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# Construction and Validation of Indian Consumer Ethnocentrism Scale: The Ice-Scale

*Riddhish N. Joshi[a*], Yogesh C. Joshi[b]*
[a]S. R. Luthra Institute of Management, India
[b]GH Patel PG Institute of Business Management, Sardar Patel University, India

**Abstract**: Globalization has unlocked and exposed domestic and overseas marketers to superior market opportunities. Additionally, it presents consumers worldwide with a vast number of local and foreign brand choices. Indian consumers, also now, have a broader choice of merchandise at their disposal as economic liberalization and privatization along with globalization have reduced the barriers to trade. In such a setting, the concept of consumer ethnocentrism can deliver deep insights about the preference of consumers toward domestic merchandise. The study aims to develop the Indian Consumer Ethnocentrism Scale (ICE-Scale) and validate the same. Data are collected using a structured questionnaire from urban and rural regions. The study constructed the Indian Consumer Ethnocentrism Scale (ICE-Scale), explored its dimensionality on a sample of 450 respondents, and validated the scale with another sample of 450 using exploratory factor analysis. It was established that the ICE-Scale encompasses two dimensions, namely, protective ethnocentrism and patriotic ethnocentrism. Additionally, the validity testing for the proposed scale and both the constructs were conducted through confirmatory factor analysis. The study advances the existing pool of information in the field of international economics, consumer psychology and global marketing. It also assists domestic producers to get an improved understanding of consumers' ethnocentric tendencies which in turn would assist them in choosing superior marketing strategies and boosting their sales. The study will not only deliver certain social and policymaking insights to the domestic firms and government but also to the foreign firms functioning or planning to operate in India.

**Keywords**: Consumer ethnocentrism, CETSCALE, Domestic, Globalization, India

**JEL Classification**: M31, F1, F10

*Corresponding author's e-mail: riddhish2@gmail.com
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## Introduction

There are enormous challenges and opportunities for companies in the international market due to globalization and economic liberalization. The consumer has more foreign product choices due to the relaxation in trade policies than ever before (Bretos and Marcuello, 2017). In today's increasingly crowded marketplaces, it has become essential for firms to be ahead in the competition by assessing consumers' buying inspirations and making increasingly closer relationships with them, especially in countries that are substantially dependent on imported merchandise (Tsai et al., 2013). Consumers' perceptions and attitudes toward domestic and overseas products affect their buying motivation a lot (Prendergast et al., 2010; Barrett et al., 2020) and behavioral intention has also been found to be one of the significant predictors of behavior (Chatterjee et al., 2018).

The foreign products have not only provided competition to domestic goods but have also afforded consumers a platform for comparison and choice. Local manufacturers have had to deal with the influx of foreign-based products, which have a price, quality, and perception advantage over local ones. Due to this, consumers being faced with an increased choice of domestic and imported products have to decide. According to the various studies conducted globally, overseas and domestic brands are often regarded as the conflicting side of consumers' buying preferences. The situation places modern consumers in a dilemma. They may choose to support local manufacturers by buying locally made goods or intend to buy global brands as they appreciate the superior quality and image. Due to globalization, local and global products are in severe competition. Many a time, global products win the race. However, in many cases, local products provide tough competition to these global brands.

As a growing country with enormous market potential, India has grabbed the attention of numerous global businesses from all over the world (Kumar, 2009). People of India are provided with more foreign-made product choices than they have ever experienced previously because of the economic liberalization restructuring after 1991 and the USA, China, Switzerland, Saudi Arabia, and the UAE being the chief trading associates of India for the last few years (Narang, 2016). Noteworthy changes in the tastes and preferences of the Indian consumers were witnessed after 1991, the era after economic liberalization (Gupta, 2011; Bhardwaj et al., 2010; Ghazal Masarrat and Varghese, 2020). Liberalization and globalization allowed a greater level of exposure to foreign nations and media among Indian consumers, which carried western culture to India and caused a shift in lifestyles (Batra et al., 2000; Bhardwaj et al., 2010). On the other hand, contrary to the trend of globalization since 2008, there are signs of increasing nationalism due to the economic crisis (Sharma, 2019) still in India, consumers are open to buying foreign products as far as it is readily available (Joshi and Joshi, 2018).

It is manifestly visible from India's international trade numbers that the consumption of imported non-oil goods has increased a lot from 2004 to 2005, which started contributing negatively to the trade balance and it reached a level in 2015 to 2016 where the deficit of non-oil goods crossed the deficit of oil products which in turn signified that the consumption of imported goods had increased a lot in India and it created threat to the indigenous manufacturers (Joshi and Joshi, 2017). Moreover, Indian consumers

differentiate and discern luxury according to the global image of the brand. Indian consumers are obsessed with foreign brands. Western brands generate symbolic representation in Indian societies, so Indian consumers show a preference for western brands. It is an eminent fact that though the quality of many Indian companies is far better, their Indian names make them lose out on many potential customers. That is why many indigenous manufacturers select brand names that can easily hide their Indian origin and be accepted by many people in India. Some brands that have successfully done this are, Hidesign, Allen Solly, Da Milano, Monte Carlo, Franco Leone, Munich Polo, La Opala, Peter England, Flying Machine, Louis Philippe, American Swan, Royal Enfield etc.

