterized by six (of 10) statements, related to health aspects of traditional food, trust in this kind of food and consumption of traditional food as to celebrate some events. Further research on consumer conservatism is highly recommended in order to better understand consumers' motives and factors determining food conservatism.

Keywords: CETSCALE, ethnocentrism, Food Conservatism Scale, Food Neophobia Scale, neophobia, traditional foods, measurement scale, Likert scale, management, marketing management, consumer attitude.

1. INTRODUCTION

In the current era of globalization, when consumers have access to a rich offer of goods from different countries, the preservation of cultural, social and culinary heritage is an important part of national identity. This phenomenon is favoured by conservative attitudes.

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They mark a strong attachment to tradition and reluctance to change, as well as serve to defend the established values. Conservative attitudes can also be applied to food, in the context of which preference is given to the preference of traditional food products in consumer choices.

The article points out the links between *food conservatism*, *food neophobia* and *ethnocentrism*; the review of studies on the attitudes of food consumers in these areas has been made, and a tool for measuring conservatism on nutrition was proposed.

2. FOOD CONSERVATISM VS. FOOD NEOPHOBIA AND CONSUMER ETHNOCENTRISM

Food conservatism may co-exist with ethnocentric attitudes and food neophobia³, but it is not identical with them. *Neophobia* is aversion to new, unknown food products⁴; however, it does not necessarily mean preferring traditional products. *Ethnocentrism* is a conviction about the obligation and morality of buying products of domestic origin⁵; not necessarily synonymous with distinguishing traditional food. The conservative attitude is based primarily on the idea of a social order that reflects the natural order. Therefore, it emphasizes more values than economic interests (which are reflected in the ethnocentric attitude)⁶ or personal aversions and fears (being the essence of food neophobia).

Food conservatism, understood as the preference and support of traditional food products, is the subject of research aimed primarily at determining the degree of knowledge and relation of consumers to these products. The level of knowledge in this area has been examined, among others: L. Guerrero et al.⁷, M. Jeżewska-Zychowicz⁸, V. Lengard Almlí

³ M. Jeżewska-Zychowicz, *Wybrane zachowania młodych konsumentów na rynku żywności tradycyjnej i ich uwarunkowania*, „Żywność. Nauka. Technologia. Jakość” 64/3 (2009), s. 126–136.

⁴ P. Pilner, K. Hobden, *Development of a scale to measure the trait of food neophobia in humans*, „Appetite” 19 (1992), s. 105–120; A. Dąbrowska et al., *Zjawisko neofobii wobec nowych produktów żywnościowych wprowadzanych na rynek [w:] Zarządzanie produktem – wyzwania przyszłości*, red. B. Sojkin i J. Kall, Wydawnictwo Akademii Ekonomicznej, Poznań 2006, s.175–182; A. Kozioł-Kozakowska, B. Piórecka, *Neofobia żywieniowa, jej uwarunkowania i konsekwencje zdrowotne*, „Standardy Medyczne/Pediatrics” 2013/1, s. 1–6.

⁵ T.A. Shimp, C. Sharma, *Consumer ethnocentrism: Construction and validation of the CETSCALE*, „Journal of Marketing Research”, 24/3 (1987), s. 280–289.

⁶ R. Mordarski, *Russel Kirk i amerykańska tradycja konserwatywna*, „Filo-Sofija” 24/1 (2014), s. 289–302.

⁷ L. Guerrero et al., *Perception of traditional food products in six European regions using free word association*, „Food Quality and Preference” 21/2 (2010), s. 225–233.

⁸ M. Jeżewska-Zychowicz, *Wybrane zachowania...*

et al.⁹, A. Nikolić, M. Uzunović i N. Spaho¹⁰, Z. Pieniak et al.¹¹, E.D. Rudawska¹², F. Vanhonacker et al.¹³ or S. Żakowska-Biemans¹⁴.

