**AWARENESS ABOUT DOMESTIC PRODUCT CONSUMPTION IN BOSNIA AN HERZEGOVINA**

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*Abstract: Aware of the effect on the domestic production is a huge process which includes numbers of different research on various theory which are explaining the terms aware of somethinh in a term of buying somethinh or product. Many researchers help us to understand this problem and to open some other research about this and also to understand the human behavior and their decision, also it is very complex concept and it consider what is difficult to understand human preferences in buying product from outside or it means foreign product or to buy domestic product that is made in you own country,there are relationships on the market and also some other factors which are taking a part in this interaction.Customer loyalty in general is the behavior which customer play main role in my terms named by Bosnian people and there preferences to domestic or foreign brands and also to understand their preferences in the decision making process. In a term of consideration set influences on consumer decision making and choice,issues,suggestion or models. Bosnian people aware about buying the domestic product is the purpose of this study is to define and analysis the relationships between consumers and domestic products. The purpose of this research is to degine consumers and their responsibility to buy domestic product. Emipirical finding reveal that why consumer prefer to buy domestic or foreign products tend to have uniques lifestyle and great shopping orientation that is different from those who prefer domestic. Our study brings previous research about preferences in buying domestic products and foreign products and all aspects that which are connected with his theory and model concept. Result of this study help an organization to recognize what components is missing to satisfied customer satisfaction. After this study it will be useful for an organization or company exactly to decide what to do, when, why, where and how to do or they will find anothery way to satisfied customer needs.*

***Key words :*** *Customer loyalty, purchase decision, brand awareness, post-purchase behavior and social responsibility.*

**Literature Review**

**Customer loyalty**

Devotion can be characterized as a client keep on believing that your association item or administration offer their best alternative. It satisfies incentive and they might be. They bring offer looked with that obtaining choice (Ranade, 2012). Primary objectives of client devotion are the procedures to guarantee consumer loyalty inside the creation of administration. Intermittently, a portion of the administration is going on amid the exchange for client as should be obvious from case us back cash to the client or give back what he or she carries with them.

Rande (2012) states that purchasers benefit likewise could take the shape face to face collaborations, additionally like telephone benefit, benefit framework that is utilized without anyone else. Client devotion in one can be behavioral and attitudinal inclination to make one brand with all others and what ether to happy with item or article. Faithfulness of customer is section that says client settles on a choice and he/she has one most loved item or brand that utilization amid some period. Reasons can resemble fulfillment of items, fulfillment of administration, fulfillment of execution and disentangle they perceive as a client what is the best for her/his solid lastly what will bring them fulfillment as a client. Client dependability encourages clients to purchase and utilize continually to spend more cash in that store and furthermore to feel positive with experience of purchasing.

Poturak (2013) researched advancement of ethnocentrism and ethnocentric mentalities among consumers in Bosnia and Herzegovina. The idea of ethnocentrism incorporates two basic segments: attitude and conduct. Ethnocentric states of mind are showed through the eyes of shoppers that their own gatherings are dominant when contrasted with alternate gatherings. Then again, ethnocentric conduct introduces a co-operation with individuals from their own gathering, and the trouble with individuals from different gatherings. For this examination, relevant questionnaire was led on 100 buyers in Bosnia and Herzegovina yet 59 of them responded. Fifty-one of them were Bosniaks, four of them were Serbs and four were Croats. Information gathered by this questionnaire were future all the more factually investigated. Illustrative measurements were introduced and statistic differences on buyer ethnocentrism were tried with t-test investigation. The examination comes about demonstrated that there seems to be a sure level of ethnocentrism among purchasers in Bosnia and Herzegovina. Natural sustenance falls into the classification of belief merchandise in light of the fact that a variety of traits makes it troublesome for purchasers to assess the nature of natural nourishments. By concentrating on two belief traits of natural nourishments (sustenance wellbeing and eco-kind disposition), the present examination researches how these characteristics impact customers' view of value and esteem, which thusly increment buy goals. The examination additionally looks at whether the proposed connections contrast by consumption offer of natural nourishments. We utilized a two-advance approach of Structural Equation Modeling (SEM) to break down information acquired from 725 purchaser board individuals who were essential basic supply customers and had bought natural sustenance. The outcomes give bits of knowledge on the part of two trustworthiness traits in creating quality and esteem impression of natural foods. We additionally discover progression basic the part of the confidence properties relying upon shoppers' consumption offer of natural sustenance. The discoveries of this investigation add to the natural sustenance writing as well as help industry, government, and customer relationship to completely comprehend buyer view of assurance traits of natural nourishments and subsequently to upgrade buyers' reactions to natural sustenance (Lee & Hwang, 2016).

