

Yusuf Erkaya
International Burch University, Sarajevo

CONSUMER ETHNOCENTRISM, COSMOPOLITANISM, PATRIOTISM, COLLECTIVISM, CULTURAL OPENNESS, AND THEIR IMPACTS ON THE PURCHASE INTENTION FOR NON-AMERICAN PRODUCTS. A FIELD EXPERIMENT IN THE USA

Summary

This paper attempts to investigate the impact of consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness on the purchase intention for non-American products. It is found by the majority of researchers in this field that the origin of the products might have a significant influence on consumers' purchasing behaviours. Both marketers and academics are well-aware of the fact that a comprehensive understanding of consumer attitudes towards both domestic and imported products might be advantageous in formulating more effective marketing strategies. It is believed that, despite being investigated from different points of views, there is still a huge gap in literature and this paper will fill this gap a bit. As far as the methodology is concerned, a self-administered survey was distributed in the USA. Having tested reliability and validity of the model, a multiple regression analysis was employed to test the hypotheses. The results of this research assert that consumer ethnocentrism, patriotism, and collectivism have a negative impact on the purchase intention for non-American products, while both cosmopolitanism and cultural openness have a positive impact on the purchase intention for non-American products.

Key words: consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, cultural openness, willingness to buy, purchase intention.

JEL codes: F5

Introduction

The accessibility of foreign products provides consumers across the globe to prefer one product over others. By taking this fact into consideration, marketing managers should try to figure out the consumer behaviors and their attitudes towards the products (Netemeyer et al. 1991).

Today's competitive market in the States enforces marketers to keep in their mind that focusing quality, price or similar considerations alone would not be able to make the companies successful (Erkaya, 2018). The marketers, thus, should comprehend the consumers' behavior as much as possible. In purchasing some products, the main motivation of consumers might differ. To give an example, their purchasing behaviors might be influenced by patriotic and nationalistic feelings so that the consumers might hold their own country's products more favorable through buying domestic rather than foreign products (Han 1988).

In spite of keeping globalizing of market, it does not mean that the consumers are also globalizing simultaneously. There is common disagreement on this issue (Cleveland et al., 2009). The consumer behavior is affected by global and local culture simultaneously. As a matter of fact, globalization may lead to increasing sticking to local cultures through motivating people to resist global forces (Marieke 2004).

Suggesting that understanding consumer ethnocentrism is critical in understanding country of origin effects (COO), Brodowsky (1998) investigates the consumer ethnocentrism among car buyers in the U.S. and finds a strong positive relationship between high ethnocentrism and country-based bias in the evaluation of automobiles. The consumers with low ethnocentrism appeared to evaluate automobiles based more on the merits of the actual automobile rather than its country of origin. Besides, Han (1988), Herche (1994), Nielsen and Spence (1997), Klein and Ettenson (1999), Lee et al., (2003), Yoo and Donthu (2005), Richardson (2012) investigate the American ethnocentrism. For instance, Nielson and Spence (1997) find that when patriotic events happen, the consumer ethnocentric tendencies become higher or those who served army than for those who did not.

As for the aim of this study, the objectives of this study are as follows:

- (a) To review the existing literature and provide with a critical literature overview of consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, cultural openness, and purchasing intention.
- (b) To indicate the level of consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, cultural openness among American consumers.
- (c) To empirically test the influence of consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness on the purchase intention of non-American products.
- (d) To describe the practical implications for marketing and international business managers.

The major research question arising in this study are: what is the relationship between consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness on purchase intention of non-American

products? Besides, it should be noted that this paper endeavors to answer this question which still is of both theoretical and practical value.

So far, there is no empirical and conceptual study investigating consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness; and their impact on purchase intention of non-American products. Thus, it is expected that this study will fill this gap a bit. In the following sections, literature review, hypotheses, methodology, and findings will be discussed. Furthermore, at the end of this paper, the conclusion and the limitations of this study will be discussed, relatively.

