

An Evaluation of Ethnocentric Scale (CETSCALE) Among Indian Consumers of Imported Foods

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Abstract

The present study focuses on examining ethnocentric tendencies of Indian consumers towards imported food products. The study has been conducted in the city of Chandigarh. A sample of 250 respondents was selected by using convenience sampling. However, only 210 questionnaires were found legible and rest was rejected. For the purpose of generating a sample, the population consisted of all the consumers who have consumed imported food products offered by retail outlets. The 17-items CETSCALE developed by Shimp and Sharma (1987) was administered to the respondents by the researcher. It has been found that the 17-item CETSCALE as a measure to examine ethnocentric tendencies of Indian consumers of imported foods is internally consistent and multi-dimensional. The CETSCALE ratings are found to be relatively higher in case of females as compared to males, indicating females have more ethnocentric tendencies in comparison to males. It is also found that as age increases, ethnocentric tendencies increase. Respondents in the age group of 60 years or more are found to have highest level of ethnocentricity, whereas those in the age group 20-30 years are found to have lowest level of ethnocentricity. Hence, young consumers especially in their early 20s and 30s are the most potential segment for targeting imported food products as they are more likely to have favourable evaluation of imported food products as compared to consumers in the higher age groups. In general, Indian consumers are not very highly ethnocentric with regard to the purchase of imported food products. It is concluded that the foreign producers of imported foods need not fear foreign-origin of imported foods to negatively influence their demand in India.

Globalisation is the latest buzzword in India today and has a profound effect on behaviour of Indian consumers. Consumers are being exposed to new products and services due to which several barriers are coming down and the whole world is becoming one market. Acceptance towards foreign products has increased and willingness to try and experiment with products from other country of origin has increased dramatically. Country-of-origin of product is perceived as an important determinant of product quality apart from other extrinsic cues such as brand name and store name. Consumers may hold negative attitude about products with foreign origin and may not find it morally appropriate to purchase such products due to their patriotic feelings. Ethnocentrism is the term used to represent the beliefs held by consumers of any country about the "appropriateness, indeed morality, of purchasing foreign made products" (Shimp and Sharma, 1987). Highly ethnocentric consumers believe that it is inappropriate to purchase foreign-made products because of the impact on domestic economy, loss of jobs and unpatriotism. They tend to evaluate products not on the basis of country where they originated but on their merits. However, non-ethnocentric consumers are influenced by the extrinsic characteristics of the product without giving any consideration to the country-of-origin of the product.

The present study aims at examining ethnocentric tendencies of Indian consumers towards imported food products. Food has been defined as any material, usually of plant or animal origin, which contains or consists of essential body nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals, and is ingested and assimilated by an organism to produce energy, stimulate growth, and maintain life (<http://www.thefreedictionary.com/food>). In economics, an import is any good or service brought into one country from another country in a

Table 1
Imported Food Categories

S. No.	Imported Food Categories	S. No.	Imported Food Categories	S. No.	Imported Food Categories
1.	Pasta products	8.	Swiss chocolates	15.	Confectionary
2.	Sauces and dressings	9.	French cheese	16.	Noodles
3.	Honey	10.	Champagne	17.	Snacks
4.	Yogurt	11.	Wine	18.	Beverages and Alcohol
5.	Cheese	12.	Sweet corn	19.	Frozen food
6.	Olive oil	13.	Meat and Fish products	20.	Dried food
7.	Canned food	14.	Fresh fruits	21.	Egg products

legitimate fashion, typically for use in trade. Imported goods or services are provided to domestic consumers by foreign producers (<http://en.wikipedia.org/wiki/Import>). Hence, imported food may be taken as any material, usually of plant or animal origin, that contains or consists of essential body nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals, and is ingested and assimilated by an organism to produce energy, stimulate growth, and maintain life and is brought into one country from another country in a legitimate fashion typically for use in trade. On the basis of available literature (Hori, Shepard and Mutou, 2003), and a survey of the outlets stocking imported food items by the researcher, it has been found that the broad categories of imported foods available in India include :

