

WILLINGNESS TO BUY INDIAN PRODUCTS IN RELATION TO ETHNOCENTRIC TENDENCIES AND WORLD MINDED ATTITUDES OF CONSUMERS

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Abstract

Ethnocentrism was initially conceptualized as a simply sociological concept that distinguished between ingroups. Customer ethnocentrism gives people an understanding of what buys are satisfactory to the in-group, as well as sentiments of personality and having a place. For customers who are not ethnocentric or polycentric shoppers, items are evaluated on their merits less relating or elite of their nation of beginning. The attempted to describe the willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers in Kerala. The study highlighted that age, education and income level of the customers influenced willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers.

Keywords: Customers Ethnocentrism, Ethnocentrism, Indian Products

Introduction

Customer ethnocentrism may be a mental concept that portrays how customers buy items based on nation of root. It alludes to ethnocentric sees held by customers in one nation, the in-group, towards items from another nation, the out-group (Shimp & Sharma, 1987). Shoppers may accept that it isn't suitable, and conceivably indeed shameless, to purchase items from other nations. Shopper ethnocentrism is inferred from the more common mental concept of ethnocentrism. Essentially, ethnocentric people tend to see their gather as prevalent to others. As such, they see other bunches from the viewpoint of their possess and dismiss those that are distinctive whereas tolerating those that are comparable This, in turn, determines from prior sociological speculations of in-groups and out-groups Ethnocentrism, it is reliably found, is ordinary for an in-group to an out-group. Obtaining remote items may be seen as disgraceful since it costs household employments and harms the economy. The buy of outside items may indeed be seen as essentially unpatriotic.

Customer ethnocentrism gives people an understanding of what buys are satisfactory to the in-group, as well as sentiments of personality and having a place. For customers who are not ethnocentric or polycentric shoppers, items are evaluated on their merits less relating or elite of their nation of beginning, or conceivably indeed seen more emphatically since they are outside considered shopper ethnocentrism among car buyers within the Joined together States and found a solid positive relationship between tall ethnocentrism and country-based predisposition within

the evaluation of automobiles. Shoppers with more ethnocentrism showed up to assess automobiles based more on the merits of the real vehicle instead of its nation of root. Brodowsky proposes that understanding customer ethnocentrism is basic for knowing the nation of beginning impacts. A few forerunners of buyer ethnocentrism have been distinguished by different thinks about. Shoppers who tend to be less ethnocentric are those who are youthful, those who are male, those who are way better taught, and those with higher pay levels Balabanis et al. found that the determinants of customer ethnocentrism may vary from nation to nation and culture to culture. This, it was theorized, was due to Turkey's collectivist culture, with patriotism being an vital expression of devotion to the bunch. In the more individualistic Czech Republic, sentiments of patriotism based on a sense of prevalence and dominance showed up to supply the foremost imperative commitment to buyer ethnocentrism.

The common concept of "ethnocentrism" was presented and used descriptively by Sumner in 1906 (Adorno et al. 1950) and remains a venerable concept within the areas of human studies, humanism, and social psychology. Ethnocentrism was initially conceptualized as a simply sociological concept that distinguished between ingroups (those bunches with which an person recognizes) and outgroups (those respected as antithetical to the ingroups). It presently, in any case, is recognized that ethnocentrism could be a psycho-social wonder with pertinence to individual-level identity frameworks as well as to the more common social and social explanatory systems The display undertaking is most thoughtful to the individual-level viewpoint of the multifaceted idea of ethnocentrism. The concept of "buyer ethnocentrism" is designed to capture person customer cognitions and feelings as they relate to item offerings from other nations (i.e., "outgroups"). Within the fullest sense of ethnocentrism, these item image from other nations may speak to objects of scorn to the ethnocentric customer. though the items of one's claim national gather are objects of pride and connection The common appropriateness of ethnocentrism to the ponder of shopper behavior has been recognized by others There, in any case, is no known work that has reconstructed the concept to be more finely suited to the particular ponder of shopper behavior.