Literature review and hypotheses

Consumer Ethnocentrism

Ethnocentrism is defined to an individual psychological tendency that has both positive and negative outcome (Neuliep and McCroskey 1997). In addition to this, ethnocentrism provides a tendency towards patriotism and willingness to sacrifice for one's central group (Neuliep and McCroskey, 1997). It also builds and pursues one's cultural identity (Chen and Starosta, 2004). Consumer ethnocentrism (also known as CET) is described to be "*the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products*" (Shimp and Sharma, 1987).

Ethnocentric consumers are inclined to believe that it is not appropriate to buy foreign products as it hurts domestic economy and induces unemployment. They are also of the opinion that purchasing foreign products is unpatriotic. Thus, the consequences of consumer ethnocentrism contain:

- (a) an overestimation of the quality and value of domestic products or underestimation of imports,
- (b) a moral and ethical obligation to purchase domestic products, and
- (c) an intensive preference for domestic products (Sharma et al. 1995).

Watson and Wright (2000) investigate the relationship between consumer ethnocentrism and consumer attitudes toward products of foreign manufacturers where domestic alternatives are not available. Their findings show that cultural similarities are important to be considered for high ethnocentric consumers in evaluating foreign products. Based on the literature, the author hypothesizes as follows:

H_1 : *Consumer ethnocentrism has a negative impact on the purchase intention of non-American products.*

Cosmopolitanism

Cosmopolitanism is described in the related literature to be a predictive factor of a consumer's positive attitudes towards products of foreign origin (Reifler and Diamantopoulos, 2009). Cosmopolitan consumers are interested in foreign cultures as much as their own culture (Cleveland et al. 2011). The people who are open to foreign cultures will have less ethnocentric tendencies because they assume that interacting with other cultures offers more opportunities (Vassella et al. 2010). Based on the literature, the author hypothesises as follows:

H₂: Cosmopolitanism has a positive impact on the purchase intention of non-American products.

Patriotism

Patriotism is defined to be “the feeling of loving your country more than any others and being proud of it” (Cambridge Dictionary 2017). Some studies such as Sharma et al. (1995), Han (1988), and Klein, Ettenson (1999), Jain and Jain (2013), argue that patriotism is positively related to consumer ethnocentrism. A high degree of consumer patriotism tends to positive attitudes towards domestic products more than towards foreign products. Based on the literature, the author hypothesises as follows:

H₃: Patriotism has a negative impact on the purchase intention of non-American products.

Collectivism

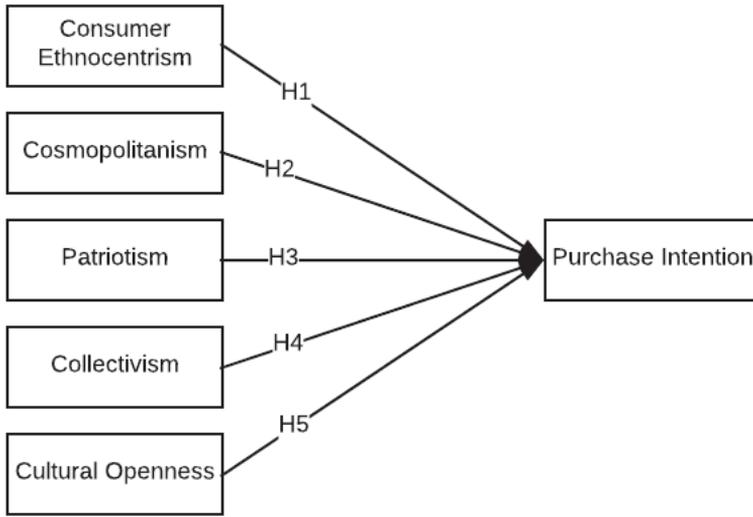
Collectivistic people are more likely to show ethnocentric tendencies because they consider that their actions will affect their societal group (Sharma et al. 1995). When compared to individual people, they are disposed to reveal more intensive ethnocentric tendencies than those with individualistic goals (Sharma et al., 1995). The findings of Jain and Jain (2013) also support this hypothesis. Based on the literature, the author hypothesises as follows:

H₄: Collectivism has a negative impact on the purchase intention of non-American products.