The changing demographic pattern and lifestyles, increasing disposable income, surging number of nuclear families and working women are contributing to increasing tendency of Indian consumers to experiment with new forms of foods. The increase in acceptability for imported food products amongst Indian consumers is forcing the retail outlets to flood their stores with imported food products. However, the fact that Indian consumers have been recently exposed to imported food products has to be recognised and an effort has to be made to examine their behaviour and consumption pattern. Effective marketing of imported food products may be achieved only after thoroughly understanding the factors influencing choice for imported foods. In this regard, study of consumer behaviour, and perceptions, attitudes and ethnocentric behaviour of consumers towards imported food products is very critical for a marketer of imported food products. The present study focuses on ethnocentrism. Ethnocentric behaviour of consumers is one of the key factors in determining if consumers would be receptive towards these foreign-made food products. Country-of-origin of imported food products may be an important indicator of quality of these food products to the consumers. The available marketing knowledge in this regard is very insufficient. In order to distinguish between consumers who are receptive to foreign-made products and those that are not, Shimp and Sharma (1987) have developed consumer ethnocentric scale of 17-items called CETSCALE. The CETSCALE has been used in number of countries to measure ethnocentric tendencies of consumers towards purchasing domestic versus foreign-made products. The present study also employs CETSCALE to examine ethnocentrism for imported foods in India. It is believed that the study will enable marketers of imported food products to understand how appropriate Indian consumers consider the consumption of imported foods. Imported food marketers would be able to have an idea about the acceptability of imported foods among Indian consumers. The specific objectives of the study are :

- (1) To examine the internal consistency of CETSCALE w.r.t. imported foods in Indian context
- (2) To ascertain dimensionality of CETSCALE w.r.t. imported foods in Indian context
- (3) To study ethnocentric tendencies of Indian consumers in respect of imported foods

REVIEW OF LITERATURE

Shimp and Sharma (1987) have formally coined the consumer ethnocentrism concept which is adapted from the general ethnocentrism concept introduced more than 80 years ago by Sumner (1906). It has been shown by various researchers that ethnocentrism is one of the main factors which influence consumers' perceptions of foreign products. Consumers from different cultures are different despite massive globalisation (Sun and Kwon, 2002). Region and religiosity impact the degree of ethnocentrism (Kaynak and Kara, 2002). Gurhan-canli and Maheswaran (2000) have found that Japanese consumers are not concerned with superiority of the product and evaluate domestic products more favourably. It has been shown by Nijssen et al., (1999) that strongly ethnocentric Dutch consumers are more likely to evaluate positively than those with less ethnocentric attitudes. However, Nijssen and Douglas (2004) have revealed that Dutch consumers evaluate foreign products less favourably despite unavailability of domestic brands in a particular product segment. Further, a study by Elliott et al., (2003) in Australia reveals that consumer ethnocentrism is not a significant enough to influence the choice of foreign products. Thelen et al. (2006) have also found that in case of Russian consumers, product characteristics may influence product preference (domestic versus imported) more than consumer ethnocentrism levels. It has been shown by Zbib et al., (2010) that in case of Lebanese consumers the evaluation of specific attributes of snack foods does not vary by country-of-origin and there are no differences in overall quality perceptions by country-of-origin. Saudi consumers correspondingly seem to have the most positive attitudinal response to the products and marketing activities of the USA and Japan as compared to that of Germany, Italy, the UK and France (Bhuian, 1997). Kaynak et al., (2000) have indicated that Bangladeshi consumers overwhelmingly prefer western made products, though there are differences in their perceptions across product classes as well as degree of suitability of sourcing countries.