The term "shopper ethnocentrism" names a concept that captures the spirit of Jacoby's (1978) supplication for domain-specific constructs. The concept is used here to speak to consumers' beliefs within the prevalence of their own country's items. This recognition is hypothesized to rise above insignificant financial and functional contemplations, and, instep, to have a more respectable foundation rooted in ethical quality. That's , customer ethnocentrism is aiming to capture the idea that a few buyers accept it is somehow wrong to buy foreign-made items, since it'll harmed the household economy, cause the misfortune of employments, and, in brief, since, from their point of see, it is doubtlessly unpatriotic. The customer ethnocentrism concept is hypothesized to be one component of a complex, multifaceted develop including customers, cognitive, full of feeling, and normative orientations toward foreign-made items. The space of this common develop ranges object-based convictions and demeanors (i.e., recognitions of item quality, esteem, etc.),

normative-based convictions and states of mind (i.e., discernments of whether one ought to or ought to not buy foreign-made items), and personalistic-based contemplations of what mode of behavior (item choice) is in the consumer's best individual intrigued. Buyer ethnocentrism, as a dimension of this common consumer-orientation-toward-foreign-products develop, is outlined to capture normative-based convictions that buying residential items is some way or another great for the nation, while acquiring non-domestic products is pernicious to the economy, the country, and to individual citizens.

At the individual consumer level, ethnocentric inclinations ought to be decided in expansive part from one's socialization encounters. The family unit would be anticipated to be the essential socialization operator, but grown-up conclusion pioneers, peers, and mass media would also influence a child's ethnocentric introduction amid the prime period of early childhood socialization. Shopper ethnocentric introduction would perform a function exceptionally much like those performed by racial states of mind and devout dogma--namely, in give the child with a sense of character and belongingness. This introduction, once shaped, ought to carry into adulthood with few changes but in those occurrences where one's socialization impacts are particularly altered. In spite of the fact that no one has already defined a particular concept such as this, buyer behavior analysts have considered ethnocentrism in the event that as it were by implication. Inquire about has inspected such issues as demeanors toward outside items, one-sided buyer recognitions, and related things. Who are shopper ethnocentrics, what are their recognizing characteristics, and how do they vary from non-ethnocentrics in their discernments, assessments, eagerly, and behavior with regard to foreign-made items? This research was embraced to address these questions. The automobile was selected as the central item category, since it may be saturated more than most any other in U.S. society with cultural and typical centrality.

Review of Literature

Miguel, L. P., Marques, S. H., & Duarte, A. P. (2023). aimed to sought to evaluate the validity and reliability of the client Ethnocentric inclinations Scale (CETSCALE) in a Southern ecu us of a-Portugal; and signify the extent of client ethnocentrism (CE) regarding home food merchandise amongst Portuguese customers. The consequences have showed the validity and reliability of the CETSCALE, showing that it's far multidimensional with elements being recognized and named gentle and tough ethnocentrism. As for the extent of CE, the use of the CETSCALE pinpointed that the sample may be characterized as ethnocentric with a tender ethnocentrism incidence. As a ways as authors are aware, this is the primary take a look at conducted in Portugal validating the CETSCALE and considering CE regarding specific food classes – fruit and greens. the present study contributes, consequently, to the continuing debate on CE in a time of increasing globalisation markets.

Joshi, R. N., & Joshi, Y. C. (2021) aimed to expand the Indian patron Ethnocentrism Scale (ICE-Scale) and validate the same. It became installed that the ICE-Scale encompasses two dimensions, specifically, defensive ethnocentrism and patriotic ethnocentrism. The look at advances the present

pool of information inside the subject of worldwide economics, purchaser psychology and international advertising and marketing. It additionally assists domestic producers to get an advanced expertise of clients' ethnocentric inclinations which in flip could help them in choosing advanced marketing strategies and boosting their sales. The study will not most effective supply certain social and policymaking insights to the home corporations and authorities however additionally to the foreign corporations functioning or making plans to function in India. **Kibret, A. T., & Shukla, A. (2021)** stated that patron ethnocentrism has been an difficulty in worldwide advertising and it has been time and again studied in developed economies although there are fantastically fewer such studies in developing economies, especially in Africa. similarly, purchaser ethnocentrism scale (CETSCALE) has been adapted with out enough reliability, validity, and dimensionality exams in African countries. hence, this examine investigated the reliability, dimensionality, and validity of the CETSCALE in Ethiopia.

