

Role of Consumer Demographics on Ethnocentrism in Chennai City.

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ABSTRACT:

The study evaluates the Role of consumer demographics on ethnocentrism in Chennai city. The concept CETSCALE was introduced by Shimp and Sharma based on the concept the questionnaires has been framed and its collected through the online from the 103 samples of consumers. The tool of this study is simple percentage analyzes and ANOVA. The consequences of the study explore is not a unique factor whereas it is depending upon the several factors which are preserving the consumer identity. It is further concluded that the education level, income level and gender are play a important vital role to decide the existence of ethnocentrism in any marketing arena. The study further reveled that the income level is also a crucial part in deciding the ethnocentrism. In fact it is called the factor which is executing ethnocentrism among the consumers of any product.

Key word: Consumer Ethnocentrism, CETSCALE, Demography profile.

INTRODUCTION:

In the recent days globalization has introduced a changes in the current business world, it cause the openness of the foreign market product. It shows the negative consequence of multinational of various product from foreign countries entering in domestic countries. It results shown that increases the competition of business. Today in the globalized economy (Armstrong & Kotler, 2000). The progress among the globalization market is based on the Consumer behavior and their knowledge. However this occurrence also created some opportunities to the marketers. This market creating challenges and opportunities for domestic and worldwide marketers. The expansion of cross border trade by an improving a number of global firms recommended that strong competition will continue to grow in the marketing arena.

CONSUMER ETHNOCENTRISM: An overview

Ethnocentrism is classified as Ethno- centre- ism, Ethno means Race, people, Cultural ism-theory or belief system. Belief- Something like my group of people is in the centre and is therefore the most important. The person who belief is good can be describe as ethnocentrism. The sociological detected the root of the concept of ethnocentrism by (Sumner 1906). The author defines that “the ethnocentrism is a World Wide occurrences re found in all the groups like social, religious, families and nation”. This is purely based on the concept

of psychological that represent county of origin is depend on how the consumer purchases a product. Consumer ethnocentrism the concept was introduced in USA in the year (1984 by Shimp and Sharma). The concept define as a effect and aware of the local product and preference over foreign. The authors who build a scale called Consumer Ethnocentrism Tendencies Scale (CETSCALE). Consumer ethnocentrism is the one of the element that can affect the consumer purchases decision whether to buy foreign product or domestic product. Accurately Consumer Ethnocentrism has a direct impact on the consumer intension to purchases foreign product. Now a day the trend of the consumers preference to their domestic brand over the foreign brand is the important issue in international marketing is known as Consumer Ethnocentrism. Anthropologists use to describe the opinion that own way of life is natural or correct. Some would dimply call it as cultural ignorance. They may see his/ her own cultural as the correct way of living. **Eg: Be Indian and buy Indian product.**

Consumer Ethnocentrism and Role of demographic

Experimental has been a lot of mixed proof on the determine a age on consumer attitude towards purchases such as Balabani et al(2001) and Sharma(1995) resulted that by comparing the older and younger consumer. Younger consumer are less ethnocentric than older consumer (Shankarmahesh, 2006) Contra Bannister and Saunders (1978) and SSchooler (1971) outcomes shows that by comparing the younger and elder, younger are more ethnocentric. In respect the impact of Gender Schooler (1971) and Dornoff et al(1974) reported by comparing the male and female has more prefer the products from the abroad than a male. Mehain and sterquist (1991) and Caruana (1996) found no associate between the male and female and willingness to buy, Moderation, wiliness and group of intelligence which turn resulted to be antecedents of Consumer ethnocentrism. Later, Observed the studies helps in many ways to proportionate which increases that income has negative or positive cause on connection which linking the consumer ethnocentrism and willing to buy. Sharma(1995) and Caruana (1996) studies reveals that assist negative connection includes, Even though there are a no. of demographic variables, the study observed only on the demographic precursor where past study predict assorted outcomes across age, gender and income.