Dinarevic (2016) in his examination the clients' reliability of organization Volkswagen issue is extremely appealing, since the organization was confronting emergency being charged for programming undermines contamination checkouts. Since they are available in Bosnia and Herzegovina for a long time, and a few sections were created on this territory, it is reasonable that market of Bosnia would be looked into to check how solid devotion of clients is. The review was made keeping in mind the end goal to gather information. In three sections of capital city (Sarajevo City Center, Grand Center and Old Town) individuals were haphazardly studied. Relapse investigation was done, where confide in mark was needy variable. We found that trust in mark is emphatically identified with mark reliability, finding that Bosnian clients are faithful to Volkswagen. Concentrates like this should be possible in different nations too, helping Volkswagen to remake confide in clients who were influenced by this emergency.

Purchaser ethnocentrism comes up as inclination to buy residential items rather than outside once. This sort of conduct can be specifically connected to each nation's flourishing. Ethnocentric buyers, buying household items, see as their own particular commitment to monetary, social and political improvement. Motivation behind this investigation is to break down purchaser observations about neighborhood items utilization and its consequences for group working in BiH. It additionally investigated the possibility to extend nearby markets for neighborhood nourishment and items. Wellsprings of neighborhood sustenance items incorporate (yet may not be restricted to) agriculturists markets, and merchants who convey nearby nourishments. An engaging exploration procedure was utilized for this investigation. As the study instrument poll is utilized to gather information from nearby group. 320 reactions were additionally investigated with SPSS program, utilizing elucidating measurements. Ultimate result gives itemized picture of neighborhood items utilization by finding out about the desires of shoppers and understanding the sorts of commitments that nearby items make to the group. Results demonstrated that shoppers in BiH are indicating ethnocentric conduct while obtaining items, respondents for the most part see household items to be of good quality however while acquiring they are placing quality before locally delivered items (Salkanović and Poturak, 2014).

We address the accompanying inquiries that are ending up progressively critical to directors in benefit ventures: Are the levels of consumer loyalty and faithfulness for a similar administration diverse when clients pick the administration online versus disconnected? How is the connection between consumer loyalty and dedication in the online condition not quite the same as that in the disconnected condition? We propose a reasonable system and create theories about the impacts of the online medium on consumer loyalty and dedication and on the connections amongst fulfillment and devotion. We test the speculations through a concurrent condition show utilizing two informational collections of on the web and disconnected clients of the hotel business. The outcomes are fairly illogical in that they demonstrate that though the levels of consumer loyalty for an administration picked online is the same as when it is picked disconnected, dependability to the specialist organization is higher when the administration is picked online than disconnected. We likewise find that devotion and fulfillment have an equal relationship with the end goal that each decidedly fortifies the other, and this connection between general fulfillment and dependability is additionally reinforced on the web (Shankar, Smith and Rangaswamy, 2003).

Correspondence amongst purchasers and merchants is integral to the production network rationality. Further, the pattern toward more definite client requests has made it significantly more critical for firms to request info and input from their clients to better tailor their offerings to client needs. Past research recommends a solid linkage between consumer loyalty and client unwaveringness. Exceptionally fulfilled clients are more faithful than less fulfilled clients. In this manner, it was speculated that organizations proactively looking for data from clients ought to understand a "pay off" as far as more fulfilled and, therefore, more faithful clients. An overview of purchasers in the individual items industry was utilized to look at three techniques for tuning in to clients. Recurrence of merchant gatherings with clients, formalized contact through the requesting of input or potentially leading overviews, and individual visits by senior seller administrators were observed to be identified with consumer loyalty and in addition client devotion (Ellinger, Daugherty and Plair, 1999).