In such a scenario, it is imperative to recognize the inclination for merchandise made in-country over that made abroad. The majority of the earlier research studied this tendency in consumers with the notion of a consumer ethnocentrism tendency.

For the first time, the notion of consumer ethnocentrism in marketing literature was presented by Shimp (1984). According to Shimp (1984), parallel to the cultural outlooks and religious philosophy throughout the chief epoch of initial childhood's socialization process, numerous parties which include peers, the mass media and opinion leaders over and above the family unit convey to the child with the idea of belongingness and identity which influence the ethnocentric orientation of the child. Shimp (1984) further added that people carry this orientation with minor changes into adulthood and it affects the decision making of the individual in all roles including the role of a consumer. Shimp and Sharma (1987) portrayed that the idea of customer ethnocentrism is assessed to be a piece of an intricate and multi-layered consumer paradigm containing cognitive, affective, and normative angles toward foreign goods. Consumer ethnocentrism is intended to discover normative-based dogmas, as an element of the typical consumer's orientation toward foreign goods, that purchasing domestic goods is in some way noble for the country, whereas buying foreign goods is damaging to the economy of the country and one's fellow countrymen and is unpatriotic (Correa Cardona, 2015).

In the latter 1980s, Shimp and Sharma (1987) prolonged the discourse about ethnocentrism by investigating whether ethnocentric propensities stimulated individual purchase behavior. They outlined it as convictions held by consumers concerning the appropriateness and morality of buying overseas merchandise. Shimp and Sharma (1987) established a 17-item scale entitled the CETSCALE (Consumer Ethnocentrism Tendencies Scale) to measure the construct of consumer ethnocentrism. As measured by the CETSCALE (Shimp and Sharma, 1987), people high in consumer ethnocentrism favor buying indigenous rather than overseas goods and perceive domestic merchandise as superior to those manufactured in other nations. Ethnocentric customers are found to overestimate products from their domestic country over foreign-country products (Balabanis et al., 2002; Klein et al., 1998; Kumar et al., 2013; De Nisco, Massi and Papadopoulos, 2020; Mahbub, 2020), and it would be difficult for a marketer to persuade and satisfy ethnocentric customers (Shimp and Sharma, 1987).

The creators of the scale, Shimp and Sharma (1987), have advised researchers to develop and validate the scale in other cultures/countries before applying the same. It

is important to be familiar with the influence of consumer ethnocentrism because subliminally, it directs and translates the scale in other languages before using it. Many researchers across the world, including India, have checked the dimensionality and validity of the CETSCALE but it has revealed mixed results. Moreover, consumer's ethnocentrism tendency is likely to vary over a period of time (Makanyeza and Du Toit, 2016) so it is crucial not only to measure the ethnocentrism tendency but also to develop an improved scale specifically for India. No researcher earlier has attempted to develop a specific consumer ethnocentrism scale for India. This study aims to construct and validate the Indian Consumer Ethnocentrism Scale and check the same for validity testing empirically which will help to discern the tendency of Indian consumers towards indigenous products. The paper further covers a review of the literature, methodology, results and discussion, conclusion, limitations, and future scope for research.

## Review of the Literature

In the field of international marketing and consumer behavior, the outlook of the consumers toward domestic and foreign products has been interest for several years (Okechuku and Onyemah, 1999; Watson and Wright, 2000; Kaynak and Kara 2002; Solomon et al., 2012; Steenkamp, 2020). In the absence of the concept of consumer ethnocentrism, consumer's tendencies toward foreign products were studied indirectly in the field of consumer behavior by examining topics such as product bias (Schooler and Wildt, 1968), bias phenomena (Schooler, 1971), assessing foreign products (Anderson and Cunningham, 1972), consumers' attitude toward products made in developing countries (Gaedeke, 1973), cognitive consumer behavior (Markin, 1974), advertising strategies for foreign products (Etzel and Walker, 1974), consumers' attitudes toward imports (Bannister and Saunders, 1978).

