

Research Article

The Influence Of Socio-Demography On Consumer Ethnocentric Tendency

T. Narayanan¹

Ph.D. Research Scholar In Management Studies, Vels Institute Of Science Technology And Advanced Studies
(Vistas). (Narayanan.T@gmail.com)

Dr.P.R. Ramakrishnan² (Co-Author)

Dean & Professor, School Of Management Studies And Commerce, Vels Institute Of Science Technology And
Advanced Studies (Vistas). (Dean.Sms@Velsuniv.Ac.In)

A.R.Harihara Shanmugam³

Ph.D. Research Scholar In Management Studies, Vels Institute Of Science Technology And Advanced Studies
(Vistas). (Rnrhari@gmail.com)

Abstract:

The Literature Highlights The Growing Consumers Wish To Purchase Products Produced In Own Country. They Believe That It Is A Moral And Patriotic. This Way Of Ethnocentrism On Consumers, Which Leads To Purchase Decision On Domestically Produced Products. The Present Study Focuses On Examining The Relationship Among Various Demographic Factors And Consumer Ethnocentric Tendency Of Consumers. The Research Validates The Cetsacle Which Consists Of 17 Items, To Predict The Respondent's Consumer Ethnocentrism. To Collect A Primary Data From Respondent's Survey Method Is Used. The Study Consists Of 100 Samples A Non-Probability Convenience Sampling Technique Is Used. Further, One Way-Anova Were Used To Predict The Relationship Among Demographic Factors And Consumer Ethnocentrism. For Statistical Analysis, Version 20 Of Spss Is Used. The Study Found That Gender And Consumer Ethnocentrism, Age And Consumer Ethnocentrism Have A Significant Relationship. However The Study Test Other Demographic Characters Such As, Marital Status, Education Status, And Employment Status. These Characters Don't Have A Relationship With Consumer Ethnocentrism.

Keywords: Consumer Ethnocentrism (Ce), Cetscale, Demographic Characters, Domestic Product, Patriotism.

Introduction:

The Evolution Of Globalization Creates A Bigger Challenges To The Marketers Of Local As Well As Foreign. In Globalized Market There Is No Wall To Purchase A Product From Other Countries. Purchase Of Imported Products Has Raised And Involvement In Experiencing The Foreign Products And Willingness To Buy Other Country Product Has Increased (Inder Sing And Menu, 2012). However There Are Consumers With Negative Opinion Towards Foreign Products And They Feel This Attitude Is Not Morally Appropriate And They Avoid Products That Are Imported Because Of Their Patriotic Feelings. William Sumner Coined In His Book "Sociological Importance Of Usages, Manners, Customs, Mores And Morals" 'The Ethnocentrism Concept'. Initially The Ethnocentrism Concept Was Applied In America. Ethnocentrism Concept Is A Psychological Construct Differentiating Between Two Groups: In Groups (With Which An Individual Identifies) And Out Groups (Opposite Of In Groups) Introduced On The Sociological Aspect (Sumner.1906).

The Concept Of Ethnocentrism Redefined By (Shimp And Sharma. 1987.), Later It Was Incorporated Into The Consumer Behaviour Perspective As A Consumer Ethnocentrism. "Consumer Ethnocentrism Is Defined As The Beliefs Held By Consumers About The Appropriateness, Indeed Morality, Of Purchasing Foreign-Made Products. Highly Ethnocentric Consumers Believe That Purchasing Imported Products Is Unpatriotic, It Hurts The Local Economy, And It May Lead To Job Loss" (Terence Shimp, Sharma.S.1987). They Developed A Scale Called