ROLE OF CONSUMER DEMOGRAPHICS

The word Demography is derived from the Greek word demo – people and the other word in graphy it means - the study of when it combined together it means the study of people. Demographics can be measured the population which is given by a specific location. By this can easily understand how they search details, product to purchases, and the services which provided through online. In certain cases, demographics are also used to find the study of measure subdivision within a given population which distinguishes that population at a particular point in time (Po r & Elliott, 2006). In general demographics include (age, gender, education, income level, disabilities, mobility, home ownership, occupation, among others). It's is a statistical information that relate the unique identities and identifiers of individuals.

REVIEW OF LITERATURE:

The literature review on the concept of role consumer ethnocentrism. This discuss about the relationship of consumer demography towards ethnocentrism. It help to understand the basis for a proper appreciation of the problem involved and the role of consumer demography in the study of consumer ethnocentrism.

CONSUMER ENTHINOCENTRISM

- The concept re start with defined by **Sumner (1960)** the perspective of things in which ones own set of individual is the middle of everything and all other group of people are measured and rated with reference to it. Every group cherish of their own proud and narcissism, exaggerated itself superior, praise its own sanctities.
- The Consumer Ethnocentrism were derived from the conceptual of Ethnocentrism into two term ethnic means group and centrisim which means center. **Usunier & Lee(2005)**

ANTERCEDENTS OF CONSUMER ETHNOCENTRISM:

- **Sharma et al.,(1995)** Ethnocentrism process among the consumers are not enlarge in privacy but it's a part of collectives of influences.
- **Shankarmahesh (2006)** mentioned four categories and they have been identified in the literature part namely Socio- psychological, economic, political, demographics.

DEMOGRAPHIC FACTORS AND CONSUMER ETHNOCENTRISM

The antecedents are detailed reported about the consumer ethnocentrism by their purchasing decision. The exclusive benefit that is the demographic component of consumer based on their enthusiastic character towards foreign products. By comparing the past researchers papers (eg : Huddleston et al.,2001, Shankarmaheah 2006 etc.) are the essential part to grasp the link bet en demographic factors and the CET is the foremost predominant for the marketers to known which controls of domestic buyers or foreign brands.

Shankarmahesh (2006) defined that recent days the socio- cultural influence the younger generation are more cosmopolitanism and one more the author argues that they have a positive associate with age and ethnocentric scale so their trend to be very less ethnocentric.

Orth & Firbasova et al.,(2002) Ho ver experimental authentication is mixed. They have been suggested that the older generation are more ethnocentric compared to the younger generation of their orthodox views, their own proclivity for domestic goods and they have a negative attitude towards the foreign goods and for this reason they have a less prone among imports, they found that they have a positive association towards the age and appreciative foreign product examine. Ho ver in India by this they observed the younger generation are more grasped by the advertisement and the celebrity endorsement of foreign origin. Since the

domestic origin of goods and services are still preferred by the middle age group and express their trends and Similar results re shown by Douglas & Nijssen (2003) in The Netherlands.

Vida & Dmitrovic et al., (2001) the study established they compared with the older and younger generation. By this they resulted the older people are more ethnocentric as contrast to younger generation, after this some authors arrived at similar results by **Good & Huddleston (1995) in Poland, Watson & Wright (2000) in New Zealand, Lee, Hong & Lee (2003) in US, Supphellen & Gronhaug (2003) in Russia, Hamin & Elliott (2006) in Indonesia, and Chrysochoidis et al. (2007) in Greece**

Domoff, Tankertsley & White et al.,(1974) re found the further constructive and important correlation among age and consumer ethnocentrism scale and some authors has prove the similar results **Witkowski (1998) in Hungary and Mexico, Supphellen & Rittenburg (2001) in Poland, Javalgi et al. (2005) in France, and Bandyopadhyay & Saevarsdottir (2001) in Iceland.**

Falkowski, Roznowski & Witkowski (1996) the study discovered the age was measured important connection of ethnocentrism **As same as, Orth &, Firbasova (2002)** realize that the age is the most important forecaster while analyze the product which is used for their study. **Piron (2002)** depend on age is a element with high perceptive knowledge towards consumer in term of their ethnocentrism. **Yu & Albaum (2002) found in Hong Kong** the age was up to difference bet en the high and low ethnocentric consumer.

