

# The Impact of Gender And Age On Consumers' Ethnocentrism In India.

## (with reference to Ahmedabad city )

<sup>1</sup>Ashwin Jadeja,

<sup>1</sup>Research Scholar,

<sup>1</sup>Mewar University, Rajasthan, India

### **Abstract:**

The aim of this study was detect out the effect of gender and age on ethnocentric tendencies of Indian consumers. For that, we have used CETSCALE. Before the CETSCALE can be applied as a criterion of consumer ethnocentrism in an Indian context, it is necessary to evaluate its reliability. This study concludes that gender does not have any impact on ethnocentric tendency of Indian Consumer. In the age and ethnocentrism tendency shows the same relationship which is stated in the literature. As an Indian consumer gets older, he/she becomes more ethnocentric.

### **Index Terms – Gender, Agw, ethnocentrism**

## **I. INTRODUCTION**

The gist of ethnocentrism is more or less taken for granted that carries a largely eloquent and short-lived implication. The term was coined by William G. Sumner, upon observing the tendency for people to differentiate between the in-group and Others Sumner, upon observing the tendency for people to specify between the in-group and others. The nature of everything and all others are scaled and ordered with reference to it."

Ethnocentrism in layman's words can be stated as giving importance to our own affairs and not counting others. The general definition of the term "believes one's own group's ways are superior to others" or "judging other groups as inferior to one's own". In that respect are different legal documents to measure this Consumer ethnocentrism, like the CETSCALE, a criterion of consumer ethnocentrism. Consumer ethnocentrism provides an appropriate construct to examine since it was initially developed and validated in the US and has also been tested in other large industrialized nations such as Japan, Germany and France.

Today, in the world of globalization, the international market has made an extensive share in the Indian grocery store. The numbers of components which influence consumers' purchasing behavior in the context of foreign-products are age, gender, educational qualification, household income and job. Consequently, the curiosity has increased for conducting the effect of gender and age on purchase related consumer tendencies of India

## **II. LITERATURE REVIEW**

Shimp and Sharma (1987) had developed the CETSCALE to measure the consumer ethnocentrism tendency of the American consumers. In the CETSCALE 17 items used to measure the tendency of consumers to act towards foreign and domestic products. After that CETSCALE was used in different nation to assess the consumer ethnocentrism tendency. Before the use of CETSCALE, Netemeyer et al., 1991; Durvasula, et. Al., 1997; Shimp and Sharma, 1987, Sharma et al 1995, Teodoro Luque-Martinez et al 1998, Kojo Saffu and John Hugh 2005, Poh-Chuin Teo 2010 researchers demonstrate its reliability and robustness. Stated research founded in their research that CETSCALE shows the inner consistency and reliability to measure the ethnocentric tendency.

The consumer ethnocentrism tendency was found by the mean of the 17 point scale. Subjects in many Countries such as the United Kingdom (Bannister and Saunders 1978), France (Baumgartner and Jolibert 1977), the United States (Shimp and Sharma 1987), Canada (Hung, 1989), Korea (Sharma, shrimp, and Shin 1995), Ethiopia (et V.S. Magnolia al 2011), Pakistan (Naveed Iqbal Chaudhry et al 2011), India (Anupam bawa 2004), Ghana (Edwin et al 2009), India and Bangladesh (Soumava & Munir 2011), Russia (Durvasula, Craig, and Netemeyer 1997), China (Klein, Ettenson, and Morris 1998) found that in developed countries consumer ethnocentrism tendency was low; where in developing rural areas had established high levels of consumer ethnocentrism tendency as compared to developed nations.

Past majority researche concluded that adult females lean to be more ethnocentric than men. This relationship found support in previous studies showing women being more concerned about social harmony (Triandis et al., 1985) or their patriotic sentiments (Han, 1988).in Korea (Sharma et al., 1995), USA (Klein and Ettenson, 1999), France (Javalgi et al., 2005), Hungary, Estonia, Czech Republic (Vida and Fairhurst, 1999), New Zealand (Watson and Wright, 2000) and Turkey (Kaynak and Kara, 2002) found significant association between gender and ethnocentric tendency. Good and Huddleston (1995) found a positive but non-significant link between women and ethnocentric tendencies, while Saffu and Walker's (2005) results suggest that there is no positive correlation of females with ethnocentrism. Additionally, there are some studies that have challenged this relationship. McIntyre and Meric (1994) in the USA reported that gender had no effect on ethnocentrism levels.

The line for a positive correlation between consumer ethnocentrism and age is based along the increased degrees of conservatism among the older consumers. Steep (1998) indicates that younger generations are adapted to the new environment, while older people are keen on preserving their established consumption patterns. The expected association of age with consumer ethnocentric tendencies was confirmed in many nations, such as Bulgaria (Leonid et al, 1999), France (Javalgi et al, 2005), Mexico (Witkowski, 1998), New Zealand (Watson and Wright, 2000), Turkey (Balabanis et al, 2001) and Greece (Chrysochoidis et al., 2007). In the Czech Republic age produced a significant positive relationship with ethnocentrism (Orth and Firbasova, 2003; Vida and Fairhurst,

1995), as well as non-significant results (Balabanis et al., 2001). (Schooler, 1971; Tongberg, 1972; Wall et al., 1988; Wang, 1978). McLain and Sternquist (1991) found that customer with high age are more ethnocentric than the younger one.

