



EXAMINING THE IMPACT OF CONSUMER ETHNOCENTRISM ON PURCHASE INTENTIONS TOWARD INDIGENOUS AYURVEDIC ORAL CARE PRODUCTS : EVIDENCE FROM A REGIONAL STUDY IN INDIA

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ABSTRACT

This study explores the impact of consumer ethnocentrism on the purchase intentions of Made-in-India Ayurvedic oral care products in Rajkot, Gujarat. Using a structured questionnaire incorporating the CETSCALE and purchase intention items, data was collected from 130 respondents of varying socio-demographic backgrounds. The findings reveal a moderate level of ethnocentric tendencies (mean CETSCALE score = 3.70) but a stronger intention to purchase Indian Ayurvedic oral care products (mean = 3.82), primarily due to perceptions of quality and reliability rather than patriotic motives. Correlation analysis ($r = 0.698$, $p < 0.01$) and ANOVA results ($F = 6.164$, $p < 0.01$) indicate a significant but not dominant influence of ethnocentrism on purchase intention. The study concludes that functional product benefits outweigh ethnocentric sentiments in shaping consumer preferences. Limitations include a small, localized sample. Future research should examine broader regions and additional factors such as brand equity and consumer attitudes.

KEYWORDS: Consumer Ethnocentrism, Purchase Intention, Ayurvedic Oral Care Products, Brand Loyalty, Product Quality

INTRODUCTION

There is a lot of information on health sciences in the Ayurveda. (Preetam & Lohith 2015)

The Indian ayurvedic products market size reached INR 626 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 1,824 Billion by 2028, exhibiting a growth rate (CAGR) of 19.3% during 2023-2028.

The key players in the Ayurvedic products market are Dabur India Ltd., Patanjali Ayurved Limited, The Himalaya Drug Company, Vicco Laboratories, Charak Pharma Pvt. Ltd., Hamdard Laboratories, Forest Essentials, Emami Ltd., Shree Baidyanath Ayurved Bhawan Pvt. Ltd., Kerala Ayurveda Ltd. and Amrutanjan Healthcare Limited

First to create a useful tool for assessing consumers' ethnocentric inclinations while choosing between home and international items was Shimp and Sharma (1987). This multi-item scale, which was named 'Consumer Ethnocentric Tendencies Scale' ('CETSCALE'), has been utilized to analyze why some consumers prefer domestically produced goods to imported goods, even when the latter are cheaper and their quality is evidently better (Balabanis et al. 2001).

In One of the studies conducted in Hyderabad, has identified that the major influencing factor was 'Ayurved' to buy the Patanjali Natural Food products followed by 'Good Health' and 'Best Quality' factors., it is concluded that the customers are converting into 'Ayurvedic' products with the intention of better health in Indian food market. Irrespective of 'Swadeshi or Videshi' products all categories of customers have preferred the Ayurvedic products in Hyderabad city. (Ramakrishna B. 2017)

LITERATURE REVIEW

In the marketing literature, ethnocentrism is becoming more significant. Sociologists and psychologists have historically given it a lot of attention (Shimp 1984). Globalization has made the role of so-called 'consumer ethnocentrism' a significant factor in marketing (Caruana 2005).

Consumer Ethnocentrism is defined as "the belief held by consumers about the appropriateness, morality of purchasing foreign made product and the loyalty of consumer to purchase products made by home country" (Shimp and Sharma, 1987). Consumer Ethnocentrism has a direct and negative impact on consumer's purchase intention towards foreign made products.

Customers reject to purchase imported goods because they believe they damage the domestic economy and increase unemployment in their own country (Shimp and Sharma, 1987).

Consumer Ethnocentrism can forecast consumer's preference to buy home country made products instead of foreign and ethnocentricity is significant parameter to predict consumer behaviour than demographic and marketing mix variables (Herche (1992). Shoham and Brenečić (2003) reported that consumer ethnocentrism had a significant impact on consumers' intentions to purchase domestically produced goods.

The measurement of consumer ethnocentrism was made possible with the development of the Consumer Ethnocentrism Tendency Scale (CETSCALE). In study, Shimp and Sharma (1987) were the first to develop an effective instrument for measuring the ethnocentric tendencies of consumers purchase decision.

CETSCALE has been widely used to measure consumer ethnocentrism tendencies in many studies within developed and in the developing countries (Luque-Martinez, et al., 2000;

Kaynak, Kara, 2002; Chryssochoidis et al., 2007; Ranjbarian, et al., 2011; Teo, et al., 2011; Mohamad, Ramayah, 2011)

The scales for determining purchase intention of respondents were taken from two studies where one study conducted in Croatia by Natasa, Biljana, Matea in 2012. Second, In a similar type of study the scales to identify purchase intention of consumer was also developed by Hali Nadiri and Mustafa (2010).

RESEARCH OBJECTIVE

The objective of the study is to test the association between measured variable i.e. Consumer Ethnocentrism and purchase intention of Ayurvedic ORAL CARE Products produced in India.