At a global level, the assessment of the CETSCALE has been conducted by various researchers. Teo et al., (2011) in their study provided literature on the findings of CETSCALE's validation in countries like the United States (Durvasula et al., 1997; Shimp and Sharma, 1987), Poland and Russia (Good and Huddleston, 1995), Malta (Caruana, 1996), the United States and Sweden (Hult et al., 1999), Belgium, Great Britain, and Greece (Steenkamp and Baumgartner, 1998), Turkey (Balabanis et al., 2001), and Germany (Evanschitzky et al., 2008). CETSCALE was unidimensional in studies conducted in Russia, Spain, the United States, Japan, Germany, and France (Bawa, 2004). The fit results were

**Table 1**: CETSCALE dimensionality in various countries

| Sr. No. | Author(s) & Year | Country | Unidimensional? | No of Dimensions |
|---|---|---|---|---|
| 1 | Shimp & Sharma (1987) | USA | Yes | -- |
| 2 | Netemeyer, Durvasula & Lichtenstein (1991) | USA | Yes | -- |
| | | France | Yes | -- |
| | | West Germany | Yes | -- |
| | | Japan | Yes | -- |
| | | Sweden | Yes | -- |
| 3 | Caruana(1996) | Malta | Yes | -- |

| | | | | |
|---|---|---|---|---|
| 4 | Marcoux, Filiatrault & Cheron (1997) | Poland | No | 3 |
| 5 | Durvasula, Andrews & Netemeyer (1997) | USA | Yes | -- |
| | | Russia | Yes | -- |
| 6 | Mavondo & Tan (1999) | Malaysia | No | 3 |
| | | Hong Kong | No | 4 |
| 7 | Hult, Keillor & Lafferty (1999) | USA | Yes | -- |
| | | Sweden | Yes | -- |
| | | Japan | Yes | -- |
| 8 | Bandyopadhyay & Muhammad (1999) | India | Yes | -- |
| | | Bangladesh | Yes | -- |
| 9 | Lindquist, Vida & Fairhurst (2001) | Czech Republic | No | 2 |
| | | Poland | No | 2 |
| | | Hungary | No | 2 |
| 10 | Supphellen & Rittenburg (2001) | Poland | Yes | -- |
| 11 | Julie & Albaun (2002) | Hong Kong | No | 2 |
| 12 | Douglas & Nijssen (2003) | Holland | No | 2 |
| 13 | Acharya & Elliot (2003) | Australia | No | 2 |
| 14 | Bawa (2004) | India | No | 4 and 3 |
| 15 | Saffu & Walker (2005) | Russia | No | 2 |
| 16 | Upadhyay & Singh (2006) | India | No | 4 |
| 17 | Chryssochoidis, Krystallis & Perreas (2007) | Greece | No | 2 |
| 18 | Hsu & Nien (2008) | China | No | 2 |
| 19 | Khan & Rizvi (2008) | India | No | 4 |
| 20 | Wei, Wright, Wang & Yu (2009) | China | No | 2 |
| 21 | Teo, Mohamad & Ramayah (2011) | Malaysia | No | 2 |
| 22 | Singh & Dhiman (2012) | India | No | 4 |
| 23 | Strehlau, Ponchio & Loebel (2012) | Brazil | No | 3 |
| 24 | Wanninayake & Chovancova (2012) | Czech Republic | No | 4 |
| 25 | Jiménez-Guerrero, Gázquez-Abad & del Carmen Linares-Agüera (2014) | Germany | No | 2 |
| 26 | Cazacu (2016) | Moldova | No | 4 |
| 27 | ABD Ghani and Mat (2017) | Malaysia | No | 2 |

found to be acceptable in studies conducted by Lindquist, Vida, Plank and Fairhurst (2001) and Saffu and Walker (2005). However, the validity of unidimensionality was achieved in Canada but not in Russia.

Conversely, CETSCALE was found to be multidimensional in Malaysia (Teo et al., 2011) and the Netherlands (Douglas and Nijsen, 2002). The study in Ghana by Saffu and Walker (2006) found the scale to be reliable but not unidimensional. The predictive validity of the scale seemed reliable (Lindquist et al., 2001) in specific areas such as attitude toward domestic versus imported products (Shimp and Sharma, 1987), purchase intention for clothing items (Good and Huddleston, 1995), actual purchase behavior across various product categories (Vida and Fairhurst, 1999), and preference for domestic

Polish products versus Western-made products (Marcoux et al., 1997). Balabanis and Diamantopoulos (2004) and Chryssochoidis et al., (2007) in their studies on the western world, highlighted that the level was found to be important in influencing consumers' ethnocentrism. Some studies on the countries with significant macroeconomic and political changes have found mixed results on the validity and unidimensionality of the CETSCALE (Durvasula et al., 1997; Netemeyer et al., 1991; Saffu and Walker, 2005; Witkowski, 1998). Within the same country also, results have differed for the dimensionality of the scale. In China, Klein et al., (2006) found the scale was one-dimensional while it was found to be two-dimensional in the study conducted by Hsu and Nien (2008). In Russia, Klein et al., (2006) found the scale was one-dimensional while Saffu and Walker (2005) found it was bi-dimensional. In India, the scale was unidimensional in a study conducted by Bawa (2004) while it was four-dimensional in the study conducted by Upadhyay and Singh (2006).