Alam, M. A., Roy, D., Akther, R., & Hoque, R. (2022). investigated the consumers' ethnocentrism and mind-set towards regionally-produced household electronic items. The cause of this have a look at is to observe the influence of purchaser demographic attributes on ethnocentrism and its moderating impact on deciding on regionally produced family electronic items within the context of Bangladesh. The end result indicates that clients' ethnocentrism ranges do not vary with gender and earnings degree. but, different demographic attributes, like occupation, age and education stage, play a full-size position in CE tendency. **Jiménez-Guerrero, J. F., Pérez-Mesa, J. C., & Galdeano-Gómez, E. (2020).** discussed about the size advanced by Shimp and Sharma in 1987 to have a look at purchaser ethnocentric behavior, has received preferential use within the literature, with numerous replications accomplished in international locations on all continents. although it was proposed as a 17-item scale together with a smaller model of only ten objects, research that use handiest part of those have been turn out to be more and more not unusual. to some extent, this exercise responds to the multidimensional behavior of CETSCALE, as may be extensively showed. it is for that reason that a growing consensus is in want of reviewing the size as a device to measure ethnocentrism, made obtrusive with the aid of the arrival of recent opportunity scales. CEESCALE and CES are of the maximum recent proposals, which have been advanced with a comparable range of gadgets however grouped into some of truely defined dimensions, providing extra robust outcomes.

Josiassen, A., Assaf, A. G., & Karpen, I. O. (2011) clarified how demographic customer traits have an impact on and have interaction with consumer ethnocentrism on willingness to buy. The authors examine the direct effects of selected traits on the tendency for customer ethnocentrism. in addition, the moderating results of those patron characteristics are investigated. The empirical findings display that client dispositions for ethnocentrism are immediately stimulated by using characteristics of the customer. It discover that the electricity of the relationship between consumer ethnocentrism and willingness to buy is stimulated by means of consumer characteristics. specially, age and gender are located to be vital moderators of the patron ethnocentrism-

willingness to shop for courting. **Jiménez-Guerrero, J. F., Gázquez-Abad, J. C., & Linares-Agügeneration, E. D. C. (2014)** discussed that the customer ethnocentrism tendencies scale (CETSCALE) was advanced by using Shimp and Sharma in 1987 to measure purchaser ethnocentrism. it's far one of the most generally used scales in the advertising and marketing literature. a number of those papers query the unidimensionality of this type of scale. We intend to examine the dimensionality of the CETSCALE. so that it will try this, an in depth overview of previous studies that have taken into consideration CETSCALE—regardless of the model—is developed. further, we examine the dimensionality of an tailored model of the CETSCALE such as the product class (veggies) under take a look at. Our results help the multidimensionality of the CETSCALE. **Gerlich, R. N., Drumheller, ok., & Mallard, J. (2012)** confirmed that white, right-leaning men from rural regions had the highest degrees of patron ethnocentrism, regular with the conservative ethos of the place. ladies, urban college students, non-whites and left-leaning students had lower client ethnocentrism scores. ordinary, the pattern leaned towards being much less consumer ethnocentric than is probably expected when as compared to a theoretical midpoint of the scale, but scored 3 factors on common greater ethnocentric than students national in previous research. A regression with CETSCALE because the dependent variable became calculated; 5 binary variables have been shown to be enormous predictors

Shimp, T. A., & Sharma, S. (1987). said that idea of client ethnocentrism is added and a corresponding measure, the CETSCALE, is formulated and proven. 4 separate research provide aid for the CETSCALE's reliability and convergent and discriminant validity. a chain of nomological validity exams show client ethnocentrism to be reasonably predictive of theoretically related constructs. **Shimp, T. A. (1984).** said that informal empiricism reveals massive variability in the attitudes and behaviors of purchasers towards merchandise imported into the U.S. from other international locations. more and more greater quantity of yank consumers have followed overseas-made produces, however an unknown number of purchasers eschew the purchase of those imported products. The unique motivations underlying either shape of conduct continue to be a without a doubt unexplored phenomenon in customer behavior. This observe addresses this problem by way of introducing the concept of "customer ethnocentrism" and providing empirical proof from a preliminary test of the concept.

Objectives

The study aimed to analysis the willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers

Research Methodology

The attempted to describe the willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers. The research was conducted with a sample of 150 respondents, based on random sampling among the customers of Kerala, the primary data were collected utilizing a structured questionnaire and using the questionnaire instruments 5

Likert's scale, the data were using various tools like percentage analysis, mean, standard deviations, ranking and regression analysis.

