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Impact of Ethnocentrism on Indian Consumers' Brand Preferences for Domestic Vs Foreign Products: An Empirical Study

Dr. Mallika Srivastava^{*1}, Semila Fernandes¹, Aratrika Mallick² and Meher Legha²

¹ Assistant Professor, SIBM Bengaluru

² MBA Student, SIBM Bengaluru

Symbiosis Institute of Business Management, Bengaluru, (Constituent of Symbiosis International University),

Electronics City, Phase-1, Hosur Road, Bengaluru-560 100

* Corresponding Author E-mail: mallika.srivastava@sibm.edu.in

Abstract: The growth of global trade across national borders has given rise to consumers' exposure towards foreign services and products. Positive or negative attitudes can arise towards foreign products from several internal or extraneous factors. Thus, consumer ethnocentric tendencies has become an important paradigm to be considered in the area of marketing. 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 products over foreign products. The researchers had to interact with a unique set of consumers –the children of India. Therefore, it was important to use mixed methods of survey and experimentation to get a comprehensive view of perceptions. The paper evaluated the ethnocentric scores of Children and youth of India. It helps us in analyzing the future of Indian Society. As it was found through the study that Ethnocentrism scores are increasing with age, so the children of India are not found to be high on ethnocentric score but with education and age the ethnocentric tendencies are increasing. India as a country can aspire to have more ethnocentric youth in India. At the same time, government of India and school management can think about having some specific campaigns or activities for schoolchildren in order to increase their ethnocentric scores. With the increase in ethnocentric scores, it is expected that the preference for the domestic products will also increase among the children of India. The outcome of this study will support the marketing efforts of both domestic companies and foreign firms who are planning to or are currently conducting business in a developing economy.

Keywords: Consumer Ethnocentrism, CETSCALE, Brand Preference, Experiment, domestic product, foreign product

INTRODUCTION

Globalization is a force that is causing our world to be both more unified and fragmented simultaneously. The blending of cultures and products from around the globe can often lead individuals in search for a

point of orientation, a sense of control, and a sense of identity. With the growth of global trade across national borders, consumers exposure to international products and services is increasing. Positive or negative attitudes can arise towards foreign products from several internal or extraneous factors such as previous or on-going political, military, economic, social, cultural or diplomatic events. Thus, consumer ethnocentrism and consumer animosity are important constructs to be considered in marketing. Today, while there is a policy in place to “Make in India”, it is yet to be seen if Indian consumers are ready for products that are not only made in India, but are brands of Indian origin.

It hence becomes important that there is a requirement for a better understanding of the factors that determine consumers’ choices of preferring domestic products versus foreign products in different market settings. The concept of ethnocentric tendency is a sociological concept that refers to a tendency which regards the standards, beliefs and code of behavior of one’s own as being considered superior to those found in other markets. This concept has historically identified by psychologists and sociologists to be gaining attention and is currently becoming important in the literature of marketing (Jacoby 1978; Shimp 1984). ‘Consumer Ethnocentrism’ is a significant factor in the marketing arena due to the rise of Globalization (Caruana 2005). Through this research paper we intend to study the effects of ethnocentrism on brand preferences amongst children on different product categories.

REVIEW OF LITERATURE

Consumer ethnocentrism

Ethnocentrism alias ethnocentricity or ethnocentric tendency means the tendency to measure or analyze the world from the perspective of ones’ own culture. The concept ‘ethnocentrism’ was first applied in the field of Sociology by William Graham Sumner in 1906. Sumner explained the field as “one’s own group which is the center of everything, against which all other groups are judged”. The concept was originated from the discipline of Anthropology and the sub-discipline of Cultural Anthropology. Further-on, Consumer ethnocentrism was researched as being interpreted by consumers as being a ‘wrong’ doing if they would involve in purchasing international/foreign products as this may harm the economy of the domestic market thereby resulting in lowering job opportunities in markets that compete with product imports (Pentz, Terblanche & Boshoff, 2013). Ethnocentrism includes two integral sides i.e. attitude and behavior. Ethnocentric attitudes are established through the eyes of consumers that their own groups are dominant as compared to the other groups. While, ethnocentric behavior represents a co-operation with members of their own group, and the lack of cooperation with members of other groups (Poturak, 2013).

Ethnocentrism is a world-wide accepted phenomenon which is rooted in inter-group relations (Lewis, 1976). Murdock (1931). It is not only limited to tribes, nations rather have been dominant in all kinds of social groups, religious prejudice, sectionalism, patriotism and in racial discrimination. The properties pertaining to ethnocentrism are explained by LeVine and Donald (1972) as provided below:

- Those that differentiate among various groups.
- That perceive 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 as the focal point.

