

Does ethnocentrism persuade customers to prefer Swadeshi products?

A literature review of concept of consumer ethnocentrism in Indian context

*Harshada Jeetendra Raut, #Dr. Chhabi Sinha

*PhD Scholar, #Associate Professor, MITCOM, MIT-ADT University, Pune, India.

*harshada25.raut@gmail.com, #chhabi.chavan@mituniversity.edu.in

Abstract - With globalization, entire world has become a global village and in marketing perspective it is a solitary market. Internet has brought the global market to Indian consumers, doorstep. Consequently, marketer has to study every customer, every country. Consumption pattern depends on consumer behavior which is built on the basis of various aspects out of which one is culture. Successful brands have been able to adopt their branding strategies aligned with the dominant cultural philosophy and integrating their brands into the specific cultural fiber. Indian customer comes with a set of distinct needs, culture, demands and consumption patterns. India has an ancient history based on the Harrappan Civilization. Also India has an ancient knowledge of Vedas. Though this knowledge sounds a disjoint set with marketing perspective there lies the end consumer who belongs to the aforesaid set. So it is very important to understand the mindset of Indian consumer. What beliefs, notions, circumstances etc., constructs his behavior. In spite of the global players, Indian brands that offer superior quality of products to meet these needs are enormous. This context leads to the theory of consumer ethnocentrism that has to be tested. Today, while there is a policy in place to “Make in India”, it is yet to be seen if Indian consumers are ready for domestic or indigenous products over foreign products.

Keywords: consumer, consumer behavior, ethnocentrism, indigenous, market

I. INTRODUCTION

India has become a market to the whole world. All the multinational companies have emerged in the Indian markets and have market leaders. But now days the Indian companies are leading the market. Under these circumstances it could be concluded that the Indian consumers are preferring the Indian products rather than the others. Now this has to be investigated whether the Indian consumers' taste has changed or whether the Indian companies have adopted any measure to tap the Indian market. When consumer behavior is studied consumer ethnocentrism is the important aspect which nurtures the consumer behavior and so develops the tastes and likings of the consumer behavior.

CONSUMER ETHNOCENTRISM

Ethnocentricity or ethnocentric is an inclination to judge or analyze the globe from the attitude of one's own culture. Within the cluster, the ethnocentrism results in an augmentation in group consistency and loyalty and highly depends upon the character of racialism, prejudice, socialism, pride etc. William Graham Sumner, in 1906, was first to form use of the notion

‘ethnocentrism’ within the field of Sociology. W. G. Sumner elucidated the sphere as “one's own group which is that the center of everything, against which all other groups are judged”. The model was derived from the branch of Anthropology and also the sub-branch of social anthropology. The term ‘ethnocentrism’ has its pedigree in sociology. This signifies the final tendency for community to look at their own cluster because the center of the universe and to rebuke those who are culturally different while blindly accepting people who are culturally similar (Booth 1979; Shimp and Sharma 1987). Ethnocentrism includes two integral sides i.e. attitude and behavior, Ethnocentric consumers are of the attitude that their own groups are prevailing than others. (Poturak, 2013). Regarding consumer behavior, they like domestic over foreign products. The fondness of domestic products is thanks to the love for his or her country and also the fear of foreign products dominating the market. In spite of knowing the supremacy of foreign products ethnocentric consumers blindly use domestic ones (Shimp and Sharma 1987). So on support our own culture ethnocentric consumers even bear crisis (Cleveland, Laroche, and Papadopoulos 2009). Ethnocentrism could be a universal

phenomenon which is entrenched in inter-group relations (Lewis, 1976). Murdock (1931). Ethnocentrism is found irrespective of tribes, dominant nation's races etc. by LeVine and Donald (1972) explain features of ethnocentrism:

- people who differentiate among various groups.
- That perceives events involving group's own political, economic interests and social interests.
- Treating the group's lifestyle as being superior among all, strong, honest and one's own group because the focus.
- Being suspicious in viewing other groups.
- Perceiving other groups as being weak, inferior and dishonest.

Lewis states that ethnocentrism could be a global observable fact regarding intergroup associations. Lynn [13] further assert that ethnocentrism is human tendency. Barger [8] further emphasized the training and attitudes of the people result in ethnocentrism. in step with Dreu et al. [14], ethnocentrism in creature is regulated or shaped by brain oxytocin, which could be a quite hormone for love secreted from the hypothalamus a part of the brain of creature that collaborates amongst group. This oxytocin may create a sense of superiority.

CETSCALE (Consumer Ethnocentric Tendencies Scale) developed by Shimp and Sharma (1987) measures consumer ethnocentrism. the dimensions involves a complete of 17 items. The CETSCALE facilitates the consumers to spot the out-groups and in-groups products where out-group is nothing but imported ones and in-group stands for home country products. But this categorization in CET scale relies solely on the nationalist reasons leaving aside the features, superiority, cost of the products. It (CET) is unquestionably not a selected approach but it's an overall summative of general 'in-group love' tendencies. It rates the inelasticity tendency higher over other products or price tags. this is often nothing but a resultant of apparent concern of nationalism of people as contrary to unwanted end results of imports for a state particularly, the countries where loss of employment is real plight of residents.