TABLE NO: 1
PERSONAL PROFILE OF THE RESPONDENTS

		No of Respondents	Percentage
Gender	Male	130	86.7
	Female	20	13.3
	Total	150	100
Age	Below 25 yrs	24	16
	25-35 yrs	33	22
	36-45yrs	31	20.7
	46-55 yrs	18	12
	Above 55yrs	44	29.3
	Total	150	100
Education	School Level	4	2.7
	Higher Secondary	31	20.7
	Under Graduate	39	26
	Post Graduate	25	16.7
	Professional Degree	51	34
	Total	150	100
Income	Less than 15000	23	15.3
	15001-20000	17	11.3
	20001-25000	36	24
	25001-30000	17	11.3
	Above 30000	57	38
	Total	150	100
Location	Urban	61	40.7
	Semi-Urban	43	28.7
	Rural	46	30.7
	Total	150	100

The table presents the personal profile of the respondents. Among the gender category, 86.7% of the respondents were male and 13.3% of the respondents were female. Among the age of the respondents, it is noticed that 16% of the respondents were below 25 years, 22% of the respondents were aged 25-35. Around 20.7% of the respondents were aged 36-45 and 12% of the respondents were aged 46-55 years. 29.3% of the respondents were aged above 55 years. Among the educational level of the respondents, 2.7% of the respondents educational was school and 20.7% of the respondents' educational level was higher secondary level. Around 26% of the respondents were studied under graduate and 16.7% of the respondents were studied post graduate level. 34%

of the respondents were having professional degree. Among the income level of the respondents, it is noticed that 15.3% of the respondents' income level was less than 15000 and 11.3% of the respondents' income level was 15001-20000. Around 24% of the respondents were having 20001-25000 and 11.3% of the respondents were having 25001-30000 as their income level. 35% of the respondents' income level was above 30000. Among the location of the respondents, 40.7% of the respondents were from urban area, 28.7% of the respondents were from semi-urban area and 30.7% of the respondents were from rural area.

TABLE NO: 2
RESPONDENTS' OPINION AFFECTIVE REACTION ON CUSTOMER
ETHNOCENTRISM

Sl. No	Factors		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	Std. Deviation	Rank
1	I love the products and services from India.	N	44	41	45	5	15	150	2.37	1.224	3
		%	29.3	27.3	30	3.3	10	100			
2	I am proud of the products and services from India.	N	47	49	28	20	6	150	2.26	1.155	1
		%	31.3	32.7	18.7	13.3	4	100			
3	I admire the products and services from India.	N	29	47	26	20	28	150	2.81	1.394	5
		%	19.3	31.3	17.3	13.3	18.7	100			
4	I feel attached to the products and services from India.	N	31	29	38	14	38	150	2.99	1.463	6
		%	20.7	19.3	25.3	9.3	25.3	100			
5	I hate the products and services from foreign countries.	N	48	30	54	7	11	150	2.35	1.188	2
		%	32	20	36	4.7	7.3	100			
6	I despise the products and services from foreign countries.	N	33	34	52	22	9	150	2.6	1.159	4
		%	22	22.7	34.7	14.7	6	100			

The table presents the respondents opinion on the affective reaction on the customer ethnocentrism. It is noticed that 29.3% of the respondents were strongly agreed and 27.3% of the respondents were agreed that they love the products and services from India. Around 30% of the respondents were having neutral opinion on loving the products and services from India. 3.3% of the respondents were disagreed and 10% of the respondents were strongly disagreed to love the products and services from India. It is clear that 31.3% of the respondents were strongly agreed and 32.7% of the respondents were agreed that they were proud of the products and services from India. Around 18.7% of the respondents were having neutral opinion on proud about the products and services from India. 13.3% of the respondents were disagreed and 4% of the respondents were strongly disagreed on proud about the products and services from India. It is noticed that 19.3% of the respondents were strongly agreed and 31.3% of the respondents were agreed that they admire

