ANALYZING THE ETHNOCENTRIC BEHAVIOR OF CONSUMERS FOR FMCG PRODUCTS IN PUNE CITY

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ABSTRACT

India witnessed an ace position in the world market in the good old days and was called as a golden sparrow. The unbritish rule led the poverty to India whereas its manufacturer status was changed to a market to the MNCs world over .The new economic policy was supportive to the aforesaid scenario. Conventionally, marketing too was production based where dumping the products was the main motto. But new era believes customer as a king. This emerged the need to understand the consumer psychology. The consumer behavior is dependent upon numerous variables which range from the psychological, economic, social political aspects. Indian consumer has also changed over the years initially he was ethnic, then he was forced to buy the foreign products, then he had witness the Brand wars and now the last two decades Indian consumer has been deliberately choosing the domestic products over the foreign ones owing to the indigenous options that are available in the market meeting his requirements. This urges the researcher to once again check the ethnocentric tendencies of the Indian consumer.

Key words: Consumer, Ethnocentric, Behavior, Indigenous

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1. INTRODUCTION

Ethnocentricity or ethnocentrism is that the inclination to gauge or analyze the world from the angle of one's own culture. Within that given set, the ethnocentrism directs to an increase in cluster conformity and faithfulness quality and conjointly depends immensely on the kind of

such social grouping, pride, chauvinism and ethnic discrimination. The construct 'ethnocentrism' was 1st applied within the field of social science by William Graham Sumner, a sociologist, in 1906. He elucidated the ethnocentrism as "the one's own alliance that's core of the entire factor, to gauge rest all teams against". The construct was originated from the discipline of social science and also the sub-discipline of social anthropology. The term 'ethnocentrism' has its pedigree in social science. It symbolizes the universal tendency for individuals to look at their own cluster as the center of the universe and to snub those who square measure culturally totally different whereas blindly acceptive for those that square measure culturally similar (Shimp and Sharma 1987). Ethnocentrism includes two integral sides i.e. perspective and behavior. Ethnocentric shoppers are of the perspective that their own teams square measure prevailing than others. (Poturak, 2013). Relating to consumer behavior, they like domestic over foreign products'. The fondness of domestic merchandise is because of the love for his or her country and also the worry of foreign merchandise dominating the market. Regardless of the knowledge about superiority of overseas products, ethnocentric customers sightlessly prefer to use domestic products (Shimp and Sharma 1987). In order to support his/her own culture, the ethnocentric consumer eventually still bear crisis (Cleveland, Laroche, and Papadopoulos 2009).

A) Conservatism: Conservatism is that the tendency to take care of and preservation of the standard order of the society that has endured the tests of the time. It's outlined as "a tendency to hold dear traditions and social establishments that have survived the over a period of testing times and to approve changes solely sometimes, that too gradually and reluctantly" Sharma et al. Furthermore they contended that ideology of conservatism will present itself as insistence of strict rules and punishments, non secular outlook and also an anti-hedonic outlook in its extreme appearance. The result of studies is differing with regard to developing and developed nations. Wang contended that this ideology of conservatism attribute and favorable perspective towards international brands has negative relationship in developed countries. However, Sharma et al. and Balabanis et al. notice that ideology of shoppers is completely related to the CET.

B) Patriotism: A number of researchers have outlined it from completely different views, like "a love of national symbols", devotion to one's own country and commitments of individuals towards their mother nations, "sense of national loyalty". Schatz et al. asserts the patriotism is nothing but a strong feeling of attachment for his / her country which can be exemplified by intolerance of criticism, obedient optimistic evaluation and staunch commitment". The correlation between CET and loyalty towards the country supported by numerous studies like Han,, Sharma et al. , Klein and Ettenson , Balabanis and Adamantios

C) Ethnicity: Baumann measures ethnicity as a derivative of social anthropology. Siemieniako et al. (2011) recognized it as a sociopsychological antecedent .Vida et al considers ethnicity as the quality as robust predictor of CET.

D) Xenophobia: Xenophobia is outlined as the "negative perspective toward, or fear of, people or teams of people that are in some sense completely dissimilar (real or imagined) from oneself or the group(s) to that one belongs" by Hjerm. Fear of global brands Altintas and Tokol. Further, they could establish with their experimental support, a robust positive linking between Xenophobia and the consumer ethnocentrism Siemieniako et al.