Crawford and Lamb [21] further asserted about CET, that it's evenly relevant in industrial manufactured goods also and also the CET scale not just abides to the FMCG or trade goods alone. Developed countries like USA and Canada find that customers normally tend to own a more positive quality perception of domestic than foreign products (Bilkey and Nes 1982; Dickerson 1982; Morgansky and Lazarde 1987; Samiee 1994; Ahmed and d'Astous 2001). Further, ethnocentric consumers in developed countries consider it their duty to get domestic products so as to extend commerce and boost economy in their country (Shimp and Sharma 1987; Vida and Fairhurst 1999).

On the opposite hand, studies conducted in developing countries find that customers prefer foreign products compared to products from their own countries (Sharma 2011). as an example, Hungarian consumers rated Western products more positively than their local products (Papadopoulos, Heslop, and Beracs 1990). Similar findings were reported for Polish and Russian consumers (Ettenson 1993), Turkish consumers (Erdogan and Uzkurt 2010), and Indian consumers (Batra et al. 2000). Kinra (2006) linked Indian consumers' preference for foreign brands to superior quality, value, and technicality. Thus ethnocentrism is defeated when a product is from a developed country. This proves that customers judge products supported the positive image related to the country of origin (Yagci 2001). That is, even ethnocentric consumers in developing countries may positively evaluate foreign products to some extent if they perceive these products as being related to a rustic with a more robust image (Wang and Chen 2004). it's necessary to grasp the following:

- 1) The antecedents of ethnocentrism among Indian consumers and
- 2) The attitude of ethnocentric Indian consumers toward foreign and domestic Products/services.

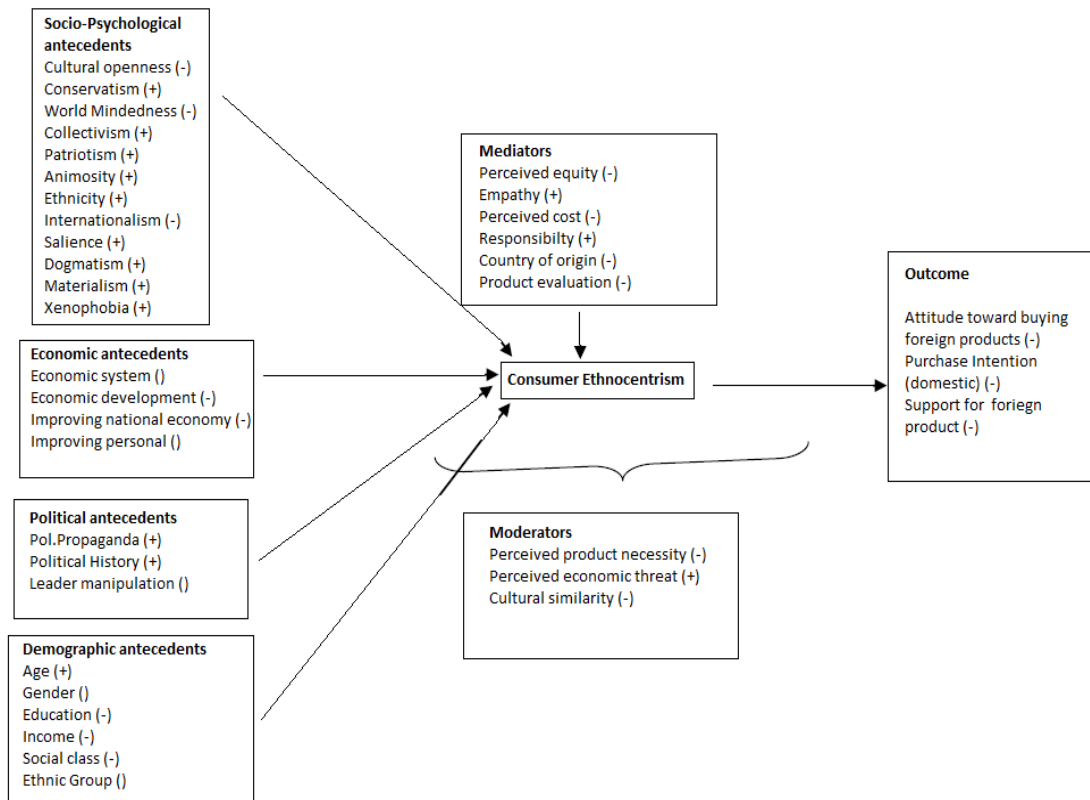


Fig 1. Antecedents of Consumer ethnocentrism

Source: Kumar et al. (2011)

II. ANTECEDENTS OF CONSUMER ETHNOCENTRISM

Numerous impactful experiments with CET as assessed by various researchers contain, demographic, economic categories, political and socio-psychological.