Cetscale To Measure A Consumer Ethnocentric Tendency. “(Kaynak And Kara Et Al.,2002) Observed That Consumer Ethnocentrism Makes Intension In Consumer To Purchase Domestic Products Just As Products From The Nations That Are Seen To Resemble Their Own Social Characteristics. In The View Of Researchers, The Highly Ethnocentric And Highly Patriotic Consumers Understand That Procuring Products Made In Foreign Is Wrong Because The Domestic Economy Is Damaged, Creation Of Conditions That Cause Unemployment, This Behaviour Should Be Considered As Unpatriotic To The Home Country. Consequently The Important Effect Of Consumer Ethnocentrism Concept Is To Motivate A Consumer On Purchase Decision To Procure Locally Produced Products And Avoiding Of Other Country Products. Additionally Found That While Locally Produced Product Not Available, Consumers With Highly Ethnocentrism Are Willing To Buy Goods Manufactured In Countries Nearby (Watson And Wright Et Al., 2000). (Evanschitzky Et Al., 2008) Also Supports The Fact That The Goods Of Near Countries Which Are Geographically Wise And Culturally Similar Are Favourably Seen By Strongly Ethnocentric Consumers. The Present Research Concentrates On To Predict The Demographic Characters And Consumer Ethnocentrism Relationships. Previous Studies Also Reviled This Relationship Among Respondents In Various Countries And Researchers Have Found The Relationship With Demographic Character And Consumer Ethnocentrism, This Relationship Was Shown In Many Previous Studies. In Some Investigation There Is By All Accounts A Pattern Of Progressively Practical Help For The Idea That Old Aged Individuals Show Greater Consumer Ethnocentrism Than Young Aged Individuals (Sharma And Shimp Et Al., 1995). However Some Researchers Haven’t Found The Relationship With Demographic Characters And Consumer Ethnocentrism. Hence The Researcher Finds A Necessity To Know The Relationship Among Different Demographic Characters And Consumer Ethnocentrism While Purchasing In India. The Research Aim To Review The Ethnocentrism Of Consumers Over Relevant Literatures And Object To Find The Relationship Among Demographic Characters And Consumer Ethnocentrism.

The Study Aims:

- 1) This Research Aims To Study The Consumer Ethnocentrism Concept Over Related Literatures.
- 2) This Research Aims To Investigate The Various Consumer Demographic Characters And Consumer Ethnocentric Tendency Relationships.

Literature Review:

Consumer Ethnocentrism Is Characterized By Consumer Beliefs About The Appropriateness, Indeed Morality, Of Purchasing Foreign Products." Consumers With Exceptional Ethnocentricity Have Agreed That Buying Goods From Other Countries Is Unpatriotic, May Cause Job Losses And Damage The Local Economy” (Terrence A.Shimp And Subash Sharma., 1987). (Markin, Et Al., 1974; Berkman & Gilson, Et Al., 1978) Ethnocentrism Has Got A Decent Arrangement Of Consideration By Psychologists And Sociologists And Even Some Gratitude That It Is Commonly Appropriate To Consumer Behaviour.(Watson And Wright, Et Al., 2000) Stated That Ethnocentric Attitude Person Accepts To Buy Products From Other Countries Which Is Culturally Similar When A Local Alternative Is Not Available (Good And Huddleston, Et Al.,1995)

Study Predicts That Education Only Has A Relationship To Consumer Ethnocentrism In The Demographic Character Of Russia And Yet The Relationship Is Negative. (Mueller.Melewar, Et Al., 2001) He Did Not Found Any Significant Difference In His Research Between Education And Consumer Ethnocentrism. From The Study Of (Wang, Et Al., 1978;Wall And Heslop, Et Al., 1986) They Conclude That Highly Educated Consumers Are Highly Favour To The Product From Foreign.

In The Study Of (Philp And Brown., 2003) He Stated That Highly Ethnocentric Consumers Are Females They Are Educational Wise Not High And They Belong To Low Income Group They Strongly Prefer Locally Produced Products. Ethnocentrism Is An Idea Of Intrigue Not Exclusively To Anthropologist, Clinician And Sociologists Yet In Addition To Political Specialists, Directors, Legislators And Students Of History (Bawa, 2004). Consumer Ethnocentrism Is A Customized Character Characteristic. Investigators Have Anticipated That It Is Regularly Progressively Exact To Anticipate That Character Should Be Identified With How Purchasers Make Their Choices And To Purchasing Or Utilization Of A Wide Item Class As Opposed To A Particular Brand (Schiffinan And Kanuk Et Al., 2007).