### III. METHODOLOGY

This study is single cross sectional descriptive research. In this study Shimp and Sharma's (1987) developed 17 items scale measurement called CETSCALE was used to get the primary data. 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). The research was conducted using non probabilistic convenient sampling method. The sample size was 131.

### IV. RESULTS AND DISCUSSION

To measure consumer ethnocentric tendencies, the 17 item CETSCALE developed by Shimp and Sharma (1987) was used. Cronbach alpha was used to find out the reliability and internal consistency of the CETSCALE, Table 7 shows the result of the reliability analysis for the 17 items.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.892	0.893	17

The Cronbach alpha coefficient for scales was found to be 0.892. Evidently, the scales are reliable, since all the values exceed the 0.70 rule. Table 8 shows the Cronbach's alpha if item deleted which are almost same for each items that means each items measures the same things. To find out correlation between the items the inter item correlation was find out. In most of the cases correlation finds out more than 0.3 which is good indicator for the scale. Therefore, the reliability estimates from the samples support Hypothesis: 1 that CETSCALE has internal consistency to measure the ethnocentric tendencies of Indian consumers.

	Cronbach's Alpha if Item Deleted	Mean Score
Indian people should always buy Indian- made products instead of imported.	0.888	4.47
Only those Products that are unavailable in the India should be imported	0.89	4.64
Buy Indian-made product Keep India working.	0.887	5.2
Indian Products, first, last, and foremost	0.883	4.5
Purchasing foreign-made Products is un-Indian	0.892	3.18
It is not right to purchase foreign Products, because it puts Indians out of jobs.	0.886	3.85
A real Indian should always buy Indian- made Products.	0.882	4.31
We should purchase Products manufactured in India instead of letting other countries get rich off us	0.885	4.46
It is always best to purchase Indian Products	0.884	4.47
There should be very little trading or purchasing of Products from other countries unless out of necessity	0.886	4.59
Indians should not buy foreign Products, because this hurts Indian business and causes unemployment.	0.882	4.44
Curbs should be put on all imports	0.889	4.11
It may cost me in the long-run but I prefer to support Indian Products.	0.883	4.7
Foreigners should not be allowed to put their Products on our markets.	0.886	3.68
Foreign Products should be taxed heavily to reduce their entry into the India	0.886	4.3
We should buy from foreign countries only those Products that we cannot obtain within our own country.	0.886	4.81
Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work	0.886	4.36

The total potential value of the CETSCALE for 17 items varies between 17 and 119 due to seven point scale. The overall average score of ethnocentrism was obtained as the norm of the scores for the 17 points. The mean ethnocentrism score was found to be 4.3565 with a standard deviation of 1.17. The inter quartile range for the mean score data for the sample indicated that 25% of the respondents have a mean score less than 3.76, which can be viewed as low ethnocentrism score, while 25% of the respondents have a mean score greater than 5.17, which can be regarded as high level of ethnocentrism. The outcome of the ethnocentrism shown in table 2, as per table with the highest scoring items were namely buy Indian made products, keep India working" and "We should obtain from foreign countries only those products that we cannot hold within our country"

Literature review indicates that there is gender wise difference in ethnocentrism tendency. Past research found that Women consumers are more ethnocentric than men consumers whether that is true or not for Indian consumers, following hypothesis was framed

H0: There is no significant difference for ethnocentrism tendency between Male and Female

H1: There is significant difference for ethnocentrism tendency between Male and Female

First the normality of the collected data was measure using graphs like histogram and steam and leaf chart. These charts suggest that the data are normally distributed. For the statistical evidence for the normality Kolmogorov-Smirnov test was used. Table 3 shows the result of the K-S test.

	gender	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	Df	Sig.	Statistic	Df	Sig.
	Male	0.071	72	.200*	0.983	72	0.424
	Female	0.098	59	.200*	0.973	59	0.217
a. Lilliefors Significance Correction							
*. This is a lower bound of the true significance.							

The p value of test for both male and female is 0.200, which is higher than the significant level 0.05. Which indicate that the data are normally distributed. Further to find out homogeneity of variance, Levene's test was used. The significant level was found .153 (as per table 10) which is greater than .100 that means the variances of the data are homogenous.

Levene Statistic	df1	df2	Sig.
2.067	1	129	0.153

Here data are normally distributed and variances also homogenous so we can use the independent t-test to find out the ethnocentric difference in gender.

T	Df	Sig.
-.504	129	.615

The p value of the t test is .615 which is greater than the 0.05 so we can not reject the null hypothesis and concluded that degree of ethnocentrism was not significantly different by gender. The average mean score of ethnocentrism of men and women was 4.30 and 4.42 respectively. Women scored nearly same as men therefore we can say that Indian women and men are equally ethnocentric.