Cultural openness

Frankness of culture is essentially referred as frankness of consumers to non-native trends, traditions and cultures. Consistent with Sharma, cultural openness is “the willingness of consumers to interact with people from other cultures and skill a number of their artifacts”. Sharma and Shimp **Error! Reference source not found.** stated that cultural openness CET have correlational statistics.

Conservatism

Conservatism is that the propensity to uphold and safeguarding of the standard order of the society that has endured the tests of the time. It's defined as “a tendency to cherish traditions and social institutions that have survived all the percentages and to herald changes only rarely, unenthusiastically and small by little” Sharma et al. It absolutely was further argued that conservatism can demonstrate itself as demanding of stringent regulations and retribution, unpleasant and spiritual outlook just in case of extremism. The conclusion of studies is unparalleled with respect to developing and developed nations. However, as per Balabanis **Error! Reference**

source not found. and Sharma's findings, consumer conservatism is optimistically associated to the CET.

World mindedness

For a world minded person, folks are the chief reference groups rather than ethnicity or nationality, therein way motivating people to practice common interests and values so as to keep up kindness for various social groups. Consequently, in theory, even a private who don't have intercultural relations may be ‘world minded’. Such consumers with world mindedness are generally engrossed in information of worldwide affairs, look on national harmony and maintain accord.

Collectivism

Collectivism could be a socio-psychological notion and it's defined as “the societal orientation of every individual's characteristics to pursue collective goals rather than individual goals. Cultural orientation of somebody is formed by many factors; Collectivism being one major element of them. Moreover, people showing high level collectivism are likely to show extra extensive ethnocentric tendencies against individualistic goals.

Patriotism

In general, patriotism may be defined in numerous perspectives, like “sense of national loyalty”, “a love of national symbols”, “devotion to one's own country and commitments of individuals towards their mother nations.”

Schatz contended that patriotism is “an attachment to country characterized by unquestioning positive evaluation, staunch allegiance, and intolerance of criticism”. Many researchers e.g. Ettenson and Klein, **Error! Reference source not found.** Adamantios and Balabanis, Sharma, Han **Error! Reference source not found.** etc., have also supported the correlation between patriotism and CET.

Ethnicity

Baumann **Error! Reference source not found.** considered that ethnicity a function of anthropology and Siemieniako et al. (2011) identified it as a sociopsychological antecedent. Vida et al **Error! Reference source not found.** treats the ethnicity in concert major forecaster of CET.

Internationalism

Internationalism is nothing but an affirmative mind-set of individuals towards other countries highlighting on international welfare and sharing, and echoes sympathy towards foreigners. Many authors, a number of them being Back and Lee **Error! Reference source not found.**, Zhang et al. **Error! Reference source not found.** etc. have stated experimentally the inverse correlation among consumer ethnocentrism and internationalism for developed nations.

Salience

According to Olsen **Error! Reference source not found.** “Salience signifies the perceived threat to domestic workers”. Whereas an encouraging correlation among ethnocentrism and perceived threat is contended by Rosenblatt **Error! Reference source not found.** Olsen supports the affirmative correlation between CET and salience. Contrary thereto, Sharma and Shimp included salience as a moderator rather than antecedent in their theoretical model.

Dogmatism

Dogmatism could be an individual characteristic to determine the planet in black and white. Cunningham and Anderson found that more dogmatic consumers show little favorable attitude for foreign products as compared to less dogmatic consumers. There are studies to point out the strong correlation amid consumer ethnocentrism and dogmatism.

Xenophobia

Xenophobia is defined as “the negative attitude toward, or fear of, individuals or groups of people that are in some sense different (real or imagined) from oneself or the group(s) to which one belongs.” Many authors and researchers have also found that consumer ethnocentrism is directly proportional to xenophobia.

Materialism

It was observed by Rindfleisch **Error! Reference source not found.** et al. that materialistic possessions is can fill

lack of satisfying power of inter-personal relationships. a number of the characteristics as Belk **Error! Reference source not found.** thinks of materialism are envy and selfishness, over possessiveness. Even Rosenblatt argues that consumer ethnocentrism is certainly linked with selfishness, envy, over possessiveness and must defend one’s ego and wish to spot with a bigger group very similar to materialism. it's been also demonstrated by Clarke et al **Error! Reference source not found.** that there exists a ample correlation among consumer ethnocentrism and materialism.

Other Socio-Psychological Antecedents of Consumer Ethnocentrism

As per Diamantopoulos and Oberecker **Error! Reference source not found.**, “Consumer affinity could be a positive determinant of the patron ethnocentrism.” The authors even believe that consumer ethnocentrism and consumer affinity are the concepts associated with one another and therefore the theoretical dissimilarities are apparent within the kind of characterizing the out-groups and in-groups supported social identity theory.

Economic Antecedents

In order to dissect the possible relations of economic environment of a nation as possible not only the moderators or mediators but also the key antecedents of the CET numerous scholars have undertaken the studies. although outcome from developed and developing nations exhibit vast difference, a proportionate regularity is observed when the similar status of people from different nations are considered.