Cultural Openness

Cultural openness is described to be awareness, comprehension, and acceptance of other cultures (Sharma et al. 1995). Some studies find that there is a negative relation between cultural openness and consumer ethnocentrism (Shimp and Sharma 1987; Howard 1989, Abraha et al. 2015). Based on the literature, the author hypothesises as follows:

H₅: Cultural Openness has a positive impact on the purchase intention of non-American products.



Conceptual Framework

Purchase Intention

Purchase intention is the promise to one's self to buy the product again whenever one makes next trip to the market (Fandos & Flavian 2006). It has a huge importance for the companies which want to increase the sale of specific product in order to maximize their profit. Purchase intention describes the impression of customer retention. All the dependent variables mentioned above might have significant impact on consumer behavior because of that they include emotions in them. According to Topaloglu and Erkaya, (2018), emotions play an important role in influencing consumer perceptions and behavioral intentions.

Methodology

There exist two types of information which are primary data and secondary data. Primary data are collected to mention the objectives of a specific project, while secondary data are the data previously collected for some studies, other than the one at hand (Zikmund 2003). This study starts with examination of secondary data, where the existing literature is both reviewed and summarized, and the main findings are compared as well as an insight into the constructs studied is provided. Having discussed of secondary data, it is proceeded with method of primary data collection, a self-administrated survey was employed.

Measurement

All the items used in the questionnaires to measure consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness were adapted from previously tested and validated instruments. A five-point Likert Scale, in which 1 represents “strongly disagree”, 2 represents “disagree”, 3 represents “neutral”, 4 represents “agree”, and 5 represents “strongly agree”, was employed. The items used in the survey have been adapted from the existing literature as follows:

Table1. The items used in this study

CETSCALE (Shimp and Sharma, 1987)
American products, first, last, and foremost.
We should purchase products manufactured in the USA instead of letting other countries get rich off us.
A real American should buy American-made products.
Americans should not buy foreign products, because this hurts American business and causes unemployment.
It may cost me in the long-run, but I prefer supporting American products.
We should buy from foreign countries only the products that we cannot obtain within our own country.
Cosmopolitanism (Cleveland and Laroche, 2007; Yoon et al., 1996)
I am interested in learning more about people who live in other countries.
I like to learn about other ways of life.
I enjoy exchanging ideas with people from other cultures or countries.
I like to observe people of other cultures to see what I can learn from them.
I find people from other cultures stimulating.
Coming into contact with people of other cultures has greatly benefited me.
When it comes to trying new things, I am very open.
I enjoy getting news from all over the world.
Patriotism (Kostermana and Feshbach, 1989)
I love my country.
I am proud to be an American.
In a sense, I am emotionally attached to my country and emotionally affected by its actions.
Although at times I may not agree with the government, my commitment to American always remains strong.
I feel great pride in the land which is our American.
When I see the American flag being flown, I feel great.
The fact that I am an American is an important part of my identity.
I respect the traditions of American.
I respect the social order of American.
I respect the cultural norms of American.
I believe national security is most important aspect of the country.
Collectivism (Yoo and Donthu, 2001)
The group or team, which I belong to, is more important to me than my personal interests.
I believe that group success is more important than individual success.
I believe that group loyalty should be encouraged even if individual goals suffer.
Cultural Openness (Sharma et al., 1995)
I would like to learn more about other countries.
I have strong desire to overseas travel.
I would like to have opportunities to meet people from other countries.
I am very interested in trying food from different countries.
I am open-minded towards foreigners and their habits.
We should have a respect for traditions, cultures, and way of other nations.

Source: own preparation.

Sample Size

255 questionnaires were distributed using self-administrated data distribution. The number of returned questionnaires was 219 representing 85.8 percent response rate.

Analysis Method

In the scope of this paper, a self-administrated survey was distributed in the USA. Having tested reliability and validity of the model, a multiple regression analysis was employed to test the hypotheses.

Findings

Demographic Profiles of the Respondents

The population for this study was determined American residents. The samples consisted of individuals of both genders who were older than 10 years old. Data for this paper was collected through self-administrated survey in the USA.