the products and service from India. Around 17.3% of the respondents were having neutral opinion on admire the Indian products and service. 13.3% of the respondents were disagreed and 18.7% of the respondents were strongly disagreed on the admiring the Indian products and services. It is clear that 20.7% of the respondents were strongly agreed and 19.3% of the respondents were agreed that they felt attached to the products and services from India. Around 25.3% of the respondents were having neutral opinion on feeling attached to the Indian products and services. 9.3% of the respondents were disagreed and 25.3% of the respondents were strongly disagreed on the feeling attached to the Indian products and services. It is noticed that 32% of the respondents were strongly agreed and 20% of the respondents were agreed that they hate the products and services from the foreign countries. Around 36% of the respondents were having neutral opinion on hating the foreign products and services. 4.7% of the respondents were disagreed and 7.3% of the respondents were strongly disagreed on hating the foreign products and services. It is noticed that 22% of the respondents were strongly agreed and 22.7% of the respondents were agreed that they despise the products and services from the foreign countries. Around 34.7% of the respondents were having neutral opinion on despise the products and services from the foreign countries. 14.7% of the respondents were disagreed and 6% of the respondents were strongly disagreed on despise the products and services from the foreign countries.

Based on the mean and Standard deviation values, the respondents opinion on the affective reaction on the customer ethnocentrism ranked as, they were proud of the products and services from India. (Mean: 2.26; SD:1.155) ranked first, they hate the products and services from foreign countries. (Mean: 2.35; SD: 1.188) ranked second, they love the products and services from India. (Mean: 2.37; SD: 1.224) ranked third, they despise the products and services from foreign countries. (Mean: 2.6; SD: 1.159) ranked fourth, they admire the products and services from India. (Mean: 2.81; SD: 1.394) ranked fifth and they feel attached to the products and services from India. (Mean: 2.99; SD: 1.463) ranked sixth.

TABLE NO: 3
RESPONDENTS' OPINION COGNITION BIAS ON CUSTOMER ETHNOCENTRISM

Sl. No	Factors		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	Std. Deviation	Rank
1	East or West, the products and services from India are the best.	N	33	38	35	26	18	150	2.72	1.311	4
		%	22	25.3	23.3	17.3	12	100			
2	Products from India are examples of best workmanship.	N	52	28	36	10	24	150	2.51	1.432	3
		%	34.7	18.7	24	6.7	16	100			
3		N	48	34	41	5	22	150	2.46	1.359	2

	Service providers from India have the best work attitudes.	%	32	22.7	27.3	3.3	14.7	100			
4	Products and services from foreign countries are no match for those from India.	N	42	47	35	21	5	150	2.33	1.127	1
		%	28	31.3	23.3	14	3.3	100			
5	India has the hardest working people in manufacturing industry.	N	28	40	40	12	30	150	2.84	1.371	5
		%	18.7	26.7	26.7	8	20	100			
6	Service providers from India are more caring than those in any foreign country.	N	17	39	24	23	47	150	3.29	1.431	6
		%	11.3	26	16	15.3	31.3	100			

The table presents the respondents' opinion about cognition bias on the customer ethnocentrism. It is noticed that 22% of the respondents were strongly agreed and 25.3% of the respondents were agreed that East or West, the products and services from India are the best. Around 23.3% of the respondents were having neutral opinion on the statement of East or West, the products and services from India are the best. 17.3% of the respondents were disagreed and 12% of the respondents were strongly disagreed that East or West, the products and services from India are the best. It is clear that 34.7% of the respondents were strongly agreed and 18.7% of the respondents were agreed that Products from India are examples of best workmanship. Around 24% of the respondents were neutral opinion on Products from India are examples of best workmanship. 6.7% of the respondents were disagreed and 16% of the respondents were strongly disagreed on products from India are examples of best workmanship. It is noticed that 32% of the respondents were strongly agreed and 22.7% of the respondents were agreed that Service providers from India have the best work attitudes. Around 27.3% of the respondents were neutral opinion on Service providers from India have the best work attitudes. 3.3% of the respondents were disagreed and 14.7% of the respondents were strongly disagreed that Service providers from India have the best work attitudes. It is clear that 18.7% of the respondents were strongly agreed and 26.7% of the respondents were agreed that India has the hardest working people in manufacturing industry. Around 26.7% of the respondents were neutral opinion on India has the hardest working people in manufacturing industry. 8% of the respondents were disagreed and 20% of the respondents were strongly disagreed that India has the hardest working people in manufacturing industry. It is clear that 11.3% of the respondents were strongly agreed and 26% of the respondents were agreed that Service providers from India are more caring than those in any foreign country. Around 16% of the respondents were neutral opinion on Service providers from India are more caring than those in any foreign country. 15.3% of the respondents were disagreed and 31.3% of the respondents were strongly disagreed on Service providers from India are more caring than those in any foreign country.

