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Consumer Ethnocentrism: Attitude of Indian Customers towards Domestic and Foreign Products - A Study of Automobile Industry

Vanishree Pabalkar¹ and Amol Raiker²

¹ Assistant Professor - SIMS, E-mail: vanishree.p@sims.edu

² Research Scholar, MBA E (Sem V), E-mail: amol.13mbaex1517@sims.edu

Abstract: Consumer Ethnocentrism refers to the behavioral aspect of a consumer, when it is considered to be immoral to buy a foreign make product and preference is always given to domestic products, while making a buying decision. Shimp and Sharma (1987) designed a method for measurement of consumer ethnocentrism tendencies of American consumers and called it CETSCALE. Since then, there have been many instances, when CETSCALE was used to measure the consumer ethnocentrism, across various countries.

The current research paper is an effort to measure the level of consumer ethnocentrism in India, in relating to their approach towards buying automobile products, both two-wheeler and four-wheelers. The original CETSCALE (with 17 questions) developed by Shimp and Sharma (1987) is used for the study. Unlike 7-point Likert scale used by Shimp and Sharma (1987) and many other researchers, a 5-point Likert scale has been used for the study in an effort to draw clearer conclusions.

Data was collected through a survey with structured questionnaire. The questionnaire included demographic data like: Age, Gender, Education level and Family income; apart from 17-point CETSCALE's Indian version. A sample size comprising of 75 customers with convenient sampling technique was used.

If we look at world from this angle now, we can't ignore the feeling and message from people of Britain in terms of 'Brexit' and people of United States, in terms of presidential elections. So, if we notice closely, clearly, there is a conflict going on in the society, on one hand, we are trying to make a world without barriers and on the other hand, there is a conscious effort of giving a message that my country first.

In a relatively recent development, tension along the Chinese border is increasing and there have been various messages going viral on social media, calling for complete boycott of Chinese products and need to adapt Indian products.

Hence, in the current study it becomes imperative to find out the perception of an Indians and their view on this aspect is deeply understood through this study.

Keywords: Consumer ethnocentrism, CETSCALE, Country of origin, Indian consumer, CETSCORE

INTRODUCTION

Today, we live in a world, where the national boundaries are meaningless from a consumer's point of view and when it comes to choose a product, various options are available. Globalization has truly changed the way people used to look at the products and services and with the advancement of technology the connectivity is no more a problem. India, after 1991, joined the hands in the journey towards open economy and trade. Such is the impact that today, it would be almost impossible for an ordinary consumer to think about the country of origin of the products he is using or willing to use.

Many foreign brands have come and established itself in India quite successfully and as an Indian, it's impossible to differentiate, which brand is Indian and which is not! On one hand, we see this picture and on the other hand, we see a company growing tremendously in terms of reach and revenue and competing with global giants. The Indian Govt.'s initiative of Make in India and focus more on indigenously developed products and technology.

If we look at world from this angle now, we can't ignore the feeling and message from people of Britain in terms of 'Brexit' and people of United States, in terms of presidential elections. So, if we notice closely, clearly, there is a conflict going on in the society, on one hand, we are trying to make a world without barriers and on the other hand, there is a conscious effort of giving a message that my country first.

In a relatively recent development, tension along the Chinese border is increasing and there have been various messages going viral on social media, calling for complete boycott of Chinese products and need to adapt Indian products.

So, in the present situation, it becomes very relevant to find out what is the perception of an ordinary Indian customer about all this.

RESEARCH QUESTIONS

- How important is it for an individual to choose a product or service based on whether it is a local brand or foreign brand?
- Will an individual prefer local brand just because it is local or it gives him a pride to be associated with an identity?

The best approach to find out is to study it through 'Consumer Ethnocentrism'. Consumer ethnocentrism specifically refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987). Consumers may believe that it is not appropriate, and possibly even immoral, to buy products from other countries.

Objectives and Scope

The main objectives of the study are as follows:

- Assess the level of Consumer Ethnocentrism of Indian customers.
- Measure level of consumer ethnocentrism in target population through CETSCALE

- Analyze and relate the finding with previous research work done in the same area to see whether this phenomenon is playing a significant role in decision making of Indian consumers when they make buying decisions.
- The focus of this study is Indian Automobile industry.

The scope of this study includes:

- Explanation of the concept of Consumer Ethnocentrism and other relevant theoretical concepts and create a conceptual framework of the research.
- Review of previous research work done in this area and try to find out gaps or opportunity of adding value to the subject.
- Conduct primary research through CETSCALE and measure the level of Ethnocentrism in target population.

CONSUMER ETHNOCENTRISM: THEORETICAL FRAMEWORK

Concept of Ethnocentrism

The term “Ethnocentrism” was introduced by Ludwig Gumplowicz and later on further developed by William G. Sumner.

In Gumplowicz’s words ethnocentrism is “the reasons by virtue of which each people believed it had always occupied the highest point not only among contemporaneous peoples and nations but also in relation to all peoples of the historical past”.

Sumner observed that the people have a tendency to differentiate between the in-group and others, and he distributed it in his 1906 work *Folkways: A Study of the Sociological Importance of Usages, Manners, Customs, Mores, and Morals*. In his words Ethnocentrism is “the technical name for the view of things in which one’s own group is the center of everything, and all others are scaled and rated with reference to it.”

Ethnocentrism also means judging another culture solely by the values and standards of one’s own culture. Ethnocentric people judge other groups with respect to their own ethnic group or culture, especially in terms of language, behavior, customs, and religion.

Consumer Ethnocentrism

Consumer Ethnocentrism was developed as a domain-specific concept for the study of consumer behavior with marketing implications (Shimp and Sharma, 1987). Consumer Ethnocentrism refers to the ethnocentric views of consumers in one country, the in-group, towards foreign products, the out-group (Shimp and Sharma, 1987).

According to this concept, consumers might believe that it is inappropriate and immoral, to buy foreign products. Shimp and Sharma defined Consumer Ethnocentrism as “the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products.”

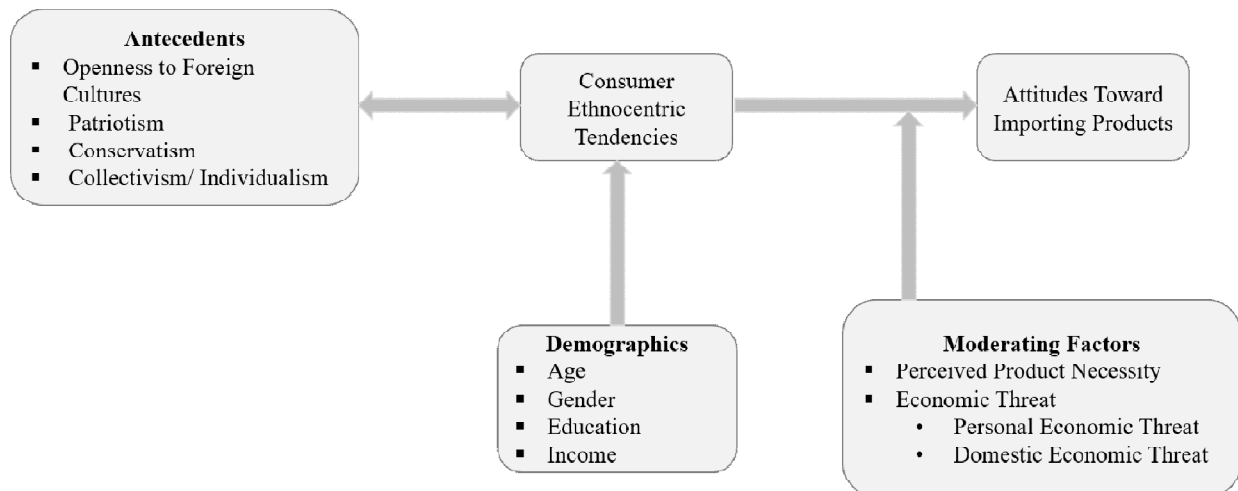
Following are the characteristics of Consumer Ethnocentrism:

- 1) It is the result of the dedication and concern, one has for own country and the fear that the imports may be harmful for and may result in losing control over economic interests of own country and people.
- 2) The intention is to avoid purchase of foreign products. For the consumers with high level of ethnocentrism, buying foreign products is an issue of moral and principles. This attitude results in purchase of domestic products, even in situations when quality is questionable.
- 3) It represents personal bias against imports, even though it is assumed that in a society the overall level of consumer ethnocentrism is the aggregation of individual tendencies.

Conceptual Framework

Ethnocentric tendencies in consumers are not developed in isolation but these tendencies are collection of social, psychological and demographic stimulus's. Following figure represents consumer ethnocentrism and relates it to demographic variables and other social-psychological patterns. This conceptual model was developed by Shimp and Sharma (1987).

CONCEPTUAL MODEL



In practical terms, consumer ethnocentrism provides a sense of identity, feelings of belongingness to the individual and helps us to understand what purchase behavior is acceptable or unacceptable to the group.

CETSCALE: A Measure of Consumer Ethnocentrism

Shimp and Sharma designed an instrument for measuring consumers' ethnocentric tendencies with reference to buying foreign products. This instrument was called Consumer Ethnocentric Tendencies Scale (CETSCALE). The scale was characterized as a measure of 'tendency' rather than 'attitude' because 'attitude' is more appropriate towards consumer's feeling for a specific object, whereas 'tendency' is more general, which intends to capture overall approach towards foreign products.

Initially CETSCALE had 225 questions, which were reduced to 100 during first purification study. Finally, after repeated purification studies, number of questions were reduced to 17. Shimp and Sharma did repeated studies in United States to validate CETSCALE. Shimp and Sharma had also developed a shortened version of CETSCALE with 10 points and both the versions were found reliable through their studies.

The standard 17-item CETSCALE developed by Shimp and Sharma is as follows:

No.	Item
1	American people should always buy American-made products instead of imports.
2	Only those products that are unavailable in the U.S. should be imported.
3	Buy American-made products. Keep America working.
4	American products, first, last, and foremost.
5	Purchasing foreign-made products is un-American.
6	It is not right to purchase foreign products, because it puts Americans out of jobs.
7	A real American should always buy American-made products.
8	We should purchase products manufactured in America instead of letting other countries get rich off us.
9	It is always best to purchase American products.
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.
11	Americans should not buy foreign products, because this hurts American business and causes unemployment.
12	Curbs should be put on all imports.
13	It may cost me in the long-run but I prefer to support American products.
14	Foreigners should not be allowed to put their products on our markets.
15	Foreign products should be taxed heavily to reduce their entry into the U.S.
16	We should buy from foreign countries only those products that we cannot obtain within our own country.
17	American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.

The same scale has been used for the Indian context.

LITERATURE REVIEW

The study of Consumer Ethnocentrism concept is very important and particularly relevant in current time because of globalization of markets that has created considerable opportunities for various companies to enter the foreign markets with their products. There have been quite a few studies done in the past to study the ethnocentric tendencies of consumers across the world.

This section is a collective summary of research work done by others in this area and their findings.

Terence A. Shimp and Subhash Sharma [1987] designed a study to develop a psychometric scale for measuring consumer ethnocentrism. American consumers often looked at imported products as inferior products. Although, many consumers were willing to consider imported products as alternatives to American products, some consumers were refusing to buy imported products, claiming that importing foreign products

would hurt American economy and eventually would snatch away American jobs. They also thought that buying foreign products was unpatriotic. Shimp and Sharma used the term “consumer ethnocentrism” to represent views of American consumers about their approach towards buying foreign-made products. Ethnocentric consumers believe that purchasing imported products is wrong because, they think, it hurts the domestic economy, results in loss of jobs and doing so is unpatriotic. They carried out research, along with their team, to refine the CETSCALE. They performed four separate studies to assess the validity and reliability of the CETSCALE. These studies are referred as “four-areas study” the “Carolinas study” the “national consumer good study,” and the “crafted-with-pride study”. The sample characteristics from each of the studies are listed in the following table:

SAMPLE CHARACTERISTICS FOR FOUR STUDIES

	<i>Four-areas study</i>	<i>Carolinas study</i>	<i>National consumer good study</i>	<i>Crafted-with-pride study</i>
<i>Sample size</i>	1535	417	2000+	145
<i>Sex (%)</i>				
Male	38.6	54.5	30.0	55.9
Female	61.4	45.5	70.0	44.1
<i>Age (%)</i>				
Under 25	6.3	1.2	16.7	NA ^a
25–34	22.9	2.6	24.7	NA
35–44	22.8	18.0	26.2 ^b	NA
45–54	17.1	26.0	32.4 ^c	NA
55–64	18.2	29.3		NA
Over 64	12.6	22.8		NA
<i>Income (%)</i>				
Under \$15,000	16.6	12.5	21.8 ^d	NA
\$15,001–30,000	36.3	32.5	25.4	NA
\$30,001–40,000	20.5	23.5	21.3	NA
Over \$40,000	26.7	31.5	31.5	NA

Total sample size was 1535, which included 322 respondents from Detroit, 323 from Denver, 315 from Los Angeles and 575 from Carolinas. Mean scores and standard deviations on the CETSCALE for the four geographic areas obtained were as follows:

- Detroit → Mean (M) = 68.58, Standard Deviation (SD) = 25.96
- Carolinas → Mean(M) = 61.28, Standard Deviation (SD) = 24.41
- Denver → Mean (M) = 57.84, Standard Deviation (SD) = 26.10
- Los Angeles → Mean (M) = 56.62, Standard Deviation (SD) = 26.37

The students’ scores on the CETSCALE for mean and standard deviation was observed as Mean = 51.92, SD = 16.37.

Richard G. Netemeyer et al. [1991] did a research to study the consumer ethnocentrism for samples from four countries that were involved in active trade with each other: U.S.(n=71), France(n=70), Japan(n=76) and West Germany(n=73). This study was important because it established the psychometric properties of cross-national measures. The final version of the questionnaire contained measures used in previous cross-national research. Population responded to the 17-item CETSCALE and another scale that was designed to measure general attitude toward their home country. Additionally, they also responded to scales assessing the importance of purchasing domestic products, their attitude toward buying foreign products, and general

attitude while buying products from each of the other three countries in the study. While concluding, they have suggested that further research could be done in other countries to validate the application of CETSCALE.

