

## AN ASSESSMENT OF CETSCALE IN LIBERALISED ECONOMY<sup>3</sup>

*The study aims to empirically assess the dimensionality, reliability and validity of the consumer ethnocentrism tendency scale (CETSCALE) in the liberalised economy, India. Data are collected using a structured questionnaire from urban and rural regions to evaluate the CETSCALE. A total of 900 valid responses were collected. The dimensionality, reliability and validity have been assessed for the urban sample of 455 and the rural sample of 445 separately, as well as for the collective sample of 900. It was established that CETSCALE is not unidimensional in India. It comprises two dimensions, termed as, protective ethnocentrism and patriotic ethnocentrism, in all three samples. The bi-dimensional CETSCALE is also found reliable and valid. 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 benefit them to choose superior marketing strategies and boost their sales. Progress of inland manufacturers will help the nation to grow and the overall quality of life of people will improve. 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.*

*JEL: M31; F1; F10*

### 1. Introduction

Globalisation unlocked and uncovered domestic and overseas marketers to superior market opportunity and additionally, it has presented consumers across the globe with an extensive amount of brand choices from inland and overseas (Lohano, 2014). Indian consumers, too, have a broader choice of merchandise at their disposal as economic liberalisation and privatisation, along with globalisation, have performed in unison to downfall the blockades and made the marketplace very competitive (Alfaro, Chari, 2009). In such progressively crowded marketplaces, it has become indispensable for firms to be ahead in the competition by assessing consumers' buying inspirations and increasing close relationships with them, particularly in countries dependent significantly on imported merchandise (Tsai, Yoo, Lee,

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2013). Consumer perception and attitudes towards domestic and overseas products, affect consumer buying motivation a lot (Erdogan, Uzokurt, 2010; Prendergast, Tsang, Chan, 2010) and behavioural intention has also been found to be one of the major predictors of behaviour (Chatterjee, Kar, Gupta, 2018).

India, as a growing country with vast market potential, has clutched the attention of abundant global businesses from all over the world (Kumar, 2009). The year 1991, observed a major transformation in the Indian economic scenario, wherein liberal trade policy, loosened Indian economic borders for foreign investments. Due to this, people of India are provided with more overseas product choices as compared to their previous experiences and the USA, China, Switzerland, Saudi Arabia, and UAE stay as the chief trading associates of India for the last few years (Narang, 2016). Remarkable variations in the preferences and likings in the consumption pattern of the Indian consumers were observed after the economy is liberalised (Kaur, Singh, 2007; Bhardwaj, Kumar, Kim, 2010; Gupta, 2011). Liberalisation and globalisation moulded a greater level of exposure to foreign countries and media among Indian consumers, which in turn carried western culture to India and caused a shift in lifestyle (Batra, Ramaswamy, Alden, Steenkamp, Ramachander, 2000; Bhardwaj et al., 2010). Conversely, contrary to the trend of globalisation 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 easily available (Joshi, Joshi, 2018).

It is distinctly visible from India's international trade numbers that the from 2004-2005 consumption of imported non-oil goods has increased a lot and it was negatively contributing to trade balance, however, in 2015-2016, it got to the point that for the very first time, the deficit of oil products was less than the deficit of non-oil goods which in turn indicates that the consumption of foreign products has augmented a lot in India and an atmosphere of threat for domestic producers is created (Joshi, Joshi, 2017). In such a setting, it is imperative to recognise the inclination for merchandises made in-country over those made away and most of the researchers, study this tendency of a consumer with consumer ethnocentrism tendency scale (CETSCALE). The creators of this measuring instrument, Shimp and Sharma (1987), have recommended assessing this scale in other cultures/countries before applying the same. Douglas and Nijssen (2003) also pointed that international researchers should take extreme care while applying scales established in one country or in the context of other cultures, particularly as in the case constructs like CETSCALE where cultural context is different or macroeconomic factors are connected. It is significant to be familiar with the influence of consumer ethnocentrism because subliminally, it directs and translates the scale in other languages before using it.