Consumer ethnocentrism is the subject of research and reflection of many authors, e.g.: M.N. Shankarmahesh¹⁵, A. Al Ganideh et al.¹⁶, P. Fernández-Ferrín and B. Bande-Vilela¹⁷, N.T. Siamagka and G. Balabanis¹⁸ or W. Lee et al.¹⁹. A review of the literature devoted to the phenomenon of consumer ethnocentrism was carried out in 2013 by A. Alsughayir²⁰. One of the first authors who researched ethnocentrism in Polish conditions were A. Falkowski²¹, as well as A. Szromnik and E. Wolanin-Jarosz²². They used the classic 17-item scale of the Consumer Ethnocentric Tendencies Scale, (CETSCALE), developed by T.A. Shimp and S. Sharma²³, who also offered a shortened 10-item version of the scale²⁴. Examples of the use of CETSCALE in 76 studies of various product categories in the economies all over

⁹ V. Lengard Almli et al., *General image and attribute perception of traditional food in six European countries*, „Food Quality and Preference” 22/1 (2011), s. 129–138.

¹⁰ A. Nikolić, M. Uzunović, N. Spaho, *Lifestyle pattern underlying organic and traditional food consumption*, „British Food Journal” 116/11 (2014), s. 1748–1766.

¹¹ Z. Pieniak et al., *Association between traditional food consumption and motives for food choice in six European countries*, „Appetite” 53 (2009), s. 101–108; Z. Pieniak, F. Perez-Cueto, W. Verbeke, *Nutritional status, self-identification as a traditional food consumer and motives for food choice in six European countries*, *British Food Journal*” 115/9 (2013), s. 1297–1312.

¹² E.D. Rudawska, *Customer loyalty toward traditional products – Polish market experience*, „British Food Journal” 116/11 (2014), s. 1710–1725.

¹³ F. Vanhonacker et al., *Profiling European traditional food consumers*, „British Food Journal” 112/8 (2010), s. 871–886.

¹⁴ S. Żakowska-Biemans, *Żywność tradycyjna z perspektywy konsumentów*, „Żywność. Nauka, Technologia, Jakość” 82/3 (2012), s. 5–18.

¹⁵ M.N. Shankarmahesh, *Consumer ethnocentrism: an integrative review of its antecedents and consequences*, „International Marketing Review” 23/2 (2006), s. 146–172.

¹⁶ S.F. Al Ganideh, G. El Refae, M. Al Omari, *Antecedents to consumer ethnocentrism: a fuzzy logic-based analysis study*, „Journal of Administrative Science and Technology” 2012 (2012), s. 1–14.

¹⁷ P. Fernández-Ferrín, B. Bande-Vilela, *Regional ethnocentrism: Antecedents, consequences, and moderating effects*, „Food Quality and Preference” 30 (2013), s. 299–308.

¹⁸ N.T. Siamagka, G. Balabanis, *Revisiting Consumer Ethnocentrism: Review, Reconceptualization, and Empirical Testing*, „Journal of International Marketing” 23/3 (2015), s. 66–86.

¹⁹ W. Lee et al., *Conceptualising consumer regiocentrism: Examining consumers' willingness to buy products from their own region*, „Journal of Retailing and Consumer Services” 32 (2016), s. 78–85.

²⁰ A. Alsughayir, *Consumer ethnocentrism; a literature review*, „International Journal of Business and Management Invention” 2013/2, s. 50–54.

²¹ A. Falkowski, B. Rożnowski, T.H. Witkowski, *Etnocentryzm konsumentki – nowe wyzwanie dla marketingu*, cz.1 i 2, „Marketing i Rynek”, 1996/4, s. 6–11.

²² A. Szromnik, E. Wolanin-Jarosz, *Diagnoza pomiaru etnocentryzmu konsumentki Polaków z wykorzystaniem metody CETSCALE*, „Konsumpcja i rozwój” 2013/1, s. 98–111.

