A comparative study on Ethnocentrism and Consumer Ethnocentrism

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Abstract:

Ethnocentrism is defined as the tendency of assuming the one's own culture and way of life representation to the norm are superior to all others whereas the consumer ethnocentrism deals with the normative beliefs in the superiority of their own countries product. The present study deals with the comparative study and approach between the ethnocentrism and consumer ethnocentrism. In this aspects, the review on the basis of the domestic product and foreign dealing of one's own country to another. It also cover the various issues concerning with the realm of the ethnocentric effect and the consistency of their effort. Keeping the objective in mind that the feature of globalization and the expanding choice of the domestic and foreign purchase options.

Keywords: *Ethnocentrism, Consumer ethnocentrism, domestic product, Globalization*

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Introduction

The term ethnocentrism is coined in the dictionary of Webster as an attitude that individual group i.e. race or people is superior. It basically focus with the ethnocentric views that held by the consumers in country towards the products from another country (Sainy and Jangalani, 2012).

The concept of ethnocentrism generally was introduced by **Summer in 1906** in his publication about the Folkways. Hence with the passing years, sociological ethnocentrism was converted into the psychosocial research.

It include language, accent, physical features or religion that regards as the indication for the common descent. Ethnocentrism behavior is collectively defined as the simple evolutionary model of the local competition between the individuals without emphasis the difference between the evolutionary process for member dealing or one's group to the members of another group.

It became one of the most specious trends in the economic and sociocultural areas of the country. As per the consumer ethnocentrism is concerned it deals with the tendency and approach towards the domestic products and transitory of the foreign goods as per the conviction of the correct moral and attitude. Ethnocentrism is purely a sociological construct which defines as conflict between the two groups. The Ethnocentric attitude is actually concerned with the various factors i.e. socio-psychological like openness to the foreign culture, conservation, collectivism and individualism. Similarly these are highly connected with the demographic factors i.e. age, education, sex and material status **(Adamczyk, Goldmann and Gazdecki, 2015).**
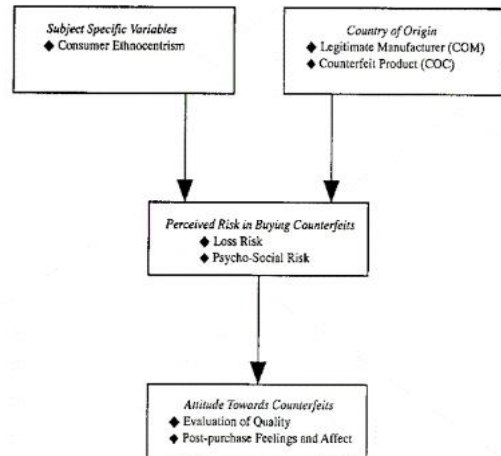

Figure 1 Ethnocentrism

Concept of Consumer ethnocentrism

The theory of consumer ethnocentrism, is modified from that of the general concept of ethnocentrism in a way to suit the consumer behavior and allow them for the marketing interventions. The consumer ethnocentrism was introduced by the Shimp and Sharma as defined in a manner that it is belief to be held by American consumers about the indeed morality for purchasing foreign-made products. It allows to endow the individual with the logic of identity, feelings of belonging and significantly in the context of consumption and a knowledge of which purchasing the behavior is acceptable to the in-group. (Egger, 2006)
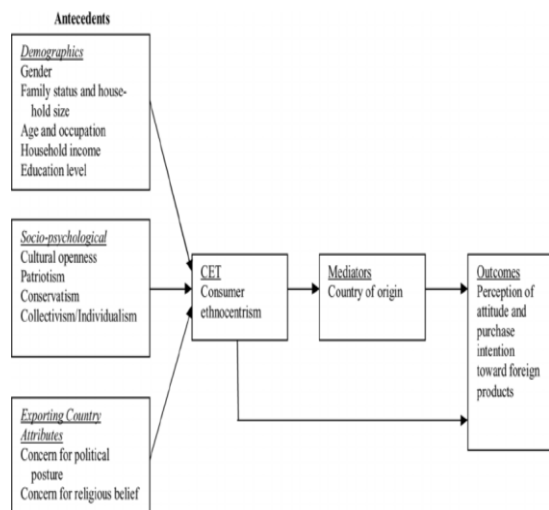

Figure 2 Concepts of Consumer Ethnocentrism

Factors of Ethnocentrism-

• It is one of the factor which can sincerely interfere with that of the rational strategic planning.

• Ethnocentrism in the recent history has been defined as the source of mistakes in strategic practice and the misconception in the theorizing about the strategy.

• It interact with the irreducible predicaments of the international security and also strengthens them.