The majority of the above studies lack an Indian context (Durvasula et al., 1997; Good and Huddleston, 1995; Steenkamp and Baumgartner, 1998; Hult et al., 1999; Douglas and Nijsen 2002; Saffu and Walker, 2005; Saffu and Walker, 2006; Teo et al., 2011) and the Indian contextual studies either used revised scale (Sharma, 2015) or only focused on the urban consumer (Bawa, 2004; Upadhyay and Singh, 2006) or obtained data only from a sample comprised of students (Upadhyay and Singh, 2006). Two out of three samples set in the study conducted by Bawa (2004) were also students. No earlier study has incorporated a sample with a diverse background and more importantly included rural samples. This paper constructs and validates the scale for measuring the consumer ethnocentrism tendency in the Indian context and the scale is referred to as the Indian Consumer Ethnocentrism scale (ICE-Scale).

## Methodology

Scale construction and validation procedures are given by various researchers (Churchill, 1979; Hinkin, 1995; Hinkin, et al., 1997; Khambhati et al., 2020; Khoa and Nguyen, 2020) and accordingly, three phases i.e. scale construction, scale validation and validity testing of the proposed scale are implemented in the present study.

### *Scale construction*

#### *The Scale's construction phase involved four stages.*

#### *Statement generation stage:*

This stage was exploratory and involved selecting items from the pool of studies. As far as consumer ethnocentrism is concerned, the most widely accepted scale is CETSCALE, developed by Shimp and Sharm (1987). They define 'consumer ethnocentrism' (CE) as "the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products". Consumers with high ethnocentric tendencies generally avoid buying overseas merchandise and may even suggest others do the same. Explicitly, most items in the CETSCALE either recommend what American consumers should do or elucidate what is wrong with buying foreign products or recommend what should be done about foreign products. Since then, consumer ethnocentrism has become a standard and widespread construct with various studies using the CETSCALE and its several versions (with

the same or reduced number of items), to show that consumer ethnocentrism has hurt the assessment of foreign products and had a constructive effect on the preference for domestically made products. The ICE-Scale attempts to study the tendencies of Indian consumers with regard to the aptness, indeed morality, of buying overseas products similar to the CETSCALE. The Items to study consumers' ethnocentrism tendencies in rural and urban India were absorbed from an existing pool of studies (Shimp and Sharm, 1987; Bawa, 2004; Upadhyay and Singh, 2006).

## *Statement composition stage:*

The statement generation stage resulted in the rough draft of the questionnaire which contains 17 statements that comprised the ICE-Scale to study the consumer ethnocentrism tendency of Indian consumers by using a seven-point Likert scale. As compared to other alternatives, a seven-point Likert scale performs better (Joshi, Kale, Chandel & Pal, 2015). It provides more options, increasing the chances of capturing the objective reality of the respondents (Chang, 1994). It is considered suitable to cautiously revise and reproduce these scales according to the physiognomies of Indian consumers as these scales were originally designed for other cultural contexts. For semi-structured feedback, two experts in international business and two marketing professors were administered the items to evaluate the content and assess each item for its specificity, representativeness, and precision. The instrument comprised two parts. The first part contained the 17 items of the ICE-Scale as shown in Table 2 and the second part included demographic questions

**Table 2**: The ICE-Scale Items

| No. | Items |
|---|---|
| ICE1 | Indian people should always buy Indian made products instead of imports. |
| ICE2 | Only those products that are unavailable in India should be imported. |
| ICE3 | Buy Indian made products. Keep India working. |
| ICE4 | Indian products, first, last, and foremost. |
| ICE5 | Purchasing foreign-made products is un-Indian. |
| ICE6 | It is not right to purchase foreign products, because it puts Indians out of jobs. |
| ICE7 | A real Indian should always buy Indian made products. |
| ICE8 | We should purchase products manufactured in India instead of letting other countries get rich off us. |
| ICE9 | It is always best to purchase Indian products. |
| ICE10 | There should be very little trading or purchasing of goods from other countries unless out of necessity. |
| ICE11 | Indians should not buy foreign products, because this hurts Indian businesses and causes unemployment. |
| ICE12 | Restrictions should be put on all imports. |
| ICE13 | It may cost me in the long-run but I prefer to support Indian products. |
| ICE14 | Foreigners should not be allowed to put their products on our markets. |
| ICE15 | Foreign products should be taxed heavily to reduce their entry into India. |
| ICE16 | We should buy from foreign countries only those products that we cannot obtain within our own country. |
| ICE17 | Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work. |

about gender, age, occupation, education, income, and residence locality. These items were used to describe both the construction sample and the validation sample (refer to Table 5).

## *Statement evaluation stage: Sample and measurement tool*

A descriptive research design has been used. Data were collected through a structured questionnaire using a non-probability convenience sampling technique. The questionnaire was translated into Gujarati (the local language) by a Gujarati journalist fluent in both languages and back-translated into English by another journalist who is also fluent in both languages. Both questionnaires were supplied to a professor of English literature with excellent proficiency in the Gujarati language to judge the meanings' compatibility. Post the three rounds of corrections, the final Gujarati questionnaire was considered to adequately represent the English version on which it was based. The data were collected by contacting respondents personally and through online mode from 900 adult Indian consumers from the state of Gujarat located in the western part of India. During the sample's selection process, the existing four geographical zones of Gujarat i.e. North Gujarat, Central Gujarat, Saurashtra, and South Gujarat and samples from the urban and rural populations from each zone were taken. While constructing a new scale, Churchill (1979) recommended gathering two sets of data to assess the scale empirically – one set of data to explore the measurement and the second set to test for validity and reliability. A total of 900 valid responses were split into two, 450 responses each, randomly for scale construction, and scale validation, respectively, and were referred to as a construction sample and a validation sample.