²³ T.A. Shimp, C. Sharma, *Consumer ethnocentrism:...*

²⁴ Successfully used by J.B.E.M. Steenkamp, H. Baumgartner, *Assessing measurement invariance in cross-national consumer research*, „Journal of Consumer Research” 25/1 (1998), s. 78–107 and by J.D. Lindquist et al., *The modified CETSCALE: validity tests in the Czech Republic, Hungary, and Poland*, „International Business Review” 10 (2001), s. 505–516 (in the research, the 10-item version and its versions modified individually for the needs of each country were used).

the world were cited by J.F. Jiménez-Guerrero, J.C. Gázquez-Abad and E. del Carmen Linares-Agüera²⁵.

In 1992 P. Pliner and K. Hobden proposed a measurement of neophobia – *Food Neophobia Scale* (FNS)²⁶. Its modification is *Child Food Neophobia Scale* (CFNS) by P. Pliner²⁷, and also *Food Attitude Survey* (FAS), developed by R. Frank and N.J. van der Klaauw²⁸. These tools were obviously used in research by their authors²⁹, but also by the scientists adapting them to the conditions of other countries, e.g. Spain,³⁰ Portugal³¹, Italy³², Germany³³ or Poland³⁴.

Despite numerous studies mentioned above, the authors noticed a gap in the area of applied tools (scales) for measuring attitudes towards traditional food and attempted to construct a tool for measuring conservative attitudes using the Likert scale.

3. SCALE OF FOOD CONSERVATISM - RESEARCH METHOD

In order to assess the strength of conservatism of the respondents, the authors assumed – in accordance with the remarks made in the introduction to this study – that there are some similarities between the concepts of *ethnocentrism*, *neophobia* and *conservatism*. For this reason, in the lack of a standardized scale of measurement, the authors of this article noticed the possibility of building a tool modelled on FNS and CETSCALE. Due to the fact that in the part of the questionnaire which was devoted to neophobia and ethnocentrism, the original 10-item FNS and modified by T.A. Shimp and C. Sharma 10-item CETSCALE were used, thus 10 statements have finally been accepted to assess conservatism. This approach

²⁵ J.F. Jiménez-Guerrero, J.C. Gázquez-Abad, E. del Carmen Linares-Agüera, *Using standard CETSCALE and other adapted versions of the scale for measuring consumers' ethnocentric tendencies: An analysis of dimensionality*, „BRQ Business Research Quarterly”, 17/3 (2014), s. 174–190.

²⁶ P. Pliner, K. Hobden, *Development of a scale to measure...*

²⁷ P. Pliner, *Development of measures of food neophobia in children*, „Appetite” 23/2 (1994), s. 147–163.

²⁸ R. Frank, N.J. van der Klaauw, *The relationship of sensory and personality factors to individual differences in reported food preferences*, „Appetite” 22 (1994), s. 101–123.

²⁹ T. McFarlane, P. Pliner, *Increasing willingness to taste novel foods: effects of nutrition and taste information*, „Appetite” 28 (1997), s. 227–238; P. Pliner, N. Melo, *Food neophobia in humans: effects of manipulated arousal and individual differences in sensation seeking*, „Physiology and Behavior” 1997/2, s. 331–335.

³⁰ V. Fernandez-Ruiz, A. Claret, C. Chaya, *Testing a Spanish-version of the Food Neophobia Scale*, „Food Quality and Preference” 28 (2013), s. 222–225.

³¹ A. Pauperio et al., *Could the Food Neophobia Scale be adapted to pregnant women? A confirmatory factor analysis in a Portuguese sample*, „Appetite” 75 (2014), s. 110–116.

³² M. Laureati, V. Bergamaschi, E. Pagliarini, *Assessing childhood food neophobia: Validation of a scale in Italian primary school children*, „Food Quality and Preference” 40 (2015), s. 8–15.

³³ S. Roßbach et al., *Food neophobia in German adolescents: Determinants and association with dietary habits*, „Appetite” 101 (2016), s. 184–191.

