

# Study Personal and General Purchase Intentions towards Consumer Ethnocentrism in Surat Region

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## ABSTRACT

**Purpose:** The primary objective is to study personal and general purchase intentions towards consumer ethnocentrism in Surat region and to study customer perception towards factors affecting while purchasing consumer durables.

**Design/methodology/approach:** This research study is descriptive in nature. The study adopted a non-probability convenience sampling method. Online survey was conducted on a sample of 259 consumers through developing questionnaire. For that 17 statements used to study general intentions using CETSCALE and 14 statements for personal intentions of consumer located in Surat region. Data were analyzed using SPSS.

**Findings:** The findings revealed the general and personal intentions towards consumer ethnocentrism are significantly associated with the willingness to buy domestic products. The results of this research can serve as an informative basis for creating marketing strategies in order to increase purchase of domestic consumer durable products. Also found that majority consumers are likely to consider country of origin image while making purchasing decisions. Factors like price, quality, easy availability, availability of after sales services and previous experience held most important while making purchase decisions.

**Research limitations/implications:** Research has found out the factors on general intentions and personal intentions that may help to study consumer attitude towards buying Indian consumer durables. With the study researcher tried to establish a relationship between customer attitude towards ethnocentrism and demand potential for Indian products in India.

**Contribution and value-add:** The study enhances our understanding of consumer ethnocentrism in developing countries where research on consumer ethnocentrism is still in its infancy. The research study aims to understand the feelings for “local for vocal” or Indian products in India.

**Key words:** Consumer ethnocentrism, Consumer durable, India

## I. INTRODUCTION

In globalized world, most consumers have access to both domestic markets and many products that are of foreign. The decision of consumers depends on brand image and the country from which the product originated. The country of origin effect is very important in establishing a connection between consumer ethnocentrism and brand preferences. In developing nations, consumers prefer to purchase domestic products that have a higher brand image. Consumer ethnocentrism is critical with regard to decisions about what to buy, depending on the type of market that is domestic or foreign. Consumer ethnocentrism has an effect on foreign and domestic markets; but the domestic market has more impact. Ethnocentric consumers believe that purchasing foreign products affects the domestic economy and may lead to a decrease in employment opportunities. Ethnocentric consumers may have different perceptions with regard to product. They decision towards the product depending on the satisfaction that is derived from their consumption, regardless the product's country of origin. With the globalization of markets, consumers are increasingly connected with a wide range of products. One of the elements is consumer ethnocentric tendencies which influencing purchases choice of domestic over foreign products. With the globalization, consumers having a wide range of domestic and foreign products

available for comparison and choose the best he likes. Consumer ethnocentrism is a psychological concept that describes how consumers purchase products based on country of origin. It refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987). Consumers may believe that it is not appropriate, and possibly even immoral, to buy products from other countries.

Ethnocentrism is a crucial factor in the divisions among members of different ethnicities, races, and religious groups. It's the belief that one's ethnic group is superior to another. Ethnocentric individuals believe they're better than other individuals for reasons based solely on their heritage. Ethnocentrism is also used in social sciences and anthropology to describe the act of judging another culture and believing that the values and standards of one's own culture are superior – especially with regard to language, behavior, customs, and religion. It is the act of believing that one's culture is superior to other cultures.

The main reason that might lead ethnocentric consumers to prefer to consume domestic products rather than foreign products is the desire to boost the economy of the country as well as to promote domestic producers in that country. Consumer ethnocentrism is also one of the elements which can influence purchasing of domestic product over foreign products. Till now there were very few studies conducted which focused on the impact of consumer ethnocentrism on purchasing of consumer durables. Research undertaken on consumer ethnocentrism in India is still in its infancy. This type of study is necessary in developing countries like India in order to enhance an understanding of ethnocentrism in international marketing. Nowadays consumers in irrespective of any specific country have access to various products from other countries. Products from every country are easily available just because increasing of international marketing which also increase global competition. So that here is the survival need in competitive environment which forced domestic company to increase their focus towards understanding the target markets and their purchasing intensions. This understanding of the consumer behaviour helps marketers to design marketing strategies.