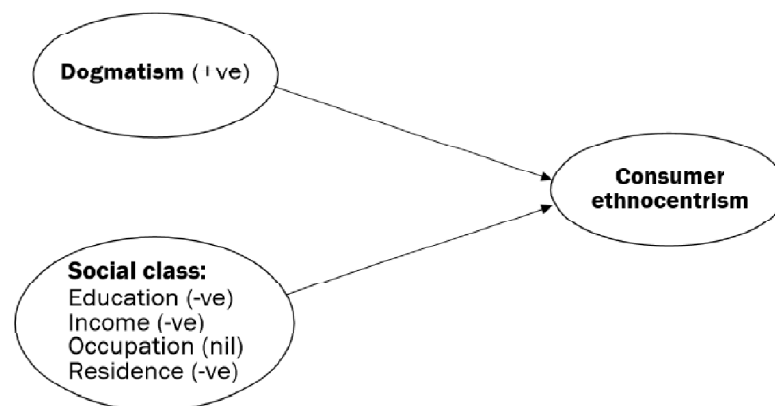
Terence A. Shimp and Subhash Sharma [1995] did another study in Korea. They used two methods for data collection: a) Mailing questionnaire to randomly selected household and b) Distributing questionnaire through school children to parents. Goal of the study was to identify the attitude of Korean consumers towards a variety of different products (perceived necessary in the life of Korean consumers), whether those products should be imported to Korea or not. For this study 10 different products were identified. They used 17-item CETSCALE to collect response.

The questionnaire was translated and back translated in Korean and English few times before finalizing it. A group of doctorate students was used for this purpose. From both the methods, total 667 number of people responded. The mean score $M = 85.07$ was observed, which was considerably higher as compared to earlier study done by Shimp and Sharma in 1987. So, that means either Korean consumers were more ethnocentric as compared to their American counterparts or they responded differently. This research has a lot of significance from marketing point of view, since the theory developed for keeping American consumers in mind, was being tested in a culturally dissimilar country and hence it emphasized on the thought that marketing theories needs to be universalized beyond American perspective. This research established the fact that consumer ethnocentric tendencies were influential under two circumstances: (1) when products are considered relatively unnecessary, and (2) when consumers thought that they and their (domestic) economy was threatened by the import of a particular product.

Albert Caruana and Emanuel Margi [1995] did a study in Malta, to identify the effects of dogmatism and social class variables (Education, Income, Occupation and Residence) on consumer ethnocentrism. They have mentioned that consumers of developed countries evaluate imported products with reference to domestic products; however, in developing countries, the domestic products are evaluated with respect to imported products. The goal of this research was to find out the extent to which the personality trait of dogmatism and the variables that determine social class affects consumer ethnocentrism in Malta.

Following diagram shows the conclusion and the effects of dogmatism and social class variables on consumer ethnocentrism:

Durvasula, Srinivas et al. [1997] did a survey of university students in U.S. and Russia. The sample size was 204 and the questionnaire include 17-point CETSCALE on 7-point Likert scale. As expected, the U.S. sample demonstrated significantly greater mean value on the CETSCALE as compared to the Russian



sample. The Russians showed significantly more favorable attitudes and beliefs toward foreign products as compared to the U.S.

Marcoux et al. [1997] did a research to find out the effect of socio-cultural variables on preferences of Polish consumers towards specific products made in Poland v/s Western countries. They used a convenient sample of 265 university students to assess their attitude towards preferred country of origin towards clothing, cosmetics and electronic products. The number of items on CETSCALE were reduced to 15 due to translation issues and cultural difficulties. The analysis of collected responses reveal that on an average, respondents had no preference for country of origin. The average score for eight products under study was three out of five, which correspond to 'no preference' or 'neutral'.

Kucukerimoglu [1999] identified market segments among Turkish customers, through lifestyle patterns and ethnocentrism. The data collection for the study was done through self-administered questionnaires in Istanbul, Turkey in 1995. The selection of Istanbul was done because it was the largest and most cosmopolitan city in Turkey. Effort was made to get a cross-section of the population by selecting nine different parts of the city where shopping centers were established and population was dense. Eventually 532 usable questionnaires were completed. A five-point Likert scale was used, "1" being "strongly disagreeing" and "5" being "strongly agree". The findings revealed that Turkish consumers had several lifestyle dimensions exist among them that influenced their ethnocentric buying tendencies.

Luque-Martínez et al. [2000] tried to validate the CETSCALE as a measure for Spanish consumers' ethnocentric tendencies. They believed that it was necessary to validate and assess the reliability of CETSCALE in different countries and conditions before it could be used as a measure of consumer ethnocentrism on an international basis. For the study, they used a sample of 476 people from province of Granada. The CETSCALE questionnaire was translated into Spanish. After obtaining response, they assessed the reliability and validity of CETSCALE through confirmatory factor analysis. Their analysis helped to conclude that the CETSCALE was a reliable and valid measure of Spanish consumers' ethnocentric tendencies. They proved that CETSCALE measured a one-dimensional construct and the measurement error was acceptable.

Watson et al. [2000] did a research to find out consumer ethnocentric tendencies w.r.t. the foreign products in the category where domestic alternatives were not available. For this research, they selected representative sample of New Zealand consumers. Their focus was mainly the situations when the consumer is forced to choose from foreign alternatives. The study was conducted to analyze consumer attitudes toward cameras and television sets manufactured in Germany and the USA (culturally similar to New Zealand) and Italy and Singapore (culturally dissimilar to New Zealand). The data was collected through mail surveys. Mailers were sent to 1000 individuals selected from electoral roll. 421 people completed the questionnaire and returned it with response. The cultural similarities to select the countries was determined using Schwartz's listing. For the research, Refrigerators product category was used where domestic alternative was available and Television and cameras were chosen as product category where domestic alternative was not available. After analysis the response it was found that respondents evaluated culturally similar countries more favorably as compared to culturally dissimilar countries.

Kaynak et al. [2002] investigated product country images along with lifestyles and ethnocentric behaviors of Turkish consumers. Data was collected through personal interviews in the City of Konya. Results indicated that Turkish consumers had significantly different perceptions of product attributes for the products coming from countries of different levels of socio economic and technological

development. The results obtained through this research supported the findings by earlier researchers in western countries and established the robustness of CETSCALE.

Pereira et al. [2002] conducted a research, which was an attempt to multi-item CETSCALE in India, China and Taiwan. Hofstede's "Country Individualism Index" was used to examine India, China and Taiwan on the individualistic-collectivistic band and works as a base for hypotheses on the relationship between individualism and consumer ethnocentrism. The sample population included university students from Taiwan, India and China. Results indicated that the CETSCALE has a one-dimensional factor structure. The scale was found reliable during the study as strong internal consistency was seen. Results also indicate that the people of Chinese culture (i.e., China and Taiwan) are more ethnocentric than the Indians, and that people of mainland China are more ethnocentric than the Taiwanese.