A 17-item CETSCALE has been designed by Shimp and Sharma (1987) to measure the concept of ethnocentrism. This scale has since been widely used by various researchers in various regions of the world. Majority of the research

studies (Netemeyer et al., 1991; Martinez et al., 1998; Pereira et al., 2002; Sinkovics, 2002; Bawa, 2004; Saffu and Walker, 2005) in various countries conducted in the past indicate reliability of scale in case of CETSCALE. Dimensionality of CETSCALE has been evaluated by many research studies. Martinez et al., (1998), and Bandopadhyay and Saevarsdottir (2001) have found it to be unidimensional in Spain and Malaysia respectively. However, CETSCALE has not been found unidimensional by Mavondo and Tan (1999) in Malaysia, Douglas and Nijssen (2002) in Netherlands, and Bawa (2004) in India. Some studies have shown the influence of various demographic characteristics on consumer ethnocentric tendencies. Generally, studies have shown that ethnocentric tendencies vary w.r.t. demographic characteristics such as age, gender, education, affluence level, etc. Imbert et al., (2003) have concluded that age and gender are not strong predictors of consumer ethnocentrism. Bandyopadhyay and Muhammad (1999) have found that there is no significant correlation between ethnocentrism and age. However, younger consumers have been found to be more open and positive towards foreign products by some researchers (Schooler, 1971; Tongberg, 1972; Wall, Heslop, & Hofstra, 1988; Wang, 1978). Nguyen et al., (2008) have indicated that in Vietnam impacts of consumer ethnocentrism on imported product judgment and on intention to purchase local products are not different in terms of product categories, gender, income, and education levels. However, differences exist between younger and older consumers. Firbasova (2002) has concluded that ethnocentric persons and older persons are more likely to have favourable evaluation of Czech-made yoghurt than non-ethnocentric and younger persons. Further, Nielsen and Spence (1997) have indicated that CETSCALE ratings are generally higher in case of older female consumers as compared to younger male consumers. Women have been found to exhibit greater ethnocentric tendencies than men (Good and Huddleston, 1995; Nielsen and Spence, 1997; Sharma, Shimp, & Shin, 1995). Philp and Brown (2003) have revealed that individuals with high consumer ethnocentrism levels who favour domestic products are women who come from lower socio-economic groups, are less educated and have limited cultural exposure. Some other studies have found no relationship between sex and degree of ethnocentrism of consumers (Anderson and Cunningham, 1972; McLain and Sternquist, 1991). Bawa (2004) in her study focusing on India, has concluded that socio-demographic variables fail to adequately explain the phenomenon of consumer ethnocentrism.

RESEARCH METHODOLOGY

The study is both exploratory and descriptive in nature, and has been

conducted in the city of Chandigarh. It is one of the most prominent cities of northern India. Chandigarh although a union territory, is also the state capital of Punjab. It is a modern urban city and is home to people from diverse cross-sections of the society. For the purpose of generating a sample, the population consisted of all the consumers who have consumed imported food products offered by retail outlets. An attempt has been made to give representation to every section of the society in the selected sample. A sample of 250 respondents was selected by using convenience sampling. However, only 210 questionnaires were found legible and rest was rejected. The 17-items CETSCALE on a 7-point scale developed by Shimp and Sharma (1987) was administered to the respondents by the researcher. Items comprising CETSCALE has been shown in Table 2. The data was collected by personally visiting those retail outlets that stock imported foods. The customers who had purchased imported foods and were willing to participate in the survey were approached for getting the responses. Secondary data was collected from sources like websites, newspapers, magazines, journals, etc. Appropriate statistical tools like factor analysis with principal component analysis, mean scores, Cronbach's alpha, t-test and ANOVA have been used for the purpose of data analysis.

RESEARCH HYPOTHESES

The hypotheses considered for the study have been developed based on literature review and are detailed below :

Majority of the research studies conducted in the past indicate reliability of scale in case of CETSCALE. Hence, following research hypothesis is posited in context of consumption of imported foods by Indian consumers

H₁ : The CETSCALE is internally consistent w.r.t. imported foods in Indian context.

Table 2

Items comprising CETSCALE

Item No.	Statements
1.	Indian people should always buy Indian- made foods instead of imported.
2.	Only those foods that are unavailable in the India should be imported
3.	Buy Indian-made foods. Keep India working.
4.	Indian foods, first, last, and foremost.
5.	Purchasing foreign-made foods is un-Indian.