Some researchers, earlier, have also studied the dimensionality of CETSCALE in India, but it had revealed mixed outcomes and as consumer ethnocentrism tendency is likely to vary over a period of time (Makanyeza, Du Toit, 2016), follow up researches are required to assess the same. Hence, it vital to empirically assess the consumer ethnocentrism tendency scale (CETSCALE) in the Indian context. It aids to discern the tendency of Indian consumers towards indigenous products. The objectives of the studies are to assess the dimensionality, reliability and validity of the CETSCALE empirically not only in the urban region but also in rural parts. The paper further covers a literature review, research methodology, outcomes and discussion, conclusion, limitations, and future scope of research.

## 2. Review of Literature

In the field of global marketing and consumer behaviour, the standpoints of the buyers toward domestic and foreign products have been the attention of interest for several years and the most prominent construct to study the same is consumer ethnocentrism (Okechuku, Onyemah, 1999; Kaynak, Kara 2002; Solomon, Russell-Bennett, Previte, 2012).

Shimp (1984), for the first time, coined the term “consumer ethnocentrism”. According to him, corresponding to cultural outlooks and religious philosophy throughout the chief epoch of the initial childhood socialisation process, numerous parties that include peers, mass media and opinion leaders over and above the family unit to convey child with a nous of belongingness and identity impact the ethnocentric orientation of the child. People carry this orientation which was formed in childhood with minor changes into adulthood and it affects the ability of decision making of the person in all roles, including the role of a consumer (Sue, 2004). The idea of customer ethnocentrism is assessed to be a piece of one 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 common consumer orientation towards foreign goods, that purchasing domestic goods is somehow noble for the country, whereas buying foreign goods is unsafe to the economy of the country and fellow countryman and is unpatriotic.

Towards the end of the 1980s, Shimp and Sharma (1987) prolonged the discourse of ethnocentrism by examining whether these ethnocentric propensities stimulated a person’s buying behaviours. They outlined it as convictions apprehended by customers concerning the correctness and goodness of buying overseas merchandise. Shimp and Sharma (1987) established a 17-item scale entitled the CETSCALE (Consumer Ethnocentrism Tendency Scale) to evaluate the degree of consumer ethnocentrism. As measured by the CETSCALE (Shimp, Sharma, 1987), consumers who score high in consumer ethnocentrism, favour to purchase homegrown instead of overseas goods and perceive indigenous merchandise as better to those manufactured in some other nation. More ethnocentric consumers tend to overemphasise goods from their own country over foreign goods (Klein, Ettenson, Morris, 1998; Balabanis, Mueller, Melewar, 2002; Kumar, Fairhurst, Kim, 2013), and it is very tough for manufacturers and marketers to convince and please consumer high on ethnocentrism (Shimp, Sharma, 1987).

At a global level, the assessment of the CETSCALE has been conducted by various researchers in various countries, as mentioned in Table 1. In the majority of the research conducted in America (Shimp, Sharma, 1987; Netemeyer, Durvasula, Lichtenstein, 1991; Grant, Wren, 1993; Hult, Keillor, 1994; Chakraborty, Allred, Bristol, 1996; Durvasula, Andrews, Netemeyer, 1997; Hult, Keillor, Lafferty, 1999), the CETSCALE is found unidimensional except the study conducted by Weber, Lambert, Conrad & Jennings (2015) who found the scale bi-dimensional in nature. CETSCALE is found unidimensional in some other countries like France (Netemeyer et al., 1991), Japan (Netemeyer et al., 1991; Hult et al., 1999), Sweden (Hult, Keillor, 1994; Hult et al., 1999), South Korea (Sharma, Shimp, Shin, 1995), Malta (Caruana, Magri, 1996), Bangladesh (Bandyopadhyay, Muhammad, 1999), Spain (Martínez, del Barrio García, Fernández, Zapata, Toledo, 2000), Iceland

(Bandyopadhyay, Saevarsdottir, 2001; Bandyopadhyay, 2012), Bosnia and Herzegovina (Vida, Dmitrović, Obadia, 2008) and Cyprus (Nadiri, Tümer, 2010).