Economic system

Economic system governs the economic activities of a nation and may be categorized as Socialism, capitalism or economy. the present financial set-up directly influences the nationalist and ethnocentric feelings of most of the people of any country. Whereas Capitalism is inversely linked with the CET. this is often experimentally demonstrated by Weiss with a pursuit on citizens of Hungary, Slovakia, European nation, and Poland in post-communist era. Whereas socialistic economies are anticipated to own more ethnocentric tendencies.

Economic development

Consumer’s ethnocentric inclinations are largely influenced by phase of development of a nation. Schuh **Error! Reference source not found.** has sketched an all-inclusive schema connecting all the stages of economic development to inclination of consumers towards out-group and in-group goods. However, domination of professional nationalist intentions are detected during within the intermediary phase of evolution, and overturned at the developed status. This outline is additionally delayed by Huddleston and Good within the context of Russia and Poland.

Personal finances and belief of improving the national economy

Gronhaug and Supphellen **Error! Reference source not found.** surveyed to find out that the status or class of the consumer has positive correlation between income levels of consumers and the fondness for the foreign product. It was further asserted by Ettenson and Klein **Error! Reference source not found.** further contended that in developed countries degree of ethnocentrism is fewer once the residents consider that country's financial system is marching towards betterment in recent past years. Chen and Wang **Error! Reference source not found.**, contradicting Ettenson and Klein **Error! Reference source not found.** states that, domestic brands are preferred by consumers in developed countries because they categorize such products superior in quality and other standards. Whereas customers in developing nations prefers products from such developed countries.

III. POLITICAL ANTECEDENTS

Political environment

Shankar Mahesh, In addition to the economic antecedents to CET, categorized a few political antecedents to CET that emerge within the political situations of a country and these include manipulation by Leaders, Political propaganda, History of repression etc.

Political propaganda

It is an unofficial canvassing of the governments to its populace in order to alter their views towards inland brands. Many NGOs also endorse such campaigns in many countries. Way back in 1964, Rosenblatt, predicted political propaganda as a precursor of the CET. He stated that by elevating the bogey of hazards by out-groups, the political leaders may assist to up the cluster ethnocentrism to a greater degree and the extent of which will be an experimental question to ask. Majority of the governments canvassed for the 'buy local' promotions that exhibited varying acceptability in Diasporas countries. According to Elliot, in developing countries like Indonesia, "buy local" promotions show satisfactory influence ethnocentric groups. It is a question worth to be ascertained How much impact such campaign made in India on consumer ethnocentrism.

Political history

In line with political propaganda, political histories of the countries, considerably determine the level of CET among its populace. It was argued by Rosenblatt [60] that those countries who were under long repression, exhibit a strong emotion to refuse out-group ethics, in addition to enhanced in-group cohesiveness, having the similar opinion with the studies of Huddleston and Good who posited that CET of Russian customers are lesser as compared to that of Polish customers as an oppressed nation which in turn is lesser

than that of India, Since India was under British rule for a long period.

Leader manipulation

Furthermore, to the research of Rosenblatt **Error! Reference source not found.** mentioned above, the author asserts that the leader has the control to influence the ethnocentric beliefs of citizens. Hence any program conducted by the leaders to cheer the mutual familiarity and homogeneity of the in-group citizens, it is nothing but an apparent motivation to deepen ethnocentric belief among the consumers of the country. However, Chovancova and Wanninayake **Error! Reference source not found.** argued that leader manipulation factor commands less weightage in current political scenario because public is more concerned about the good governance practices instead of showy campaigns.

Sovereignty

Jean Bodin introduced the concept of sovereignty in 16th century along with special importance on the fact that freedom of a country from external powers is the fundamental right of any country. Further it was explored by Lao that a country's sovereignty has a direct impact on the commitment of it populace for their motherland.

Demographic Co-variates and Ethnocentrism

The demographic background of the CET is broadly reported by a large group of the researchers along with import purchasing behavior. Only plus of this is the demographic breakup of customers depending on their favorable disposition to foreign products.

Age

Research finding of Scherer and Javalgi **Error! Reference source not found.** and Chrysochoidis et al **Error! Reference source not found.** justifies the argument of Shankar Mahesh **Error! Reference source not found.** that the younger generation, which is more cosmopolitanism because of socio-cultural influences in the recent past, exhibits less ethnocentric behavior indicating a lower score in the CET scale for young consumers as against for conservative elders. Some researchers did not find any noteworthy relationship among these two factors, while Bannister **Error! Reference source not found.** and Saunders and Schooler **Error! Reference source not found.** discover affirmative correlation between favorable foreign product evaluation and age.

Gender

Gender is one of the major factor in analysis of behavioral aspects of the customers. Most of the researches expose that women shows more ethnocentric characteristics than the men assessing unfavorably the foreign goods probably because of more conformist and conservatism nature or maybe because of having greater leaning towards

maintaining social harmony. Nonetheless, some researches do not find any adequate gender difference in relation to CET.