Füller and Matzler (2008) demands there is expanding proof that item and administration traits fall into three elements (fundamental, execution, and energy factors) which influence general fulfillment in an unexpected way.

This has been contended broadly in principle and has additionally been affirmed experimentally. Analysts and professionals have likewise perceived the significance of recognizing these elements with a specific end goal to oversee consumer loyalty all the more successfully. Shockingly, no one has so far tended to the issue of market division in this specific situation. This paper reports a broad observational examination which researches the distinctive parts of fundamental, execution and energy factors in various market portions. The outcomes unmistakably demonstrate that noteworthy contrasts can be found among way of life portions. The ramifications of the discoveries are of focal significance in both hypothesis and practice (Füller & Matzler 2008).

Organization needs to see needs of clients, likewise organization needs to perceive that there are many strides of client reliability and ventures of dedication additionally there exist part of conduct and demeanors of client (Ranade, 2012).

Organization need to do many thinks to pull in client to remain faithful to your organization, one of the means is compensate framework, including this framework encourages organization to be gainful and to make benefit that will put them to survive piece of the overall industry lastly organization should draw in and ponder how to expand client dependability in your organization (Ranade, 2012).

This sort of dependability is from such quite a while. The component of faithfulness second one is principle center is the solid physiological has a place with the brand. Illustrations: are you client faithful to item that is advanced by her or himself and how they elevate them to the companions and others and after that with no reason they as an advancement people don't purchase that item. Many examinations and specialists said that: principle reason is the history activity and felling toward brand or retailing part. Activity of dependability and advancements are beneficial for organization however on the distinctive ways or projects.

**Methodology**

**Participants**

In our research have participated 150 participants. (female 81, male 41 and one missing) age of those participants was below 15 to above 60. Also employment rate was private or government and income was from below 500 to 3000.In this research we included also maritial status and education level.

**Measures**

We have used the two following instrument for measuring frequency,percent and cumulative percent of awareness of domestic product of Bosnian people on the Bosnian market and Bosnian populations. In this scale we included preferences for domestic product and foreign product of Bosnian people.

We measured those thing through thses variables (design, packaging, quality, price, protect environment, apperence, certificate....). The instrument consist of 150. They're in the format of measuares of likert scale in which 1 means strongly disagree and 5 means strongly agree.

Table 4.1 Demographic Characteristics of Respondents

|  |  |  |
| --- | --- | --- |
| **Age** | **Frequency** | **Percent** |
| 15 - 22 | 9 | 6.0 |
| 23 - 26 | 20 | 13.3 |
| 27 - 37 | 32 | 21.3 |
| 38 and more | 89 | 59.3 |
| Total | 150 | 100 |

In the table 1 as we can see we have a 9 of the respondents are below the age of 15-22, 20 of them are between the ages of 23-26, there are 32 responders within the ages 27-37 and 89 of them were 38 or above. These results lead to the conclusion that most of the respondents were 38 and above, making up 59.3% of the surveyors.

|  |  |  |
| --- | --- | --- |
| **Income Level** | **Frequency** | **Percent** |
| Below 500 | 58 | 38.7 |
| 501 - 1000 | 55 | 36.7 |
| 1001 and more | 37 | 24.7 |
| Total | 150 | 100 |

Out of the 150 respondents, 58 of them have a monthly income of below 500 BAM, 55 of them have an income between 5001-100 BAM and 37 of them have above 1001 and more BAM. When asked about their household income the first group, ranging from 0 to 1000 BAM, had 77 respondents, 1001 to 2000 BAM was 40 respondents, 2001 to 3000 BAM was 26 and last, 3001 and more was 7.

|  |  |  |
| --- | --- | --- |
| **Marital Status** | **Frequency** | **Percent** |
| Married | 98 | 76.3 |
| Single | 43 | 28.7 |
| Divorced | 9 | 6.0 |
| Total | 150 | 100 |

The marital status of the respondents who were single is 43, married 98 and divorced 9. Their percentages are 28.7%, 73.3% and 6%, respectively. When the respondents’ sector of work was asked 85 of them replied private and 65 of them responded government. This shows that more than half (56.6%) of the respondents work in the private sector.