- Being suspicious in viewing other groups.
- Perceiving other groups as being weak, inferior and dishonest.

As studied in an advanced and transitional countries respectively like Canada and Russia, ethnocentrism was found to be pertinent and cross-culturally valid and reliable which is important for a marketer to study as it improves the understanding of the preferences and consumer attitudes of consumers for foreign products which is necessitated to understand before foraying into the international markets. The measure used to study consumer ethnocentric behavior is known as the CET (Consumer Ethnocentric) Scale (Saffu & Walker, 2005).

Research has been conducted even in the developing countries like South Africa to check on the ethnocentric behavior of consumers in terms of their likelihood of purchasing domestic or imported products. Results were in consonance with earlier studies and other African countries like Mozambique and Ghana (Pentz, Terblanche & Boshoff, 2013).

The fundamental step in understanding consumer choices in the cross-cultural viewpoint is the consumers brand preferences. Such preferences when studied in much more detail would help marketing managers' design better marketing programs ultimately developing long term relationship with consumers (Chang & Chieng, 2006). In China, experiments and attitudinal surveys in a field setting were conducted using CET scale to analyze the barriers for internationalizing the adoption to branded and luxury products in the domestic versus foreign markets. There seems to be a paradigm shift in the consumption of domestic products vis-à-vis foreign brands although the increasing consumer demand for luxury and branded products is practically not fulfilled domestically (Bi, Gunessee et al. 2012).

Role of ethnocentrism and ethnocentric attitudes and its effect on purchase decisions was investigated among consumers in Bosnia and Herzegovina. The survey research results were presented through descriptive statistics and t-test analysis showed that there was a certain level of ethnocentrism among the Bosnian and Herzegovinian consumers (Poturak, 2013).

Consumer ethnocentric tendency and 'country of origin' effect

The 'country of origin' concept is known as the "made in" concept, that is defined as the positive or negative influence of a product's country of origin has on consumers' decision making process or their behavior in brand preferences (Elliott and Cameron, 1994). Certain studies have been contemplating the importance of country of origin in consumer decision making (Hugstad and Durr, 1986; Elliott and Cameron, 1994; Schooler and Wildt, 1968; Mitchell and Greatorex, 1990), Some studies have illustrated this effect to be having substantial effect on consumers' attitude toward product purchases which demonstrate effects that are stronger than the products brand name, quality or price (Lantz and Loeb, 1996; Ahmed and d'Astous, 1996; Okechuku, 1994).

Research scholars have related the country of origin effect to consumer ethnocentrism levels. As described earlier consumer ethnocentrism deals with the morality and responsibility of purchasing products manufactured in their home country as against those of foreign origin (Shimp and Sharma, 1987). Sharma et al. in 1995 studied that ethnocentrism is an over-estimation of the products attributes and the quality of domestic products and an under-estimation of the quality of foreign made products. CETSCALE (Consumer

Ethnocentric Tendencies Scale) is the scale used for the measurement of consumer ethnocentrism which was developed by Shimp and Sharma (1987). The scale involves a total of 17 items which measures the consumers' tendency to act reliably towards domestic and foreign products. Such tendencies precede consumers' attitudes. Consumer Ethnocentrism and Country-of-Origin Effects in the Moroccan Market was no stranger to this phenomenon on their opinion across products like cars, jeans, juice and shampoo. The focus of the paper was to probe into the ethnocentric behavior of the Moroccan respondents relating to their opinions on product attributes, countries-of-origin and the preferences of domestic products as against foreign products or vice versa across 400 consumer interviews using CET scale (Hamelin, Ellouzi & Canterbury, 2011).

Demographics and Consumer ethnocentrism

Rooma Roshnee Ramsaran-Fowdar(2011) had used CETSCALE(Shimp & Sharma, 1987) to measure ethnocentrism and had concluded that Gender and age were the only two significant demographic variables that were positively related to consumer ethnocentrism. Similar study was conducted across graduate and under-graduate students enrolled in programs of law, business and computer science in a university in Iceland. The paper was concluded by authors Michael R. Luthy, Bellarmine University (2007) indicating that native language presentation did not have an impact on the consumers' consumer ethnocentrism levels. In an exploratory study of consumers in India, Sanjay K. Jain and Reetika Jain(2013) had confirmed that age is the only demographic variable which is significantly and positively correlating with consumer ethnocentrism, antecedent 'foreign travel' does not emerge as a significant determinant of consumer ethnocentrism. Alexander Josiassen A. George Assaf Ingo O. Karpen(2011) also adopted the 6 item scale from Shimp and Sharma and Klein et al. (1998) on consumer ethnocentricity (1987) to measure Consumer ethnocentric tendencies and their willingness to purchase among the Australian consumers. They had concluded that age and gender being vital moderators of consumer ethnocentrism. The impact of age and gender on consumer ethnocentrism motivated the authors towards studying and comparing the consumer ethnocentric behavior of children and youth in Indian market.