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	–
3	Grant & Wren (1993)	USA	Yes	–
4	Hult & Keillor (1994)	USA	Yes	–
		Sweden	Yes	–
5	Sharma et al., (1995)	South Korea	Yes	–
6	Caruana & Magri (1996)	Malta	Yes	–
7	Chakraborty, Allred & Bristol (1996)	USA	Yes	–
8	Marcoux, Filiatrault & Cheron (1997)	Poland	No	<b>3</b>
9	Durvasula, Andrews & Netemeyer (1997)	USA	Yes	–
		Russia	Yes	–
10	Mavondo & Tan (1999)	Malaysia	No	<b>3</b>
		Hong Kong	No	<b>4</b>
11	Hult, Keillor & Lafferty (1999)	USA	Yes	–
		Sweden	Yes	–
		Japan	Yes	–
12	Bandyopadhyay & Muhammad (1999)	India	Yes	–
		Bangladesh	Yes	–
13	Martínez, del Barrio García, Fernández, Zapata & Toledo (2000)	Spain	Yes	–
14	Bandyopadhyay & Saevarsdottir (2001)	Iceland	Yes	–
15	Lindquist, Vida & Fairhurst (2001)	Czech Republic	No	<b>2</b>
		Poland	No	<b>2</b>
		Hungary	No	<b>2</b>
16	Supphellen & Rittenburg (2001)	Poland	Yes	–
17	Julie & Albaun (2002)	Hong Kong	No	<b>2</b>
18	Douglas & Nijssen (2003)	Holland	No	<b>2</b>
19	Acharya & Elliot (2003)	Australia	No	<b>2</b>
20	Bawa (2004)	India	No	<b>4 and 3</b>
21	Saffu & Walker (2005)	Russia	No	<b>2</b>
22	Upadhyay & Singh (2006)	India	No	<b>4</b>
23	Chryssochoidis, Krystallis & Perreas (2007)	Greece	No	<b>2</b>
24	Hsu & Nien (2008)	China	No	<b>2</b>
25	Vida, Dmitrović & Obadia (2008)	Bosnia and Herzegovina	Yes	–
26	Khan & Rizvi (2008)	India	No	<b>4</b>
27	Wei, Wright, Wang & Yu (2009)	China	No	<b>2</b>
28	Nadiri and Tümer (2010)	Cyprus	Yes	–

Sr. №	Author(s) & Year	Country	Unidimensional?	No of Dimensions
29	Poon, Evangelista & Albaum (2010)	Australia	Yes	–
30	Teo, Mohamad & Ramayah (2011)	Malaysia	No	2
31	Singh & Dhiman (2012)	India	No	4
32	Strehlau, Ponchio & Loebel (2012)	Brazil	No	3
33	Wanninayake & Chovancova (2012)	Czech Republic	No	4
34	Bandyopadhyay (2012)	Iceland	Yes	–
35	Qing, Lobo & Chongguang (2012)	China	Yes	–
36	Jiménez-Guerrero, Gázquez-Abad & del Carmen Linares-Agüera (2014)	Germany	No	2
37	Weber, Lambert, Conrad & Jennings (2015)	USA	No	2
38	Cazacu (2016)	Moldova	No	4
39	Ghani and Mat (2017)	Malaysia	No	2

Source: Compilation by authors based on review of literature.

Durvasula et al. (1997) found CETSCALE unidimensional, while Saffu & Walker (2005) found it bidimensional in Russia. Acharya and Elliot (2003) found CETSCALE bidimensional, while Poon, Evangelista and Albaum (2010) found it unidimensional in Australia. Netemeyer et al. (1991) found CETSCALE unidimensional in West Germany while Jiménez-Guerrero, Gázquez-Abad and del Carmen Linares-Agüera (2014) found it bidimensional in Germany. Marcoux, Filiatrault and Cheron (1997) found CETSCALE three-dimensional, Lindquist, Vida and Fairhurst (2001) found it bidimensional, while Supphellen and Rittenburg (2001) found it unidimensional in Poland. Hsu & Nien (2008) and Wei, Wright, Wang & Yu (2009) found CETSCALE bidimensional while Qing, Lobo & Chongguang (2012) found it unidimensional in China. CETSCALE is found bidimensional or multidimensional in some countries like Malaysia (Mavondo, Tan, 1999; Teo, Mohamad, Ramayah, 2011; Abd Ghani, Mat, 2017), Hong Kong (Mavondo, Tan, 1999; Julie, Albaun, 2002), Czech Republic and Hungary (Lindquist, Vida, Fairhurst, 2001; Wanninayake, Chovancova, 2012), Holland (Douglas, Nijssen, 2003), Greece (Chryssochoidis, Krystallis, Perreas, 2007), Brazil (Strehlau, Ponchio, Loebel, 2012) and Moldova (Cazacu, 2016).