Education

Education is a means to broaden people's minds and a highly useful tool to shrink conservative tendencies. Majority of the researchers experimentally proved that educational levels of the customers is inversely correlated to the CET. Chiefly more educated persons shows less leaning towards ethnic prejudices. Although some contradictory studies by Han do not show any noteworthy correlations between ethnocentrism and educational levels of consumers.

Income

Customer's decision making is very much dependent on or influenced by income factor. A large number of studies shows that income is a demographic antecedent of consumer ethnocentrism, but still the conclusions show fluctuations. Sharma et al; Back and Lee **Error! Reference source not found.**, Bruning **Error! Reference source not found.**, Balabanis et al **Error! Reference source not found.** etc. have confirmed an inverse relationship between CET and consumer's income levels. The authors' finds that higher income levels provide higher opportunities to travel and gain multinational experiences, eventually inculcating cosmopolitan views into them. But some studies such as one by Farley and Tan provides contrary results to the above.

Social class

Kotler observed that "social classes are relatively homogeneous and enduring divisions in the society", accordingly showing a regular pattern in consumer buying decisions. Ethnocentric attraction be likely to fall as the consumers scales up the societal ladder. This assumption is also held up by Klein and Ettenson and Han. Adversely Caruana **Error! Reference source not found.** asserts that job nature, a main determinant in social class is not related to CET, thus concluding that societal class and CET are distantly related.

Ethnic group/race

There is no uniform view from majority to minority communities with regards to domestic or foreign countries.

IV. LITERATURE REVIEW

Research has been conducted even within the developing countries like South Africa to test on the ethnocentric behavior of consumers in terms of their likelihood of buying domestic or imported products. The results of earlier studies in African countries like Mozambique and Ghana matched (Pentz, Terblanche & Boshoff, 2013). the elemental step in understanding consumer choices within the cross-cultural viewpoint is that the consumers brand

preferences. In China, experiments and attitudinal surveys in a very field setting were conducted using CET scale to investigate the barriers for internationalizing the adoption to branded and luxury products within the domestic versus foreign markets. Domestic products don't withstand the demand of luxury that motivates consumers to shop for foreign products (Bi, Gunessee et al. 2012. Bosnia and Herzegovina. showed that there was a specific level of ethnocentrism among the Bosnian and Herzegovinian consumers (Poturak, 2013).

However, among the Ghanaian consumers, the ethnocentrism was minimal because of their cultural diversity and inter-cultural sensitivity towards the style they impart. The Ghanaian society has been diverse and are primarily more open minded. Additionally, their preference for local goods did prevail but to a lesser extent (Mensah, Bahhouth & Ziemnowicz, 2011). The comparison was done among consumers of latest Zealand, US, Germany, Italy, and Singapore. B. Zafer Erdogan Cevahir Uz Kurt (2010) had used CETSCALE to live ethnocentric behavior of Consumers in Turkey and had concluded that buyers with lower levels of ethnocentrism perceive foreign-made products to be more favorable than their counterparts who have higher levels of ethnocentricity) Consumer ethnocentrism among Australian consumers had a significantly negative effect on purchase intentions for products from developing countries. Consumer's ethnocentric tendency positively associated with intention to buy local products and negatively associated with products from former Yugoslavia and EU. Ethnocentricity is positively associated with customers' purchase intention towards goods produced domestically which was true among North Cyprus consumers as studied by Halil Nadiri & Mustafa Tümer (2010). 20) The impact of patriotism and nationalism isn't consistent across Turkey and European nation. the buyer ethnocentrism in Turkey is fueled by patriotism and within the European nation by nationalism. Internationalism has no significant effect on consumer ethnocentrism. (Balabanis et al). The empirical results suggest that the PDS positively affects Chinese exporters' performance. Firms are more likely to adopt the PDS when innovation and marketing capabilities are high and once they export to turbulent markets. The positive impact of the PDS on export performance is stronger when firms export to developed (vs. other emerging) markets. (Xuenan)

Since cultural openness and ethnocentrism are negatively related, foreign retailers could target consumers who are more hospitable other cultures by touting their products' global appeal. Collectivist consumers are more inclined to perceive that they firmly belong to the country by purchasing domestic products. As consumers with greater collectivism exhibit greater ethnocentrism. Since age and gender aren't found to impact ethnocentrism among Indian Consumers as instruction results in a lower level of

ethnocentrism. In terms of income, the middle-class Indian consumers were the smallest amount ethnocentric. As this income group is a smaller amount ethnocentric compared to the opposite income groups (Kumar et al).