Consumer ethnocentrism is derived from the general psychological concept of ethnocentrism. Individuals with ethnocentric mindset tend to view their group as superior to

others who aren't with ethnocentric mindset. They have tendency to evaluate other groups from their own perspective, they reject group which are having different approach or opinion. Consumer ethnocentrism is also considering the consumers' belief towards products from another country, consumer with ethnocentrism consider inappropriate and immoral to buy products other than domestic country. Consumer ethnocentrism develop negatively influences consumer attitude and purchase intention towards products being imported. The causes and manifestation of ethnocentrism can take different forms. One type of explanation would be based on personality factor. Another form is contextual or situational, such as the loss of jobs due to cut thought competition from a neighboring state or groups. The more serious negative aspects of ethnocentrism have often been manifested throughout history as violent conflicts, wars, slavery.

The term "country of origin" refers to the country of manufacture, production or growth from which the product originated. The country in which the product is manufactured affects the positioning and branding of the product. The country of origin of the product helps to reduce the perceived risk of the product and acts as a guarantor of the strategic position of the product in the market. The purchasing decision regarding a particular product and its competitive advantage are influenced by where it is manufactured. Regardless of the strong relationship that exists between a product's brand image and the country of origin, most of the influences are negative. However, consumer perceptions about the product must be aligned with the country of origin to avoid consumer negativity regarding the product. The category and origin of the product influence the purchase decision. Most consumers prefer products that they feel comfortable buying and take into account the location of manufacture. Brand image and country of origin are related depending on consumers' perceptions in the market.

Product origin is a critical factor in terms of the impact of consumer brand appraisal decisions, their perceptions of different products and the way in which they purchase different products. The country of origin that customers perceive strongly favorably has a competitive advantage in terms of its products. Various studies have been conducted on the effects of product origin, product quality, and consumer knowledge of products from specific countries.

From the various studies that have been conducted, it has been proven that there is a relationship between the country of origin of the

product and its brand image in that country with respect to some products. A country with a positive brand image enjoys a higher competitive advantage, and therefore its products are used as enhancers to its market positioning [3]. The risks associated with acquiring and consuming these products are minimal. Therefore, it is considered safe. However, several studies have demonstrated a negative relationship between brand image and country of origin. This is based on consumer perception of some of the products being produced within this country. Most studies use the multidimensional approach to assess how a product's authenticity affects its branding. From the multidimensional methods that have been used in most studies, the economic, political, social, cultural and technological factors within a country are evaluated with the aim of determining how the country of origin of the product affects the positioning of the product's brand in the market. Usually, there is a positive bias between products that are produced in civilized countries than products that are produced in developing countries. However, technological advancements, changing lifestyle and marketing techniques can influence consumer perception over a period of time.

Moreover, consumer perceptions of the place, region, or country to which the brand belongs determine the origin of the brand. The country in which the product is manufactured relates to various aspects, including the cultures within that country, the political climate of that country, the landscapes, the languages used in that country, the economic and technological development of that country, and the people and religions present in that country. All these factors influence the brand positioning of the product in the internal markets. The image of that country is seen as a practical concept. The image of the state is seen as one of the assets of the organization and has a positive impact. It is considered a responsibility when the image of the state has negative effects on the nation. Previous research suggested that there must be a match between where the product is manufactured and the branding image to avoid negative spills in the economy. Therefore, products associated with a specific country tend to create a positive brand image. A good example is French companies that are associated with a prestigious brand image, particularly in the perfume industry, textiles and wine production. The country itself has a negative brand image regarding the production of cars and technology equipment. The trademark images of different countries differ greatly and thus are relevant to products with a highly competitive

advantage and the brand images of different countries are important to consumers in terms of consumption. Many countries have strong product images; However, brand imagery is seen as weak, an aspect that causes low consumption. Therefore, the influence caused by the origin of the product and the brand image it has is related to the country and the specific product category.

Management from a consumer perspective is important in establishing an effective branding position. Therefore, the product in the market becomes important to the customers when the brand positioning is strong and there is a unique association of the brand with other products. Brand equity is the primary goal that drives marketers to market a specific product. Since the brand image is mainly based on the customer's perspective, the marketer's control over this issue is very little. The market position of product items varies according to personal characteristics, desired goals, and customer values. However, external factors influence the brand's position in the market. These factors include competition, social issues, and cultural issues in economics.