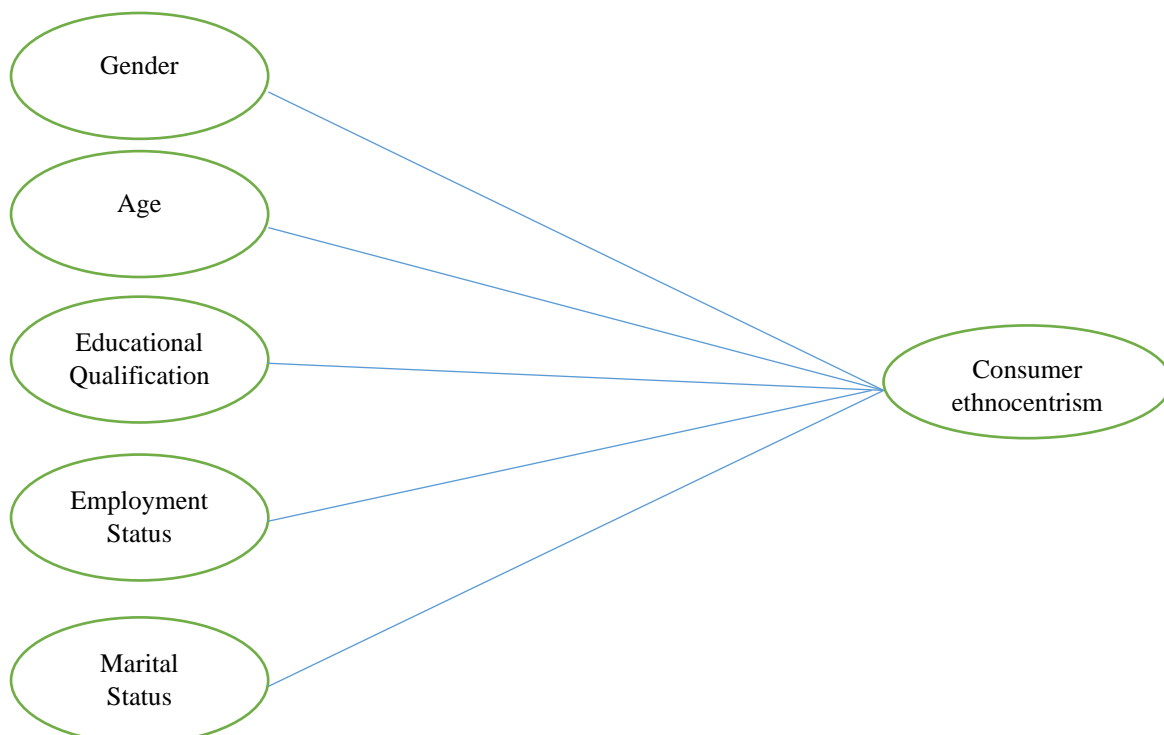
(Ramsaran-Fowder.Et Al., 2010) The Researcher Concludes That, On The Basis Of His Finding, Male Buyers Are Extremely Ethnocentric As Women Buyers, The Demographic Essence Of Gender Has A Relationship With Consumer Ethnocentrism. At The Same Time Finding From (Mangnale.Et Al., 2011) The Researcher Concludes That He Found The Significant Differences Among Male And Female Consumer Female Consumers Show Highly Ethnocentrism. The Researcher Makes An Effort To Predict The Forte Of Relationship Between Consumer Ethnocentrism And Purchase Willingness. In His Result He Found Specifically Age And Gender Are The Vital Moderators Of Ethnocentrism Of Consumers And Buying Willingness (Josiassen, Assaf, A. G Et Al., 2011). (Chris

(D Pentz, N. S Terblanche, 2014) The Researcher Concludes That He Finds A Strong Relationship Between Age And Consumer Ethnocentrism. (Richardson, Et Al., 2012) The Finding Stated That Age And Consumer Ethnocentric Tendency Has Significant Relationship. The Researcher Highlighted Elder Age Consumer Highly Ethnocentric Than Younger Consumer. (S.Aziz, Et Al., 2014) From The Finding Of This Research The Author Found Highly Ethnocentric Consumers They Are Older Male And Educationally Higher Consumers. They Have Highly Ethnocentrism While Purchasing.