³⁴ A. Dąbrowska, R. Zabrocki, E. Babicz-Zielińska, *Zastosowanie Food Neophobia Scale w ocenie postaw konsumentów w stosunku do żywności nieznannej*, „Bromatologia i Chemia Toksykologiczna” 2006/supl., s. 227–230; S. Smyczek, M. Glowik, *Ethnocentrism of Polish consumers as a result of the global economic crisis*, „Journal of Customer Behaviour” 2011/10/2, s. 99–118.

allows firstly to create an instrument based on a proven research method (a set of 10 statements to which respondents respond in accordance with the 5-point Likert scale), and secondly to apply a coherent questionnaire in the conducted research, which in the opinion of the authors could have positive impact on the understanding of questions and reliability of responses. The content of the statements contains conclusions from previous studies by one of the authors (I. Oleniuch), in which the Poles' attitude towards traditional food on the basis of the Osgood semantic profile were analyzed. Research shows that traditional food is perceived as expensive, tasty and rather fattening and hard to digest, although healthy. In addition, respondents perceived this kind of food as high quality and produced in hygienic conditions, which can prove a high level of trust in this category of product³⁵.

In connection with the adopted assumptions and conclusions from the aforementioned research, statements describing conservatism towards Polish food were formulated as follows:

- A. I often eat regional dishes and products.
- B. I put trust in traditional Polish food.
- C. When I want to celebrate an important event with food, I chose a traditional Polish dish.
- D. If I ate meal in a restaurant, I would choose a traditional Polish dish.
- E. While selecting food products, I consider the taste (calories and impact on health are of lower importance).
- F. Generally speaking, traditional Polish cuisine is good for people's health.
- G. Traditional Polish food is unhealthy.
- H. Generally speaking, food produced in a traditional way is more expensive than one produced in a conventional way.
- I. I cannot afford buying traditional food.
- J. If I was richer, I would buy traditional food more often.

Coherence of the statements of the scale was examined with alpha-Cronbach's ratio³⁶. Initially, the coefficient of reliability of the Cronbach alpha scale was determined for all 10 statements. In order to achieve the optimal result, the particular item was removed if Cronbach alpha after removal had a higher value than the initial set of statements. This procedure was carried out until the removal of any position ceased to change the Cronbach alpha value.

PCA was used in order to check whether the statements fit into one dimension. The purpose of the research was to determine the reliable scale of measurement. Thus the final list of statements should be considered as one which does not change the Cronbach alpha value, and as a result of PCA it gives one main component.

The research sample consisted of students from three Polish universities, while the questionnaire questions to which the article refers were part of a larger research project, in which ethnocentric attitudes and neophobia of young Poles were also analyzed.

³⁵ I. Oleniuch, *Wizerunek tradycyjnej żywności regionalnej w oczach mieszkańców Podkarpacia – ocena w świetle badań własnych*, „Postępy Techniki Przetwórstwa Spożywczego” 2014/1, s. 61–64.

³⁶ A. Sagan, *Badania marketingowe. Podstawowe kierunki*, Kraków 2004; M. Tavakol, R. Dennick, *Making sense of Cronbach's alpha*, „International Journal of Medical Education” 2011/2, s. 53–55; E. Cho, S. Kim, *Cronbach's coefficient alpha. Well known but poorly understood*, „Organizational Research Methods” 18/2 (2014), s. 207–230.

4. FOOD CONSERVATISM - RESULTS OF OWN RESEARCH

451 students from Rzeszów, Krakow and Radom have been asked to respond to the statements mentioned above (on a scale of 1 – “strongly disagree” to 5 – “I strongly agree”). Research was carried out between March and May 2016. The characteristics of the survey respondents is presented in Table 1.

Table 1. Characteristics of the survey respondents

Socio-economic characteristic	Variant	n	%
Sex	Female	275	61.0
	Male	176	39.0
Age	Under 25 years	409	90.7
	25 years and more	42	9.3
Place of survey	Kraków	178	39.5
	Radom	68	15.0
	Rzeszów	205	45.5
Type of living	With parents	195	43.2
	Separately	256	56.8
Monthly disposable income	Up to 600 PLN	149	33.0
	600-800 PLN	95	21.1
	800-1200 PLN	83	18.4
	1200-1600 PLN	31	6.9
	1600-2000 PLN	38	8.4
	Above 2000 PLN	43	9.5
	Lack of data	12	2.7

Source: authors' own elaborations.