Brand preferences for children

Children are exposed to various national and international brands every year and the debate has focused mostly on the susceptibility of young children and their ability to have certain brand preferences. Companies spend billions to market to children. Clearly, children are seen to be an important and viable audience. Most research identifies 8-12years old children to be able to mentally comprehend advertiser's intentions; although, other factors, such as 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). Certainly, it is important to understand how young children develop brand preferences, since such preferences will likely influence long-term brand loyalty. Erdmann in his study on ethnocentric behavior in children and adults revealed that children were less ethnocentric in comparison to adults (parents of the children studied). This probably may due to the high cultural diversity existing in schools and an increase in the diversity education among the children. This clearly indicates that children are more inclined towards international trade when they are making purchase decisions (Erdmann, 2008).

Age was considered an important construct affecting brand purchase decisions, with children who are older being more likely to buy brands than the younger children. Their cognitive development is very fast at this age group, and hence marketers should consider this age to be an important segment (Pagla, M., & Brennan, 2014). Additionally, Pagla, M., & Brennan examined the development of brand attitudes among young consumers aged seven to 12 using a questionnaire design. Study revealed that children have high awareness of international brands which are famous and the main influences on brand attitudes of children were the siblings who are older, their parents, and their close friends (Pagla, M., & Brennan, 2014).

Brand preferences for adults

Most of the early models focused on brand attributes in preference construction (e.g. Fishbein, 1965). Thus, the evolving marketing strategies focus on analyzing and communicating information about product attributes. Although these cognitive responses derived from beliefs about brand attributes are important in building preferences, there are other emotional responses (e.g. elaboration likelihood model-1982), social influences (e.g. extended Fishbein model) that can influence brand preferences. Researchers have debated that consumers' willingness to pay for brands in today's scenario to be dependent on consumers' past experiences. These past experiences lead to consumers' willingness to pay (Becker and Murphy 1988). These would provide the customers' their expected utility directly by way of switching costs (Klemperer 1987), beliefs on quality (Schmalensee 1982). This may also be as a result of their past exposure to advertising (Schmalensee 1983; Doraszelski and Markovich 2007) or on the past observations of others (Ellison and Fudenberg, 1995). At the outset, brand preferences could be also based on the customers' childhood experiences (Berkman, Lindquist, and Sirgy 1997).

Ethnocentrism among the Ethiopian Consumers was determined using the CET scale developed by Shimp and Sharma which was implemented to measure the magnitude of ethnocentrism in both the product and service markets. The analyses of the study showed that women are more ethnocentric than men. However, there was no significant relationship between ethnocentrism, age, income, and educational levels (Mangnale, Potluri & Degufu, 2011). In a study in Tripura, a backward region in India the demographic factors showed significance to ethnocentricity of tribal consumers. However, in case of non-tribal consumers, the factors of age and the regional state was not depicting significance towards ethnocentrism (Chakraborty, Das, Krishnankutty & Debnath, 2013). Similarly, in North Cyprus which is a developing market, an empirical study was conducted to prove the effect of ethnocentrism on consumers' intention to buy domestic products. The research revealed that Consumers' ethnocentrism was positively related to intention to purchase local products. The paper further analyzed the relationship of demographic variables on consumers' ethnocentric tendencies (Nadiri & Tumer, 2010).

However, among the Ghanaian consumers, the ethnocentrism was minimal due to their cultural diversity and inter-cultural sensitivity towards the manner they communicate. 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). In yet another research, Yeong et al, studied the Malaysian motorcycle buyers and indicated that there is a discriminating role of the country of origin and ethnocentrism. However, he analyzed that there has been a paradigm shift towards the theory of ethnocentrism and country of origin where-in today products are designed in a one nation, manufactured in another and assembled in a third nation which ultimately leads to the proliferation of "hybrid products".

Thus, being unable to differentiate between the two 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).

Thus, ethnocentric tendencies among the developing, under-developed and developed economies has been measured by numerous authors as ethnocentricity is a historical phenomenon and is in-built into inter group relations. Globalization has led to businesses extending their market scope towards international markets by providing over whelming choices between domestic purchase options and foreign options. It is there-by becoming important for marketers to evaluate the consumers' attitude and perceptions pertaining to their consumption of foreign products.