Ethnocentrism was higher in youth as compared to children. The demographic analysis showed that age and academic qualification affected ethnocentrism among Indian consumers. The youth of India prefer more of domestic products over foreign products and had higher ethnocentric tendencies (Srivastav) Archana Kumar, Ann Fairhurst & Youn-Kyung Kim (2011) had studied that Indian consumers who are ethnocentric were found to possess inclination towards domestic products vs foreign products. Indian consumers' ethnocentric tendencies are influenced by the demographic variables like education, income, their cultural openness, and nature of being collectivist. Ethnocentrism of Indian consumers favorable belief about foreign product go hand in hand was further confirmed by Sandeep Singh¹* Swati Kewlani (2013). The research revealed that Consumers' ethnocentrism was positively associated with intention to buy local products. The paper further analyzed the connection of demographic variables on consumers' ethnocentric tendencies (Nadiri & Tumer, 2010). The analyses of the study showed that girls are more ethnocentric than men. However, there was no significant relationship between ethnocentrism, age, income, and academic levels (Mangnale, Potluri & Degufu, 2011). In yet one more research, Yeong et al there has been a paradigm shift towards the idea of ethnocentrism and country of origin where-in today products are designed in a very one nation, manufactured in a very other and assembled in a third nation which ultimately results in the proliferation of "hybrid products". Thus, being unable to differentiate between the 2 concepts. However, the study proved to be in consonance with the past studies that the brands country of origin effect and consumers' ethnocentric tendencies influence consumers' choice towards products (Yeong et al. 2007).

Demographics and Consumer ethnocentrism

Rooma Roshnee Ramsaran-Fowdar (2011) concluded that Gender and age were the sole two significant demographic variables that were positively associated with consumer ethnocentrism. Michael R. Luthy, Bellarmine University (2007) indicating that linguistic communication-presentation didn't have an effect on the consumers' ethnocentrism levels. In an exploratory study of consumers in India, Sanjay K. Jain and Reetika Jain (2013) had confirmed that age is that the only demographic variable which is significantly and positively correlating with consumer ethnocentrism, antecedent 'foreign travel' doesn't emerge as a major determinant of consumer ethnocentrism. Alexander Josiassen A. George Assaf Ingo O. Karpen (2011) had concluded that age and gender being vital moderators of consumer ethnocentrism.

Brand preferences for children

Most research identifies 8-12 years old children to be able to mentally comprehend advertiser's intentions; although, other factors, like the frequency of multi-media exposure, parental knowledge, peer pressure being influencing children's brand preferences at younger ages (Valkenburg and Buijzen 2005). The factors that influence children's brand preferences include media, their parents, siblings and peers (Moschis 1987; John 1999). Erdmann in his study revealed that children were less ethnocentric compared to adults (parents of the kids studied. This clearly indicates that children are more inclined towards international trade after they are making purchase decisions (Erdmann, 2008). Children who are older being more likely to shop for brands than the younger children. Study revealed that children have high awareness of international brands which are famous and also the main influences on brand attitudes of kids were the siblings who are older, their parents, and their close friends (Pagla, M., & Brennan, 2014).

Consumer ethnocentrism was researched as being interpreted by consumers as being a 'wrong' doing if they'd involve in purchasing international/foreign products as this might harm the economy of the domestic market thereby leading to lowering job opportunities in markets that compete with product imports (Pentz, Terblanche & Boshoff, 2013).

Socio-demographic variables don't adequately explain the presence, or otherwise, of consumer ethnocentrism. Neither does quality consciousness. In India, the label 'made in India' isn't a liability. The Indian consumers won't lick foreign goods merely due to their 'made in' tags. That the young Indians (a numerically very large segment of the market) are the foremost consumer ethnocentric of all points to a snug future for the 'made in India' label. (Anupam Bawa).

Finally the trail analysis was allotted using structural equation modeling. The effect of COO was found to be significant on willingness to shop for. (Bhakar and Bhakar 2018). Archana Kumar, Ann Fairhurst & Youn-Kyung Kim (2011) suggest that Indian consumers who are ethnocentric prefer domestic product/service to foreign product/service. Ethnocentrism of Indian consumers is influenced by education, income, cultural openness, and collectivism. Results show that consumers' ethnocentrism are often activated by media and oriented by the context. Only extreme ethnocentric attitudes are found to drive consumer behaviour. Respondents exposed to the media campaign evaluate badly the country with which their own country knows a conflict, and thus express a negative perception for the brands made that country. Highly reputed and fewer reputed brands perceptions are affected differently when consumers 'ethnocentrism is activated. (Yamen Koubaa). 'Patriotism' and 'product features' came up as

significant for purchase intention of Indian customer...(David Campbell 2017).

The findings suggest that Indian consumers who are ethnocentric prefer domestic product/service to foreign product/service. Ethnocentrism of Indian consumers is influenced by education, income, cultural openness, and collectivism. The link between ethnocentrism and attitudes was moderated by perceived economic threat. Implications are provided for both Indian and foreign marketers to successfully promote their products to Indian consumers. (Kumar et al). Country-of-origin effects yielded the research's most interesting finding: Global brands may need a regional, or meso level, component which brand trust has uncovered for the primary time. (Rosenbloom). This paper examines how widely held country images affect attitudes towards a country's products and services and skill to draw in investment, businesses and tourists. It assesses the role of strategic marketing management in promoting the country's image, attractiveness and products. (Kotler).