E) Collectivism: It's the socio-psychological idea and is outlined as the social orientation in terms of non-public traits of people to examine collective goals instead of individual goals. Collectivism could be a major component of individual cultural orientation. Furthermore folks grading high on collectivism tend to reveal a lot of intensive ethnocentric inclination against individualistic goals

CETSCALE: (Consumer Ethnocentric Tendencies Scale) is devised by Shimp and Sharma (1987). In order to measure ethnocentric behavior of the consumers. This measuring tool involves a complete of seventeen traits. It basically assess consumers to differentiate between foreign products and home country products strictly on the nationalist reasons regardless of class, superiority, and cost or desired features. CET isn't a particular perspective however the aggregation of general tendencies towards 'in-group love'. It's bigger tendency of physical property with regard to alternative merchandise or worth tags. It's a results of perceived concern of people for his or her own country as critical negative effects of imports for nation particularly plight of their citizen with regards to unemployment.

2. LITERATURE REVIEW

Developed countries such as USA and Canada discovered that consumers in general incline to have a more positive feature perception of national than foreign products (Bilkey and Nes 1982; Dickerson 1982; Samiee 1994; Ahmed and d'Astous 2001). Moreover, ethnocentric consumers in well-developed countries cogitate it their responsibility to purchase domestic products so as to upturn commerce and lift economy in their country (Shimp and Sharma 1987; Vida and Fairhurst 1999). In China, trials and attitudinal analyses in a field setting were directed using CET scale to scrutinize the obstacles for internationalizing the acceptance to brand and luxury products in the native against foreign markets. National products do not survive the demand of luxury that stimulates consumers to purchase foreign products (Bi, Gunessee et al. 2012). Bosnia and Herzegovina exhibited that there was a sure level of ethnocentrism among the Bosnian and Herzegovinian consumers (Poturak, 2013). But, among the Ghanaian buyers, the ethnocentrism was slight due to their cultural variety and inter-cultural compassion about the way they converse. The Ghanaian civilization has been different and are chiefly more open minded. Furthermore, their inclination for local goods did succeed but to a minor extent (Mensah, Bahhouth & Ziemnowicz, 2011). The evaluation was done among consumers of New Zealand, US, Germany, Italy, and Singapore. B. Zafer Erdogan Cevahir Uzkurt(2010) had used CETSCALE to size ethnocentric behavior of Consumers in Turkey and had determined that consumers with minor levels of ethnocentrism notice foreign-made products to be more promising than their corresponding item who have higher levels of ethnocentricity. Consumer ethnocentrism amid Australian consumers had a considerably negative consequence on purchase purposes for products from developing countries. Consumer's ethnocentric inclination positively related to meaning to purchase indigenous products and undesirably related to products from former Yugoslavia and European Union. Ethnocentricity is definitely related to customers' purchase target towards goods manufactured domestically which was accurate among North Cyprus consumers as calculated by Nadiri & Tümer (2010). The influence of patriotism and nationalism is not constant across Turkey and Czech Republic. It is evident that patriotism is the main driving force behind consumer ethnocentrism in Turkey whereas in the Czech Republic it is nationalism. Internationalism has no noteworthy effect on consumer ethnocentrism. (Balabanis et al).

If we study, in India the demographic exploration displayed that age and educational qualification exaggerated ethnocentrism among Indian consumers. The youth of India favor more of national products over imported products and had advanced ethnocentric tendencies (Srivastava, 2013). Indian consumers' ethnocentric affinities are biased by the demographic variables such as earning levels, educational qualification, as well as cultural openness, and kind of being collectivist. Ethnocentrism of Indian consumers fortunate trust about foreign product go hand in hand was further confirmed by Swati Kewlani(2013). Archana Kumar , Ann Fairhurst & Youn-Kyung Kim(2011) had studied that Indian consumers who are ethnocentric were found to have inclination towards domestic products vs foreign products