RESEARCH INSTRUMENT

Researcher has used highly structured questionnaire with five point Likert's type of scale where 1 point is equal to Strongly Disagree and 5 point denotes Strongly Agree. Here respondents are encouraged to express their level of agreement and disagreement. The questionnaire is divided in three parts.

The first part consists of CETSCALE with 17 statements that will identify the degree of ethnocentric tendency of Indian consumer. It also consists of basic questions pertaining to oral care brands used by consumers in current period.

The second part is defining the intention of respondents towards purchase of made in India Ayurvedic oral care products.

And, the third part contains basic demographic information including age, gender, education and household monthly income.

Research Hypothesis

H1 There is an influence of Consumer Ethnocentrism on consumers' purchase intention of Ayurvedic ORAL CARE Products produced

H0 There is not any influence of Consumer Ethnocentrism on consumers' purchase intention of Ayurvedic ORAL CARE Products produced

Methodology

Sampling: A total of 130 respondents from different socio-demographic characteristics at Rajkot, filled up questionnaire both online as well as offline.

Source of Data Collection: The data for the study was collected using a self-constructed questionnaire containing questions related to CETSCALE and intention of consumer to purchase Ayurvedic ORAL CARE Products made in India. A 5-point Likert type scale with classification from 1 (strongly Disagree) to 5 (strongly agree) was used in order to enable the respondent express their level of agreement or disagreement to the statements.

DATA ANALYSIS AND RESULT

Among 130 respondents, the major age group of the respondent

was 15-24 years (46.15 %) followed by 25-34 years (36.92%) and then 35-44 years (12.31%). In present study the male respondents participated heavily i.e. 81.54% and female respondents were very less i.e. 18.46% as shown in Table 1 below.

Table 1: Demographic Profile of the Respondents

CATEGORY	RESPONSE	%
Age		
15-24 Years	60	46.15%
25-34 Years	48	36.92%
35-44 Years	16	12.31%
45-54 Years	4	3.08%
55-65 Years	2	1.54%
Gender		
Male	106	81.54%
Female	24	18.46%
Education		
Upto std 12 or less	22	16.92%
Up to Graduation	29	22.31%
Post graduation or Master Degree	73	56.15%
Doctors(Phd)	6	4.62%
Income(Per Month)		
Less than Rs. 20000 /-	40	30.77%
20,001/- to 40,000/-	36	27.69%
40,001/- to 60,000/-	30	23.08%
More than 60,000/-	24	18.46%

As far as education level of respondents is concerned, the majority of them i.e. 56.15% are either doing their post graduation or completed their post graduation then 22.31% respondents were having their education up to graduation.

Table 2: Brand used by Respondents at current period

Brands	Response	%
Dantkanti	58	44.62%
SUDANTA	6	4.62%
Babool	4	3.08%
Vicco	6	4.62%
Colgate	24	18.46%
Close-up	20	15.38%
Pepsodent	4	3.08%
other	8	6.15%

Above Table 2 shows the brand preferences for a specific product, with Dantkanti leading at 44.62%. Colgate follows at 18.46%, and Close-up at 15.38%. Other brands like Sudanta, Vicco, Babool, and Pepsodent have smaller shares, ranging from 3.08% to 4.62%. A notable 6.15% prefer "other" brands. Dantkanti dominates the market, while Colgate and Close-up are significant competitors. The remaining brands have minimal influence, indicating a highly skewed preference toward the top three brands.

In one such questions asked regarding the loyalty status of the respondents, The data reveals that significant 47.69% have used the product for over 3 years, indicating strong brand retention. Meanwhile, 20% have used it for 1-2 years, and 15.38% for 2-3 years. Only 16.92% are relatively new users (0-6 months). The high percentage of long-term users suggests strong satisfaction and trust, while newer adopters represent a smaller but still notable segment. From this we can assume that oral care is a product category where consumers not easily switch to other brand or rather, we can say it is very difficult to change consumers mind to change the brand.

Table 3: For how long respondents have been using their (Currently at present) brand of oral care product

Brands	Response	%
0-6 month	22	16.92%
1 -2 year	26	20.00%
2 -3 year	20	15.38%
More than 3 year	62	47.69%

Table 4: CETSCALE Scale to test Consumer Ethnocentrism

No.	CETSCALE	Mean
1	Indian People should always buy Indian made products instead imported one.	3.96
2	Only those products that are unavailable in India should be imported.	3.81
3	Buying made-in-India product will keep India working.	4.31
4	Made-in-India products First, last and foremost.	3.94
5	Purchasing foreign made products is like being Non – Indian.	2.87
6	It is not right to purchase foreign products, because it puts Indians out of jobs.	3.1
7	A real Indian should always buy Made-in-India Products.	3.66
8	We should purchase products manufactured in India instead of making other countries rich.	4.1
9	It is always best to purchase Indian products	4.1
10	There should be very little trading or purchasing of goods from other countries unless out of necessity.	3.85
11	Indian should not buy foreign products, because this hurts Indian business and cause unemployment.	3.43
12	Curbs should be put on all Imports.	3.33
13	It may cost me in the long run but I prefer products of our market.	4.1
14	Foreigners should not be allowed to put their products in our markets.	3.1
15	Foreign products should be taxed heavily to reduce their entry into India.	3.75
16	We should buy from foreign countries only those products that we cannot obtain within our country.	3.98
17	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work.	3.64
	CETSCALE MEAN VALUE	3.70

The mean value of CETSCALE found 3.70 shown in Table 4, suggest that the consumer ethnocentrism is not very significantly prevailing in the mind of consumer while purchasing the Ayurvedic oral care products made by an Indian company. It

is also inferred that the while purchasing the Ayurvedic oral care product features plays important role than consumers' patriotism. The respondents are also very positive about that Buying made-in-India product will keep India working (Mean value 4.31). Respondents also feel that purchasing foreign products means making other countries rich (mean value 4.1) and It is always best to purchase Indian products (mean value 4.1).