The vast majority of respondents were women and people under 25 years of age. The youngest respondent was 19 years old; the oldest 36. The average age of respondents was 22.8 years old.

More than half of respondents live separately from their families during studying and the largest part of the respondents were Rzeszów students. One-third of respondents have a monthly budget up to 600 PLN.

At the first stage, the analysis of reliability was conducted. The scale presented in this paper consists of 10 items, for which alpha-Cronbach's ratio is 0,714 which indicates the correct reliability of the scale. Each statements increases or reduces final reliability of a scale. Table 2 presents alpha-Cronbach's ratios obtained by removing various scale positions.

Considering the fact that alpha-Cronbach's ratio is 0,714 for all ten statements, so one can say that item H (*Generally speaking, food produced in traditional way, is more expensive than one produced in conventional way*) and I (*I cannot afford buying traditional food*) reduce the scale. Elimination of these items would increase scale reliability up to 0,729 or

Table 2. Evaluation of scale reliability – correlation of scale items and alpha-Cronbach's ratios for initial set-up

Item of the scale	Item correlation	Alpha-Cronbach's ratio after the item has been removed
A	0.495	0.673
B	0.610	0.654
C	0.493	0.673
D	0.415	0.685
E	0.335	0.700
F	0.556	0.662
G	0.345	0.697
H	0.158	0.729
I	0.089	0.732
J	0.319	0.703

Source: authors' own elaborations.

0,732 (if item H or I were eliminated, respectively). Correlation of H and I item is opposite to the correlation of other statements (0,158 for item H and 0,089 for item I while correlation is greater than 0,3 for remaining items). These items have been removed from the list and after that alpha-Cronbach's ratio equals 0,758. Table 3 presents alpha-Cronbach's ratios for new set-up.

Table 3. Evaluation of scale reliability – correlation of scale positions and alpha-Cronbach's ratios for new set-up (1)

Item of the scale	Item correlation	Alpha-Cronbach's ratio after the item has been removed
A	0.535	0.719
B	0.628	0.703
C	0.532	0.720
D	0.475	0.730
E	0.354	0.754
F	0.617	0.704
G	0.388	0.745
J	0.218	0.781

Source: authors' own elaborations.

This time only item J reduces the scale (*If I was richer, I would buy traditional food more often*). If it was removed alpha-Cronbach's ratio would increase from 0,758 to 0,781. Correlation for this item is distinctively lower than others. At the next stage of analysis item J were removed and after that alpha-Cronbach's ratio equals 0,781. Table 4 presents alpha-Cronbach's ratios for new set-up.

Table 4. Evaluation of scale reliability – correlation of scale items and alpha-Cronbach's ratios for new set-up (2)

Item of the scale	Item correlation	Alpha-Cronbach's ratio after the item has been removed
A	0.553	0.744
B	0.644	0.727
C	0.539	0.746
D	0.471	0.759
E	0.330	0.794
F	0.639	0.727
G	0.416	0.771

Source: authors' own elaborations.

Only one item reduces the scale – item E (*While selecting food products, I consider the taste [calories and impact on health are of lower importance]*). Removing this item would increase alpha-Cronbach's ratio from 0,781 to 0,794. Correlation for this item is also distinctively lower than others. At the next step of analysis item E has been removed and after that alpha-Cronbach's ratio equals 0,794. Table 5 presents final results of reliability evaluation.

Table 5. Evaluation of scale reliability – correlation of scale items and alpha-Cronbach's ratios for initial set-up (3)

Item of the scale	Item correlation	Alpha-Cronbach's ratio after the item has been removed
A	0.556	0.759
B	0.650	0.737
C	0.554	0.760
D	0.487	0.775
F	0.622	0.744
G	0.419	0.793

Source: authors' own elaborations.