Julie Yu et al. [2002] did a study in Hong Kong to examine changes observed in consumer ethnocentrism and product source process after the authority of Hong Kong was transferred from UK to China in mid-1997. For the survey, three most populated areas of Hong Kong were selected: Hong Kong Islands, Kowloon & New Territories. The interviews were conducted at three railways stations (one from each area) in June 1997 (before handover to China) and again in September 1997 (after handover to China). The convenience sampling method was used to select male and female population equally. The original questionnaire was in English, which was translated to Chinese. The 17-point CETSCALE was used with 5-point Likert scale. For finding product preferences, regarding country of origin, five products were selected. The finding was interesting because for each of the five products, preference was given to non-Hong Kong made products. Another finding was that after the handover Ethnocentrism did not change.

Douglas et al. [2003] conducted a research to validate the CETSCALE in the Netherlands. After Shimp and Sharma designed CETSCALE as a measure of consumer ethnocentrism of American consumers, there have been many instances, where researchers started using CETSCALE to measure ethnocentric tendencies of consumers across various other countries. Hence, this study was focused on finding the relevance of CETSCALE in the context of Netherlands. The Dutch people do not exhibit national pride or concern for national sovereignty. The purpose of this study was to assess the perception and association of six domestic and international brands of the beer and soft drinks. After the initial translation and pretesting, doubts were raised regarding applicability and use if the CETSCALE in Netherlands. So, a further study was triggered focusing more explicitly to examine dimensionality and applicability of CETSCALE in the Netherlands. Over 1000 Dutch customers were taken for survey in three cities: Nijmegen, Utrecht and Rotterdam. The results suggested that the construct of consumer ethnocentrism was two dimensional in the Netherlands: a) core ethnocentric items and b) availability of domestic products. Older consumers (over 40) were more likely to have negative attitudes towards foreign products. Overall, less negative attitude was observed in Netherlands as compared to other countries.

Bawa [2004] did a research to examine the consumer ethnocentrism in India and its relationship with socio-demographic variables and quality consciousness. Three different socio-economic groups were used to collect the data for this research: materials management professionals, university students and senior secondary school students. CETSCALE was used in its literal form. The finding of research helped to conclude that the CETSCALE was a correct measure of consumer ethnocentrism in India. However, in at least two of the three groups examined, it was found that the concept of consumer ethnocentrism prevailing in the US and other countries was not equivalent in India.

Khan et al. [2004] did a research to measure consumer ethnocentric tendencies w.r.t. purchase of foreign v/s Indian made products. They used CETSCALE to measure it. During the study, they measured the reliability of scale and dimensionality. Students from Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University were selected as sample population for the research. Out of 102 responses, 96 were complete. The study revealed the CETSCALE was not one-dimensional in India, unlike US. The results of this study suggest that ethnocentric tendencies prevalent in India are strong and the use of themes like 'made-in-India' and 'buy-Indian' make perfect sense for promotional campaigns by marketers. Indian companies need not fear foreign competition but they should effectively communicate with the target audience as well as do retail marketing strategies especially for the Indian consumer.

Dr. Ganapathi R. [2014] tried to study the consumer ethnocentrism towards organized retail outlets in Chennai. Among the different market centers in Tamil Nadu, the Chennai city had been purposely selected for the study. The consumers of organized retail outlets were selected for the study by adopting random sampling technique. The data was collected from 300 consumers of organized retail outlets through pre-tested, structured questionnaire. To understand the socio-economic characteristics of consumers of organized retail outlets, the frequency and percentage analysis was carried out. The results indicated that the mean value of ethnocentrism for consumers belong to the age group of 51-60 years was higher than other age groups of consumers, which show that the older people were more ethnocentric than middle aged and young consumers toward organized retail outlets. Another observation was that the mean value of ethnocentrism for consumers with post-graduation qualification was higher than consumers of other educational qualifications, which indicated that the post graduates were more ethnocentric than consumers of other educational qualifications toward organized retail outlets. The mean value of ethnocentrism for consumers belongs to the monthly income of Rs. 20,001 to Rs.30,000 was higher than consumers belong to other monthly income groups which showed that consumers belonging to the middle-income group were more ethnocentric than consumers belong to other monthly income groups toward organized retail outlets. The relationship between consumer ethnocentrism socio-psychological antecedents was analyzed by applying correlation analysis. The results show that the correlation co-efficient between consumer ethnocentrism and patriotism and consumer ethnocentrism and salience are 0.43 and 0.56 respectively which are significant at one per cent level. This indicates that both patriotism and salience are positively and moderately associated with consumer ethnocentrism towards organized retail outlets. The results indicate that the correlation co-efficient between consumer ethnocentrism and conservatism and consumer ethnocentrism and animosity are 0.38 and 0.31 respectively which are significant at one per cent level. This reveals that both conservatism and animosity are positively and weakly correlated with consumer ethnocentrism towards organized retail outlets. The results also show that patriotism, conservatism, salience and animosity are positively and significantly influencing the consumer ethnocentrism towards organized retail outlets at one per cent level.

Garg et al. [2015] did a research to investigate the Indian consumers' disposition towards buying foreign made goods and extent of ethnocentric tendencies in India, the nation which is otherwise perceived to be crazy or foreign made goods. Primary data collected from the various age groups having different income levels, education level and occupation. The questionnaire was designed after going through the literature related to country of origin and ethnocentrism influences on consumer buying behavior. The questionnaire was administered face to face to 200 consumers in city of Ludhiana in Punjab. Data was collected from the various age groups having different income levels, education level and occupation. The

questionnaire contained questions regarding demographic details including age, occupation, income, gender and family buying habits besides the reduced CETSCALE questions having ten statements. The analysis of data helped to conclude that the ethnocentrism tendencies in Indians are moderate to high with more than half of the respondents agreeing (sum total of strongly agreeing and agreeing) with most of the statements linked to their ethnocentric and patriotic aspect of psychology. The extent of ethnocentrism in Indian consumers is not as dominant as it is in case of some other countries where the ethnocentric tendencies often lead to animosity for foreign goods.

Laksamana [2016] did a research to study the effects of consumer ethnocentrism, perceived value and brand credibility on purchase intention of Indonesian consumers. The study was an empirical research with cross-sectional research and conducted in Jakarta and the surrounding city also known as Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). It had 301 respondents in a self-administered survey. The questions from the survey were derived from past research.

Results revealed following facts:

- consumer ethnocentrism did not have significant impact on perceived value
- consumer ethnocentrism also found not significantly affecting brand credibility
- consumer ethnocentrism found to be significantly affecting purchase intention
- perceived value significantly affected purchase intention
- brand credibility found to be affects purchase intention

These findings offered new insights for both research and managerial implications.

RESEARCH METHODOLOGY

Collection of Primary Data

During this phase, the goal was to collect the primary data required for the study. Questionnaire was structured for the survey, aiming at collecting the demographic data like: Age, Gender, Education level and Family income; apart from 17-point CETSCALE's Indian version.

Sample size comprised of 75 respondents.

Analysis of Data

The data which was collected through a survey. The response for 17 questions of CETSCALE was collected on a Likert scale of 1 to 5 (1 means 'Strongly disagree' and 5 means 'Strongly agree'). In the survey form the responses for these 17 questions was recorded as a text: 'Strongly disagree', 'Disagree', 'Neutral', 'Agree' and 'Strongly agree'. Hence, as a first step, the responses were converted to numeric value, using 'SWITCH' function as follows:

SWITCH (<Col>,"Strongly disagree",1,"Disagree",2,"Neutral",3,"Agree",4,"Strongly agree",5)

For statistical analysis of data, 'PivotTable' and an Add-in 'StatPro' were used. During this phase 'Mean', variability in 'Mean' was calculated based on demographic variables, Test of normality using Chi-square test and One-way Anova for 'Mean' using all demographic variables.

