

ETHNOCENTRIC TENDENCIES IN INDIAN CONSUMERS - AN EMPIRICAL STUDY

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ABSTRACT

A consumer is said to be typically ethnocentric when it is manifested that it is inappropriate and immoral to purchase foreign made products. In the post liberalization and globalization era, when the Indian consumers can easily access imported goods and the goods or brands originating from other countries, the Indian companies engaged in manufacturing and service sector are facing stiff and of ever increasing dimension of competition from foreign manufacturers and their merchandise. So it is imperative to check the ethnocentrism level of the Indian consumers. Consumer Ethnocentric Tendencies Scale (CETSCALE), world's best known ethnocentrism scale has been experimented and tested in many studies involving influence of Country of Origin and ethnocentrism on consumer behaviour. In this study too, an effort has been made to examine the psychology of Indian consumers using ten statements of CETSCALE. The prime objective was 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. Statistical analysis of data was conducted with the help of Statistical package for Social Sciences (SPSS) version 20.0. The inferences reflect that although 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. The empirical analysis and the findings have that the India manufactures should not take 'made in India' tag has the negative feature, rather it should catch with the 'swadeshi' attitude of Indians. The multinationals should preferably manufacture their goods in India, and Indian consumer will be more loyal to the brand which has Indian manufacturing plant. This shows that the 'Make in India' campaign will, in fact, be more beneficial to multinationals. From the age wise analysis, It can be seen that Indian young generation proves to be most ethnocentric .

KEYWORDS: Consumer Behaviour, Ethnocentrism , Foreign Goods, Country of Origin

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