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Contd. Table 2

6.	It is not right to purchase foreign foods, because it puts Indians out of jobs.
7.	A real Indian should always buy Indian- made foods.
8.	We should purchase foods manufactured in India instead of letting other countries get rich off us.
9.	It is always best to purchase Indian foods.
10.	There should be very little trading or purchasing of foods from other countries unless out of necessity.
11.	Indians should not buy foreign foods, because this hurts Indian business and causes unemployment.
12.	Curbs should be put on all imports.
13.	It may cost me in the long-run but I prefer to support Indian foods.
14.	Foreigners should not be allowed to put their foods on our markets.
15.	Foreign foods should be taxed heavily to reduce their entry into the India
16.	We should buy from foreign countries only those foods that we cannot obtain within our own country.
17.	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work.
	Response Format is 7-point Likert -type scale (1=Strongly Disagree, 7= Strongly Agree)

Dimensionality of CETSCALE has been evaluated by many research studies and 17-item scale has been found multidimensional by majority of them in certain countries. However, few research studies have found the scale to unidimensional. The present study hypothesises as follows as far as dimensionality of CETSCALE in context of imported foods in India is concerned:

H₂ : The CETSCALE is unidimensional w.r.t. imported foods in Indian context.

Generally, studies have shown that ethnocentric tendencies vary w.r.t. demographics. The present study focuses on age and gender among demographic characteristics and hypothesises them to affect CETSCALE ratings among Indian consumers in respect of imported foods as follows:

H₃ : There is no gender-wise significant difference in respect of ethnocentric tendencies in case of imported food consumers in India.

H₄ : There is no age-wise significant difference in respect of ethnocentric tendencies in case of imported food consumers in India.

RESULTS AND DISCUSSION

This section covers results and findings and attempts to discuss them.

SAMPLE DESCRIPTION

Demographic profile of respondents is given in Table 3. The table reveals that majority of the respondents (57.15%) are males. Only 42.85 per cent are females. Further, most of the respondents (26.67%) are in the age group 40-50 years, followed by age groups of 50-60 years (23.81%), 30-40 years (19.05%), 20-

Table 3

Demographic Profile of Respondents

N = 210

Profile Characteristics	Categories	Number of Respondents (Percentages)	
Sex	Male	120	(57.15)
	Female	90	(42.85)
Age (in years)	20-30	33	(15.71)
	30-40	40	(19.05)
	40-50	56	(26.67)
	50-60	50	(23.81)
	60 or more	31	(14.76)
Occupation	Service	71	(33.81)
	Business	49	(23.34)
	Professional	33	(15.71)
	Others	57	(27.14)
Monthly Income (in Rs.)	Less than 20,000	38	(18.10)
	20,000- 30,000	43	(20.48)
	30,000- 40,000	46	(21.90)
	40,000 or more	33	(15.71)
	Did not respond	50	(23.81)
Education	Matriculation	11	(5.24)
	Under graduation	17	(8.10)
	Graduation	87	(41.43)
	Post graduation	53	(25.23)
	Professional Qualification	42	(20.00)
Marital Status	Married	161	(76.66)
	Unmarried	49	(23.34)

30 years (15.71%) and 60 years or more (14.76%), in that order.

Occupation-wise distribution of the respondents shows that most of the respondents (33.81%) are in service, followed by business (23.34%). Only 15.71 per cent of the respondents are professionals, whereas 27.14 per cent of the respondents belong to 'others' category of occupation, which includes those who are housewives, students and those who are retired from service. As regards income level of respondents, 23.81 per cent of the respondents have not revealed their income level. Most of the respondents (21.90%) belong to the monthly income group of Rs. 30,000-40,000, followed by monthly income groups of Rs. 20,000-30,000 (20.48%), less than Rs. 20,000 (18.10%) and Rs. 40,000 or more (15.71%), in that order. As far as education level is concerned, most of the respondents (41.43%) are graduates, followed by postgraduates (25.23%). Further, 20 per cent of the respondents have got professional qualification. Only 8.10 per cent and 5.24 per cent are undergraduates and matriculates respectively. The table also indicates that majority of the respondents are married (76.66%). Only 23.34 per cent are unmarried.