This set-up is final – removing of any items will not increase scale reliability. It is confirmed with the results of factor analysis. The KMO³⁷ indicator equals 0,743 and all the statements are concentrated into one principal component. These results were obtained on the basis of the eigenvalue greater than one, the scree plot and the percentage of explained variability; method for extraction: VARIMAX normalized).

However it is worth paying attention the results of factor analysis at every stage of the analysis. Three main components have been extracted on the basis of eigenvalue greater than one, scree plot and percentage of explained variance. Matrix of initial set-up of 10 statements is presented in table 6.

³⁷ KMO – the Kaiser-Meyer-Olkin measure of sampling adequacy is a statistical value that is used as an index for deciding whether or not the sample is sufficient for performing factor analysis. See: B.G. Tabachnick, L.S. Fidell, *Using Multivariate Statistics*, 5th Edition, Pearson, Boston 2007, s. 644.

Table 6. Matrix of rotated components for initial set-up – PCA factor loading values

Item of the scale	Principal component		
	1	2	3
A	0.738	0.137	0.033
B	0.804	0.156	0.104
C	0.392	0.723	0.141
D	0.273	0.793	0.113
E	0.474	0.047	0.172
F	0.708	0.301	-0.023
G	0.637	0.097	-0.191
H	0.333	-0.508	0.528
I	-0.178	0.101	0.757
J	0.141	0.099	0.776

Source: authors' own elaborations.

The first principal component is composed of items considering frequent consumption of traditional food (A), trust to traditional food (B), taste as taken into account while purchasing food (E), as well as the opinion that Polish cuisine is friendly for human health (F) and also unhealthy (G). This principal component can be named with 'trust'. The second principal component is composed of statements referring to consumption of traditional food as to celebrate some kind of event (C) also in a restaurant (D). This principal component can be named with 'celebration'. The third principal component can be named with 'luxury' due to a fact that is composed of statements referring to price of traditional food (H), financial constraints (I) and claim of frequent purchase of traditional food along with higher income (J).

After statements H and I have been eliminated on the basis of alpha-Cronbach's ratio, the principal component analysis was conducted. Two principal components were obtained for the new set-up. Matrix of rotated components for new set-up is presented below (table 7).

Table 7. Matrix of rotated components for new set-up (1) – PCA factor loading values

Item of the scale	Principal component	
	1	2
A	0.652	0.315
B	0.711	0.355
C	0.436	0.59
D	0.355	0.593
E	0.273	0.434
F	0.759	0.236
G	0.754	-0.101
J	-0.169	0.762

Source: authors' own elaborations.

The first principal component is composed as before; only position E, considering the taste, has been moved to the second principal component. The first principal component still focuses on trust to traditional food, while the second principal component emphasizes “luxury” of traditional food – statements about the importance of taste and willingness to eat traditional food more often if the income was higher plus the statement about celebration.

After statement J has been eliminated (on the basis of alpha-Cronbach’s ratios) the principal component analysis was conducted again. Two principal components were obtained for the new set-up of 7 statements. Matrix of rotated components is presented below (table 8).

Table 8. Matrix of rotated components for new set-up (2) – PCA factor loading values

Item of the scale	Principal component	
	1	2
A	0.582	0.428
B	0.639	0.469
C	0.188	0.846
D	0.105	0.838
E	0.551	0.070
F	0.750	0.300
G	0.748	0.010

Source: authors’ own elaborations.

The first principal component is composed in the same manner as before. Item E, considering the taste, went back to the first principal component. The first principal component is focused on trust to traditional food, while the second principal component emphasizes the importance (sublimity) of traditional food – the only statement left here concerns celebrations.

The last statement to be eliminated is item E. After it was eliminated, the principal component analysis was conducted. Only one principal component considering the final list of statements has been obtained for a new set-up. These statements describing are:

- I often eat regional dishes and products.
- I put trust in traditional Polish food.
- When I want to celebrate an important event with food, I chose a traditional Polish dish.
- If I ate meal in a restaurant, I would choose a traditional Polish dish.
- Generally speaking, traditional Polish cuisine is good for people’s health.
- Traditional Polish food is unhealthy.