Consumer ethnocentric tendencies and preference for foreign and domestic products

There has been some research work done by various researchers in consumer ethnocentric tendencies and consumers' attitude towards domestic versus foreign products. In the year 2000, John J. Watson Katrina Wright had concluded that ethnocentricity is dependent on customers' evaluation of foreign products. They have preference for products from culturally similar nations over those from culturally dissimilar nations. The comparison was done among consumers of New Zealand, US, Germany, Italy, and Singapore. B. Zafer Erdogan Cevahir Uzkurt(2010) had used CETSCALE to measure ethnocentric behavior of Consumers in Turkey and had concluded that consumers with lower levels of ethnocentrism perceive foreign-made products to be more favorable than their counterparts who have higher levels of ethnocentricity. Archana Kumar , Ann Fairhurst & Youn-Kyung Kim(2011) had studied the ethnocentric behaviour of Indian Consumers. Indian consumers who are ethnocentric were found to have 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 Singh^{1*} Swati Kewlani(2013). Consumer ethnocentrism among Australian consumers had a significantly negative effect on purchase intentions for products from developing countries. Consumer's ethnocentric tendency positively related to intention to purchase local products and negatively related to products from former Yugoslavia and European Union. Ethnocentricity is positively related to customers' purchase intention towards goods produced domestically which was true among North Cyprus consumers as studied by Halil Nadiri & Mustafa Tümer (2010).

OBJECTIVES

- Test the 'CETSCALE' reliability on samples of Indian markets ethnocentric tendencies.
- Comparing ethnocentric values in different age groups.
- Examining the effect of demographics on consumer ethnocentrism.
- Effects of ethnocentrism on brand preferences in different age groups across product categories for domestic Vs foreign products.

HYPOTHESIS DEVELOPMENT

The stated past literature submits that there is a positive relationship between consumer ethnocentricity and purchase intention towards domestic produced products. Rooma Roshnee Ramsaran-Fowdar(2011)

had used CETSCALE(Shimp & Sharma, 1987) to measure ethnocentrism and had concluded that Gender, age and Education were the significant demographic variables that were positively related to consumer ethnocentrism. Klein et al. (1998) in his research explains that ethnocentric consumers favor domestic products as they believe that goods from their own nation are the best. Herche (1992) depicted that ethnocentricity predicts consumers' preferences to buy locally produced goods as against foreign products. Shoham and Brenèie (2003) identified consumer ethnocentrism to be having significant impact on intention to buy domestic-made products. The elaborate literature review on consumer ethnocentrism has motivated authors to study the impact of consumer ethnocentric behavior of children and youth and find out if this behavior affects the preference in brand among foreign and domestic product.

H1: Ethnocentric tendencies of Indian consumers varies across age groups

H2: Ethnocentric tendencies of Indian consumers varied with Education

H3: Ethnocentric tendencies of Indian consumers varied with Gender

H4: Consumers Ethnocentric tendency differs on consumers' choice towards domestic Vs foreign products across age groups

CONCEPTUAL MODEL

The figure below showcases the conceptually designed model for this study which depicts the hypothesis that are proposed which checks on the relationship of the demographic variables and the customers' choice of product categories along with the consequences of consumers' ethnocentric tendencies.