Bruning 1997; Sharma et al 1995 Numerous study were carry the hypothesis re compare in bet en the male and female while end of the study prove that male is very less ethnocentric than women.

Bannister & Saunders, 1978; Imbert et al, 2003)Most of the studies that they founded women are more ethnocentric compare to men. **Schooler (1971), Domoff et al. (1974), and Hult et al. (1999)** describe that men are less ethnocentric about the product which from the abroad then women.

Kolter (2003) comment that “*social classes are relatively homogeneous and enduring division in the society*”, consequently they sharing that consumer buying decision has a common design (**Son et al., 2013**)

Shankarmahesh , (2006) In the dimension of social class is related with their earning income and how can they prolong the finishing concerning with income and consumer ethnocentric score with social class. They make this has a only of the hypothesis that ethnocentric progress tend to decline as consumer improve the social strata, numerous of studies confirm that income is one important element that relate with the ethnocentrism.

Han (1998) In his study reveals that educated peoples are very low that too they liked to have a traditional preconception, in his study he doesn't found any important among the education level of consumer and ethnocentrism. Since in this faster world educational system has improved very faster, but in Indian education younger generation are not respective of

gender status. It clearly grasped towards the education the younger generation are not control by the ethnocentrism for their purchases decision.

Kolter (2003) Most of the purchases and the consumer decision are based on their income level so it considered as a important factors in demographics.

Good & Huddleston (1995), Sharma et al. (1995), and Bailey & de Pineres (1997) realized and compared that higher and the less income and suggested the high income and suggested the high income people were commonly find that they preferred towards foreign products and they have a negative impact among the product.

RESEARCH GAP:

This is also identified from the literature that there is no intrinsic as well as extrinsic studies on measuring the role of demographics on direct impact of ethnocentrism. Therefore this present study is aim that venturing upon measuring the demographic on ethnocentrism specially in case of a metropolitan city in Chennai. The consumer had a strong belief over on the advertising and other marketing strategy. Every individual customer ethnocentrism perspective can affect the other brands of same kind of products it may leads to reduces the competition. Subjected the younger students, to investigate the neural responses of the both male and female, broader age range, along the culture ethnic grouping basis, the work which investigate consumer ethnocentrism by recruiting subject from the different group of categories, include analysis of other conformance strategies because ethnocentric feelings may vary, based on the type of perspective that consumers have, to determining the emotional- traditional point of the consumer and its relationship with his ethnocentric level; as well as other determining factors of the CE on the purchase intention that can be identified, such as predominant consumption; so that the effect of the CE can be enhanced for the benefit of the local industry. In addition, it is important to extend the study to other industries in order to confirm the results found in this study and generalize them to other sectors. These are the predominant gaps are to be addressed.

OBJECTIVES:

1. To identify the relationship between age, income, education and consumer ethnocentrism.
2. To examine a correlation between age and consumer ethnocentrism.

RESEARCH METHODOLOGY

STUDY DESIGN AND DATA COLLECTION:

Convenience sampling was used to explain the role of consumer demographic on ethnocentrism. The sample of the study was 103 consumers were selected in the city of Chennai. The primary data has been chosen for this study. Through the questionnaire the data has been collected for the research. Tools and Techniques involve statistical tools like Simple percentage analyzes and ANOVA which is used to analyze and interpret the role of consumer demographic on ethnocentrism.

HYPOTHESIS: The Null hypothesis has been applied

- There is no relationship between age, gender, education and consumer ethnocentrism.
- There is no relationship between generation and consumer ethnocentrism.
- There is no relationship between consumer ethnocentrism and purchases decision.

DATA ANALYSIS AND INTERPRETATIONS:

Demographic variable

According to Shankarmahesh (2006) evaluate demographic on the basis of age, race, education, gender, Education level, Income, Employment level, Mobility, etc., the studies relate the import purchase behavior along Consumer Ethnocentrism from these the respondents has been separated set of antecedents . its gives a supports to the researcher to a set of categorized their favorable and unfavorable likes on imports as well as domestic product or services.