Four distinct components are discussed in observing indigenous products: products as mediators to interaction, enhancers of social interaction, regarding identity and objects of emotion. These are crucial that involves the life context, engagement of the users with the merchandise, experience that continually refers to product reliability, creating a delightful experience and satisfaction can greatly influence the success of a product. Kansei approach was wont to address the emotional side of product utilized by the indigenous those that satisfy basic functionality, usability and safety. In an exceedingly design context, Kansei emphasized the designer's imagery skills: the ability to provide an internal representation and use this within the creative process. It's important to grasp on how indigenous people used their creativity in designing products as each product portrays different form and shapes that had specific preferences. This study also gives attention to the behaviors of users after they perceived the artifact and their preferences' or cultural bases work to their feelings. Results show that specific design utilized by the indigenous people basically supported user's environment, emotional values and also the contexts of product used

The findings demonstrate the importance of historical precedent and socio-cultural values in shaping the leadership matrix that addresses exogenous challenges and crises in an entrepreneurship context.

Per the analyzed research, almost 90 percent of the respondents positively perceive traditional products. The results of the research confirm positive and emotional attitudes of consumers towards traditional products. This emotional attachment, which is incredibly important in creating loyalty among consumers, makes them buy traditional food. Polish consumers are satisfied with the taste of traditional products, which are perceived as fresh

and natural. Consumers rate the standard of traditional products highly and underline their positive influence on their and their families' health. Per the research, Polish consumers pay little attention to geographical and quality indications, which are designed to make a trustworthy image of the products. Traditional products are perceived as expensive, which makes it difficult to make loyalty and affects the frequency of purchase. Almost 40 percent of the respondents buy traditional products once a month. Edyta Dorota Rudawska, (2014)

The results showed that ethnocentrism affects not only consumer beliefs, but also the way perceived quality of domestic and foreign products are evaluated, culminating within the appearance of COO- effect. Most of the products made in Germany are perceived high in quality. Italy is rated high in some major product classes like clothing and fashion products. Poland isn't rated high for any product class but, its products' lower prices are appreciated by Georgian consumers. Findings support the sooner research specifying the heuristic between product evaluation and degree of economic development of the sourcing country.

CE is low in China; it poses no serious threat to foreign products. Age and education level have significant moderating effects. Regional differences in China matters, first tier Southern cities like Shenzhen may well be less challenging destinations for foreign retailers. Targeting young and highly educated consumers may well be simpler. Although CE level is low in China, a cautious approach beyond first tier cities is suggested, especially when facing competent local rivals. Qing Shan Ding, (2017).

Recent reports indicate that UAE Muslim consumers desire halal certification because they're concerned about the halal status of their purchases, study of Islamic consumer halal concerns in an Islamic country. The results are surprisingly just like those to be expected during a European country: a general distrust of the system and a broad desire for assurance. (Ireland).

Study findings indicated that Bangladeshi consumers overwhelmingly preferred western made products, though there have been differences in their perceptions across product classes likewise as degree of suitability of sourcing countries.

Most participants reported they boycotted Chinese products because they might prefer to protect their local products, together with the religious-based motivation of rejecting uncertainty about the halal certification of the products. Foreign products should adopt localized strategies like repeatedly reminding consumers of truth halal nature of their products and their contribution to the local people. (Sari).

Strong evidence for the existence of buy-made-in effects for the muesli bar and tissue paper categories was found at

the 95 per cent confidence level. Domestically made tissue paper attracted a premium in Australia (10 per cent) but a reduction in New Zealand (5 per cent). Consumers in both countries indicated their willingness to pay a 14 per cent premium for domestically made muesli bars. This research design, which aimed to realize a high level of ecological validity, precluded direct quantitative measurement of product category-COO schema congruency within the same experiment, either before or after the selection experiments.

Kedah (Jitra, Changloun, Simpang Kuala and SungainPetani (170), Penang (Kepala Batas (40)), Perlis (Arau the info were analyzed using Structural equation modelling (SEM). This study has established seven direct and indirect hypotheses. The findings of the study highlight that purchase intentions has significant relationship with trust, as well as actual purchase encompasses a direct significant relationship with patriotism actual purchase has significant relationship with purchase intention, lastly government support has significant relationship with purchase intention. Finally, this results of this study will deepen the understanding of Malaysian customer's behavior toward its own products.

RESEARCH OBJECTIVES:

1. To understand what is Ethnocentrism?
2. To study whether Indian consumer is ethnocentric?

V. RESEARCH METHODOLOGY

Secondary data based on research papers, articles from magazines newspapers are analyzed to study the research problem.