Table 5: Intention of respondents towards purchase of made in India Ayurvedic Oral Care products.

No.	Intention to Purchase made-in-India Ayurvedic Oral Care Products	Mean
1	I am intended to purchase Made-in-India Ayurvedic Oral Care Products	4.23
2	I would feel guilty if I will not buy Made-in-India Ayurvedic Oral Care Products.	3.03
3	I will never buy Ayurvedic Products made by foreign countries.	3.52
4	Whenever possible I avoid buying Ayurvedic Oral Care products made by foreign countries.	3.58
5	Made-in-India Ayurvedic Oral Care Products are high in quality.	4.07
6	Made-in-India Ayurvedic Oral Care Products are reliable.	4.13
7	Made-in-India Ayurvedic Oral Care Products provides me reasonable level of satisfaction	4.11
8	Made-in-India Ayurvedic Oral Care Products are not expensive.	3.69
9	Well known brands are available in Made-in-India Ayurvedic Oral Care Products.	4.06
	MEAN VALUE	3.82

As far as intention of consumer is concerns they are slightly positive about purchasing Made-in-India Ayurvedic Oral Care Products (mean value 4.23 in Table 5). It is also noted that respondents feel that made in Indian Ayurvedic oral care products are high in quality (Mean Value4.07) and they are reliable also (mean value 4.13). Respondents are agree on statement regarding satisfaction with made in Indian Ayurvedic oral care products (mean value 4.11). The brand available in made in India Ayurvedic oral care products category contain significant level of awareness (Mean 4.06).

Testing of hypothesis

Reliability Test

SPSS 17 software was used for all analysis in this study. The Cronbach's alpha coefficient was ($\alpha=0.905$) for the item of CETSCALE and similary the Cronbach's alpha coefficient for items of Purchase intention (PI)of consumer about made in india Ayurvedic products was found $\alpha=0.868$ shown as below in Table 6 and Table 7.

Table 6: Reliability Statistics for consumer Ethnocentrism (CE)

Cronbach's Alpha (α)	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.908	17

Table 7: Reliability Statistics for Purchase Intention (PI)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.879	9

Correlation Analysis

Co relation between consumer ethinentrism (CE) and Purchase Intention (PI)of Made-in –India Ayurvedic Oral care products at significant level 0.01 level (Two Tailed) is = 0.698 which is not very significantly but positive (shown below in Table 8)

Table 8: Correlations analysis between CE and PI

		CE	PI
CE	Pearson Correlation	1	.698**
	Sig. (2-tailed)		.000
	N	130	130
PI	Pearson Correlation	.698**	1
	Sig. (2-tailed)	.000	
	N	130	130
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 9: Analysis of variance

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig
Between People		128.743	129	.998		
Within People	Between Items	1.108	1	1.108	6.164	.014
	Residual	23.180	129	.180		
	Total	24.287	130	.187		
Total		153.030	259	.591		
Grand Mean = 3.7618						

Table 9 above presents result of the test of Hypothesis. To ascertain whether consumer ethnocentrism tendencies have any relation with intention of consumer to purchase Made in India Ayurvedic products, the variable were tested at 0.01 level of significance and in One Way Analysis of covariance (One way ANOVA) the F value found 6.164. (F value=6.164 in Table 9) which is significant. The test result demonstrated that there is significant difference in consumer ethnocentrism with purchase intention of consumer regarding made in india Ayurvedic products.

CONCLUSION, LIMITATION AND SUGGESTION FOR FUTURE RESEARCH

The study aimed to examine the influence of consumer patriotism and ethnocentrism on purchase intentions for Indian-made Ayurvedic oral care brands. The findings revealed that consumer ethnocentrism does not significantly impact purchasing decisions in this product category.

A key limitation of the study was its restricted sample size (n=130) and geographic scope (confined to Rajkot, Gujarat). A larger, more diverse sample across multiple regions could enhance the generalizability of the results, as consumer perceptions may vary geographically.

The study's conclusions offer key marketing insights: rather than relying on emotional or patriotic appeals, marketers of Ayurvedic oral care products should prioritize functional benefits and quality in their positioning strategies. Future research could explore additional factors beyond ethnocentrism, such as consumer attitudes and perceptions toward specific Ayurvedic brands. Further studies may also investigate brand equity dimensions within the Ayurvedic oral care segment to deepen industry understanding.

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