INTERNAL CONSISTENCY OF CETSCALE

The hypothesis H1 relates to internal consistency of the CETSCALE. In order to examine reliability, Cronbach's alpha has been found. The value of Cronbach's alpha has been found to be 0.883. Nunnally (1978) has indicated 0.7 to be an acceptable reliability coefficient. Thus, CETSCALE is reliable; hence, rejecting the null hypothesis H1. It may be concluded that the CETSCALE is internally consistent w.r.t. imported foods in Indian context.

DIMENSIONALITY OF CETSCALE

The hypothesis H2 relates to unidimensionality of CETSCALE in respect of imported food products in Indian context. For the purpose, factor analysis was conducted. KMO measure has been found as 0.812 (>0.5), which indicates that sampling adequacy is sufficient. Bartlett's test of sphericity measures presence of correlation among variables. The test hypothesises that there is no significant correlation among variables. However, at 5 per cent level of significance the value for test of sphericity is found to be significant showing that test hypothesis is to be rejected. Hence, sufficient correlation exists among variables to proceed with factor analysis to examine unidimensionality of CETSCALE. Tables 4 and 5 reveal results of factor analysis using principal component analysis. Varimax rotation has been employed to enhance interpretability of factors. If CETSCALE was unidimensional, all the 17 variable items should load on one factor. However, principal component analysis has revealed four factors with 68.112 per cent

contribution to item variance are extracted. Rotated factor loadings as per Table 6 indicates that items 6, 7, 8 and 11 in the CETSCALE load on factor1. Items 1, 4, 5 and 12 load factor 2. Factor 3 is loaded by items 2 and 10 in the CETSCALE and items 4 and 9 load factor 4. Hence, hypothesis H2 is rejected. It may be inferred that CETSCALE is multidimensional in respect of imported food products in Indian context.

Table 4
Principal Component Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.567	20.982	20.982	3.567	20.982	20.982	3.278	19.282	19.282
2	2.456	14.447	35.429	2.456	14.447	41.965	2.679	15.759	38.565
3	1.989	11.700	47.129	1.989	11.700	56.412	2.344	13.788	54.324
4	1.567	9.218	56.347	1.567	9.218	68.112	1.667	9.806	68.112
5	0.891	5.241	61.588						
6	0.872	5.129	66.718						
7	0.811	4.771	71.488						
8	0.778	4.576	76.065						
9	0.634	3.729	79.794						
10	0.619	3.641	83.435						
11	0.601	3.535	86.971						
12	0.565	3.324	90.294						
13	0.531	3.124	93.418						
14	0.405	2.382	95.800						
15	0.337	1.982	97.782						
16	0.209	1.229	99.012						
17	0.168	0.988	100.000						

Extraction Method : Principal Component Analysis

Table 5
Rotated Component Matrix

	1	2	3	4
V1		0.641		
V2			0.798	
V3				0.609
V4		0.615		
V5		0.765		
V6	0.689			
V7	0.598			
V8	0.739			
V9				0.753
V10			0.867	
V11	0.631			
V12		0.599		
V13				0.559
V14		0.571		
V15	0.591			
V16			0.591	
V17	0.759			

Extraction Method : Principal Component Analysis

Rotation Method : Varimax with Kaiser Normalization

Rotation converged in 10 iterations

ETHNOCENTRIC TENDENCIES OF INDIAN CONSUMERS IN RESPECT OF IMPORTED FOODS

This section covers gender-wise and age-wise analysis of responses in respect to various items of CETSCALE.

GENDER-WISE DIFFERENCES IN RESPECT OF ETHNOCENTRIC TENDENCIES

Hypothesis H3 concerns gender-wise difference in respect of ethnocentric tendencies in case of imported food consumers in India. Table 6 indicates the responses of males and females in respect of various items of CETSCALE. In order to examine gender-wise difference in respect of responses for the various items comprising CETSCALE, t-test has been applied.