Based on the mean and Standard deviation values, the respondents' opinion about cognition bias on the customer ethnocentrism ranked as products and services from foreign countries are no match for those from India. (Mean: 2.33; SD: 1.127) ranked first, Service providers from India have the best work attitudes. (Mean: 2.46; SD: 1.359) ranked second, Products from India are examples of best workmanship. (Mean: 2.51; SD: 1.432) ranked third, East or West, the products and services from India are the best. (Mean: 2.72; SD: 1.311) ranked fourth, India has the hardest working people in manufacturing industry. (Mean: 2.84; SD: 1.371) ranked fifth and Service providers from India are more caring than those in any foreign country. (Mean: 3.29; SD: 1.431) ranked sixth.

TABLE NO: 4
RESPONDENTS' OPINION BEHAVIOURAL PREFERENCE ON CUSTOMER
ETHNOCENTRISM

Sl. No	Factors		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	Std. Deviation	Rank
1	For me, it's always the products from India first, last and foremost.	N	22	31	38	27	32	150	3.11	1.352	3
		%	14.7	20.7	25.3	18	21.3	100			
2	If I have a choice, I would prefer buying products and services from India.	N	36	36	28	14	36	150	2.85	1.499	2
		%	24	24	18.7	9.3	24	100			
3	I prefer being served by service providers from India.	N	12	38	36	23	41	150	3.29	1.323	5
		%	8	25.3	24	15.3	27.3	100			
4	As far as possible, I avoid buying products and services from foreign countries.	N	14	16	38	15	67	150	3.7	1.375	6
		%	9.3	10.7	25.3	10	44.7	100			
5	I often refuse to buy a product or service because it is from a foreign country.	N	43	25	34	20	28	150	2.77	1.467	1
		%	28.7	16.7	22.7	13.3	18.7	100			
6	I would much rather not buy a product or service, than buy one from a foreign country	N	23	34	29	29	35	150	3.13	1.401	4
		%	15.3	22.7	19.3	19.3	23.3	100			

The table presents the respondents' opinion behavioural preference on customer ethnocentrism. It is noticed that 14.7% of the respondents were strongly agreed and 20.7% of the respondents were agreed that for them, it's always the products from India first, last and foremost. Around 25.3% of the respondents were having neutral opinion on for them, it's always the products from India first, last and foremost. 18% of the respondents were disagreed and 21.3% of the respondents were strongly disagreed that for them, it's always the products from India first, last and foremost. It is clear that 24% of the respondents were strongly agreed and another 24% of the respondents were agreed that if they have a choice, they would prefer buying products and services from India. Around 18.7% of the respondents were having neutral opinion on if they have a choice, they would prefer buying products and services from India. 9.3% of the respondents were disagreed and 24% of the respondents were strongly disagreed that if they have a choice, they would prefer buying products and services from India. It is noticed that 8% of the respondents were strongly agreed and 25.3% of the respondents were agreed that they prefer being served by service providers from India. Around 24% of the respondents were having neutral opinion on they prefer being served by service providers from India. 15.3% of the respondents were disagreed and 27.3% of the respondents were strongly disagreed that they prefer being served by service providers from India. It is clear that 9.3% of the respondents were strongly agreed and 10.7% of the respondents were agreed that as far as possible, they avoid buying products and services from foreign countries. Around 25.3% of the respondents were having neutral opinion on that as far as possible, they avoid buying products and services from foreign countries. 10% of the respondents were disagreed and 44.7% of the respondents were strongly disagreed that that as far as possible, they avoid buying products and services from foreign countries. It is noticed that 28.7% of the respondents were strongly agreed and 16.7% of the respondents were agreed that they often refuse to buy a product or service because it is from a foreign country. Around 22.7% of the respondents were having neutral opinion on often refuse to buy a product or service because it is from a foreign country. 13.3% of the respondents were disagreed and 18.7% of the respondents were strongly disagreed that they often refuse to buy a product or service because it is from a foreign country. It is clear that 15.3% of the respondents were strongly agreed and 22.7% of the respondents were agreed that they would much rather not buy a product or service, than buy one from a foreign country. Around 19.3% of the respondents were having neutral opinion on they would much rather not buy a product or service, than buy one from a foreign country. 19.3% of the respondents were disagreed and 23.3% of the respondents were strongly disagreed that they would much rather not buy a product or service, than buy one from a foreign country.

