

Determinants of Consumer Ethnocentrism and its Impact on Indian Consumers

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ABSTRACT

India is one of the fastest growing nations in terms of GDP and many national and international organisations are operating in the country. Irresistible growth opportunity and liberated trade barriers provide an immense opportunity to the multi-national companies of come and operate in India. To operate successfully in the foreign land, it becomes a necessity to analyse the people of the country and their inclinations. Factors such as price, quality, accessibility, availability and brand play an important role in determining the success or failure of any organisation. But many covert factors such as the dominance of the feeling of Ethnocentrism also plays an important role in acceptance and rejection of any product which makes Ethnocentrism an important factor for any organisation to study before sailing the boat. The term Ethnocentrism derives its essence from the discipline of psychology and sociology. The purpose of the study is to provide an integrative review of the level of Ethnocentrism present among the college going students in Dehradun. The data was collected with the help of a structured questionnaire from Graduate, Postgraduate and PhD students of Dehradun. Consumer Ethnocentric Scale (CETSCALE) was administered to measure the level of Ethnocentrism among students. More than half (54%) of the respondents are female and belong to a younger age group (20-25 years). a great majority (73%) of the respondents are postgraduate, majority of the respondents are from middle income group. A very few (18%) of the respondents belong to the high-income level (Rs 10 lakh and above) and (61%) of the respondents belong to the service class. The findings of the study indicate that the majority of respondents are moderately ethnocentric. They prefer the use /consumption of indigenous products. It was also found that there is no significant relationship between consumer Ethnocentrism and their age and income. The compendium of demographic antecedents and its relationship with the ethnocentric tendencies can be used by international marketing managers for designing their marketing strategies based on indigenous properties. The result of the study determining the level of Ethnocentrism present in the upcoming generations will be helpful in the framing of marketing policies and determine how to project the product at national and international level.

Keywords: Consumers Ethnocentrism, CETSCALE, Marketing Strategies.