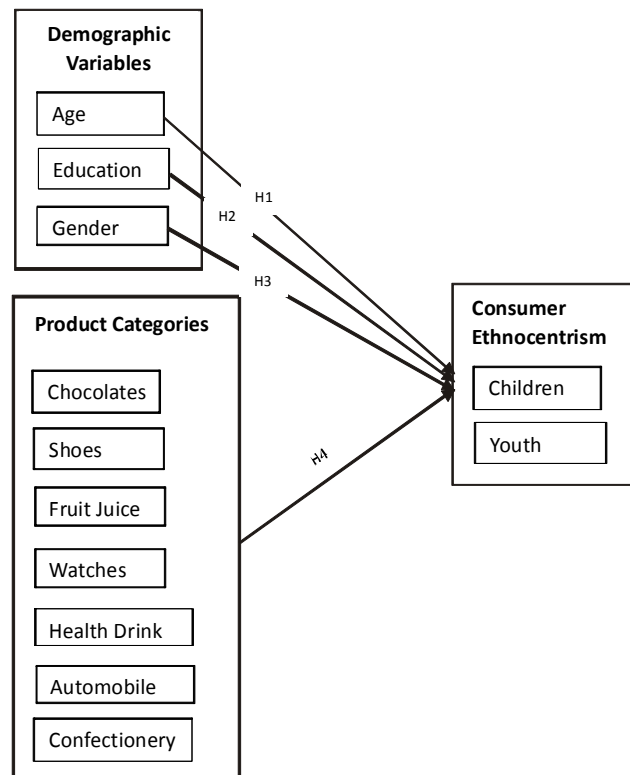


Figure 1: The conceptually developed model for the study

METHODOLOGY

The researchers had to interact with a unique set of consumers –the children of India. Therefore it was important to use mixed methods of survey and experimentation to get a comprehensive view of perceptions. If children are expected to only answer from their memory or past experiences it may be ineffective. Instead, if they are shown live products images they are able to comprehend better and able to better articulate their feelings. Hence it was imperative for the researchers to move away from the survey method, to other methods that are more relevant with this age group. Therefore, experimentation as a methodology was chosen for this study. Experiments allow for direct simulation of a real world scenario and records impressions of the subjects in the experimental group. It does not rely on memory or past experiences, as a child is yet to develop the cognition levels and the experience to answer from past experiences.

In order to measure Effects of ethnocentrism on brand preferences in cohorts on different product categories experiments as a methodology was used. The experiment is the most systematic and fruitful form of data collection in the social sciences as it allows for maximum control over extraneous variables through the employment of control and stimulus groups. Independent variable manipulation was carried out by varying the age of subjects in the experiment. Age will be segregated in three groups, age 9-14, age 15- 19 and age 19-24.

Sample

A sample size of 350 subjects was selected for the study from the selected cities viz Bangalore, Delhi, Pune and Indore; 151 of which were in the age group 9-14, 44 were in age group 15-19 and 91 in the age group of 20-24. The remaining were not considered due to data inconsistency. Further-on, to study the effect of ethnocentric tendencies on brand preferences amongst the cohorts on different product categories, it was required to identify the product categories having both the domestic versus foreign-made brands being available in the Indian market. To identify the same, a pretest was conducted using personal interviews on a smaller sample from the cohorts.

Personal Interview

The personal interview was administered for the sample size of 30 for each cohort. This selected sample were exposed to 20 product categories that had their presence in both domestic and foreign brands in the Indian market. Of the 20 product categories, 7 categories had involvement amongst the cohort 1, while 10 categories had involvement in cohort 2. Based on the involvement of both the cohorts in terms of their choice, the common 7 product categories were identified in the study. The identified categories include chocolates, shoes, automobile, health-drink, watches, confectioneries and fruit juice. The final selection of the 7 categories was done based on the discussion with the experts from the industry and academia. Parents' views on these product categories were also taken up for the final selection. Product categories that were selected were different on at least one of these dimensions (food/non-food, high-involvement/low involvement, fast moving consumer good ware selected. Table 1 summarizes the list of selected categories for the experiment.

Table 1
Product Categories

<i>S.No</i>	<i>Product Category</i>	<i>Domestic product/ brand</i>	<i>Foreign product / brand</i>
1	Chocolates	Amul	Cadbury
2	Shoes	Bata	Nike
3	Fruit Juice	Frooti	Tropicana
4	Watches	Titan - FastTrack	Casio – G Shock
5	Health Drink	Bournvita	Boost
6	Automobile	Maruti – Swift Dzire	Honda City
7	Confectionery	Bourbon	Oreo

The Experiment

To study the ethnocentric tendencies of cohorts and their brand preferences amongst domestic and foreign brands the experiment was administered. In nutshell, our design involved Indian consumers selecting one of the two similar products/brands (one domestic and one foreign) in a certain product category. In the control environment/condition, the information on the nationality of the product was not disclosed to the subjects, although subjects in the treatment environment/ condition were made aware of it.

Controls and variables: Experiment can be conducted with varying designs and varying amounts of controls or rigors. The variables that affect human respondents participating in an experiment are the product's price range, product type, country of origin and place of manufacturing identified in existing literature. To measure the effect of ethnocentric tendencies, the above-mentioned variables were controlled in our experiment design.

Price range – Product's price range is one of the vital influencing factor affecting consumer's choice between products. We controlled this at the time of experiment by offering choices between the two products, which were available in the same price range.

Product type – As observed, ethnocentric tendencies differ depending on the type of product category. For example, product categories like Television, chocolate, confectioneries differ based on quality inferences and are hence influenced by their national or foreign origin. However, in our experiment, based on experts' opinion; apparels, shoes, automobiles, watches, health drinks were considered.