5. SUMMARY

The authors want to fill a gap in the area of applied tools (scales) for measuring consumers’ attitudes towards traditional food. Since they noticed some similarities between the

concepts of “ethnocentrism”, “neophobia” and “conservatism”, the authors saw the possibility of building a tool modelled on FNS and CETSCALE. Cronbach’s alpha and PCA were used in order to determine the optimal set of statements (finally 6 of 10 statements characterizing consumer conservatism have been accepted) on the basis of the research conducted among the group of 451 students.

Students (young adults) it is quite a specific group of consumers, the most open to new products and, therefore, with the least conservative views. Therefore, the authors are aware of the limitations of inference based on the results obtained, resulting from the fact that research was carried out in this group. Nevertheless, the conservative attitudes found here can be confirmed by a larger group of consumers.

Further research into food conservatism should certainly lead to the identification of conservative attitudes and factors determining them, taking into account many aspects. It is advisable to broaden the group of respondents - to carry out the research among people diversified in terms of sex, age and level of education. Perhaps a list of statements characterizing conservative attitudes needs to be modified in order to take into account the wider spectrum of consumer opinions. When developing such statements, it is worth looking for an analogy to statements made by the authors of scales examining such attitudes towards food as *consumer ethnocentrism*, *cosmopolitanism*, *food neophobia* etc. Such a thought is guided by the authors who, based on the experience gathered as a result of the implementation of the pilot study, plan to continue them, expanding them to the indications from the conclusions of the discussed sample. The implementation of research devoted exclusively to conservatism will allow the use of more statements and obtaining more accurate results than a project that simultaneously analyzes three types of attitudes, on the basis of which the initial version of the tool presented in the article was developed.

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PRÓBA WYZNACZENIA SKALI POMIARU KONSERWATYZMU ŻYWIENIOWEGO – BADANIE PILOTAŻOWE

Zachowanie dziedzictwa kulturowego, społecznego i kulinarnego jest ważną częścią tożsamości narodowej i ma ekonomiczne znaczenie dla gospodarki, w której powstaje żywność. Utrzymaniu dziedzictwa gastronomicznego sprzyjają postawy konserwatywne konsumentów, zwłaszcza te manifestowane w odniesieniu do żywności.

Tematyka żywności tradycyjnej była już wcześniej dyskutowana w literaturze, jednak skale stosowane w pomiarze postaw wobec tej grupy produktowej są ograniczone. W artykule skoncentrowano się na żywności tradycyjnej oraz zidentyfikowano i empirycznie oceniono narzędzie do pomiaru postaw konserwatywnych wobec żywności – Skalę Konserwatyzmu Żywnieniowego (*Food Conservatism Scale* – FCS).

Ankieta papierową przeprowadzono na próbie celowej 451 młodych dorosłych konsumentów (studentów) w południowo-wschodniej Polsce. Dziesięć stwierdzeń opisujących konserwatyzm żywieniowy oceniono z wykorzystaniem współczynnika alfa Cronbacha oraz analizy czynnikowej. Ostatecznie przyjęto, że postawy konserwatywne wobec żywności odznaczają się sześcioma z pierwotnie przyjętych dziesięciu stwierdzeń, dotyczącymi aspektów zdrowotnych żywności tradycyjnej, zaufania do tego rodzaju produktów i ich konsumpcji dla uczczenia istotnych wydarzeń. W wyniku realizacji badania pilotażowego uznano, że konieczne jest

kontynuowanie badań nad konserwatyzmem żywieniowym, w celu głębszego zrozumienia motywacji konsumentów i czynników determinujących konserwatyzm żywieniowy.

Słowa kluczowe: CETSCALE, etnocentryzm, Skala Konserwatyzmu Żywieniowego, Skala Neofobii Żywieniowej, neofobia, żywność tradycyjna, skala pomiaru, skala Likerta.

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