**Table 3**: Past studies with sample size

| Author and Year | Sample Size | Author and Year | Sample Size |
|---|---|---|---|
| Durvasula et al., (1997) | 204 | John and Brady (2011) | 273 |
| Supphellen and Rittenburg, (2001) | 218 | Nadimi et al., (2012) | 328 |
| Bawa (2004) | 336 | Plank and Lindquist (2015) | 276 |
| Upadhyay and Singh (2006) | 164 | Makanyeza and Du Toit (2016) | 305 |
| Saffu and Walker (2006) | 233 | | |

## *Scale development stage:*

Factor analysis is the most commonly used analytic technique for data reduction and refining constructs (Ford et al., 1986). It provides some evidence of the initial validity of measurement items (Grover; 1993; Rauschnabel et al., 2019). An exploratory factor analysis was carried out to identify the basic factor structure. The retention rules incorporated were Kaiser's criterion of eigenvalue greater than 1.0, item communalities, item loadings above 0.5, and no cross-loadings (Hair et al., 2006). Cronbach's alpha, the corrected item to total correlations, and alpha when an item was deleted were used to evaluate the reliability of each sub-construct of the ICE-Scale. Cronbach's alpha values for each dimension of the ICE-Scale should be above the acceptable level of 0.7 (Hair et al., 2006). Moreover, the deletion of items from the scale should not improve the value of the alpha coefficient. The item can be said to be consistent with all other subscale items if its corrected item to total correlation is greater than the acceptable level of 0.3 (Field, 2005).

**Table 4**: Summary of Respondents' Demographic Information

| Characteristics | | Construction sample (%) | Validation sample (%) |
|---|---|---|---|
| Gender | Male | 50.9 | 57.3 |
| | Female | 49.1 | 42.7 |
| Age (in years) | Minimum | 18 | 18 |
| | Average | 31.36 | 32.34 |
| | Maximum | 68 | 74 |
| Highest Educational Qualification | HSC or below | 13.8 | 15.3 |
| | Diploma or Undergraduate | 17.1 | 15.1 |
| | Graduate | 20.7 | 38.4 |
| | Post Graduate | 45.8 | 29.3 |
| | Doctorate | 2.7 | 1.8 |
| Present Occupation | Student | 24.4 | 33.1 |
| | Unemployed | 6 | 2.9 |
| | Salaried | 33.3 | 27.6 |
| | Self-employed | 26.9 | 29.6 |
| | Homemaker | 6.2 | 3.8 |
| | Retired | 3.1 | 3.1 |
| Annual Family Income | Below ₹ 250,000 | 24.4 | 31.8 |
| | ₹ 250,000 - ₹ 500,000 | 38 | 39.6 |
| | ₹ 500,001 - ₹ 1,000,000 | 27.8 | 19.3 |
| | Above ₹ 1,000,000 | 9.8 | 9.3 |
| Current Place of Residence | Urban | 50 | 51.1 |
| | Rural | 50 | 48.9 |

## *Procedure for scale validation*

For scale validation, the other sample of 450 respondents were considered. Certain criteria for the scale validation were considered. First, the factor loadings of the two samples should show a similar pattern (Cooper et al., 1992; Cooper, 1994); second, the coefficient alpha analysis should bring the same result for the two samples (Kim et al., 1999); and third, the percentage of variance explained by various factors should be similar in the two samples (Aagja and Garg, 2010).

## *Validity testing of the proposed scale*

Although EFA delivers preliminary results for each construct's factor structure, the analysis is inadequate to irrefutably establish the appropriate dimensionality of the measures. Hence, confirmatory factor analysis (CFA) was executed to assess the overall goodness-of-fit of all the constructs to determine the validity of the measures (Panuwatwanich et al., 2008; Byrne, 2013). The CFA was conducted to assess construct validity, convergent validity and unidimensionality, all critical elements in the measurement theory (Gerbing and Anderson, 1988; Hair et al., 2010).

# Results and Discussion

## *Exploratory factor analysis (EFA) on the construction sample*

An exploratory factor analysis using principle component analysis as the method of extraction and Varimax as the method of rotation was performed on the construction sample of 450 respondents to ascertain the basic factor structure as mentioned in Table 5. To assess the factorability of the data and ensure sampling adequacy, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy were applied. The KMO value of the variables was 0.957, which specified sampling adequacy such that the values in the matrix were sufficiently distributed to perform factor analysis (George and Mallery, 2016). The value attained by Bartlett's test of sphericity was highly significant at $p < 0.001$ level, signifying that the data were approximately multivariate normal (George and Mallery, 2016; Pallant, 2013).