(Soumava Bandyopadhyay, Et Al., 2014) The Researcher Makes A Study To Predict The Effectiveness Of Ethnocentric Tendency And Opinion In The Indian Market Of Products Of Country Of Origin. The Research Focuses On Measure The Ethnocentrism Of Consumer And The View Of Indians Towards The Products Origin In America, South Korea And Japan And These Countries Product Evaluations. In This The Research Has A Conclusion Of Consumers With Ethnocentrism In India Are Having Highly Self-Possessed Expectations Of Their Home Country And Locally Produced Product. In Ethnocentrism, However The Study Does Not Show Any Negative View On Product Origin From America, South Korea And Japan.

(Edi Purwanto, Et Al., 2014) The Researcher Analysed The Impact Of The Ethnocentric Consumer Tendency On The Quality Of The Locally Produced Product, The Effect On Local Product Intention Of The Ethnocentric Consumer Tendency, And The Impact Of Perceived Local Product Quality On Local Intention Of Purchase, In Particular In The Indonesian Local Market. The Study Found That Younger People Showing Low Amount Of Consumer Ethnocentrism, Small Of Consumers They Have Expectation On Quality Of Local Product And They Don't Have Any Intention To Purchase Local Products.

Hypothesis Developed Based On The Literatures



H0₁: Gender And Consumer Ethnocentrism Have No Significant Relationship

H1₁: Gender And Consumer Ethnocentrism Have A Significant Relationship

H0₂: Age And Consumer Ethnocentrism Have No Significant Relationship

H1₂: Age And Consumer Ethnocentrism Have A Significant Relationship

H0₃: Educational Qualification And Consumer Ethnocentrism Have No Significant Relationship

H1₃: Educational Qualification And Consumer Ethnocentrism Have A Significant Relationship

H0₄: Employment Status And Consumer Ethnocentrism Have No Significant Relationship

H1₄: Employment Status And Consumer Ethnocentrism Have A Significant Relationship

H0₅: Marital Status And Consumer Ethnocentrism Have No Significant Relationship

H1₅: Marital Status And Consumer Ethnocentrism Have A Significant Relationship

Methodology & Analysis:

This Study Is Attempting To Measure Consumer Ethnocentrism By Using Cetscale. To Collect A Primary Data From Respondents We Used Survey Method. The Questionnaire Issued To 140 Respondents In Chennai City, Tamil Nadu. But 100 Respondents Gave A Response To The Questionnaire. The 100 Fully Completed Questionnaire Considered For The Analysis, In That 100 Respondents 62% Are Male And 38% Are Female. The Non-Probability, Convenience Sampling Technique Is Used In This Study. Sample Consists Of Students, Employees, Business, From Various Age Group. One Way-Analysis Of Variance (Anova) Were Used To Test The Response. For Each Demographic Variable, A Separate Anova Was Determined, As Seen In The (Results). For Statistical Analysis, Version 20 Of Spss Is Used.