|  |  |  |
| --- | --- | --- |
| **Number of People in Household** | **Frequency** | **Percent** |
| 1 | 7 | 4.7 |
| 2 | 14 | 29.3 |
| 3 | 31 | 20.7 |
| 4 | 42 | 34.7 |
| 5 and above | 60 | 10.7 |
| Total | 150 | 100 |

The number of people in the household was 1 for 7, 2 for 14, 3 for 31, 4 for 42 and 5 or above was 60 respondents. The majority of the respondents (38.7%) have an income which is below 500 BAM. The education level of 5 respondents is high school, 65 of them have finished university, 64 of them have masters’ degree and 17 of them have a PhD degree. With a 43.3% majority, the ones who have finished university encompass nearly half of the surveyors.

**H1*:* There is a positive relationship between level of income and domestic product usage.**

TABLE 4.2 below shows the descriptive statistics to the questions “How frequently are you buying domestic products?” and “What is your monthly income?” The means are 1.2 and 1.86, respectively. The standard deviations are .543 and .786.

That indicates the relation between monthly income and the frequency to buy domestic products. P value is **0.135**, which is more than level of significance so Ho is accepted. There isn’t a correlation between monthly income and the frequency to buy domestic products.

**Table.4.2.1** Relationship between level of income and domestic product usage

| **Descriptive Statistics** | | | |
| --- | --- | --- | --- |
|  | Mean | Std. Deviation | N |
| How frequently are you buying domestic products? | 1.2000 | .54342 | 150 |
| What is your monthly income? | 1.8600 | .78604 | 150 |

| **Correlations** | | | |
| --- | --- | --- | --- |
|  | | How frequently are you buying domestic products? | What is your monthly income? |
| How frequently are you buying domestic products? | Pearson Correlation | 1 | -.123 |
| Sig. (2-tailed) |  | .135 |
| N | 150 | 150 |
| What is your monthly income? | Pearson Correlation | -.123 | 1 |
| Sig. (2-tailed) | .135 |  |
| N | 150 | 150 |

**H2: The type of product promoted has an effect on the pricing of the domestic products.**

Table 4.3 provides the descriptive statistics to the questions “Which kind of products are strongly promoted?” and “Product produced in BiH are reasonably priced as compare to foreign products?” The means are 1.586 and 2.380, respectively. The standard deviations are .494 and 1.097

That analyzes the t-statistics, degrees of freedom (df), p value for 2-tailed and the mean difference, respectively. As can be seen, the t-statistics are -35.034 with 149 degrees of freedom. The p-values are **0.000**, **0.000**,respectively, at a 5% significance level. Since the p-values are less than 0.005 we can reject the null hypothesis, stating that types of products promoted do not have an effect on the pricing of the domestic products, and accept H2. The type of product does have a significant amount of influence on the pricing of the domestic products.

| **One-Sample Test** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | Test Value = 3 | | | | | |
| t | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Which kind of products are strongly promoted? | -35.034 | 149 | .000 | -1.41333 | -1.4930 | -1.3336 |
| Product produced in BiH are reasonably priced as compare to foreign products? | -6.921 | 149 | .000 | -.62000 | -.7970 | -.4430 |

**Table.4.3.1 The type of product promoted has an effect on the pricing of the domestic product**

| One-Sample Statistics | | | | |
| --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error Mean |
| Which kind of products are strongly promoted? | 150 | 1.5867 | .49408 | .04034 |
| Product produced in BiH are reasonably priced as compare to foreign products? | 150 | 2.3800 | 1.09710 | .08958 |

**H3: There is a positive correlation among the quality of the domestic products and their preferences level.**

**Table 4.4** below shows the descriptive statistics to the questions “Overall, domestic products in the same categories have a better quality than foreign products?” and “When you need to decide between domestic and foreign products which one of them do you choose?” The means are 2.52 and 1.08, respectively. The standard deviations are 1.251 and .282.

That indicates the relation between the quality of the domestic products and their preference level. P value is **0.017**, which is less than level of significance so Ho is rejected. There is a correlation between the quality of the domestic products and their preference level.