Analysis of Data

The statistical analysis was done in following steps:

Test of Normality using Chi-square test

Chi-square test was performed using ‘StatPro’ to check the normality of ‘Mean’. Following is the result of the test:

Frequency table and normal test for MEAN							
Upper limit	Category	Frequency	Normal	Distance measure	Test of normal fit		
1	<=1	2	1.489	0.176	Chi-square statistic	0.360	
2	1- 2	10	10.193	0.004	p-value	0.835	
3	2- 3	25	26.799	0.121			
4	3- 4	27	25.974	0.041			
	>4	11	10.546	0.020			

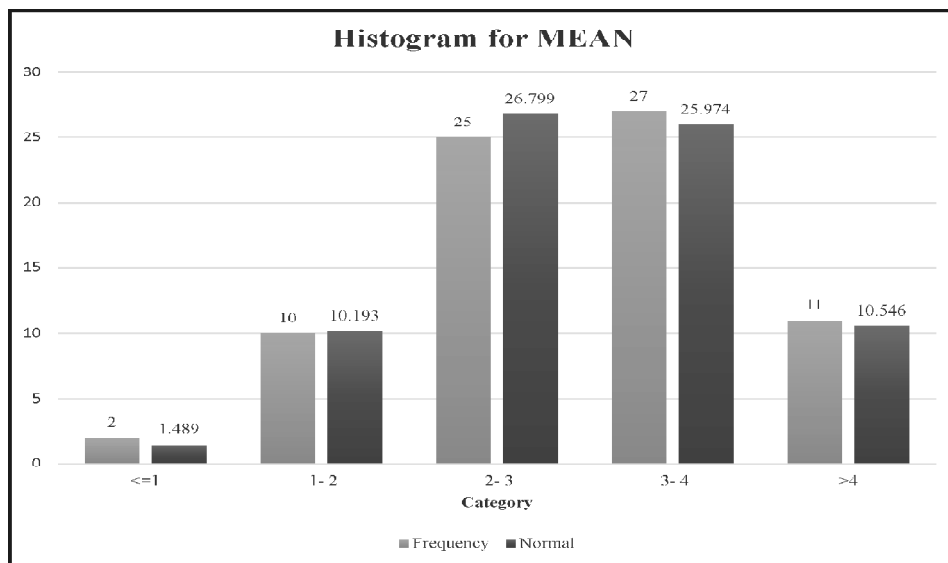
‘Normal’: Shows the expected frequencies with the assumption that the distribution is normal with the same mean and standard deviation as those observed for MEAN.

‘Distance measure’:It measures the ‘distance’ between the observed and expected frequencies during the test for a normal fit.

‘Test of normal fit’: The null hypothesis (Ho) states that the data is normally distributed. A low p-value represents a poor fit.

Results

‘p-value’: The null hypothesis (i.e. data is normally distributed) can’t be rejected 10% significance level. This p-value helps us to conclude that null hypothesis is acceptable, that means the data are normally distributed at 10% significance level.

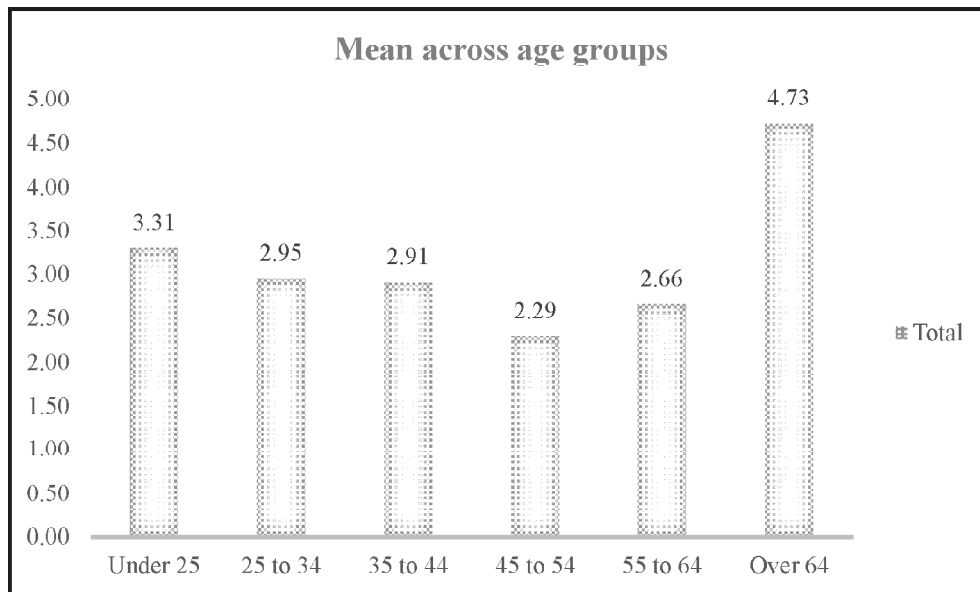


Conclusion

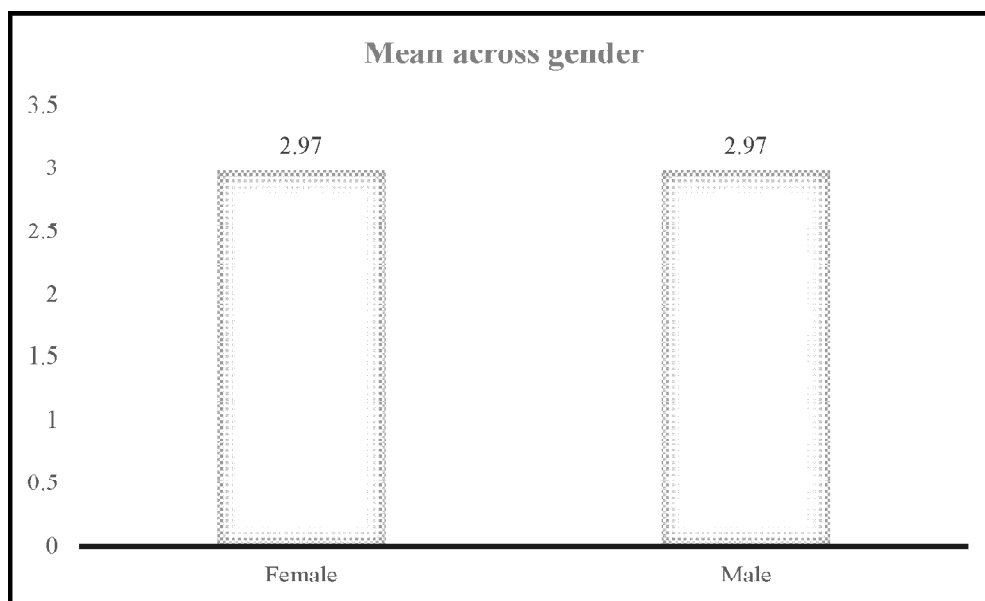
Based on the results obtained using Chi-square test, we can conclude that the data is normally distributed and 'Mean' is the correct measure of central tendency, that we have applied for measurement. Since, the data is normally distributed at 10% level of significance, One-way Anova was used using various demographic variables at 10% significance level for further analysis.