Country of origin – As studied by Drozdenko and Jensen, 2009, it was concluded that most of the foreign origin products/brands are perceived to have positive or negative quality expectations. Such effects may affect consumer ethnocentric scores, hence were controlled in our experiment by not specifying the products' country of origin that were exposed to the subjects.

Place of manufacturing - Brodowsky, 1998 observed that many manufacturers manufacture or assemble their products in different markets outside their domestic boundaries, thus concealing the identity of the products. This leads to ambiguity amongst the subjects with respect to the product origin. Hence the products selected for the study had manufacturing origin being fully domestic or foreign.

Implementation of the Study

The experiment included various sessions conducted over a span of six to seven months with the subjects across various schools and colleges like Bangalore (Ryan International School, Symbiosis Institute of Business Management - Bengaluru), Delhi (Amity International School & Amity Business School), Pune (The Orchid School, Symbiosis International University - Pune) and Indore (Delhi Public School, Prestige Institute of Management & Research). The experiment was administered between January 2017 to July 2017. The researchers had organized sessions for the children studying in standard 7th to 12th in schools being considered for the study. The respondents, in a batch of 30 were taken in a room under control environment and were provided with all terms of the experiment and keeping the concerned research questions undisclosed. They were presented with a form, which had seven product categories. Each category had products/brand with only two options to select from. The subject were allowed to select only one product/brand in each product category. Along with their preferences for products in each category the reasons for the same were also captured and analyzed qualitatively.

Consumers' Ethnocentrism

The consumers' ethnocentrism was measured using the CETSCALE - consumer ethnocentric tendencies scale which was developed by Sharma et al. in 1994. The scale is the best suited measurement tool which is widely adopted by academia and industry. The scale was found to be useful measure for analyzing consumers' choice towards domestic versus foreign products based on their individual and demographic variables. The CETSCALE was originally developed and used in USA, where-in research was carried out to confirm its reliability, dimensionality and validity of consumers' from other nations too (Richard G. Netemeyer, Srinivas Durvasula, and Donald R. Lichtenstein (1991), Rooma Roshnee Ramsaran-Fowdar(2010) John J. Watson Katrina Wright(2000)). The authors have used the CETSCALE to record the ethnocentric scores of the different ages 9-14 years, 15-19 years and 20-24 years. CETSCALE has 17 items which depicts the consumers' beliefs on the appropriateness of their preference towards domestic or foreign made goods. CETSCALE is based on subjects providing their choices on a Likert scale. The scale was considered as a measure which provides information on the consumer ethnocentric 'tendencies' which is a tendency representing purchase intention. This scale was used amongst children and youth in Indian market to measure differences in their consumer ethnocentric tendencies.

DATA ANALYSIS & INTERPRETATION

Cohort Formation

For demographic variables with more than two groups involving age and education, a post hoc analysis using Tukey's method was performed to identify the degree of difference between the groups (Table 2,3). Tukey's post hoc procedure is the one of the simplest way to test the pairwise-comparisons and is most applicable to analyze the effects between groups.

It is evident from Table 2 that subjects among the age groups of 9-14 years were significantly different from the age groups of 15-19 and 20-24 years. This confirms the basis of the two cohorts for the experiment, cohort 1(9-14) years and cohort 2(15-19, 20-24) years. The subjects in the age group 15-19 and 20-24 showed similar behavior and hence have been considered into one cohort.

Table 2
Result of Post Hoc analysis for Age
Multiple Comparisons

Dependent Variable: Mean
Tukey HSD

<i>(I) age_cohort</i>	<i>(J) age_cohort</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
9-14 years	15-19 years	-1.82466*	.13510	.000	-2.1430	-1.5064
	20-24 years	-1.85761*	.10465	.000	-2.1042	-1.6110
15-19 years	9-14 years	1.82466*	.13510	.000	1.5064	2.1430
	20-24 years	-.03295	.14480	.972	-.3741	.3082
20-24 years	9-14 years	1.85761*	.10465	.000	1.6110	2.1042
	15-19 years	.03295	.14480	.972	-.3082	.3741

* The mean difference is significant at $p= 0.05$ level.

Table 3
Result of Post Hoc analysis for Education
Multiple Comparisons

Dependent Variable: Mean
Tukey HSD

<i>(I) Education</i>	<i>(J) Education</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
Upto 10th Std	Upto 12 th Std	-1.87182*	.10772	.000	-2.1256	-1.6180
	Upto PG	-1.80706*	.12676	.000	-2.1057	-1.5084
Upto 12 th Std	Upto 10th Std	1.87182*	.10772	.000	1.6180	2.1256
	Upto PG	.06475	.13943	.888	-.2638	.3933
Upto PG	Upto 10th Std	1.80706*	.12676	.000	1.5084	2.1057
	Upto 12 th Std	-.06475	.13943	.888	-.3933	.2638

* The mean difference is significant at $p= 0.05$ level.