Measurement:

A Scale Was Created For Assessing Consumer Ethnocentrism In The Research (Ship And Sharma, 1987). A Measure Called The Consumer Ethnocentric Tendency Scale (Cetscale) Consisting Of 17 Items. The Authors Validate The Cetscale To Predict The Ethnocentrism Of Consumers. Numerous Specialists Embraced Cetscale To Gauge The Level Of Consumer Ethnocentrism Among Customers In Various Nations. Hence In This Study We Adopt (Navidh Kahn And Rizvi., 2010.) The Cetscale The 17 Item Scale (Appendex). Use To Measure The Purchasing Behaviour Of Consumers On A Five Point Likert Scale (5) Strongly Agree To (1) Strongly Disagree. The Reliability Of The Scale Shows Cronbach Alpha = 0.90. Cronbach Alpha Should Be Considered To Be Enough To Calculate The Internal Consistency Or Reliability Of An Instrument To Obtain A Somewhat Arbitrary Value Of 0.70. (Keith S. Taber, 2017). However Cetscal Shows A Value Of Greater Than 0.70 Hence The Scale Is Highly Reliable.

Result:

Gender And Consumer Ethnocentrism.

ANOVA

Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.186	29	.489	3.178	.000
Within Groups	10.774	70	.154		
Total	24.960	99			

The Value Of Significance Level Is < 0.05. Significant Relationship Can Be Observed Between Gender And Consumer Ethnocentrism. That Means Consumers Gender And Consumer Ethnocentric Tendency Have A Relationship.

Age And Consumer Ethnocentrism.

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.616	29	1.263	1.818	.022
Within Groups	48.624	70	.695		
Total	85.240	99			

The Value Of Significance Level Is < 0.05. Significant Relationship Can Be Observed Between Age And Consumer Ethnocentrism. That Means Consumers Age And Consumer Ethnocentric Tendency Have A Relationship.

Educational Qualification And Consumer Ethnocentrism.

ANOVA

Educational qualification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.772	29	.578	1.481	.093
Within Groups	27.338	70	.391		
Total	44.110	99			

The Value Of Significance Level Is > 0.05 . It Therefore Indicates That There Is No Significant Relationship Between Education Qualification And Consumer Ethnocentrism. That Means Consumers Education Qualification And Consumer Ethnocentric Tendency Are Unrelated.

Employment Status And Consumer Ethnocentrism.

ANOVA

Employment status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.528	29	.398	1.462	.100
Within Groups	19.032	70	.272		
Total	30.560	99			

The Value Of Significance Level Is > 0.05 . No Significant Relationship Can Therefore Be Observed Between Employment Status And Consumer Ethnocentrism. That Means Consumers Employment And Consumer Ethnocentric Tendency Are Unrelated.

Marital Status Consumer Ethnocentrism.

ANOVA

Marital status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.043	29	.243	1.218	.248
Within Groups	13.957	70	.199		
Total	21.000	99			

Value Of Significance Is > 0.05 . Therefore The Marital Status And Consumer Ethnocentrism Are Not Significant. This Means That The Consumers Marital Status And Ethnocentric Tendency Of Consumer Are Not Related To Each Other.

Findings:

The Study Finds A Relationship Among Gender And Consumer Ethnocentrism Because The Significance Value Is < 0.05 . Therefore H_{11} Is Accepted. Previous Researches Shown That Gender And Consumer Ethnocentrism Related To Each Other. (Ramsaran-Fowder, Et Al., 2010). This Finding Supports Past Research Findings. This Research Supports That Male Respondent's Show Higher Consumer Ethnocentric Tendency Than Females Respondents. This May Be Because Males Are More Patriotic Than Females. Male Consumer Purchasing (Or Prefer) Locally Produced Product Than A Product From Other Countries They May Show Their Patriotism By Purchasing Locally Produced. This Study Finds That Age And Consumer Ethnocentrism Are Significantly Related. Level Of Significance Indicates < 0.05 . Therefore H_{12} Is Accepted. Hence Age And Ethnocentrism Of Consumers Related To Each Other. Many Previous Studies Found A Relationship Between Age And Ethnocentric Tendency (Pentz And Terblanche, Et Al., 2014). Majority Of Past Studies Found That The Consumer Ethnocentric Tendency Of Older Age People Is Higher Than Younger Age People. However The Finding Supports That Younger Age People Show More Consumer Ethnocentrism, They Show More Ethnocentrism While Purchase.