**Table 4.4.1 There is a positive correlation among the quality of the domestic products and their preferences level.**

**Descriptive Statistics**

|  | Mean | Std. Deviation | N |
| --- | --- | --- | --- |
| Overall, domestic products in the same categories have a better quality than foreign products? | 2.5200 | 1.25168 | 150 |
| When you need to decide between domestic and foreign products which one of them do you choose? | 1.0867 | .28229 | 150 |

|  | | Overall, domestic products in the same categories have a better quality than foreign products? | When you need to decide between domestic and foreign products which one of them do you choose? |
| --- | --- | --- | --- |
| Overall, domestic products in the same categories have a better quality than foreign products? | Pearson Correlation | 1 | .195\* |
| Sig. (2-tailed) |  | .017 |
| N | 150 | 150 |
| When you need to decide between domestic and foreign products which one of them do you choose? | Pearson Correlation | .195\* | 1 |
| Sig. (2-tailed) | .017 |  |
| N | 150 | 150 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |

***H4: Domestic companies have an effect on the markets in Bosnia and Herzegovina*.**

**Table 4.5** provides the descriptive of the questions analyzed for the fourth hypothesis. The mean of the two questions are 1.2 and 2.39, respectively. The standard deviations are .543 and 1.169.

That analyzes the t-statistics, degrees of freedom (df), p value for 2-tailed and the mean difference, respectively. As can be seen, the t-statistics are -40.568 with 149 degrees of freedom. The p-values are **0.000**, **0.000**,respectively, at a 5% significance level. Since the p-values are less than 0.005 we can reject the null hypothesis, stating that domestic companies do not have an effect on the markets in Bosnia and Herzegovina, and accept H4. Domestic companies do have a significant amount of influence on the markets in Bosnia and Herzegovina

| **One-Sample Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | N | Mean | Std. Deviation | Std. Error Mean |
| How frequently are you buying domestic products ? | 150 | 1.2000 | .54342 | .04437 |
| Products produced in BiH offer better value for money compare to foreign products ? | 150 | 2.3933 | 1.16950 | .09549 |

Table 4.5.1 The level of effect Domestic companies have on the markets in Bosnia and Herzegovina

| **One-Sample Test** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | Test Value = 3 | | | | | |
| t | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| How frequently are you buying domestic products ? | -40.568 | 149 | .000 | -1.80000 | -1.8877 | -1.7123 |
| Products produced in BiH offer better value for money compare to foreign products ? | -6.353 | 149 | .000 | -.60667 | -.7954 | -.4180 |

**Conclusion**

As we can see from all these four hypothesis we can concluded that there is a positive relationship between of level of income and domestic product usage.We all know that Bosnia and Herzegovina is on the low level of standardization because we surivived war and need to pass more years to back on the good way.

Income here in my country has a huge effect on the domestic product usage because customers just looking for the minimum price ,customers does not have focus on the quality and what has value for her/his healthy. but on the another section there is a postivie effect between monthy income and frequency to buy domestic product anf I think it starts after this campaign KUPUJMO I KORISTIMO DOMACE that has a huge effect on the perception of customer to find and to like for domestic products.

The purchase of domestic products is of great importance for supporting Bosnia and Herzegovina's economy. According to the results of the last conducted surveys, only half of the domestic population readily buys domestic products, and the percentage of those who actually do it is even smaller. In most cases, citizens are not satisfied with the manner of protection and the way of supporting the BiH authorities towards domestic production.

By avoiding the purchase of domestic products in BiH, we miss the opportunity to improve employment with other generations and prospects for the growth of salaries. The realized producer margin has a direct impact on the potential of BiH. companies to invest and strengthen employment, and in this way secured growth of salaries and payment of compensation. Sales revenues are paid to local employees, payments are made to suppliers. Tax and contributions allocations address some of the important social problems.

Also we have spoken about promotion, and we concluded that promotion does not have and effect on the pricing of the domestic product, we thought that domestic suppliers should focus on the minimum price to satisfy customer and standard of the market and quality ,bring together to final customer will make better profit to company and bring more satisfaction to final customer.

Domestic companies should develop more market share in Bosnia and Herzegovina as Bingo markets ,and for me is most important to bring final customer good service, assortment, price and nice atmosphere during buying. Customer perceptions and emotional loyalty these two behavioral and altitudinal to make a favorite brand of others all to satisfy your needs / wants with that kind of product or service. It is conveniences or performance, familiarity and comfort with brand.