**Table 5**: Underlying factor structure - construction sample and validation sample

| | | Construction Sample | | Validation Sample | |
|---|---|---|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | | 0.957 | | 0.958 |
| Bartlett's Test of Sphericity | Chi-Square | | 5833.240 | | 5886.098 |
| | Df | | 136 | | 136 |
| | Sig. | | 0.000 | | 0.000 |
| | | Factor1 | Factor2 | Factor1 | Factor2 |
| Eigenvalue | | 9.720 | 1.696 | 9.889 | 1.547 |
| Variance Explained (%) | | 34.813 | 32.341 | 34.674 | 32.599 |
| Cumulative Variance Explained (%) | | 34.813 | 67.154 | 34.674 | 67.272 |
| No. of Items | | 8 | 9 | 8 | 9 |

Two factors were extracted (refer to Table 6) to study the consumer ethnocentrism tendencies of Indian consumers. This two-factor solution illustrated 67.154 percent of the total variance.

As presented in Table 6, the factor loadings and item communalities of all 17 variables were well above the 0.50 cut-off. On assessing the reliability of the two sub-constructs of the ICE-Scale, it was established that the Cronbach's alpha values of each dimension of the ICE-Scale were exceptional as the values were above 0.90 (refer Table 7). The lowest value of an item to the total correlations of the items was 0.705 and 0.654, respectively, much higher than the acceptable level of 0.3, indicating the items were consistent with the rest in each subscale. Besides, no subscales' alpha coefficients were improved by deleting items in each subscale. Thus, all 17 items were retained for the next of the analysis. Component 1 encompassing eight variables was chiefly concerned with safeguarding and shielding India from foreign products and businesses so it was titled "Protective Ethnocentrism". Component 2 containing nine variables emphasized favoring and prioritizing domestic products and business so it was labeled "Patriotic Ethnocentrism".

## *Exploratory factor analysis (EFA) on the validation sample:*

An exploratory factor analysis using principle component analysis as the method of extraction and varimax as the method of rotation was again carried out to identify the underlying factor structure of the validation

**Table 6:** Comparison of EFA between construction sample and validation sample

| Item | Construction Sample Factor Loading | | Communalities | Validation Sample Factor Loading | | Communalities |
|---|---|---|---|---|---|---|
| Factor1: Protective Ethnocentrism | Factor1 | Factor2 | | Factor1 | Factor2 | |
| ICE14 | 0.832 | | 0.769 | 0.801 | | 0.731 |
| ICE6 | 0.830 | | 0.761 | 0.770 | | 0.718 |
| ICE5 | 0.827 | | 0.709 | 0.826 | | 0.704 |
| ICE12 | 0.780 | | 0.680 | 0.816 | | 0.709 |
| ICE17 | 0.768 | | 0.696 | 0.777 | | 0.701 |
| ICE7 | 0.727 | | 0.701 | 0.682 | | 0.708 |
| ICE11 | 0.711 | | 0.714 | 0.682 | | 0.716 |
| ICE15 | 0.671 | | 0.596 | 0.682 | | 0.649 |
| Factor 2: Patriotic Ethnocentrism | | | | | | |
| ICE3 | | 0.868 | 0.753 | | 0.870 | 0.758 |
| ICE4 | | 0.752 | 0.662 | | 0.727 | 0.653 |
| ICE2 | | 0.709 | 0.564 | | 0.676 | 0.534 |
| ICE1 | | 0.703 | 0.572 | | 0.744 | 0.615 |
| ICE9 | | 0.698 | 0.681 | | 0.647 | 0.657 |
| ICE10 | | 0.694 | 0.689 | | 0.715 | 0.646 |
| ICE13 | | 0.669 | 0.614 | | 0.632 | 0.653 |
| ICE8 | | 0.667 | 0.653 | | 0.693 | 0.707 |
| ICE16 | | 0.666 | 0.601 | | 0.623 | 0.576 |

sample (refer Table 4). The results reflected a similar pattern in all the cases and two factors containing the same variables were extracted hence the first criteria were satisfied (refer Table 5).

The comparative score of the coefficient of alpha as reported in Table 7 indicated no change in alpha score for both the constructs and establishes excellent reliability for both the constructs. This satisfied the second criterion. The third criterion focused on the comparison of eigenvalue and percentage of variance explained between the construction sample and validation sample, as mentioned in Table 5, was very well supported to fulfill the criteria.

**Table 7**: Comparative coefficient alpha scores

| Factors | Coefficient alpha scores | |
|---|---|---|
| | Construction sample | Validation sample |
| Protective Ethnocentrism | 0.937 | 0.936 |
| Patriotic Ethnocentrism | 0.924 | 0.924 |

## *Confirmatory factor analysis (CFA) on the validation sample*

As the consumer ethnocentrism items had been identified from the existing literature, the selection of the construct was reasonably validated and ensured the face validity of the scale. Additionally, the content was validated by two experts involved in international business and two marketing professors.