TABLE: 1 Independent variable:

Age:	Frequency	Percent
1. Below 20	24	23.3
2. 20-25	32	31.1
3. 25-30	25	24.3
4. 30-35	15	14.6
5. 35 above	7	6.8
Total	103	100.0
Gender	Frequency	Percent
1. Male	44	42.7
2. Female	59	57.3
Total	103	100.0
Marital Status	Frequency	Percent
1. Single	63	61.2
2. Married	40	38.8
Total	103	100.0
Education	Frequency	Percent
1. 10 th	1	1.0
2. 12 th	5	4.9
3. Diploma	13	12.6
4. Graduation	63	61.2
5. Post Graduation	21	20.4
Total	103	100.0
Occupation	Frequency	Percent
1. Business	28	27.2
2. Service	16	15.5

3. Unemployed	12	11.7
4. Students	34	33.0
5. House wives	13	12.6
Total	103	100.0
Experience:	Frequency	Percent
1. 0-03 years	68	66.0
2. 03-06years	24	23.3
3. 06-09 years	6	5.8
4. 09-12 years	2	1.9
5. 12 and above	3	2.9
Total	103	100.0
Income:	Frequency	Percent
1. Below 15000	50	48.5
2. 15000-25000	26	25.2
3. 25000-35000	16	15.5
4. 35000-45000	3	2.9
5. Above 45000	8	7.8
Total	103	100.0

In the above table it is found that the sample unit consists of 31.1% of 20 -25 age group of respondents and 6.8% of 35 above age group respondents, 42.7% of male respondent and 57.3% female respondents, 61.2% of single respondents and 38.8% of married respondents, 61.2% of Graduation respondents and 1.0 % of 10th Students respondent, 33.0% of Students respondents and 11.7% of unemployed were respondents, 66.0% of 0-03 years experience were respondents and 1.9% 09-12 years experience were respondents and 48.5% of below Rs.15,000 Income base were respondents, 7.8% of Above Rs.45,000 Income base were respondents.

TABLE: 2 Influencing of demography variables on customers perception on Ethnocentrism

Ethnocentrism	Age	F-value	Significant	N	Mean Value
	Below20	3.505	0.001	24	3.7990
	20-25			32	3.9485
	25-30			25	3.8965
	30-35			15	4.1961
	Above 35			7	4.5630
	Total			103	3.9789
Ethnocentrism	Gender	F-value	Significant	N	Mean Value
	Male	0.581	0.448	44	4.0281

	Female			59	3.9422
	Total			103	3.9789
Ethnocentrism	Marital Status	F-value	Significant	N	Mean Value
	Single	13.442	0.000	63	3.8254
	Married			40	4.2206
	Total			103	3.9789

Impact of age on ethnocentrism of customers in Chennai city:

The above table influences of three independent variables age, gender and marital status on ethnocentrism is identified through One way analysis of variances. From the above table is found that age ($f=3.505$; $p=0.001$). From the above table it is found that the customers the age group above 35 strongly agrees for aspect of Ethnocentrism than other group of customers. Antecedent's researches found the results (**Han 1988 et al.,**) that there has been an association relationship between age and consumer ethnocentrism. The former consumers are the vigorous consumer ethnocentric susceptibility they shown.

Impact Gender on ethnocentrism of customers in Chennai city:

Gender is not influencing, > 0.005 . From the above table is found that gender ($f=0.581$; $p=0.448$). Antecedent's researchers (**Pentz et al. 2014 –White South African Sample**) noted that gender is an important factor that affecting consumers ethnocentric susceptibility. Consumer ethnocentrism differ from male to female due to the fact that women take care to be more traditional, nationalist and worried regarding what they have than males (Sharma et al. 1995).

Impact of Marital Status on ethnocentrism of customers in Chennai city:

Marital Status the above table found ($f=13.442$; $p=0.000$) It shows that marital status are highly significant influencing the Ethnocentrism.