International positioning raises various challenges in the market. Most consumers in the market use the brand's country of origin in their assessment of new products in the market. When new products are introduced in the market, consumer attitudes towards purchasing that product depend on the place of manufacture and brand positioning of that product. In this case, brand image does not play a significant role in determining consumer preference. Consumers consider the country of origin when making their final decisions. Product images can be negatively affected when new products are introduced to the market. This happens before customers are familiar with the brand name.

The image depicted by the origin of the product affects its quality according to the taste and preferences of the consumer. This affects product reliability, product safety, and product performance. If the products and personalities of consumers are similar, consumers will develop a tendency to consume more products. When there is a large negative bias towards the country of origin of a particular product, the consumption will be low because consumers avoid consuming such products. Consumers' decisions to consume certain products either negatively or positively affect the brand image. This shows that there is a relationship between the brand image and the country of origin. Some countries have a higher brand image while others have a lower brand image, depending on consumers' preferences and tastes regarding

different products. Therefore, the following suggestion appears.

This study examined the country in which a product is manufactured, its brand image, the product evaluation and consumer ethnocentrism. A comparison among the factors was made and the effectiveness of each factor was analyzed. A model was established that elaborates the relationships between the factors. This study is a progression from the study by Shimp & Sharma (1987) that develop the construct namely “Consumer Ethnocentric Tendencies Scale (CETSCALE)” and assessed the reliability, validity and dimensionality of the same in an American market. Consumers who are not ethnocentric they would like to evaluate products on their merits other than their country of origin (Shimp & Sharma, 1987).

## II. LITERATURE REVIEW

**Shimp & Sharma (1987)**, argues that though large numbers of American consumers are willing to consider foreign-made goods as alternatives to domestic products, some consumers refuse to buy imported products and influenced other consumers to do same, claiming that with buying imported goods puts Americans out of work, negatively hurts the economy and it is unpatriotic. They developed the construct namely “Consumer Ethnocentric Tendencies Scale (CETSCALE)” to measure consumer ethnocentrism among Americans. They found the ethnocentric tendencies and whether the buy and use of domestic would be prudent in future promotion. Consumer ethnocentrism would provide a meaningful basis for market segmentation.

**Akdogan et al. (2012)**, proposed study in turkey to investigate the impact of consumer ethnocentrism and consumer animosity on repurchasing intent towards U.S. products and whether impact is moderated by customer loyalty. They used the 17-item likert scale namely CETSCALE on 7 point scale and conducted survey on 500 respondents. They have found that consumer ethnocentrism increases consumer animosity for the sampling (Turkish consumer). Study also found that both consumer ethnocentrism and animosity have negative impact on repurchase. As per results, customer loyalty may not be an important moderating factor between consumers’ animosity and repurchase intention toward U.S. products.

**Alsughayir Abdulrahman (2015)**, proposed study to provides an integrative review of

the antecedents and consequences of consumer ethnocentrism. An integrative framework and a detailed summary table are provided including four categories of antecedents, namely, socio-psychological, political, economic and demographic. That can be used by international marketing managers for their segmentation and target marketing strategies. This literature survey provides a timely review and an integrative framework of existing research on consumer ethnocentrism, its antecedents and consequences. This study contributes to the marketing discipline both by integrating a wide body of research on an important international marketing topic.

**Cheng Lu Wang Zhen Xiong Chen, (2004)**, proposed study to investigate the moderating roles of quality judgment of domestic products and conspicuous consumption in the relationship between consumer ethnocentrism and willingness to buy domestic products in the context of a developing country, namely the People’s Republic of China. The total sample size was 800 and sample surveyed through personal interview in four major cities of china. They used the 17-item likert scale namely CETSCALE on 7 point scale. The results support the hypothesis that the impact of ethnocentrism on consumer willingness to buy domestic products tends to be weaker when consumers judge them as being of lower quality, or when consumers hold higher conspicuous consumption values.

**C. Min Han and Chen Guo (2018)**, proposed study to investigate how the value of consumer ethnocentrism (CET) and ethnocentric marketing affect consumers’ purchase intentions for domestic and foreign brands in China. This study examines how the consumer value of individualism and collectivism (IC) affects ethnocentric choice behavior. They conducted online surveys with a consumer panel of 400 individuals in Shanghai, 200 each for students and office workers. They conducted an experimental study on 220 Chinese people using fictitious advertisements of four running-shoe brands and three smart phone brands. The study found that the CET value has moderate effects on consumer purchase intentions for foreign brands, while it strongly influences consumer purchases of domestic brands. In addition, the findings suggest that ethnocentric advertising may not encourage purchases of domestic brands, but can discourage foreign brand purchases. More significantly, individualistic consumers were found to show a greater preference for foreign brands and also their

brand choices were less affected by the CET value and ethnocentric advertising.