It is evident from Table 3 that the subjects having education “Upto 10th Std” were significantly different from those who are “” or “Upto Post Graduate”. This further confirms the basis of the two cohorts for the experiment, cohort 1(Upto 10th Std) and cohort 2(Upto 12th Std, Upto Post Graduate). The subjects having “Upto 12th Std” and “Upto Post Graduate” educational qualification showed similar behavior and hence have been considered into one cohort.

Demographic Profiling

A total of 286 subjects were provided with the task to select the product choices in the four cities identified in the study. Table 4 shows the demographic profiling of the subjects with age, and Table 5 presents the demographic profile with respect to Gender. Table 6 highlights the demographic profile of subjects with education.

Table 4
Demographic Profile: Age

	<i>Cohort 1(9-14) years</i>		<i>Cohort 2(15-24) years</i>	
			<i>15-19</i>	<i>20-24</i>
Number	151		44	91
Percentage	100		33	67

Table 5
Demographic Profile: Gender

		<i>Age (years)</i>	
		<i>Cohort 1</i>	<i>Cohort 2</i>
Male	Number	80	74
	Percentage	53	55
Female	Number	71	61
	Percentage	47	45
Total Sample	Number	151	135
	Percentage	53	47

Table 6
Demographic Profile: Education

	<i>Upto 10th Std</i>	<i>Upto 12th Std</i>	<i>Upto Post Graduate</i>
Number	151	83	52
Percentage	53	29	18

Reliability Scale

The CETSCALE reliability was established using Cronbach's alpha. The reliability statistics for the overall sample (N=286) was 0.947 which was considered satisfactory as per the study conducted by Nunnally (1978). According to Nunnally, Cronbach alpha greater than 0.7 is considered favorable to establish reliability of the sample. Table 7 summarizes the reliability test for the sample.

Table 7
Result of Reliability for the CETSCALE

	<i>Mean</i>	<i>Standard Deviation</i>	<i>Cronbach alpha</i>
Cohort 1	2.4383	0.8718	0.909
Cohort 2	4.1663	0.8141	0.874
Overall Sample	3.3100	1.2127	0.947

Hypothesis Testing Using ANOVA

To test the effect of demographic variables like age, gender and education on CET as stated in H1 and H2 one-way ANOVA was performed. The mean score of CET was calculated and ANOVA was executed

to determine if the means of the groups within each demographic variable were significant from each other (Table 8). The outcome of one-way ANOVA for age and education of the subjects was found to be highly significant. Thus H1 and H2 were accepted confirming the impact of age and education on ethnocentric tendencies. While, H3 was rejected indicating gender has no impact on ethnocentrism.

Table 8
Result of One Way ANOVA involving various demographic variables

	<i>F statistic</i>	<i>Significance</i>
Age_level	137.312	.000*
Gender	0.810	.369
Education_level	195.696	.000*

* The mean difference is significant at $p=0.05$ level.

To test the effect of consumer ethnocentric tendencies on consumers' choice for domestic product across the product categories as stated in H4 one-way ANOVA was administered (Table 9,10).

Table 9
Result of One-Way ANOVA for Cohort 1

<i>Product Category</i>	<i>F statistic</i>	<i>Significance</i>
Chocolate	4.340	0.039*
Health Drink	4.299	0.040*
Confectionery	5.790	0.017*
Automobile	0.532	0.467
Fruit Juice	1.054	0.306
Watches	0.082	0.775
Shoes	0.692	0.407

* The mean difference is significant at $p= 0.05$ level.

As indicated in Table 9, the result of one-way ANOVA for cohort 1 clearly confirms the impact of ethnocentrism on product/brand choice in chocolates, health drink and confectionery product categories. With reference to Table 7, the ethnocentric mean score for cohort 1 was 2.43, which indicates less ethnocentrism amongst cohort 1. This further proves that cohort 1 prefers more of international products/brands in comparison to domestic product/brands. Hence, hypothesis H4 were accepted for Chocolate, Health Drink and Confectionery categories and rejected for Automobile, Fruit Juice, Watches and Shoes product categories.