The sample of the survey included 219 respondents. Table 2 shows demographic background of American respondents. From the Table 2, one can see more male (51,1%) than male (48,9%). The highest respondents are from the age group of 40-49 years old (26%). The respondents' education level is mostly bachelor's degree (46,1%). The majority of the respondents (23%) has the income between \$60.000-\$79.999.

In this regard, it should be noted that demographic variables are also very critical in figuring out consumers' ethnocentric tendencies. For instance, Erkaya (2018) found that age, gender, education, and income had a significant impact on consumers' behaviors.

Table 2. Demographic Profiles of the Respondents

Demographics	Categories	Frequency	Percentage
Age	10 – 19	23	10,5%
	20 – 29	46	21%
	30 – 39	41	18,7%
	40 – 49	57	26%
	50 – 59	25	11,4%
	60 – 69	8	3,7%
	70 and above	19	8,7%
Gender	Male	112	51,1%
	Female	107	48,9%

Education	No Formal Education	2	0,9%
	Primary School	14	6,3%
	Secondary School	16	7,3%
	High School	78	35,7%
	Bachelor's Degree	101	46,1%
	Master's degree and Above	8	3,7%
Income	Less than \$19.999	39	17,9%
	\$20.000 – \$39.999	48	22,1%
	\$40.000 – \$59.999	47	21,5%
	\$60.000 – \$79.999	51	23%
	\$80.000 – \$99.999	21	9,5%
	\$100.000 and above	13	6%

Source: as in Table 1.

Reliability

By computing the Cronbach's alpha, the internal reliability of the items was verified (Nunnally 1978). Nunnally suggests that a minimum alpha of 0.6 is sufficient for early stages of research. The Cronbach's alpha estimated for consumer ethnocentrism was 0.920, cosmopolitanism was 0.908, patriotism was 0.902, and collectivism was 0.894, cultural openness was 0.911. As all of the Cronbach's alphas in this study are much higher than 0.6, the variables are therefore accepted to have adequate reliability.

Hypothesis Testing

Table 3 represents the results of a multiple regression analysis used to evaluate the strength of the suggested model. Five hypotheses were formulated within the model. The individual hypotheses were tested using a multiple regression prediction model employing the criterion created by Hair et al. (1998), with purchase intention of non-American product to be the dependent variable. The results attained, as is seen in Table3, reveal that all the hypotheses were found to be significant in the proposed model.

Table3. Regression Results

Variables	Beta	t-value	p-value
Consumer Ethnocentrism	0.183	1.023	0.003***
Cosmopolitanism	0.129	2.432	0.001***
Patriotism	0.196	2.573	0.005***
Collectivism	0.411	3.007	0.003***
Cultural Openness	0.217	2.658	0.004***

Notes: Significance at: *** => $p < 0.01$; $R^2: 0.073$, Adjusted $R^2: 0.071$

Source: as in Table 1.

In terms of *consumer ethnocentrism*, the hypothesis (H1) that consumer ethnocentrism has a negative impact on the purchase intention of non-American products is supported (Beta-value: 0.183; t-value: 1.023; p<0.01).

For the *cosmopolitanism*, the hypothesis (H2) that cosmopolitanism has a positive impact on the purchase intention of non-American products is supported (Beta-value: 0.129; t-value: 2.432; p<0.01).

As far as *patriotism* is concerned, the hypothesis (H3) that patriotism has a negative impact on the purchase intention of non-American products is supported (Beta-value: 0.196; t-value: 2.573; p<0.01).

As for *collectivism*, the hypothesis (H4) that collectivism has a negative impact on the purchase intention of non-American products is supported (Beta-value: 0.411; t-value: 3.007; p<0.01).

As regard to *cultural openness*, the hypothesis (H5) that cultural openness has a positive impact on the purchase intention of non-American products is supported (Beta-value: 0.217; t-value: 2.658; p<0.01).

It should also be mentioned that the R² value of 0.073 suggests that only 7.3 percent of variance in the score of purchase intention of non-American product is explained by five independent variables of consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness gender, education, and income for the sample.