The analyses of the study showed that women are more ethnocentric than men. But, there was no weighty relationship between ethnocentrism, age, income, and educational levels (Mangnale, Potluri & Degufu, 2011). In India, the tag 'made in India' is not a liability. The Indian consumers will not circle up foreign goods simply because of their 'made in' tags. That the young Indians (a numerically very large segment of the market) are the furthestmost consumer ethnocentric of them all points to an easy future for the 'made in India' label. (Anupam Bawa 2010). Archana Kumar, Ann Fairhurst & Youn-Kyung Kim (2011) suggest that Indian consumers who are ethnocentric favor national product/service to foreign product/service. Ethnocentrism of Indian consumers is influenced by education, income, cultural openness, and collectivism...Patriotism' and 'product features' came up as significant for purchase intention of Indian customer. (David Campbell 2017)

Virtually studies have established mixed results on the cogency and uni-dimensionality of the CETSCALE (Netemeyer et al., 1991; Durvasula et al., 1997; Witkowski, 1998; Saffu & Walker, 2005). Empirical studies have shown the character of the merchandise influencing the patron partisanship, like level of product involvement, perceived product necessity, and therefore the extent to that the foreign-made product may be a threat to non-public or national welfare (Herche, 1992; Kaynak & Cavusgil, as cited in Lindquist et al., 2001). Whereas, studies by Lindquist, Vida, Plank, and Fairhurst (2001) and Saffu and Walker (2005) have come upon the match results acceptable even supposing in later studies uni-dimensionality was found to be valid for Canada however not for Russia. Studies by Bawa (2004) on Republic of India, Teo et al. (2011) on Malaya, and The Little Giant and Nijssen (2002) on Holland originate the CETSCALE to be dimensional. A study by Saffu and Walker (2006) on Republic of Ghana found the 17-items dependable however not unidimensional. Netemeyer et al. (1991) originated sturdy support for the CETSCALE issue structure and reliableness across the four countries in his study. Previous analysis (Shimp and Sharma, 1987; Netemeyer et al., 1991) documented uni-dimensionality along with issue assembly unalterable and discriminate, validness of the CETSCALE and trustworthiness across the borders of nations (Sharma et al. 1995; smart and Huddleston, 1995; Nielsen and Spence, 1997; Suh et al, 2002; Javalgi et al, 2004; Reardon et al, 2005; Hamin and Elliott, 2006; Chryssochoidis et al, 2007; Liu et al, 2007)

Even though the concept of consumer ethnocentrism is studied quite well in the literature, lacking of consumer ethnocentrism in cultures of Indian society is still evident. The objective of this study is to examine consumer ethnocentrism in Indian societies and further to reveal whether more ethnocentric consumers would have higher preferences of domestic manufactured products. Since consumer ethnocentrism is a more powerful influence on consumer preferences for domestic and foreign products than demographic or marketing-mix variables (Herche, 1994), its understanding is vital for international marketers

3. OBJECTIVES

- What is Consumer Ethnocentrism
- How to measure consumer ethnocentrism
- Analyze the consumer behavior for FMCG products.

4. RESEARCH METHODOLOGY

Research Instrument: This study employs the 17-item CETSCALE advanced by Shimp and Sharma (1987) and utilized by earlier researchers (Good and Huddleston, 1995; Netemeyer et al., 1991; Herche, 1994; Shimp and Sharma, 1995; Durvasula et al., 1997; Luque-Martinez et al., 2000). The CETSCALE measures consumer ethnocentrism using a Likert-type scale (1 = Strongly Disagree to 5 = Strongly Agree). Consumers were asked to streak their response for

the Indian and Non-Indian products. The consumers were to respond for soap, Tea, Biscuits, tooth paste, fabric wash. The 17 item CETSCALE was tested for 225 samples. Subsequently, items that seemed problematic were reworded and refined (Malhotra, 1991).

The Sample: The sample comprised consisted of the citizens from the Pune city. These samples were from various areas of Pune city and were randomly collected. Consequently, the population in this sample is cosmopolitan and culturally diverse as well as being socio-economically diverse, it is expected that such diversity will generate varied perspectives, and will, thereby, enrich the findings of the study. The questionnaire was administered in the presence of the authors so that doubts, if any, could be addressed.