As indicated in Table 10, the result of one-way ANOVA for cohort 2 clearly confirms the impact of ethnocentrism on product/brand choice in Automobile, Chocolates, Health drink and Confectionery product categories. With reference to Table 7, the ethnocentric mean score for cohort 2 was 4.166, which indicates high ethnocentrism amongst cohort 2. This further proves that cohort 2 prefers more of domestic products/brands in comparison to foreign product/brands. Hence, hypothesis H4 were accepted for Fruit Juice,

Table 10
Result of One-Way ANOVA for Cohort 2

<i>Product Category</i>	<i>F statistic</i>	<i>Significance</i>
Fruit Juice	9.049	.003*
Health Drink	5.028	.027*
Confectionery	4.472	.036*
Automobile	4.327	.039*
Chocolate	0.294	.589
Watches	0.001	.973
Shoes	0.058	.810

* The mean difference is significant at $p= 0.05$ level.

Health Drink, Confectionery and Automobile categories and rejected for Chocolate, Watches and Shoes product categories.

The reasons for the preference for product/brand are analyzed qualitatively. The product categories that were significantly different in each cohort with respect to preferences for domestic/ foreign products were considered for the qualitative study. The results of the analysis are depicted below in Table 11a, 11b.

Table 11a
Qualitative Analysis for product/brand preference: Cohort 1

<i>Cohort</i>	<i>Product Category</i>	<i>Reasons</i>	<i>No of subjects: Domestic</i>	<i>No of subjects: Foreign</i>
Cohort 1 (children)	Chocolate	Taste	10	74
		SKU (stock keeping unit)	0	8
		Quality	2	25
		Availability	0	0
		Brand	0	32
	Health Drink	Taste	0	18
		Texture	0	10
		Energy boost	5	15
		Flavour	10	66
	Confectionery	Brand	4	23
		Taste	15	19
		Texture	13	15
		SKU (stock keeping unit)	8	10
		Flavour	24	32
			Brand	4

Table 11b
Qualitative Analysis for product/brand preference: Cohort 2

<i>Cohort</i>	<i>Product Category</i>	<i>Reasons</i>	<i>No of subjects: Domestic</i>	<i>No of subjects: Foreign</i>
Cohort 2(Youth)	Fruit Juice	Taste	16	5
		SKU (stock keeping unit)	11	5
		Quality	13	6
		Flavour	34	20
		Brand	20	5
	Health Drink	Taste	8	8
		Texture	4	4
		Energy boost	13	8
		Flavour	32	25
		Brand	20	13
	Confectionary	Taste	14	1
		Texture	5	0
		SKU (stock keeping unit)	20	6
		Flavour	48	10
		Brand	22	9
	Automobile	Brand	13	9
		Accessories	13	15
		Features	20	15
		Status	34	25

CONCLUSION AND MANAGERIAL IMPLICATIONS

The purpose of this paper was to provide understanding of the ethnocentric tendencies among Indian children and youth and their preferences for domestic or foreign products. By examining the consumer ethnocentric tendencies, it was found that ethnocentrism was higher in youth as compared to children. The subjects in cohort 1(children) preferred foreign products in categories: chocolate, health drink and confectionary, whereas subjects in cohort 2(youth) preferred domestic products in categories: fruit juice, health drink, confectionary and automobiles. This indicates that the two cohorts are significantly different in their ethnocentric tendencies with respect to different product categories indicated above. The reasons for their preference for domestic/foreign products were qualitatively analyzed. The qualitative analysis for cohort 1 indicates that in 'Chocolate' category - 'Taste' was an important attribute in product/brand choice and in categories 'Health Drink' & 'Confectionery' – 'Flavor' was the most preferred attribute in their selection. The qualitative analysis for cohort 2 indicates that in 'Fruit-Juice', 'Confectionery' & 'Health Drink' categories - 'Flavor' was the most preferred attribute in their selection and in 'Automobile' category – 'Status' was the preferred attribute in their selection. Additionally, the demographic analysis showed that age and educational qualification affected ethnocentrism among Indian consumers. Furthermore, the results of this paper would enhance the knowledge of domestic & foreign marketers in formulating various

marketing decisions in the area of product management, branding, positioning and advertising. 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 would in the long-run result into preference of domestic products/brands.

The paper clearly comprehended that the youth of India prefer more of domestic products over foreign products and had higher ethnocentric tendencies.

SCOPE FOR FUTURE RESEARCH

This study indicates and puts across various questions for further study. One of them being: Does ethnocentric tendencies have an impact on purchase intention? In this study, authors have analyzed only the choice or preference of two cohort's children and youth but their actual intention to purchase domestic or foreign products has not been captured. Since children are considered influencers in the family, there could be further research on impact of children's preference on purchase intention of parents with respect to their ethnocentric tendencies. Similarly, income of parents' as a demographic variable impacting children and youth's purchase intention can be captured. Similar study can be administered with different product categories and different markets into consideration.

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