Table 4. Summary of Empirical Findings

H ₁	Consumer ethnocentrism has a negative impact on the purchase intention of non-American products.	Supported
H ₂	H ₂ : Cosmopolitanism has a positive impact on the purchase intention of non-American products.	Supported
H ₃	H ₃ : Patriotism has a negative impact on the purchase intention of non-American products.	Supported
H ₄	H ₄ : Collectivism has a negative impact on the purchase intention of non-American products.	Supported
H ₅	H ₅ : Cultural Openness has a positive impact on the purchase intention of non-American products.	Supported

Source: as in Table 1.

Discussion and implication of the findings

the primary aim of this research was to investigate the possible impacts of consumer ethnocentrism, patriotism, collectivism, cosmopolitanism, and cultural openness on the purchase intention of non-American products. As is seen from the empirical results summarized in Table 4, it is quite clear that consumer ethnocentrism, patriotism, and collectivism, have a negative impact on the purchase intention of non-American products, while cosmopolitanism, and cultural openness have positive impact on the purchase intention of non-

American products. Thus, marketers should consider this issue as a critical factor for consumer evaluation and purchase intention.

The findings represent a critical guidance for segmentation and other strategies. The findings of this paper suggest that marketing managers should pay close attention to these five components while formulating their marketing strategies. Having taken all these consequences into consideration, marketing strategies could be developed and applied. From time to time, based on the consumer profile, these components could be emphasized.

The author is of the opinion that this study contributes to the knowledge and literature on consumer ethnocentrism, patriotism, collectivism, cosmopolitanism, and cultural openness. Furthermore, the findings and suggestions could be benefited by the marketing managers in formulation more effective marketing strategies.

Limitations of this study

this study has a few limitations. First of all, the survey for this study was conducted only in one area of the USA. Therefore, other consumers with different characteristics and attitudes should be included in further studies. Secondly, the author has not mentioned any specific product. The attitude of American consumer towards non-American product might differ from product to product. Thirdly, the number of the participants in this paper was 219. It would have been quite better to have more participants.

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Konsumencki etnocentryzm, kosmopolityzm, patriotyzm, kolektywizm, otwartość kulturowa i ich oddziaływanie na zamiary dokonania zakupu nieamerykańskich produktów. Doświadczenie terenowe w USA

Streszczenie

Opracowanie ma na celu zbadanie wpływu konsumenckiego etnocentryzmu, kosmopolityzmu, patriotyzmu, kolektywizmu i otwartości kulturowej na zamiar dokonania zakupu nieamerykańskich produktów. Większość badaczy w tej dziedzinie stwierdza, że pochodzenie produktów może mieć istotny wpływ na zachowania nabywcze konsumentów. Zarówno sprzedawcy, jak i naukowcy są w pełni świadomi faktu, że pełne zrozumienie postaw konsumentów wobec zarówno produktów krajowych, jak i importowanych może być korzystne dla formułowania bardziej efektywnych strategii marketingowych. Uważa się, iż pomimo że badania są prowadzone z różnych punktów widzenia, nadal istnieje ogromna luka w literaturze, toteż opracowanie to częściowo wypełni tę lukę. Jeżeli chodzi o metodologię badań, w USA rozpowszechniono kwestionariusze do samodzielnego wypełnienia. Po przetestowaniu wiarygodności i ważności modelu zastosowano analizę regresji wielorakiej

do zweryfikowania hipotez. Wyniki badania upewniają, że konsumencki etnocentryzm, patriotyzm i kolektywizm wywierają negatywny wpływ na zamiary zakupu produktów nieamerykańskich, podczas gdy kosmopolityzm i otwartość kulturowa mają pozytywny wpływ na zamiar zakupu nieamerykańskich produktów.

Słowa kluczowe: konsumencki etnocentryzm, kosmopolityzm, patriotyzm, kolektywizm, otwartość kulturowa, chęć kupienia, zamiar dokonania zakupu.

Kody JEL: F5

Afiliacja:

Yusuf Erkaya, PhD student

International Burch University, Sarajevo, Bosnia and Herzegovina

Department of Management

Francuske revolucije bb, Ilidža 71210, Bosnia and Herzegovina

e-mail: yusuf.erkaya.yusuf@gmail.com

Artykuł zaakceptowany do druku w marcu 2019 roku.