The average mean score across all 17 items as revealed in Table 6 is 4.10

which shows that the respondents are not very highly ethnocentric with regards to the purchase of imported food products. The highest rating (5.82) has been found for item 2, "only those foods that are unavailable in the India should be imported", while the lowest (2.62) has been found for item 14, "foreigners should not be allowed to put their foods on our markets". Further, the mean scores reveal that females (4.23) are generally more in agreement to the items comprising CETSCALE as compared to males (4.01), and hence have relatively more ethnocentric tendencies than males. However, t-test values reveal that there is no significant difference between males and females at 5 per cent level as regards their responses towards various items of CETSCALE. Hence, hypothesis H3 is accepted, It may be stated that no gender-wise difference exists in respect of ethnocentric tendencies in case of imported food consumers in India

Table 6
Gender-wise Ethnocentric Tendencies

Item No.	Overall Sample	Males	Females	t-test values
1	3.79	3.65	3.98	0.476
2	5.82	5.74	5.92	0.892
3	5.68	5.62	5.77	1.314
4	3.91	3.76	4.11	0.679
5	2.86	2.89	2.83	0.976
6	3.22	3.12	3.35	0.369
7	3.35	3.36	3.33	0.098
8	4.79	4.65	4.98	0.514
9	4.62	4.67	4.55	0.987
10	4.36	4.12	4.67	0.117
11	3.59	3.45	3.78	0.762
12	2.80	2.78	2.82	0.113
13	5.10	4.98	5.26	0.689
14	2.62	2.43	2.87	0.278
15	3.99	3.87	4.14	0.554
16	5.69	5.63	5.78	0.329
17	3.57	3.43	3.76	0.719
Average mean Score	4.10	4.01	4.23	

No significant difference exist at 5% level

AGE-WISE DIFFERENCES IN RESPECT OF ETHNOCENTRIC TENDENCIES

Hypothesis H4 concerns age-wise difference in respect of ethnocentric tendencies in case of imported food consumers in India. Table 7 indicates the age-wise responses in respect of various items of CETSCALE. In order to examine age-wise difference in respect of responses for the various items comprising CETSCALE, one-way ANOVA has been used.

Table 7

Age-wise Ethnocentric Tendencies

	Overall sample	20-30	30-40	40-50	50-60	60 or more	F-test values
1	3.79	2.93	3.71	3.98	3.87	4.32	2.987*
2	5.82	5.64	5.74	5.85	5.92	5.93	0.781
3	5.68	4.85	5.28	5.78	6.08	6.23	5.783*
4	3.91	3.49	3.92	3.93	3.99	4.21	1.995*
5	2.86	2.69	2.76	2.91	3.01	2.87	0.438
6	3.22	2.66	2.88	3.30	3.35	3.92	3.147*
7	3.35	2.56	3.13	3.45	3.52	4.05	3.982*
8	4.79	4.76	4.78	4.82	4.76	4.81	0.659
9	4.62	3.91	4.36	4.76	4.91	4.98	2.119*
10	4.36	4.12	4.24	4.48	4.47	4.38	0.867
11	3.59	3.02	3.42	3.69	3.78	3.91	1.458*
12	2.80	2.57	2.72	2.85	2.87	2.94	0.583
13	5.10	4.62	5.14	5.02	5.28	5.39	1.162*
14	2.62	2.36	2.49	2.67	2.76	2.72	0.715
15	3.99	3.84	3.96	4.01	4.04	4.07	0.411
16	5.69	5.38	5.62	5.76	5.79	5.81	0.985
17	3.57	3.29	3.56	3.59	3.65	3.73	0.878
Average Mean Scores	4.10	3.69	3.98	4.17	4.24	4.37	

*Significant at 5% level of Significance

The average mean score values in the table indicate that respondents in higher age group have relatively more ethnocentric tendencies as compared

to their younger counterparts. In fact, as age increases, ethnocentric tendencies increase, and respondents in the age group of 60 years or more (4.37) are found to have highest level of ethnocentricity. However, respondents in the age group 20-30 years (3.69) are found to have lowest level of ethnocentricity. Further, F-test values indicate that there are age-wise significant differences in respect of ethnocentric tendencies in case of Indian imported food consumers for item. 1 (Indian people should always buy Indian- made foods instead of imported), 3 (Buy Indian-made foods. Keep India working), 4(Indian foods, first, last, and foremost), 6 (It is not right to purchase foreign foods, because it puts Indians out of jobs), 7(A real Indian should always buy Indian- made foods), 9 (It is always best to purchase Indian foods), 11 (Indians should not buy foreign foods, because this hurts Indian business and causes unemployment) and 13 (It may cost me in the long-run but I prefer to support Indian foods). Hence, hypothesis H4 is rejected for these items. However, in case of rest of the items constituting CETSCALE, there is no age-wise significant difference among the respondents.