Also, due to the participation of the domestic workforce in production, there are also contributions that, due to the increase in employment, are to a large extent paid to our, not foreign pension and other funds. The increase in the employment rate has a direct impact on the growth of pensions, as well as on the quality of health and other public services.

The purchase of domestic products increases the speed of money flow, the speed of its circulation, and if the currency circulates, the money goes through more hands, and thus more people benefit from the money and goods and services that are purchased for it. Money spent on purchasing imported products already ends up in the first transaction. When it comes to the prices of domestic products, it is certainly that the costs of production are higher when its volume is smaller. For this reason, it is necessary to give small producers enough time to make progress, so that the prices of the products are lower.

By increasing the purchase of domestic products, we ensure the profitability of domestic companies, and therefore a higher profit tax collection that affects the stability of the budget. The purchase of domestic products is not solely a matter of patriotism, but a much more serious issue, since the strengthening of domestic production depends to a large extent on whether salaries and pensions will grow, whether we will have better health, education system, transport infrastructure etc.

Loyalty of customers helps consumer to buy more times, spend more money, to be happy and positive about shopping experience, help them to be familiar with products and brands in that place and take advantages before competitors does and main think to understand what means loyalty and to recognize different stages of loyalty.

Our study brings previous research about preferences in buying domestic products and foreign products and all aspects that which are connected with this theory and model concept.In our resarch we foud that people who has a higher income prefer foreing products and foreing products have an influence on domestic products with packaging and by destroying the domestic markets.

Domestic products have better prices and better design than foreing products what give them an opportunity to have an effect on the markets in Bosnia and Herzegovina,where domestic markets provide good service and domestic company are offering and producing healthy food.

Limitations of our research is number of sample where,we can not generalized about this phenomen based on the sample of 150 responeses, as a limitations of this study is type of research. Correlations studies do not bring cause and consequences but can bring correlations between those variables.

This study can be an inspiration to future researches ,managers and experts who are interested in this topic about preferences domestic versus foreign products. The result of this study would help an organization to recognize what components is missing to satisfied customer satisfaction.After this study, it will be useful for an organization or company exactly to decide what to do, when, why, who, where and how to do or they should do another way to satisfied customers needs for domestic products.The part for governments in corporate data exposure is misty and ranges from expanding shopper attention to shielding buyers from false data to requiring revealing in specific cases. The hole between corporate detailing and most ideas of supportable utilization is still expansive, e.g. very few reports take a gander at how the organization's item run underpins supportable utilization as far as life-cycle and social effects.

The pattern towards considering the social measurements of supportable utilization has prompted more thoughtfulness regarding how items are created. Purchasers are progressively worried about not just the contaminating or wellbeing impacts of the utilization of items, yet in addition the effects which that utilization may have on the elements of creation, including specialists and assets. Therefore, supportable utilization approaches and activities are widening to consider the impacts of procedures and also items and the arrangement of administrations and also products.

We would like to recommend all people that are living in Bosnia and Herzegovina to be a part of this idea and to continue to buying domestic products in the domestic markets, because it will have a huge effect on BiH agriculture, economy and also on the employment rate.

Data and mindfulness raising within buyers using open correspondences battles are generally utilized as a part of numerous nations to advance economical utilization. Nonetheless, general mindfulness crusades by governments were not that powerful in advancing more feasible utilization examples or ways of life. Generally, open specialists confront extreme rivalry while contending with the private area for customer consideration.

From our opinion Bosnian markets can help and support domestic products in many ways.Those ways,as well as to raise taxes for foreign investitors in our country and also higher taxes for foreign products.

The purchase of domestic products is of great importance for supporting Bosnia and Herzegovina's economy. According to the results of the last conducted surveys, only half of the domestic population readily buys domestic products, and the percentage of those who actually do it is even smaller. In most cases, citizens are not satisfied with the manner of protection and the way of supporting the BiH authorities towards domestic production.

That will help domestic retailer and motivate them to work more and also they will have cheaper prices of products than foreign products if our government regulations put higher taxes for foreign products, that can support Bosnian economy and also agriculture of Bosnia and Herzegovina.

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