**Du Yu (2014)**, argued that investigate the causes of CE and its effects on attitude and behavior among Chinese consumers is necessary. They found that conservatism has a positive effect on CE of young consumers even though they tend to be liberalized gradually, and collectivism shows relatively strong influence on their CE. They also found that CE has strong effect on purchase intention to mobile phone and household appliances, but not to automobile. This empirical result means that CE has a different effect on purchase intention depending on product categories. This means that people cannot predict the positive effect of CE on purchase intention to all products.

**Maksan Marina Tomic et al. (2019)**, argued that with the globalization of markets, consumers are increasingly confronted with a wide range of domestic and foreign products. One of the elements influencing purchase choice of domestic over foreign products is consumer ethnocentric tendency. The main purpose is to determine drivers of regular purchase of domestic wine using an consumer ethnocentrism extended model of the theory of planned behaviour. Total 315 Croatian wine buyers contacted by face to face survey using the systematic sampling. Data were analyzed using Structural Equation Modeling by Partial Least Square. They found that consumer ethnocentrism has strong and positive impact on attitudes about domestic wine purchase, while attitudes have partial mediating effect on the relationship between consumer ethnocentrism and intention to buy domestic wine. They found attitudes have the strongest effect on the intention to buy domestic wine, while the intention is the strongest predictor of regular purchase of domestic wine.

### III. RESEARCH METHODOLOGY

There are some research gaps in studying the concept of consumer ethnocentrism in the past; with particular reference to its demand for “vocal for local aspects” of present. Many studies have been conducted to study general intentions towards consumer ethnocentrism but it become older now. The aim of this research study is to study general as well as personal intentions towards consumer ethnocentrism. The study based on the belief that the general intentions and personal intentions towards consumer ethnocentrism may be different among individuals.

**Problem statement:** Nowadays the construct of consumer ethnocentrism has received large attention among marketing practitioners and researchers in national as well as international. However in India, research on consumer ethnocentrism is still in its infancy, there is a need to conduct more research on consumer ethnocentrism in order to study consumers’ purchasing intention towards domestic products.

#### **Research objectives:**

Primary objective: To study personal and general purchase intention on consumer ethnocentrism towards consumer durables in Surat region.

Secondary objective: To study customer perception towards factors affecting while purchasing consumer durables.

**Research Design:** Research methodology and research design directly affect the quality of research analysis and results. It provides a complete description of the research plan, structure and implementation. Try searching in the form of a research survey.

This research study is descriptive in nature and attempts to study general as well as personal intentions towards consumer ethnocentrism. A structured questionnaire survey was used to collect data for this research, and this process was administered by collecting data through online mode.

#### **Sampling Design**

**Population of the study:** The target population would be people residing in the Surat city.

**Sampling method:** The most suitable method of choosing target population is considered to be a non-probability convenience sampling method.

**Sampling area:** The respondents are from the Surat city. From the Surat city 259 responses collected.

**Study size & population:** The sample comprised 259 consumers who were surveyed in Surat.

**Sampling Method:** An online surveyed questionnaire was developed. The respondents in the sample were given an online self-administered questionnaire that included Shimp and Sharma’s (1987) 17-item CETSCALE with references to the United States in the original scale replaced by references to India. The respondents were asked to indicate their extent of agreement with various statements describing ethnocentric proclivities on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

#### **Method of Data Collection**

Secondary data collection: Secondary data was collected through the Internet, studying previous scientific articles from libraries and universities. It

includes books, academic journals, websites, previous research theses, and published and unpublished materials consisting of brochures, pamphlets, brochures, manual notes, project reports etc.

Primary data collection: Total 259 consumers from surat area surveyed to study their general and personal intentions towards consumer ethnocentrism or favoring only Indian products while making purchasing decisions. Consumers were surveyed through structured questionnaire using a seven point likert scale from strongly disagree to strongly agree, online administered by the researcher.

**Data analysis:** Appropriate statistical tools and techniques were used for the research study. The

use of different statistical techniques to analyze the data depends on the type of data to be collected. Thus, accurate statistical tests like reliability analysis mean study and frequency study was used after the data collection. SPSS was used for statistical analysis of data.