Rescore: CETSCALE scores were calculated for each respondent, with the mean, the standard deviation of the. The CETSCALE demands along with the mean and standard deviation for each question are presented in Table. The mean ethnocentrism value directs the intensity of ethnocentrism (Shimp et al., 1987). An advanced mean value specifies advanced consumer ethnocentrism, while inferior mean value implies lesser ethnocentrism. On the contrary the higher the CETSCALE mean value the more ethnocentric the group under investigation, and the lower the mean value, the less ethnocentric the group that is being investigated. They can best be described as moderately ethnocentric since the mean score is in the middle of the range of the CETSCALE Score (17 to 85).

Reliability: Succeeding previous research (Shimp and Sharma, 1987; Netemeyer et al., 1991; Sharma et al. 1995; Muyle et al., 1997; Hult et al., 1999), the CETSCALE's reliability was measured using Cronbach's alpha (Fornell and Larcker, 1981). The Cronbach alpha was 0.913, which indicates that the CETSCALE score is reliable for the Indian data since it exceeds the rule-of-thumb value of 0.70 (Nunnally, 1978; Hatcher, 1994). So it can be clinched that the CETSCALE is reliable across the Indian sample (Fornell and Larcker, 1981).

Table 1

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

Out of the above statements following groups were made for hypothesis testing

Table 2

Sr.No	Independent Variables	Statements
1.	Patriotism	Indian people should always buy Indian –made products instead of imported. Indian products first last and foremost. A real Indian should always buy Indian –Made products. It is always best to purchase Indian made products.
2.	Collectivism	1)We should always purchase the products manufactured in India instead of letting other countries getting rich of us 2) There should be very little purchasing of goods from the other countries unless out of necessity. 3) It may cost me in the long run but I prefer to support Indian Products. 4) We should obtain from foreign countries only those products we cannot obtain in our country.
3.	Ethnicity	1) Since these products are made by the Indian Manufacturers they understand the Indian consumer more than the foreign companies. 2) The brands that I use show some national identity (like usage of ayurvedic herbs (neem, babul, and clove) in tooth paste etc. Which makes me prefer the product.
4.	Conservatism	1) Only those products unavailable in India should be imported. 2) Foreign Products should be taxed heavily to reduce their entry to India
5.	Xenophobia	1)Purchasing foreign products is anti-national 2)Curbs should be put on all imports

5. FINDINGS AND CONCLUSION

Dimensionality: we used chisquare test to test the independent and the dependent variables and the relationship between them. Patriotism, Xenophobia, Collectivism, conservatism and Ethnicity are the independent variables and ethnocentrism is the dependent variable. Further the ethnocentric tendencies and the actual purchases has been tested

Table 3

Sr.No	Independent Variables	X²	df	P-Value
1.	Patriotism	21.434	1	0.000
2.	collectivism	9.007	1	.003
3.	Ethnicity	8.563	1	.003
4.	Conservatism	4.391	1	.036
5.	Xenophobia	2.996	1	.083

Table 4

Sr.No	Elements of Ethnocentrism	Swadeshi Brands are Better	Swadeshi Brands are not good
1.	Patriotism	91.9%	8.1%
2.	Collectivism	89.8%	10.2%
3.	Ethnicity	90.2%	9.8%
4.	Conservatism	91.9%	8.1%
5.	Xenophobia	90.2%	9.8%

6. DISCUSSIONS

In this study, our motive was to study the ethnocentric tendencies in customers in Pune city regarding the FMCG products. Certain class of products like soap, tea, were provided and also the Indian and non-Indian brands were asked to be chosen by the customers. The findings approve results from previous analysis (Sharma et al., 1995; Ruyter et al., 1998). The study demonstrates that CETSCALE behaves even as a scale ought to behave in terms of reliableness. A significant finding of this study and aid to the literature, is that the multi-dimensionality of the CETSCALE. Former analysis (Shimp and Sharma, 1991; Netemeyer et al., 1991; Herche, 1992; Sharma et al., 1995; Durvasula et al., 1997) establish the CETSCALE to be uni-dimensional. World marketers about to endorse and sell foreign merchandise ought to think about demographics, socio-psychological variables, and consumers' opinions of alternative nations' orientation whereas developing their ways. In India, the first CETSCALE performs as a scale to judge the judgement of customers on shopping for foreign-made merchandise. This argument is even as eight out of seventeen things of the CETSCALE were found to be applicable for Asian country with high reliableness and validity values (even although not unidimensional).

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