Calculation of Mean based on various demographic variables

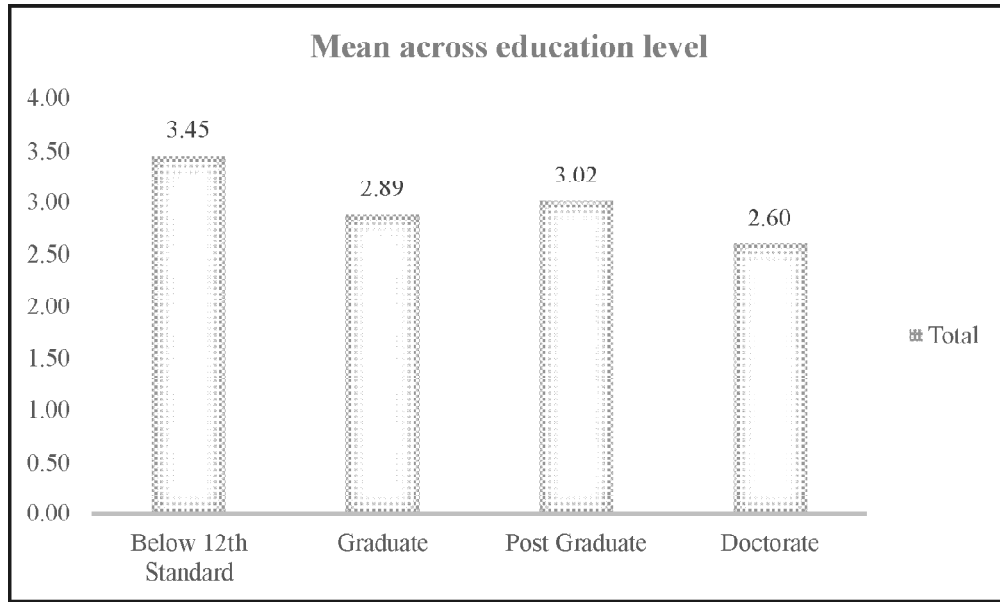
A) Following 'Mean' value was observed using 'Age' variable:



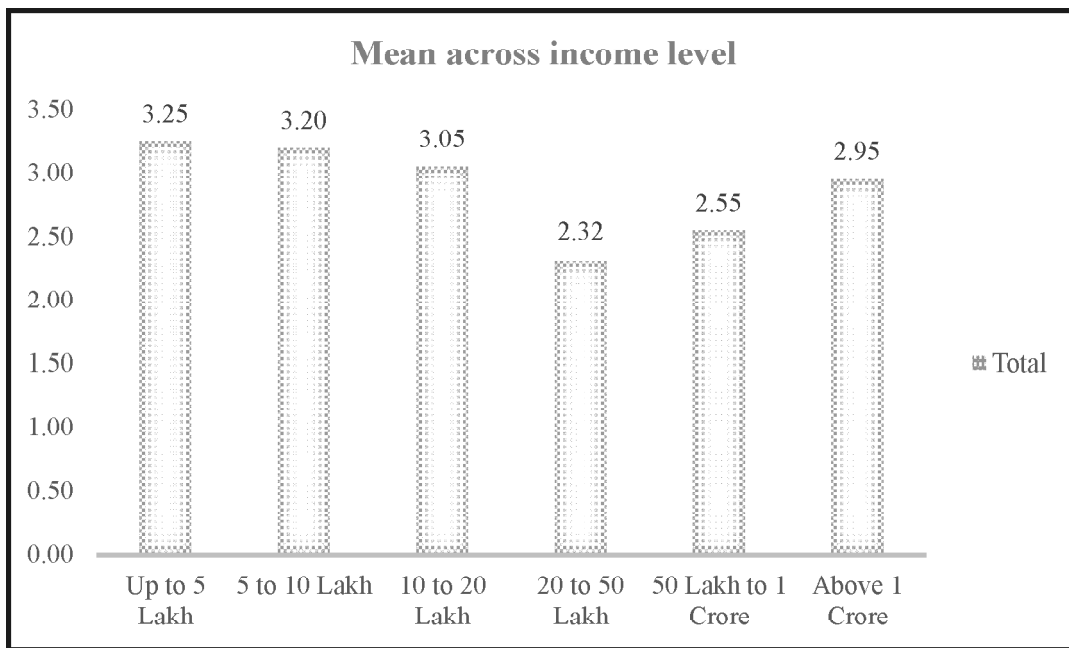
B) Following 'Mean' value was observed using 'Gender' variable:



C) Following 'Mean' value was observed using 'Education level' variable:



D) Following 'Mean' value was observed using 'Family income' variable:



Calculation of Mean and Standard Deviation for each question of CETSCALE

Following 'Mean' value was observed for each item on CETSCALE:

No.	Item	Mean (M)	Standard Deviation (SD)
1	Indian people should always buy Indian-made products instead of imports.	3.13	1.31
2	Only those products that are unavailable in India should be imported.	3.05	1.26
3	Buy Indian-made products. Keep India working.	3.67	1.30
4	Indian products, first, last, and foremost.	3.25	1.21
5	Purchasing foreign-made products is un-Indian.	2.25	1.25
6	It is not right to purchase foreign products, because it puts Indians out of jobs.	2.59	1.26
7	A real Indian should always buy Indian-made products.	2.84	1.41
8	We should purchase products manufactured in India instead of letting other countries get rich off us.	3.45	1.30
9	It is always best to purchase Indian products.	3.39	1.26
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	3.19	1.34
11	Indians should not buy foreign products, because this hurts Indian business and causes unemployment.	2.77	1.28
12	Curbs should be put on all imports.	2.56	1.17
13	It may cost me in the long-run but I prefer to support Indian products.	3.45	1.20
14	Foreigners should not be allowed to put their products on our markets.	2.33	1.15
15	Foreign products should be taxed heavily to reduce their entry into India	2.93	1.24
16	We should buy from foreign countries only those products that we cannot buy within our own country.	3.09	1.24
17	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work.	2.51	1.28
	Aggregate of Means and Standard Deviation	2.97	1.26

Calculation of Sum of Means and Sum of Standard Deviations

Following is the MEAN calculated by adding Means values of all questions form CETSCALE. This Sum of MEAN is called as CETSCORE.

$$\Sigma (\text{MEAN}) = 50.45$$

Following is the S.D. calculated by adding S.D. values of all questions form CETSCALE.

$$\Sigma (\text{S.D.}) = 21.46$$

Comparison of CETSCORE obtained during various studies with present study

Following table shows a comparison of CETSCORE obtained during various previous studies and present study:

Author	Country	Respondents	Mean (M)
Shimp and Sharma (1987)	US	Students	51.92
	Detroit	General population	68.58
	Carolinas	General population	61.28
	Denver	General population	57.84
	Los Angeles	General population	56.62
Good and Huddleston (1995)	Poland	General population	69.19
	Russia	General population	51.68
Sharma et al., (1995)	Korea	General population	85.07
Caruana (1996)	Malta	General population	56.8
Durvasula et al., (1997)	US	Students	50.24
	Russia	Students	32.02
Steenkamp and Baumgartner (1998)	Belgium	General population	28.7
	Great Britain	General population	30.29
	Greece	General population	37.84
Brodowsky (1998)	US	General population	61.68
Acharya (1998)	Australia	Students	56.4
Watson and Wright (1999)	New Zealand	General population	62.21
Vida and Fairhurst (1999)	Czech Republic	Students	45.17
	Estonia	Students	53.59
	Hungary	Students	43.3
	Poland	Students	50.61
Hult et al., (1999)	US	Students	61.5
	Japan	General population	40.1
	Sweden	General population	38.4
Bawa (2004)	India	University students	52.43
		M.M. Professionals	55.24
		Secondary sc. students	78.71
Hamin and Elliot (2006)	Indonesia	General population	74.5
Khairul Anuar Mohammad Shah et al., (2012)	Malaysia	General population	79.64
Garg et al., (2015)	India	General population	53.43
Current study	India	General population	50.45

Source: Khairul Anuar Mohammad Shah et al., (2012) and Bawa (2004)

The CETSCORE obtained during current study is 50.45, which is moderate. Hence, based on this finding, we can conclude that the ethnocentric tendency in Indian consumers is at moderate level.

Analysis of variance in Mean across Age groups

One-way Anova was used through 'StatPro' to check the variance of 'Mean' across various age groups. Following is the result of the test and 10% significance level ($\alpha = 0.1$):

Null hypothesis (Ho) = Means do not differ significantly across age groups.

Alternate hypothesis (Ha) = Means differ significantly across age groups.

Results of one-way ANOVA						
Summary stats for samples						
	MEAN_25 to 34	MEAN_35 to 44	MEAN_45 to 54	MEAN_55 to 64	MEAN_Over 64	MEAN_Under 25
Sample sizes	25	33	5	4	3	5
Sample means	2.953	2.909	2.294	2.662	4.725	3.306
Sample standard deviations	0.909	0.918	0.797	0.444	0.265	1.130
Sample variances	0.826	0.843	0.635	0.197	0.070	1.278
Weights for pooled variance	0.348	0.464	0.058	0.043	0.029	0.058
Number of samples	6					
Total sample size	75					
Grand mean	2.969					
Pooled variance	0.800					
Pooled standard deviation	0.894					
OneWay ANOVA table						
Source	SS	df	MS	F	p-value	
Between variation	12.603	5	2.521	3.152	0.0128	
Within variation	55.185	69	0.800			
Total variation	67.788	74				

Since $p\text{-value} < \alpha$ ($0.0128 < 0.1$); we can conclude that the differences between some of the means are statistically significant. Hence, we will reject the null hypothesis (Ho) and accept the alternate hypothesis (Ha), i.e., Means differ significantly across age groups.

Analysis of variance in Mean across Gender

One-way Anova was used through ‘StatPro’ to check the variance of ‘Mean’ across gender. Following is the result of the test and 10% significance level ($\alpha = 0.1$):

Null hypothesis (Ho) = Means do not differ significantly across gender.

Alternate hypothesis (Ha) = Means differ significantly across gender.

Results of one-way ANOVA						
Summary stats for samples						
	MEAN_Female	MEAN_Male				
Sample sizes	13	62				
Sample means	2.968	2.969				
Sample standard deviations	0.941	0.968				
Sample variances	0.886	0.937				
Weights for pooled variance	0.164	0.836				
Number of samples	2					
Total sample size	75					
Grand mean	2.969					
Pooled variance	0.929					
Pooled standard deviation	0.964					
OneWay ANOVA table						
Source	SS	df	MS	F	p-value	
Between variation	0.000	1	0.000	0.000	0.9990	
Within variation	67.788	73	0.929			
Total variation	67.788	74				

Since $p\text{-value} > \alpha$ ($0.9990 > 0.1$); we can conclude that the differences between the means are not statistically significant. Hence, we will accept the null hypothesis (H_0) and reject the alternate hypothesis (H_a), i.e., Means do not differ significantly across gender.

Analysis of variance in Mean across Education levels

One-way Anova was used through ‘StatPro’ to check the variance of ‘Mean’ across education levels. Following is the result of the test and 10% significance level ($\alpha = 0.1$):

Null hypothesis (H_0) = Means do not differ significantly across education levels.

Alternate hypothesis (H_a) = Means differ significantly across education levels.

Results of one-way ANOVA						
Summary stats for samples						
	MEAN_Below 12th Standard	MEAN_Doctorate	MEAN_Graduate	MEAN_Post Graduate		
Sample sizes	3	4	27	41		
Sample means	3.451	2.603	2.889	3.022		
Sample standard deviations	0.988	1.717	1.066	0.805		
Sample variances	0.977	2.947	1.136	0.648		
Weights for pooled variance	0.028	0.042	0.366	0.563		
Number of samples	4					
Total sample size	75					
Grand mean	2.969					
Pooled variance	0.933					
Pooled standard deviation	0.966					
OneWay ANOVA table						
Source	SS	df	MS	F	p-value	
Between variation	1.519	3	0.506	0.543	0.6547	
Within variation	66.268	71	0.933			
Total variation	67.788	74				

Since $p\text{-value} > \alpha$ ($0.6547 > 0.1$); we can conclude that the differences between the means are not statistically significant. Hence, we will accept the null hypothesis (H_0) and reject the alternate hypothesis (H_a), i.e., Means do not differ significantly across education levels.

Analysis of variance in Mean across Income levels

One-way Anova was used through ‘StatPro’ to check the variance of ‘Mean’ across income levels. Following is the result of the test and 10% significance level ($\alpha = 0.1$):

Null hypothesis (H_0) = Means do not differ significantly across income levels.

Alternate hypothesis (H_a) = Means differ significantly across income levels.

Results of one-way ANOVA							
Summary stats for samples							
	MEAN_10 to 20 Lakh	MEAN_20 to 50 Lakh	MEAN_5 to 10 Lakh	MEAN_50 Lakh to 1 Crore	MEAN_Above 1 Crore	MEAN_Up to 5 Lakh	
Sample sizes	29	12	10	3	5	15	
Sample means	3.051	2.319	3.200	2.549	2.953	3.246	
Sample standard deviations	0.810	0.827	1.087	0.170	1.783	0.853	
Sample variances	0.656	0.684	1.182	0.029	3.181	0.728	
Weights for pooled variance	0.406	0.159	0.130	0.029	0.058	0.217	
Number of samples	6						
Total sample size	75						
Grand mean	2.969						
Pooled variance	0.873						
Pooled standard deviation	0.934						
OneWay ANOVA table							
Source	SS	df	MS	F	p-value		
Between variation	7.564	5	1.513	1.733	0.1386		
Within variation	60.224	69	0.873				
Total variation	67.788	74					

Since $p\text{-value} > \alpha$ ($0.1386 > 0.1$); we can conclude that the differences between the means are not statistically significant. Hence, we will accept the null hypothesis (H_0) and reject the alternate hypothesis (H_a), i.e., Means do not differ significantly across income levels.