#### IV. DATA ANALYSIS AND FINDINGS

RESPONDENT'S PROFILE			
<b>GENDER</b>		<b>OCCUPATION</b>	
Male	128	Self employed	9
Female	131	Professional	29
<b>AGE</b>		Student	133
Less than 20	101	Businessman	15
21-25	53	Housewife	3
26-30	6	Service	70
31-35	55	<b>FAMILY SIZE</b>	
36-40	27	Less than or equal to 3	28
41-45	13	4-6	199
46-50	2	6-9	14
More than 51	2	More than or equal to 10	18
<b>EDUCATION LEVEL</b>		<b>RESIDENT AREA</b>	
Less than or equal to HSC	33	Urban	161
Graduate	92	Semi-urban	59
Post graduate	101	Rural	39
Doctorate	33		
<b>MARITAL STATUS</b>			
Married	110		
Unmarried	149		

Instrument design and measures: The questionnaire was divided into five sections of demographic variables included gender, age, education, income and area of residence, current brand usage, perception towards factors affecting purchasing, personal intentions towards consumer ethnocentrism, general intention of the respondents. Instrument contains the scale developed by Shimp and Sharma (1987) for studying consumer ethnocentrism into a measurable construct through

the use of the consumer ethnocentric tendencies scale (CETSCALE). All items for this scale were measured using a seven-point Likert-type scale. The scale was anchored by 1 = strongly disagree and 7 = strongly agree.

#### Reliability Analysis:-

Reliability refers to the extent to which a scale produces consistent results, if the measurements are repeated a number of times.

Reliability Statistics

Cronbach's Alpha	N of Items
.929	57

Alpha values were described as excellent (0.93-0.94), strong (0.91-0.93), reliable (0.84-0.90), strong (0.81), fairly high (0.76-0.95), high (0.73-0.95), good (0.71-0.91), Relatively High (0.70-0.77), Slightly Low (0.68), Reasonable (0.67-0.87), Relevant (0.64-0.85), Average (0.61-0.65), Acceptable (0.58-0.97), Acceptable (0.45 -0.98)),

adequate (0.45-0.96), unsatisfactory (0.4-0.55) and low (0.11).

**Frequency study:-** In present, Do you consider "country of origin" (Made in ..... ) while making purchasing decision?

	FREQUENCY
YES	208
NO	51
<b>TOTAL</b>	<b>259</b>

From the above table we can interpret that majority consumers are likely to consider country of origin image while making purchasing decisions.

Primary objective: The primary objective is to study personal and general purchase intention on consumer ethnocentrism towards consumer durables in India.

**Mean study:-**

Statements for general purchase intention	Mean
Indian people should always buy India-made products instead of imports.	5.50
Only those products that are unavailable in the India should be imported.	5.34
Buy India-made products is strategy to keep India working.	5.94
Indian products, first, last, and foremost.	5.73
Any person purchasing foreign-made products is considering as non-Indian.	3.86
It is not right to purchase foreign products, because it puts Indians out of jobs.	4.71
A real Indian should always buy India-made products.	5.15
We should purchase products manufactured in India instead of letting other countries get rich off us.	5.37
It is always best to purchase Indian products.	5.69
There should be very little trading or purchasing of goods from foreign countries unless out of necessity.	5.28
Indians should not buy foreign products, because this hurts Indian business and causes unemployment.	5.05
Curbs and restrictions should be put on all imports.	4.93
Even if it may cost me in the long-run but I prefer to support Indian products.	5.17
Foreigners should not be allowed to put their products on our markets.	4.70
Foreign products should be taxed heavily to reduce their entry into Indian market.	5.10
We should buy from foreign countries only those products that we cannot obtain within our own country.	5.41
Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work.	4.83

From the above table consisting statements for general intentions towards purchase Indian products, we can interpret that for some factors only people are not near to strongly agree. Statements listed below for which their responses are near to neutral or agree.

- Any person purchasing foreign-made products is considering as non-Indian.

- It is not right to purchase foreign products, because it puts Indians out of jobs.
- Curbs and restrictions should be put on all imports.
- Foreigners should not be allowed to put their products on our markets.

- Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work.