• Ethnocentrism is not always dysfunctional as per the point of view of narrow military.

• With the involvement of other mechanism i.e. psychological, historical and bureaucratic, ethnocentrism act as distort significant aspect of the strategic mindset and where the problems of the perception and prediction are included **(Booth, 2014).**

Theory of Ethnocentrism

The theory of ethnocentrism comprises of the individual formed groups i.e. tribes, races, nations so as to find the limited resources and the competed with the other group for survival. The social identity theory basically revised the functionalist and structuralism that act of individual in classifying themselves as the members of the same group. The arguments with the scholars about ethnocentrism as an extension of the kinship sentiments and is selected propensity as it is biological beneficial. The people who involved the general affective cognitive system. Hence the individual who hold the prejudice against the disadvantaged group even though these out groups have no more common expect the disadvantages status.

Review Literature

Axrelrod and Hammond (2003) stated about the ethnocentrism is define as the nearly universal syndrome of attitudes and behaviors. It basically associated with that of the cooperation of members of in-group not with the out-groups. They also discussed that the ethnocentric behavior can connect simple evolution model of local competition between the individuals. Hence, conclusively, with the cooperation of the ethnocentric behavior can be implemented for the sustain cooperation.

Carignan, Sanders and Pourdavood (2005) discussed about the analysis for understanding the social representations on race and ethnocentrism of the preservice secondary teachers about the knowledge in urban university in a Midwest City in US. They argue for the sake of recognition not only on the basis of differences and diversity of students but also for the sake of teachers to understand and interact with them**.**

Neuliep, Hintz and McCroskey (2005) discussed about two studies that are examine for the influence of ethnocentrism on the interpersonal perceptions of the credibility, managerial effectiveness and attractiveness. The result depends about the ethnocentrism which was negatively and importantly correlated with the perception of the social attraction, hiring recommendations, character etc. The participants completed the measure of ethnocentrism, generalized attitudes, managerial effectiveness etc. Hence, it depend upon the ethnocentrism negative impact on the perception of the social and task attraction and general attitudes about the manager but not with the managerial effectiveness.

Nadiri and Tumer (2010) stated about the concept of globalization which has related with the extending businesses coverage to include the international markets. Hence the instrument used for the purpose this purpose if Consumer Ethnocentric Tendencies Scale which was validated in most of eth developed economies. This paper focused on the analysis of relationship between the certain demographic characteristics and consumer ethnocentrism. This study of work has more potential for the use of marketing managers of both foreign as well as domestic business. They also discovered the fact that this present study is limited by non-probabilistic convenience method of sampling.

Geest (2011) stated the discussion on the application of ethnocentric ethical rules in the anthropological research. The discussion depends on the ethnocentrism lies in the fact that North American and European. The ethical guidelines was projected by the anthropological associations. Hence these fundamental interpretations and applications of ethical code which may promote the ethnocentrism as an academic tradition which is started as reaction against the ethnocentrism.

Renko, Karanovic and Matic (2012) discussed about the effects of consumer ethnocentrism with the intention of purchase towards both the domestic and foreign products. This also provide the important

information on marketing implications which is derived from the gained results. The instrument or the method used for the research was basically a questionnaire and the data collected from that of the personal interviews with the sample size 1000 respondents. The conclusively it was declared by them that the ethnocentric tendencies plays a very important role in the intention of purchase from the former Yugoslavia and European Union.

Alsusghayir (2013) detailed about the integrative review of the antecedents and consequences of the consumer ethnocentrism (CET). The paper basically contributes to the marketing discipline both by integrating the wide research on an important international marketing and by investing the broad avenues for the further research. The conclusion came on the basis of socio-psychological antecedents, economic environment, demographic variables and political environment.

Adamczyk, Gorynska-Goldmann and Gazdecki (2015) discussed about the significance, system if hierarchy of the values and more significantly relation of the values with the ethnocentric attitudes of consumers. As per as the ethnocentric attitudes of a consumer concerned it was correlated by the values and the aspects they believe in. The cultural and the symbolic values also occurred with the same frequency and the important consumers groups designed the criterion for the ethnocentrism intensity. The final reporting of the paper was done on the basis of higher ethnocentrism level which later declared the higher importance and the connection of the Catholicism, traditionalism and the patriotism.

Conclusion

The main focus of the present study is for the comparison of the ethnocentrism and consumer ethnocentrism. The determination of the paper is with the level of ethnocentrism and the development of domestic and foreign products superiority. The paper reviews also deals with the system and hierarchy of the values with the ethnocentric attitudes of the consumers. Both the cultural and symbolic values were presented by the ethnocentrism intensity with all the traditional values, national values as well as the custom values so as to approach towards the ethnocentrism.

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