**Table 8**: Summary of Fit Indices

| Category | Indicator | Acceptable level of fit | Protective Ethnocentrism | Patriotic Ethnocentrism |
|---|---|---|---|---|
| Absolute fit indices | GFI | >0.95 | 0.993 | 0.982 |
| | AGFI | >0.95 | 0.973 | 0.949 |
| | RMSEA | <0.08 | 0.028 | 0.056 |
| | SRMR | <0.08 | 0.013 | 0.021 |
| Incremental fit indices | IFI | >0.95 | 0.999 | 0.991 |
| | NFI | >0.95 | 0.995 | 0.985 |
| | CFI | >0.95 | 0.999 | 0.991 |
| | TLI | >0.95 | 0.996 | 0.979 |

The EFA executed on the validation sample, presented above, provided valuable insights into the dimensionality and discriminant validity of the latent variables of the measurement scales underpinning the ICE-Scale.

The outcomes were then confirmed using CFA to deliver a foundation for the subsequent assessment of the model and any fine-tuning. The CFA results were used to determine whether the model had acceptable levels of fit, convergent validity, reliability, and unidimensionality (O'Leary-Kelly and Vokurka, 1998; Fabrigar et al.,1999; Bagozzi and Yi, 1988; Hair et al., 1998). So CFA was carried out for both the constructs. The CMIN/DF is 1.356 (13.557/10) and 2.405 (38.477/16) for both constructs. As exhibited in Table 8, the values of various fit indices like goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), incremental-fit index (IFI), normed fit index (NFI), comparative fit index (CFI) and Tucker Lewis index (TLI) are above the threshold value of 0.95. The value of the root mean square error of approximation (RMSEA) and standardized root mean square residual (SRMR) are below the threshold value of 0.08. The above result confirms the unidiemsionality of the constructs.

After executing confirmatory factor analysis for each construct, CFA was further conducted on both the constructs together to test the model fit. The value of CMIN/DF=3.250 (308.716/95) is acceptable. The values of GFI=0.924, AGFI=0.878, IFI=0.964, NFI=0.948, CFI=0.963, TLI=0.948, RMSEA=0.071, and SRMR=0.044 all met the threshold values (Hair et al., 2015) and signified the model fit of the overall bi-dimensional model.

The value of the standardized factor loading can determine the convergent validity. Hair et al., (2010) recommended that a standard value of the substantial magnitude of the factor loading should be greater than 0.50. As per Table 9, it is evident that the factor loading for each item was above 0.50 which indicated convergent validity.

The reliability of the model was assessed through composite reliability (CR) and average variance extracted (AVE). Bagozzi and Yi (1988) suggested 0.60 and 0.50 as the minimum values for CR and AVE. Table 9 summarizes the values of CR as 0.935 and 0.912 for both the constructs respectively representing that these factors have sufficient internal consistency and were adequate in their representation of the construct. The AVE value of both the constructs was 0.644 and 0.539 respectively specifying that more variance was captured by the variables within each factor, and more variance was shared in

**Table 9**: Reliability, Convergent and Discriminant validity of bi-dimensional ICE-Scale

| Construct | Item | Validation Sample Factor Loading | Composite Reliability (CR) | Average Variance Extracted (AVE) | Square root of AVE | MSV | Correlation |
|---|---|---|---|---|---|---|---|
| Protective Ethnocentrism | ICE14 | 0.799 | 0.935 | 0.644 | 0.804 | 0.619 | 0.787 |
| | ICE6 | 0.830 | | | | | |
| | ICE5 | 0.734 | | | | | |
| | ICE12 | 0.767 | | | | | |
| | ICE17 | 0.783 | | | | | |
| | ICE7 | 0.869 | | | | | |
| | ICE11 | 0.831 | | | | | |
| | ICE15 | 0.802 | | | | | |
| Patriotic Ethnocentrism | ICE3 | 0.584 | 0.912 | 0.539 | 0.732 | 0.619 | |
| | ICE4 | 0.752 | | | | | |
| | ICE2 | 0.616 | | | | | |
| | ICE1 | 0.681 | | | | | |
| | ICE9 | 0.811 | | | | | |
| | ICE10 | 0.754 | | | | | |
| | ICE13 | 0.797 | | | | | |
| | ICE8 | 0.837 | | | | | |
| | ICE16 | 0.731 | | | | | |

the factor than with the other factor. Discriminant validity was reflected through multiple values. First of all, the correlation coefficient between both the constructs was less than 0.85, confirming that both were different constructs. The absolute value of the correlation (0.787) between two constructs was less than the square root of the AVE for protective ethnocentrism (0.804) specifying the discriminant validity. The value of AVE of protective ethnocentrism was more than the value of MSV but the value of AVE of patriotic ethnocentrism was less than the value of MSV which showed the mixed results for discriminant validity. Moreover, the correlation between the two variables was less than 0.90 which supported the result of discriminant validity. Overall, the bi-dimensional structure of ICE-Scale represented a good model fit, reliability, convergent validity, and discriminant validity.