Statements for personal purchase intention	Mean
I would like to use only Indian brand regularly.	5.66
I will prefer Indian brands as my first choice.	5.81
I will not buy other brands if Indian brand is available at the store.	5.49
I would like to recommend only Indian brand to my friends and family members.	5.66
I will ready to wait till Indian brands available again in case of non availability.	4.91
I will shift from using foreign brands products to Indian brands products.	5.47
Before making purchases, now i will look for country of origin of the product.	5.75
I will ready to purchase Indian brand goods, even if available with the high price.	5.10
When a lot of equivalent products are available, I would prioritize to purchase the Indian product.	5.71
I will trust brand instead of its place of origin.	5.22
I will refuse to purchase a product without knowing its country of origin	4.75
If product is less expensive, then i will never look for country of origin.	4.20
I feel that, Products made in India are usually a good value for the money.	5.53
If the quality of products is the same, I will buy Indian products.	6.16

From the above table consisting statements for personal intentions to purchase Indian product, we can interpret that for some factors only people are not near to strongly agree. Statements listed below for which their responses are near to neutral or agree.

- I will ready to wait till Indian brands available again in case of non availability.
- I will refuse to purchase a product without knowing its country of origin.

- If product is less expensive, then i will never look for country of origin.

**Secondary objective: To study customer perception towards factors affecting while purchasing consumer durables.**

To know this scale on factors importance is given, where 1= highly unimportant and 7= highly important.

Factors	Mean
Price	5.62
Credit facility	4.40
Country of origin	4.75
Quality	6.25
Easy availability	5.59
Demonstration	4.87
Brand Image	5.37
Spokesperson- Celebrities in the Advertisement	3.33
Promotional Offers	4.51
Availability of after sales services	5.92
Recommendations from others	4.88
Reputation of the manufacturer	5.41
Previous Experience	5.92

From the above table we can interpreted that factors like price, quality, easy availability, availability of after sales services and previous experience held most important while making purchase decisions.

**Other findings:**

**1. Which source of purchasing you mostly prefer?**

	Frequency
Local shops	146
Online purchasing	32
Super markets	39



Specialized stores	42
<b>Total</b>	<b>259</b>

From the above table we can interpret that majority people likely to purchase product from local shops compare to other source of purchasing.

### 2. Which brand of consumer durables you are using?

	Major brand preferences for	Not using product
For Air-conditioner	LG, Lloyd	86
For Refrigerators	LG, Samsung, Whirlpool	10
For Washing machine	IFB, LG, Samsung, Whirlpool	73
For Microwave oven	IFB, LG, Samsung	145
For Television	LG, Samsung, Sony	0
For Mobile	Redmi, Samsung, Vivo	0
For Laptop	Dell, HP, Lenovo	64
For Digital camera	Canon, Sony	163
For Audio Speaker	JBL, Intex, Sony	121

Here researcher found that for consumer durable products majority consumer using foreign brands. It is a major point of study to know the factors behind their buying decisions with regards to foreign brands.

### 3. Give your preference on factors for comparing products based on country of origin.

FACTORS	INDIAN PRODUCTS	FOREIGN PRODUCTS
Price	204	55
Quality	134	125
Discount and offers	197	62
Brand image and reputation	121	138
Celebrity endorsement	195	64
After sales services	196	63
Credit facility	198	61

From the above table it can be interpreted that for only two factors namely “quality” and “brand image and reputation” consumer believes that foreign products are more preferential compare to Indian products.

## V. CONCLUSION

The study examines the general intentions as well as personal intentions towards consumer ethnocentrism. Researcher also tries to study the important factors from the consumer points of views while purchasing consumer durables. Here the researcher tries to know the opinion towards the domestic product both on personal and general perspective. The researcher concludes that for some statements of general intentions and personal intentions consumers’ responses are near to neutral or agree. Modern marketer and government must ensure customers' interests, or creating favorable environment for promoting domestic products. Study also found that people of surat region also agree to favor domestic products.

### FUTURE SCOPE OF THE STUDY

The future research study would be conducted to know the relationship between

consumers with high level of consumer ethnocentrism and more favorable response towards favoring Indian products. The positive correlation between consumer ethnocentrism and perceptions for products produced in India might be explained in context of ethnocentrism. Future study also proposed to study whether the process of purchasing, consumers with high level of ethnocentrism more often search for a brand and producer’s name than for a country-of-origin.

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