As far as studies conducted in India are concerned, only one study (Bandyopadhyay, Muhammad, 1999) found CETSCALE unidimensional. Rest all studies (Bawa, 2004; Upadhyay, Singh, 2006; Khan, Rizvi, 2008; Singh, Dhiman, 2012) reported CETSCALE as multidimensional.

The majority of the above studies lack Indian context and the Indian contextual studies either used revised scale (Sharma, 2015) or only focused on the urban consumer (Bawa, 2004; Upadhyay, Singh, 2006) or obtained data only from student sample (Upadhyay, 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. Moreover, an assessment of CETSCALE in rural India is never attempted. The paper not only assesses the consumer ethnocentrism tendency scale's dimensionality, reliability and validity on the diverse sample but also in rural as well as urban samples collectively and separately.

### **3. Methodology**

The objectives of this study are to evaluate the dimensionality, reliability and validity of the CETSCALE empirically in urban and rural regions separately as well as a collective sample. Based on objectives, the following hypotheses are proposed for all three samples.

**H1:** CETSCALE is unidimensional.

**H2:** CETSCALE is reliable.

**H3:** CETSCALE is valid.

The scale validation procedure is given by various researchers (Churchill, 1979; Hinkin, 1995; Hinkin, et al., 1997; Safu, Walker, 2006; Evanschitzky, Wangenheim, Woisetschläger, Blut, 2008; Pentz, Terblanche, Boshoff, 2013) and accordingly, validity testing of the CETSCALE is implemented in the present study. Descriptive research design is used. Non-probability convenience sampling technique was used to select the sample and a structured questionnaire was used to collect the data.

#### *3.1. Instrument design*

To measure the consumer ethnocentrism tendency, CETSCALE, developed by Shimp and Sharma (1987) is a standard and widespread scale. As the study wanted to examine the psychometric properties of the scale, items to study consumer ethnocentrism tendency in urban and rural regions of India, were absorbed from an existing pool of studies (Shimp, Sharm, 1987; Bawa, 2004; Upadhyay, Singh, 2006) with slight modifications. The rough draft of the questionnaire containing 17 statements CETSCALE to study consumer ethnocentrism tendency of Indian consumers employing a seven-point Likert scale was prepared. It was considered suitable to cautiously revise and reproduce this scale according to the physiognomies of Indian consumers as this scale was originally designed in the cultural contexts of the USA. The items were administered to two experts involved in international business and two marketing professors to evaluate the content and they assessed each item for specificity, representativeness, and correctness. The final draft of the questionnaire in English was ready. It represents the tendency of Indian customers about the rightness, indeed goodness, of buying overseas merchandise. The instrument encompassed two sections. The first section included the 17 items of the CETSCALE as shown in Table 2 and the second part contained socio-demographic details like gender, age, occupation, education, income, and residence locality.

Then the measuring instrument was translated into Gujarati (local language) by a journalist fluent in both languages and back-translated in English by another journalist, fluent in both languages. Both questionnaires were supplied to a professor of English literature with excellent proficiency in the Gujarati language to judge the meaning compatibility. Post three rounds of corrections, the final Gujarati questionnaire was considered to adequately represent the English version on which it was based.

Table 2

CETSCALE statements as used in the present study

No.	Items
CE1	Indian people should always buy Indian made products instead of imports.
CE2	Only those products that are unavailable in India should be imported.
CE3	Buy Indian made products. Keep India working.
CE4	Indian products, first, last, and foremost.
CE5	Purchasing foreign-made products is un-Indian.
CE6	It is not right to purchase foreign products, because it puts Indians out of jobs.
CE7	A real Indian should always buy Indian made products.
CE8	We should purchase products manufactured in India instead of letting other countries get rich off us.
CE9	It is always best to purchase Indian products.
CE10	There should be very little trading or purchasing of goods from other countries unless out of necessity.
CE11	Indians should not buy foreign products, because this hurts Indian business and causes unemployment.
CE12	Restrictions should be put on all imports.
CE13	It may cost me in the long-run, but I prefer to support Indian products.
CE14	Foreigners should not be allowed to put their products on our markets.
CE15	Foreign products should be taxed heavily to reduce their entry into India.
CE16	We should buy from foreign countries only those products that we cannot obtain within our own country.
CE17	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work.