VI. DISCUSSIONS AND FINDINGS

Consequences of Consumer Ethnocentrism

Primary consequence of interest is that whether ethnocentrism really matters for the consumers of a nation which has been researched previous researches, several operational definitions for possible consequences of CET are often inferred. Researchers have used different constructs like 'attitude toward buying foreign products' 'purchase intention' 'Support for foreign products' 'willingness to shop for domestic products' and 'willingness to shop for foreign products'. However, Al Ganideh and Al Taei [95] maintained that sources of consumer ethnocentrism haven't been well acknowledged.

John and Brady [96] categorized the implications of consumer ethnocentrism from previous researches in three groups. First refers to "beliefs of consumers about the prestige of local and foreign brands, characteristics and quality of local and foreign-made products and buying imported products", second consists of "general attitudes toward foreign products, advertising and brands" and third is related to "consumers' purchasing intentions".

Direct Consequences

Consumer ethnocentrism is positively correlated to favorable evaluation of domestic products. The positive relationship between CET and get intention of domestic products is empirically supported by studies of Herche [22], Kim and Pysarchik, and Chryssochoidis et al. **Error! Reference source not found.** However, a powerful negative relation between CET and willingness to shop for foreign products is empirically demonstrated in studies of Klein et al. [9] Suh and Kwon.

Consequences through Mediators

Numerous mediators were proposed by various researchers and therefore the consequences of their effects on consumer ethnocentrism. Oslen et al. [23] conducted their study in US and offered empathy, perceived equity, costs and responsibility as possible mediators between CET and willingness to travel for imported products. Consumer ethnocentrism is taken into account of getting positive influence on empathetic feelings for other persons considered kind of like the buyer, which has congruence with the Rosenblatt's [60] hypothesis increase in in-group solidarity may be a function of increased empathy which can increase the tendency to shop for domestic products among the in-groups. CET was posited to negatively influence the perceived equity mainly due to the actual fact that ethnocentric consumers feel that international competition is devastating for the domestic industries which subsequently will induce consumers to travel for domestic commodities. Decrease in perceived costs was also suggested by Olsen et al. [23] for helping the in-groups. to place it in other way, for getting domestic products ethnocentric consumers tend to disregard the private economic costs, thereby proving the value inelastic nature of the CET. The authors also argued that with decrease in perceived equity, consumers tend to be responded to and hence resulting in choose domestically manufactured products instead foreign products. Besides the above mentioned mediating variables of Olsen et al [23], Han [49] and Brodowsky **Error! Reference source not found.** suggested 'Country of Origin (COO)' effect as another mediating variable between consumer patriotism and get intention. The authors concluded that in developed countries patriotism affected country image but the importance of the merchandise moderated their relationship. Samiee and Brodowsky [100] undertook the great literature review of 'Country of Origin effects (COO)' and included consumer ethnocentrism collectively of the foremost antecedents together with product class attributes and country's level of economic development. However, there's considerable inconsistency within the empirical results regarding the connection between image of a rustic and get intention. Thus, CET being an

affective and normative construct may cause country of Origin effect which is largely a cognitive construct.

Lastly, 'Product evaluation' is additionally included among the mediating variables by Shimp and Sharma [5] empirically supported by the Klein et al. [9] and Yu and Albaum with relevancy foreign product evaluation. However, no significant relationship between CET and foreign product quality evaluation was studied in US by Kim and Pysarchik and surely Japanese products even positive relationship was ascertained.

Consequences through Moderators

Two moderating variables i.e., 'perceived product necessity' and 'perceived economic threat' were suggested by Sharma et al. between consumer ethnocentrism and consumer attitudes foreign products. the previous is that the extent to which consumers believe that an outsider product is indispensable because of its absolute necessity. The authors concluded that CET influenced negative attitudes more towards foreign products perceived 'unnecessary'. Perceived economic threat may be a concept kind of like 'salience' earlier discussed under the sociopsychological construct. The authors contended that CET influenced attitudes mainly for those products that are perceived as threat to the house economy as an entire. Another moderating variable 'Cultural similarity' was introduced by Watson and Wright upon a study on consumers in New Zealand and concluded that customers with high CET use cultural similarity of source country for product attitudes and merchandise evaluations.

VII. CONCLUSION

This ascertains the concept of 'Make in India' initiated by Hon'ble Prime Minister Narendra Modi. The 'Make in India' policy has emphasized on product manufacturing being confined to the domestic boundaries that will within the long-run result into preference of domestic products/brands.

SCOPE FOR FUTURE RESEARCH

India as a rustic can aspire to own more ethnocentric youth in India. order to extend their ethnocentric scores. With the rise in ethnocentric scores, it's expected that the preference for the domestic products also will increase among the youngsters of India. the result of this study will support the marketing efforts of both domestic companies and foreign firms who are about to or are currently conducting business during a developing economy. Future studies could create a profile of Indian consumers who are more ethnocentric to spot how they differ from non-ethnocentric consumers. A longitudinal study to work out the possible changes in attitude toward domestic and foreign products may well be conducted to diagnose the success of the merchandise or service as more multinational companies enter the Indian market.

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