Based on the mean and Standard deviation values, the respondents' opinion behavioural preference on customer ethnocentrism ranked as, they often refuse to buy a product or service because it is from a foreign country (Mean: 2.77; SD: 1.467) ranked first, if they have a choice, they would prefer buying products and services from India. (Mean: 2.85; SD: 1.499) ranked second, For me, it's always the products from India first, last and foremost. (Mean: 3.11; SD: 1.352) ranked third,

they would much rather not buy a product or service, than buy one from a foreign country (Mean: 3.13; SD: 1.401) ranked fourth, they prefer being served by service providers from India. (Mean: 3.29; SD: 1.323) ranked fifth and as far as possible, they avoid buying products and services from foreign countries. (Mean: 3.7; SD: 1.375) ranked sixth.

TABLE NO: 5
RANKING OF CUSTOMER ETHNOCENTRISM

	Mean	Cronbach's Alpha	N of Items
Affective reaction	2.564	0.894	6
Cognition bias	2.692	0.81	6
Behavioural preference	3.14	0.762	6

The table present the ranking of the customer ethnocentrism factors. Based on the Mean and Alpha values, it is noticed that Affective reaction of customer ethnocentrism factors ranked first, Cognition bias of customer ethnocentrism factors ranked second and Behavioural preference of customer ethnocentrism factors ranked third.

TABLE NO: 6
REGRESSION ON CUSTOMER ETHNOCENTRISM FACTORS

	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
Gender	.363a	0.132	0.012	0.339	.132	1.103	18	131	0.356
Age	.829a	0.687	0.644	0.873	.687	15.984	18	131	0.000
Education	.863a	0.745	0.71	0.661	.745	21.289	18	131	0.000
Income	.765a	0.585	0.528	1.012	.585	10.267	18	131	0.000
Location	.275a	0.076	-0.051	0.863	0.076	0.596	18	131	0.897

The table presents the regression on the customer ethnocentrism factors. It is noticed that age, education and income level of respondents having positive regression on the customer ethnocentrism factors and gender and location of the respondents was having negative regression on customer ethnocentrism factors. Thus, the study mentioned that there is significant difference on age, education and income level of the customers and their willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers and the gender and location of the respondents does not influence the willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers.

Results and Discussion

Among the the affective reaction on the customer ethnocentrism, most of the customers were proud of the products and services from India, they hate the products and services from foreign countries and they love the products and services from India. Moderate level of response noticed

that they despise the products and services from foreign countries, they admire the products and services from India and they feel attached to the products and services from India. On the cognition bias on the customer ethnocentrism, most of the customers preferred products and services from foreign countries are no match for those from India, Service providers from India have the best work attitude and products from India are examples of best workmanship. On the behavioural preference on customer ethnocentrism most of the customers were often refuse to buy a product or service because it is from a foreign country, if they have a choice, they would prefer buying products and services from India and for them it's always the products from India first, last and foremost. Lesser customers prefer being served by service providers from India and as far as possible, they avoid buying products and services from foreign countries on behavioural preference on customer ethnocentrism .

The study highlighted that Affective reaction of customer ethnocentrism factors ranked first, Cognition bias of customer ethnocentrism factors ranked second and Behavioural preference of customer ethnocentrism factors ranked third. Thus, the study mentioned that there is significant difference on age, education and income level of the customers and their willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers and the gender and location of the respondents does not influence the willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers.

Conclusion

Customer ethnocentrism gives people an understanding of what buys are satisfactory to the in-group, as well as sentiments of personality and having a place. For customers who are not ethnocentric or polycentric shoppers, items are evaluated on their merits less relating or elite of their nation of beginning, or conceivably indeed seen more emphatically since they are outside considered shopper ethnocentrism among car buyers within the Joined together States and found a solid positive relationship between tall ethnocentrism. The study highlighted that there is significant difference on age, education and income level of the customers and their willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers and the gender and location of the respondents does not influence the willingness to buy Indian products in relation to ethnocentric tendencies and world minded attitudes of consumers.

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