This Study Finds No Relationship Exists Among Education And Consumer Ethnocentrism. The Significant Value Shows > 0.05 . Therefore H_{13} Is Rejected. This Finding Has Not Supported Previous Research (Good And Huddleston, Et Al., 1995) Findings. And Also The Study Finds No Relationship Exists Between Employment Status And Consumer Ethnocentrism. The Significant Value Shows > 0.05 . Therefore H_{14} Is Rejected. However This Finding Also Has Not Supported Past Research Findings (Halil Nadiri And Mustafa Tümer., 2010.)

Marital Status And Consumer Ethnocentrism Have No Significant Relation Because It Shows A Significant Value > 0.05 . Therefore H_{15} Is Rejected. Majority Of Research Related To Consumer Ethnocentrism Found A Positive Relationship Among Marital Status And Consumer Ethnocentrism (K.S.Chakraborty,Manish Das, Et Al., 2013). However Here We Are Not Finding Relationship Among Marital Status And Consumer Ethnocentric Tendency.

Conclusion:

Consumer Ethnocentrism Concept Is Initiated By (Terence A. Shimp And Subhash Sharma., 1987.) In Their Research They Found That Consumers Wish To Purchase Products Produced In Own Country. They Believe That It Is A Moral And Patriotic. This Way Of Ethnocentrism On Consumer Which Leads To Purchase Decision On Domestically Produced Or Locally Produced Products. As A Method To Measure The Level Of Ethnocentrism Of A Customer In The United States Of America, They Developed A Consumer Ethnocentric Tendencies Scale (Cetscale), This Was Later Used For Calculating The Degree Of Consumer Ethnocentrism In Many Countries In Several Studies. Therefore This Research Aims At Predicting The Various Consumer Demographic Characters And Consumer Ethnocentric Tendency Relationships In Chennai City, Tamil Nadu. With The Sample Of 100 Respondents, 52% Are Male And 48% Are Female. The Non-Probability, Convenience Sampling Method Is Used, Sample Consists Of Students, Employees, Business, From Various Age Groups. Consumer Ethnocentric Scale (Cetscale) (Navidh Kahn And Rizvi., 2010.) Is Adopted To Measure The Ethnocentrism Of Consumers. This Cetscale Consisting Of 17 Items. This 17 Items Has Measured By Using A Five Point Likert Scale Ranging From (5) Strongly Agree To (1) Strongly Disagree. However, This Study Has Overviewed The Consumer Ethnocentrism Concept Through Related Literatures. The Study Finds That Gender And Age Have A Relationship With Consumer Ethnocentrism. The Study Test Other Demographic Characters Such As Marital Status, Education And Employment Status. These Characters Haven't Relationship With Consumer Ethnocentrism. The Study Is Limited To Chennai City, Tamil Nadu. The Finding Of This Study May Not Be Generalized To The Whole Country. Other Cities In India May Also Be Included In Future Studies. The Present Study Investigated Consumer Ethnocentrism And Demographic Variables Relationship Only. Many Previous Studies Have Shown An Investigations In Various Countries Found The Relationship Between Political Factor, The Economic Factor, Consumer Lifestyles, And Nationalism And Consumer Ethnocentrism. These Should Be Investigated In Indian Perspective (Joe Lopez, Ashutosh Zunjur., 2016.).

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Appendix

1	Indian people should always buy Indian made products instead of imports
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 Indians out of jobs
7	A real Indian should always buy Indian made products
8	We should purchase products manufactured in India instead of letting others rich out of us
9	It is always better to purchase Indian products
10	There should be little trading or purchase of goods from other countries unless out of necessary
11	Indians should not buy foreign products because it hurts Indian business and causes un-employment
12	Curb should be put on all imports
13	It may cost me in the long run but I prefer to support Indian Products
14	Foreigners should not be allowed to put their products in our Market
15	We should buy from foreign countries only those products that we cannot obtain within our own country
16	Foreign products should be taxed heavily to reduce their entry in India
17	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work