### 3.2. Sampling and data collection

As a cross-sectional study, the data were obtained just once through both, online and offline mode, from Indian adult consumers from the western region of India. During the sample selection process, Gujarat state was divided into four geographical zones. The urban region of the most populous district for an urban sample and the rural region of the least populous district for the rural sample was chosen to have effective urban and rural representation.

The present study incorporates a total sample size of 900. This sample includes 455 samples from the urban regions and 445 samples from the rural regions. The sample size adequacy for CETSCALE assessment is supported by some earlier studies in the area of consumer ethnocentrism. Some are Shimp and Sharma (1987): sample size 145; Durvasula et al., (1997): sample size 204; Supphellen and Rittenburg, (2001): sample size 218; Bawa (2004): sample size 336; Upadhyay and Singh (2006): sample size 164; Saffu and Walker (2006): sample size 233; John and Brady (2011): sample size 273; Nadimi, Mansori & Ismail (2012): sample size 328; Plank and Lindquist (2015): sample size 276; Makanyeza and Du Toit (2016): sample size 305.

### *3.3. Dimensionality*

Exploratory factor analysis provides some evidence of the initial validity of measurement items (Ford, McCallum, Tait, 1986; Grover, 1993). An exploratory factor analysis was carried out to recognise the underlying factor structure. Kaiser's measure of eigenvalue larger than 1, no cross-loadings, item communalities and item loadings more than 0.5, were incorporated as retention rule (Hair, Black, Babin, Anderson, Tatham, 2006).

### *3.4. Reliability*

To evaluate the reliability of each sub-construct, cronbach's alpha, alpha when item deleted and the corrected item to total correlations are considered (Shimp, Sharma, 1987; Netemeyer et al., 1991; Luque-Martinez et al., 2000; Evanschitzky et al., 2008; Pentz et al., 2013). The following rule of thumb is followed while interpreting the value of cronbach's alpha (Cronbach, 1951; Nunnally; 1978),  $>0.90$  = Excellent,  $<0.90$  and  $\geq 0.80$  = Very good,  $<0.80$  and  $\geq 0.70$  = Good,  $<0.70$  and  $\geq 0.60$  = Acceptable,  $<0.60$  and  $\geq 0.50$  = Poor,  $<0.50$  = Not acceptable. Moreover, the deletion of items should not improve the value of the coefficient alpha (Aagja, Garg, 2010) and the item can be said to consistent with all other items of subscale if its corrected item to correlation is larger than the threshold level of 0.3 (Gliem, Gliem, 2003).

### *3.5. Validity*

The analysis is insufficient to irrefutably establish the proper dimensionality of the measures even after EFA delivers preliminary outcomes for the basic factor structure. Hence, confirmatory factor analysis (CFA) was executed to assess the general goodness-of-fit of all the dimensions, individually and jointly, to determine the validity of the measures (Panuwatwanich, Stewart, Mohamed, 2008; Byrne, 2013). To evaluate the important elements in the measurement theory, i.e. reliability, convergent and discriminant validity, CFA was implemented (Gerbing, Anderson, 1988; Hair, Anderson, Babin, Black, 2010). The criteria which are followed to accept a model fit are suggested by various researchers (Hooper, Coughlan, Mullen, 2008; Reisinger, Mavondo, 2007; Saffu, Walker, 2006; John, Brady, 2011). The criteria include the value of less than 5 for  $\chi^2/DF$ , values greater than 0.9 for 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) while the values of Root Mean Square Error of Approximation (RMSEA) and standardised root mean square residual (SRMR) should be less than 0.08.

## **4. Results and Discussion**

### *4.1. Descriptive statistics*

Out of 900 respondents, 455 are from the urban regions and 445 are from rural regions. The dispersion of all three samples on various demographic parameters is presented in Table 3.