CONCLUSIONS AND POLICY IMPLICATIONS

The present study has focused on examining ethnocentric tendencies of Indian consumers towards imported food products. The study has been conducted in the city of Chandigarh. A sample of 250 respondents was selected by using convenience sampling. However, only 210 questionnaires were found legible and rest was rejected. For the purpose of generating a sample, the population consisted of all the consumers who have consumed imported food products offered by retail outlets. The 17-items CETSCALE developed by Shimp and Sharma (1987) was administered to the respondents by the researcher. It has been found that the 17-item CETSCALE as a measure to examine ethnocentric tendencies of Indian consumers of imported foods is internally consistent. Further, the scale has been found to be multidimensional. Factor analysis using principal component analysis has revealed extraction of four factors. The average mean score across all 17-items has been found as 4.10 showing that the respondents are not very highly ethnocentric with regards to the purchase of imported food products. Further, averages mean scores have revealed that females (4.23) have relatively more ethnocentric tendencies than males (4.01). However, t-test values have revealed that there is no significant difference between males and females at 5 per cent level as regards their response towards various items of CETSCALE. The average mean score values have further shown that as age increases, ethnocentric tendencies increase. Respondents in the age group of 60 years or

more (4.37) are found to have highest level of ethnocentricity, whereas those in the age group 20-30 years (3.69) are found to have lowest level of ethnocentricity. The t-test values indicate that there is age-wise significant difference in respect of ethnocentric tendencies in case of Indian imported food consumers for items 1 (Indian people should always buy Indian- made foods instead of imported), 3 (Buy Indian-made foods. Keep India working), 4(Indian foods, first, last, and foremost), 6 (It is not right to purchase foreign foods, because it puts Indians out of jobs), 7(A real Indian should always buy Indian- made foods), 9 (It is always best to purchase Indian foods), 11 (Indians should not buy foreign foods, because this hurts Indian business and causes unemployment) and 13 (It may cost me in the long-run but I prefer to support Indian foods). However, no age-wise significant difference is found to exist in respect of rest of the items constituting CETSCALE.

The study has some important implications for marketers of imported foods in India. Internal consistency of CETSCALE reinforces its use as a measure of ethnocentrism in case of consumers of imported foods in India. It is believed that CETSCALE would help marketers understand gender-wise and age-wise positioning strategy. This scale can be branded as an important tool in the hands of marketers to understand how consumers of imported foods feel about purchasing imported foods. The communication campaign can be designed accordingly. The study reveals that CETSCALE ratings are relatively higher in case of females as compared to males, indicating females have more ethnocentric tendencies in comparison to males. Further, young consumers are relatively much more open and positive towards imported food products in comparison to consumers in the higher age group. Young consumers especially in their early 20s and 30s are the most potential segment for targeting imported food products as they are more likely to have favourable evaluation of imported food products as compared to consumers in the higher age groups. In general, Indian consumers are not very highly ethnocentric with regard to the purchase of imported food products. Hence, it can be concluded that the foreign producers of imported foods need not fear foreign-origin of imported foods to negatively influence their demand in India.

DIRECTIONS FOR FURTHER RESEARCH

The study has only been conducted in the city of Chandigarh. Future studies may include various other cities of India, and city-wise, state-wise and urban-rural comparison w.r.t. ethnocentric tendencies of consumers in respect of imported food products may be made. Only gender-wise and age-wise differences

have been evaluated. However, various other demographic variables may be considered to examine ethnocentric differences of imported food consumers in India.

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