Empirical evidences support and argument that younger people will have low CE scores than old people (Shankarmahesh, 2006). Younger people are globally opens and accepts the foreign product fast where old people prefers the own country's product. To identified this truth the following hypothesis framed

H0 There is no significant difference for ethnocentrism tendency between different age group

H1 There is significant difference for ethnocentrism tendency between different age group

To know the nature of the data we had explored the data and created histogram and steam and leaf chart. K-S test also performed for the statistically proven. The result of the K-S test shown below, the significant value of k-s test for 18-25 year is 0.044 which is lower than 0.05 that means that data are not normally distributed.

	age	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
		Statistic	Df	Sig.	Statistic	Df	Sig.
	< 18	0.134	14	.200*	0.969	14	0.862
	18-25	0.111	66	0.044	0.954	66	0.015
	25-35	0.133	21	.200*	0.959	21	0.488
	> 35	0.1	30	.200*	0.964	30	0.38
a. Lilliefors Significance Correction							
*. This is a lower bound of the true significance.							

Here data are not normally distributed so we cannot use the parametric test so for hypothesis testing non parametric (K-W test) used.

**Table 7 K-W Test <sup>a,b</sup>**

	avg_score
Chi-Square	18.853
Df	3
Asymp. Sig.	0
a. Kruskal Wallis Test	
b. Grouping Variable: age	

As per the table 7 the p value of the K-W test is 0.000 which is far less than 0.05 so we can reject the null hypothesis and report that level of ethnocentrism of the Indian consumers is differ by the age.

**Table 8 Mean Score and Age**

Age group	Mean Score
< 18	4.6092
18-25	4.0018
25-35	4.3389
> 35	5.0314

Above table provide the evidence that the aged people are more ethnocentric compare to the other age group. In India also we find the positive relationship between age the level of the ethnocentrism tendency stated in literature early.

## V. CONCLUSION

Basic purpose of this study was to identify the ethnocentrism tendency of Indian consumers using CETSCALE. To apply CETSCALE in India, first we have checked the reliability of CETSCALE using the Cronbach alpha and found that it is reliable to measure ethnocentric tendency of Indian consumers. The finding of this study shows that Indian Consumer are moderately ethnocentric, because the mean found is 4.3565. This study also tries to identify the effect of gender and age on ethnocentrism tendency of Indian consumers. This study concludes that gender does not have any impact on ethnocentric tendency of Indian Consumer. In the age and ethnocentrism tendency shows the same relationship which is stated in the literature. As an Indian consumer gets older, he/she becomes more ethnocentric.

## REFERENCES

- [1] Bawa, Anupam (2004), .Consumer Ethnocentrism: CETSCALE Validation and Measurement of Extent., Vikalpa, July-September, 29,(3), pp. 43-57.
- [2] Bannister, J.P. and J.A. Saunders (1978), "U.K. Consumers' Attitudes Towards Imports: The Measurement of National Stereotype Image," *European Journal of Marketing*, 12, 562-570.
- [3] Baumgartner, G. and A. Jolibert (1977), "The Perception of Foreign Products in France," in *Advances in Consumer Research*, vol. 5, H.K. Hunt ed. Ann-Arbor, MI, 603-605.
- [4] Durvasula, S., A.J. Craig, and R.G. Netemeyer (1997), "A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia," *Journal of International Consumer Marketing*, 9 (4), 73-93.
- [4] Good, L. K., & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: Are feelings and intentions related? *International Marketing Review*, 12, 35-48.
- [5] Han, C.M. (1988), "The Role of Consumer Patriotism in the Choice of Domestic Versus Foreign Products," *Journal of Advertising Research*, June/July, 25-32.
- [6] Hung, C.L. (1989), "A Country-of-Origin Product Image Study: The Canadian Perception and Nationality Biases," *Journal of International Consumer Marketing*, 1 (3), 5-26.
- [7] Kaynak, E. and A. Kara, 2002. Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism. *Euro. J. Market.*, 36(7-8): 928-949.
- [8] Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62, 89-100.
- [9] Klein JG, Ettenson R (1999). Consumer animosity and consumer ethnocentrism: an analysis of unique antecedents. *J. Int. Consum. Mark.*, 11(4): 5-24.
- [10] McIntyre, R. and Meric, H. (1994), ``Cognitive style and consumers' ethnocentrism'', *Psychological Reports*, Vol. 75, pp. 591-601.
- [11] Netemeyer, R.G., S. Durvasula, and D.R. Lichtenstein (1991), "A Cross-National Assessment of the Reliability and Validity of the CETSCALE," *Journal of Marketing Research*, 28 (3), 320-327.
- [12] Sharma, S., T.A. Shimp, and J. Shin (1995), "Consumer Ethnocentrism: A Test of Antecedents and Moderators," *Journal of the Academy of Marketing Science*, 23 (1), 26- 37.
- [13] Shimp, T.A. and S. Sharma (1987), "Consumer Ethnocentrism: Construction and Validation of the CETSCALE," *Journal of Marketing Research*, 24 (August), 280-289.