Table 3

Overview of Respondents' Demographic Information

Characteristics		Collective sample (%) n=900	Urban sample (%) n=455	Rural Sample (%) n=445
Gender	Male	54.10	52.50	55.73
	Female	45.90	47.50	44.27
Age (in years)	Minimum	18	19	18
	Average	31.85	32.24	31.45
	Maximum	74	74	72
Highest Educational Qualification	HSC or below	14.60	12.50	16.63
	Diploma or Undergraduate	16.10	15.40	16.85
	Graduate	29.60	28.40	30.78
	Post Graduate	37.60	40.90	34.16
	Doctorate	2.20	2.90	1.58
Present Occupation	Student	28.80	28.60	28.99
	Unemployed	4.40	2.60	6.29
	Salaried	30.40	32.70	28.09
	Self-employed	28.20	28.60	27.87
	Homemaker	5.00	3.70	6.29
	Retired	3.10	3.70	2.47
Annual Family Income	Below ₹ 2,50,000	28.10	24.00	32.36
	₹ 2,50,000 – ₹ 5,00,000	38.80	42.40	35.05
	₹ 5,00,001 – ₹ 10,00,000	23.60	24.60	22.47
	Above ₹ 10,00,000	9.60	9.00	10.12
Current Place of Residence	Urban	50.60	100	0
	Rural	49.40	0	100

Source: Primary data.

#### 4.2. Dimensionality Assessment

To ascertain the basic factor structure, exploratory factor analysis is performed on the collective, urban and rural samples. Principle component analysis and varimax as the method of extraction and method of rotation, respectively, were considered. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity are applied to assess the factorability of the data and to confirm sampling adequacy. As mentioned in Table 4, The KMO value of the variables is 0.962, 0.959 and 0.957 for collective, urban and rural samples, respectively, which specified sampling adequacy (George, Mallery, 2016). Bartlett's test of sphericity signifies that the data were approximately multivariate normal (George, Mallery, 2016; Pallant, 2013). Two factors were extracted (refer to Table 5) to assess the consumer ethnocentrism tendency of Indian consumers. This two-factor solution illuminated 67.138, 67.841 and 66.249 per cent of the total variance in a collective, urban and rural sample respectively.

Table 4

Underlying factor structure – Collective, Urban and Rural sample

		Collective Sample	Urban Sample	Rural Sample			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.962	0.959	0.957			
Bartlett's Test of Sphericity	Chi-Square	11647.016	6054.728	5587.076			
	Df	136	136	136			
	Sig.	0.000	0.000	0.000			
		Factor1	Factor2	Factor1	Factor2	Factor1	Factor2
Eigenvalue		9.804	1.610	9.899	1.634	9.662	1.600
Variance Explained (%)		34.704	32.434	35.470	32.371	33.571	32.679
Cumulative Variance Explained (%)		34.704	67.138	35.470	67.841	33.571	66.249
No. of Items		8	9	8	9	8	9

Source: Primary data.

Table 5

Results of EFA of Collective, Urban and Rural sample

Factors	Collective Sample		Urban Sample		Rural Sample	
	Factor Loading	Communalities	Factor Loading	Communalities	Factor Loading	Communalities
Factor 1: Protective Ethnocentrism						
CE5	0.827	0.707	0.851	0.745	0.798	0.666
CE14	0.816	0.749	0.809	0.751	0.814	0.718
CE6	0.803	0.740	0.791	0.736	0.817	0.750
CE12	0.796	0.690	0.810	0.711	0.778	0.665
CE17	0.771	0.697	0.805	0.737	0.733	0.659
CE7	0.707	0.704	0.720	0.712	0.687	0.694
CE11	0.699	0.716	0.713	0.740	0.681	0.689
CE15	0.678	0.622	0.679	0.640	0.675	0.604
Factor 2: Patriotic Ethnocentrism						
CE3	0.869	0.755	0.864	0.746	0.872	0.760
CE4	0.741	0.659	0.719	0.633	0.765	0.684
CE1	0.723	0.592	0.724	0.593	0.722	0.590
CE10	0.701	0.663	0.699	0.641	0.702	0.685
CE2	0.695	0.550	0.704	0.558	0.685	0.540
CE8	0.679	0.680	0.678	0.692	0.683	0.669
CE9	0.674	0.668	0.666	0.661	0.687	0.676
CE13	0.652	0.632	0.643	0.642	0.666	0.624
CE16	0.647	0.589	0.665	0.593	0.633	0.588

Source: Primary data.