## Conclusions

Many researchers across the world have carried out research related to consumer ethnocentrism in various parts of the globe. The notion of consumer ethnocentrism has been considered a very useful tool to have an enhanced understanding of consumers' thought processes while choosing domestic or overseas products. It also helps in getting an idea about their judgements, biases and priorities. It has improved the understanding of how consumers compare national products with foreign products and how and why their judgments may be subject to various forms of bias and error. The study adds to the knowledge gap in the present consumer ethnocentrism literature, international marketing and consumer psychology. Douglas and Nijssen (2003) pointed out that international researchers should take extreme care

while using scales established for one nation or cultural context in other settings, particularly in situations where the construct being measured is likely to be culturally implanted or allied with macroeconomic country characteristics as in the case of the CETSCALE. This paper, hence, adds to the knowledge gap in the present consumer ethnocentrism literature in India by developing the Indian Consumer Ethnocentrism scale (ICE-Scale). The present study attempted to develop the 17-item Consumer Ethnocentrism Tendency scale in the Indian context (named the ICE-Scale) and validate the same, and found the construct of consumer ethnocentrism in India is bi-dimensional. The dimensions are termed protective ethnocentrism and patriotic ethnocentrism. If the bi-dimensional structure of the ICE-Scale is compared with the bi-dimensional structure of the CETSCALE, then it matches with the findings of some earlier studies conducted in other parts of the world. The earlier CETSCALE was found to be bidimensional in the Czech Republic, Poland and Hungary (Lindquist et al., 2001), Hong Kong (Julie & Albaun, 2002), Holland (Douglas & Nijssen, 2003), Australia (Acharya & Elliot, 2003), Russia (Saffu & Walker, 2005), Greece (Chryssochoidis et al., 2007), China (Hsu & Nien, 2008; Wei et al., 2009), Germany (Jiménez-Guerrero et al., 2014), the USA (Weber et al., 2015), and Malaysia (Teo et al., 2011; Abd Ghani and Mat, 2017). However, no previous study in India found the CETSCALE to be bi-dimensional. In India, only one study, conducted by Bandyopadhyay and Muhammad (1999) found the CETSCALE to be unidimensional in nature. Bawa (2004) found the CETSCALE three-dimensional for senior secondary school students and material management professionals while it was four-dimensional for university students. Upadhyay and Singh (2006), Khan and Rizvi (2008) and Singh and Dhiman (2012) found the CETSCALE was four-dimensional in nature in India. The present study's superlative part is that it captured the acumens from diverse sample sets and unlike former studies, it incorporated a rural sample. The ICE-Scale is valid and reliable as a measure of consumer ethnocentrism tendencies and can be used to study India. It means national and international researchers, marketers, policymakers and companies have a valuable instrument to study and analyze the consumers' attitudes toward domestic and overseas products.

## *Practical and theoretical implications of the study*

The obtained outcomes of this research can facilitate the government in effective policymaking and Indian companies to analyze the market better. It will help them decide their key bases for segmentation and their target market, product designs and/or redesigns, branding and marketing activities, reshaping offerings, marketing mix, specific promotional message and media strategy and distribution strategy. The findings of this research can also empower international companies, decision-makers and marketing managers to identify the preference of Indian consumers towards domestic merchandise by understanding the true nature of consumer ethnocentrism in India. India is an emerging and a key marketplace for most of the global companies, they cannot afford to make errors while devising their strategies in India. These multinational corporations can make better decisions about their strategic segmentation and target market, the selection of geographical areas for their manufacturing unit and retail outlets, any product modifications required, communication requirements,

the possibility and essentiality of strategic alliances, and acquisition or merger opportunities etc. This study advances the existing pool of information in the field of international economics, consumer psychology and global marketing. It also helps domestic manufacturers get an enhanced understanding of consumers' ethnocentric tendencies, which would help them choose superior marketing strategies and boost their sales. The growth of domestic manufacturers will help the nation to grow and the overall quality of life for the people will improve.

## Limitations and future scope of research

The study develops and validates the ICE-Scale with a varied sample set, however, the use of a convenient sampling technique partially limited the exposure of several groups of consumers. The self-reporting nature of data's collection may also have affected the understanding of some respondents. The present study was limited to the construction and validation of the ICE-Scale to measure consumers' ethnocentrism. The future researchers can extend the application of the ICE-Scale to measure the ethnocentrism tendencies of Indian consumers and can be studied with other constructs in the field of consumer attitudes and consumer psychology. The developed scale can be assessed for the validity of ethnocentric tendencies in other parts of the globe, leading to a better understanding of the phenomenon and can offer strategic and real-world insights for companies to develop and preserve their market shares and cultivate effective marketing strategies.

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