KEY FINDINGS

- The measured level of consumer ethnocentrism of target population through CETSCALE is 50.45, which is moderate. Hence, we can conclude that the sample population did not demonstrate very high level of ethnocentric tendencies.
- Mean differs significantly across age groups; however, it does not differ significantly across other demographic variables: gender, education level and income level.
- Comparison of CETSCORE obtained through current study was compared with the score obtained by previous studies and it is observed that Indian population has shown lesser ethnocentric tendencies since the study done by Bawa (2004) and Garg (2015). This finding might give significant inputs to companies for marketing as they could prepare strategies accordingly.
- Using the standard 17-point CETSCALE, without the consideration of cost and quality has its own limitations and hence, based on the analysis, few suggestions were made to derive a modern 12-point CETSCALE, which could be more relevant in present time.
- The study of measurement of ethnocentric tendencies can't be done in isolation.
- Therefore, a model was proposed use of a 'Four Factor Model' along with 12-point CETSCALE to measure the ethnocentric tendencies.
- These four factors are identified as: Cost, Quality, Availability and Reliability.
- Finally, it was recommended that a further research on similar population using the proposed 12-point CETSCALE along with Four Factors and comparing the results with present research.
- This should help to validate the proposed 12-point CETSCALE and Four Factor theory and help us to understand consumer behavior and their ethnocentric tendencies in changing times.

CONCLUSION

Following is the conclusion based on this research and analysis of the data:

Level of Ethnocentrism in India

On 17-point CETSCALE and 5-point Likert scale, obtained CETSCORE is **50.45**, which indicates that Indian consumers, while making purchase decision regarding automobile (2-wheeler or 4-wheeler), do not demonstrate high ethnocentric tendencies.

Hence, we conclude that the level of consumer ethnocentrism is moderate among the population covered during study. Although, it was a convenient sampling technique, yet, it covered majority of demographic variations in Indian population and it can be assumed that the sample represents the population and therefore, it can be concluded that consumer ethnocentrism tendency in India, with reference to automobile products is moderate.

Impact of Demographic Variations on Mean

For the study, four demographic variables were included: Age group, Gender, Education level and Family income level. The results obtained using 'One-way Anova' for these demographic variables indicate that Mean differs significantly across Age groups. As far as other demographic variables (Gender, Education level and Family income level) are concerned, mean does not differ significantly.

It is important to note that older people (above 64 years) showed high ethnocentric tendency as compared to other age groups. Another interesting finding was that Mean obtained for both Male and Female is equal, inferring that while making buying decision for automobile products, gender does not make any difference at all.

Comparing CETSCORE with Previous Studies

When we compare the CETSCORE obtained during present research, with previous studies, specially, in the context of Indian consumer, it is important observation that it seems over the period, ethnocentric tendency is becoming moderate. Although, the products covered during various studies are different and automobile products can not represent the attitude at a generalized level, still the results are interesting and it might give important inputs to marketers, who want to position their products for Indian population.

Limitations

During the present research, the focus was completely on capturing the response on a standard 17-point CETSCALE. The respondents were asked to consider their purchase decision regarding automobile products (2-wheeler and/or 4-wheeler).

- Aspects like cost and quality, which make major impact on a buying decision are not at all considered.
- Another significant point is that, since the original CETSCALE was designed by Shimp and Sharma (1987), world has evolved significantly as far as trade is considered.

- Things like opening up of economy, globalization, European union, various trade policies have changed the dynamics and the country like India has emerged as a significantly big market globally.
- As far as automobile products are considered, presently, more than 95% of the vehicles sold in India, are manufactured in India.
- This has become possible because many foreign players have established manufacturing facilities in India. Therefore, the literal meaning of ‘import’ has no significance in this context.

So, the literal use of original questions of CETSCALE might not be accurate enough to capture true ethnocentric tendency of Indian consumer in present day situation. Therefore, based on the analysis of data and discussions with some respondents, a proposal is made with some variations of CETSCALE, where the respondents would also consider cost and quality aspects, while making a choice. Following table shows proposed modified 12-point CETSCALE:

<i>No.</i>	<i>Item</i>
1	Indian people should always buy products of Indian brand instead of foreign brand.
2	Buy foreign brands only when alternate Indian brand is not available.
3	Purchasing foreign products is un-Indian.
4	It is not right to purchase foreign products, because it puts Indians out of jobs.
5	A real Indian should always buy Indian products.
6	We should purchase products manufactured by Indian companies.
7	It is always best to purchase Indian products, irrespective of quality and cost.
8	There should be very little trading or purchasing of goods from other countries unless out of necessity.
9	Indians should not buy foreign products, because this hurts Indian business and causes unemployment.
10	It may cost me in the long-run but I prefer to support Indian products.
11	Foreigners should not be allowed to put their products on our markets.
12	Foreign products should be taxed heavily to reduce their entry into India.

The proposal version of CETSCALE covers the aspects of cost and quality and should be more helpful for consumers to relate to present day situation. Today’s consumer is the king and globalization has reduced the boundaries and barriers with-in the world, as far as trade is considered. Therefore, the study of consumer ethnocentrism can’t be done in isolation. Based on the analysis, a four-factor model is proposed to be used while analyzing consumer ethnocentrism.

Four Factor Model

To measure the ethnocentric tendencies of consumer towards preference of buying a product, made in own country v/s foreign country, following factors should be considered along with proposed modified 12-point CETSCALE. These factors are identified as follows:



- **Cost Factor:** When the buyer has an option to select the foreign make product at a lower price as compared to domestic product and still he/she decides to buy domestic product at higher price, the ethnocentric tendency is high. However, when the buyer decides to buy foreign make product in similar situation, the ethnocentric tendency is low.
- **Quality Factor:** When the buyer has the knowledge that the foreign make product is superior in quality as compared to domestic product and still he/she decides to buy domestic product, the ethnocentric tendency is high. However, when the buyer decides to buy foreign product in similar situation, the ethnocentric tendency is low.
- **Availability Factor:** Sometimes buyer is forced to buy the foreign make product because no domestic product is available as alternate. When the buyer switches to domestic product as soon as it becomes available or as soon as the buyer comes to know about it, the ethnocentric tendency is high. However, when the buyer continues to buy foreign product in similar situation, the ethnocentric tendency is low.
- **Reliability Factor:** When the buyer has the knowledge that the foreign make product is more reliable in terms of performance, after sales services and support offered; as compared to domestic product and still he/she decides to buy domestic product, the ethnocentric tendency is high. However, when the buyer decides to buy foreign product in similar situation, the ethnocentric tendency is low.

To measure these four factors, following questions are proposed to be added as supplement along with modified 12-point CETSCALE:

<i>No.</i>	<i>Item</i>
1	I am aware that the foreign make alternate will cost me less, still I prefer to buy Indian make product.
2	I am aware that the foreign make alternate has better quality, still I prefer to buy Indian make product.
3	I am buying foreign make products because no Indian make alternate is available and I prefer to switch to Indian make alternate as soon as it is available.
4	I am aware that the foreign make alternate is more reliable in terms of performance and after sales service, still I prefer to buy Indian make product.

The proposal put forward is to study should the modified CETSCALE along with Four Factors on similar population, to find out the effectiveness and compare it with findings using original CETSCALE.

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