As mentioned in Table 5, the factor loadings and item communalities were much greater than the cut-off value of 0.50 for all the seventeen variables. Component one encompassing eight variables was chiefly concerned with safeguarding and shielding India from foreign products

and businesses so it has been titled “Protective Ethnocentrism”. Component two containing nine variables emphasises favouring and prioritising domestic products and business, so it was labelled as “Patriotic Ethnocentrism”. So H1 is rejected and can be said that indicators do not converge to measure a single construct and represent different dimensions.

#### 4.3. Reliability Assessment

The reliability assessment of the two sub-constructs of the CETSCALE established that the Cronbach’s alpha values of each sub-construct of CETSCALE are exceptional in all the three categories of a sample as the values are above 0.90 (refer to Table 6). The lowest value of corrected item-total correlation in factor 1 is 0.724, 0.737 and 0.708 for collective, urban and rural samples, respectively. The lowest value of corrected item-total correlation in factor 2 is 0.662, 0.664 and 0.661 for collective, urban and rural samples, respectively. These values indicated that statements are consistent with the remaining in each subscale as the values are much higher than the threshold level. Besides, the value of alpha coefficients of each subscale did not improve by deleting items. So, H2 has been failed to reject and thus, all 17 items are qualified for further analysis.

Table 6

Coefficient alpha scores

Factors	Coefficient alpha scores		
	Collective sample	Urban sample	Rural sample
Protective Ethnocentrism	0.937	0.942	0.929
Patriotic Ethnocentrism	0.924	0.923	0.925

Source: Primary data.

#### 4.4. Validity Assessment for each dimension individually

As the consumer ethnocentrism items are identified from the existing literature, the selection of the construct is reasonably validated. Furthermore, the content was validated by two experts involved in international business and two marketing professors. The EFA, presented above, provided a valuable insight into the dimensionality and initial validity of the measurement scales.

To deliver a base for successive model assessment and fine-tuning, the outcomes were later confirmed using CFA. These results were used to check the model fit acceptability, unidimensionality, convergent validity and reliability (O’Leary-Kelly, Vokurka, 1998; Fabrigar, Wegener, MacCallum, Strahan, 1999; Bagozzi, Yi, 1988; Hair, Black, Babin, Anderson, Tatham, 1998). So, CFA was carried out for both the constructs. The CMIN/DF is 3.066, 1.620 and 1.573 for collective, urban and rural samples, respectively, for factor 1. The CMIN/DF is 2.028, 2.942 and 2.702 for collective, urban and rural samples, respectively, for factor 2. As exhibited in Table 7, the values of various fit indices like GFI, AGFI, IFI, NFI, CFI and TLI are above the threshold value of 0.9 and the values of RMSEA and SRMR are below the threshold value of 0.08. The above result confirms the unidimensionality of the individual constructs.