TABLE: 3 influencing of demography variables on customers perception on Ethnocentrism

Ethnocentrism	Education	F-value	Significant	N	Mean Value
	10 th	1.457	0.221	1	4.1765
	12 th			5	4.0000
	Diploma			13	4.2443
	Graduation			63	3.8814
	Post Graduation			21	4.0924
	Total			103	3.9789

Ethnocentrism	Occupation	F-value	Significant	N	Mean Value
	Business	1.255	0.293	28	4.0063
	Service			16	4.0551
	Unemployed			12	3.9559
	Students			34	3.8356
	House wives			13	4.2217
	Total			103	3.9789
Ethnocentrism	Income	F-value	Significant	N	Mean Value
	Below 15	3.607	0.009	50	3.88
	15-25 Years			26	4.1063
	25-35 Years			16	4.2794
	35-45 Years			3	4.1569
	Above 45 Years			8	3.5147
	Total			103	3.9789

Impact of Education on ethnocentrism of customers in Chennai city:

Education is shown the rejection over to consumers ethnocentrism (**Richardson 2012 et al.,**). Hence, the less educated consumers are the more ethnocentric susceptibility resulted Education is not influencing, > 0.005 . From the above table is found that Education (**f=1.457; p=0.221**).

Impact of Occupation on ethnocentrism of customers in Chennai city:

Occupation is not influencing, > 0.005 . From the above table is found that Occupation (**f=1.255; p=0.293**).

Impact of Experience on ethnocentrism of customers in Chennai city:

Experience is not influencing, > 0.005 . From the above table is found that Experience (**f=1.699; p=0.156**).

Impact of Income ethnocentrism of customers in Chennai city:

Income is not influencing, > 0.005 . From the above table is found that Experience (**f=3.609; p=0.009**). The size of income shown the rejection over on consumers are ethnocentrism (**Watson and Wright 2000 et al.,**) The consumer who earn more they have a less ethnocentric susceptibility.

FINDINGS:

The sample unit consists of consumers in the age group 20 to 25 (31.1%) in fact the particular age group is dominating the sample unit where as the minimum age group 6.8% is represented by below 35. Further it is identified that 57.3% respondents are female

consumers where as 42.7% represent male consumers in fact the sample unit is dominated by female consumers. As far as the marital status is concerned 61.2% are found to be single in nature whereas 38.8% live with their families and married. Most of the consumers that is 61.2% are Post graduate and minimal of only 1.0% is represent by consumes who completed their SSLC. In the case of occupation the study revealed that 33% are found to be student and who were having accessibility to ethnocentric activities and 11.7% are still unemployed. It is further analyzed through simple percentage analysis found that 66% consumers have the Income group of less than 15,000 where as 2.9% lie in the income group 35,000-45,000. It is further identified from the research that ethnocentrism is not consumer ethnocentrism is not a unique phenomenal it is affected by consumer behavior, demographic background and their purchase intention of any types of products it is found that age is considered as a important demographic variables which is able to decide the consumer ethnocentrism factors prevailing among the consumers. Marital status that is both married and unmarried consumers differed in the perception towards ethnocentrism. There is a significant difference between male and female consumers in perceiving the notion of ethnocentrism. Education, occupation and income are not at all having any correlation to decide the existence of ethnocentric perception among the consumers.

CONCLUSION:

It is concluded from the intensified research that ethnocentrism among the consumers generally depending upon their demographic background. Ethnocentrism is not a unique factor whereas it is depending upon the several factors which are preserving the consumer identity. It is further concluded that the education level, income level and gender are play a important vital role to decide the existence of ethnocentrism in any marketing arena. There is a deep correlation between ethnocentrism and purchases decision pattern of any consumers in any geographical base throughout world. It is profoundly concluded that ethnocentrism motivate the consumers based on the demographic background and also transfer their psychology from ordinary decision making to effective purchase decision making. The study further reveled that the income level is also a crucial part in deciding the ethnocentrism. In fact it is called the factor which is executing ethnocentrism among the consumers of any product. The consumer identity in fact preserved by the ethnocentrism.

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