Figure 1

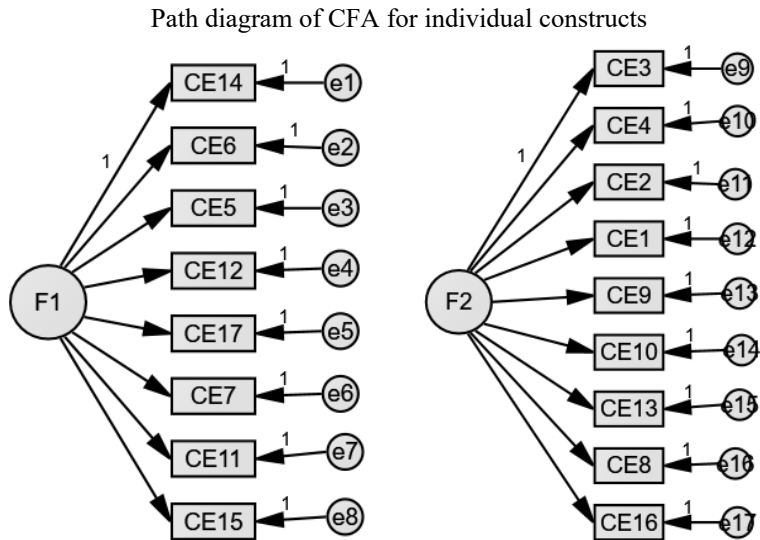


Table 7

Summary of fit Indices, reliability and convergent validity

Category	Indicator	Collective sample		Urban sample		Rural sample	
		Protective Ethnocentrism	Patriotic Ethnocentrism	Protective Ethnocentrism	Patriotic Ethnocentrism	Protective Ethnocentrism	Patriotic Ethnocentrism
Absolute fit indices	GFI	0.992	0.994	0.991	0.981	0.992	0.983
	AGFI	0.969	0.978	0.969	0.938	0.969	0.942
	RMSEA	0.048	0.034	0.037	0.065	0.036	0.062
	SRMR	0.015	0.013	0.013	0.023	0.016	0.021
Incremental fit indices	IFI	0.996	0.997	0.998	0.989	0.998	0.991
	NFI	0.994	0.997	0.994	0.984	0.994	0.986
	CFI	0.996	0.997	0.998	0.989	0.998	0.991
	TLI	0.989	0.992	0.994	0.972	0.993	0.975
Composite Reliability (CR)		0.937	0.921	0.942	0.920	0.931	0.924
Average Variance Extracted (AVE)		0.651	0.566	0.671	0.563	0.628	0.575

Source: Primary data.

The reliability and convergent validity of the model were assessed through composite reliability (CR) and average variance extracted (AVE). Bagozzi and Yi (1988) suggested 0.70 and 0.50 as the minimum value of CR and AVE. Table 7 summarises the value of CR and AVE for both the constructs in all three samples. Values of CR symbolise that these factors have sufficient internal consistency and were adequate in their representation of the construct. The AVE value of both specifying that more variance was captured by the variables within each factor and shared more variance in the factor than with the other factor.

4.5. Validity Assessment for both dimensions together

After executing confirmatory factor analysis for each construct individually, CFA was further conducted on both the constructs together to test the model fit. In the combined model, the CMIN/DF is 4.193, 2.894 and 3.118 for collective, urban and rural samples, respectively. The model fit values such as GFI, AGFI, IFI, NFI CFI, TLI, RMSEA and SRMR, as mentioned in Table 8, meet the threshold values (Bagozzi, Yi, 1988; Hair, Black, Babin, Anderson, 2015) and signifies the model fit of the overall bi-dimensional model for all three samples.

Figure 2

Path diagram of CFA for both constructs together

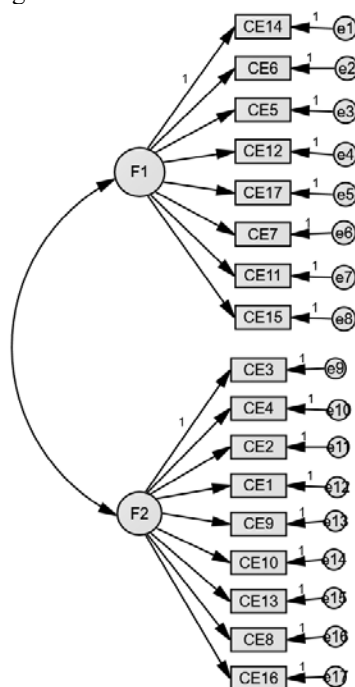


Table 8

Summary of Fit Indices

Category	Indicator	Collective sample	Urban sample	Rural sample
Absolute fit indices	GFI	0.942	0.936	0.931
	AGFI	0.904	0.895	0.885
	RMSEA	0.068	0.065	0.069
	SRMR	0.037	0.038	0.038
Incremental fit indices	IFI	0.966	0.971	0.965
	NFI	0.959	0.956	0.949
	CFI	0.966	0.971	0.965
	TLI	0.951	0.957	0.948

Source: Primary data.

According to Table 9, the CR and AVE value in all the three samples are well above the threshold values, i.e. 0.70 and 0.50, respectively, which symbolises the sufficient internal consistency and adequateness in their representation of the construct, however, the issues are there with discriminant validity as the square root of AVE of protective ethnocentrism is marginally less than its correlation with patriotic ethnocentrism and value of AVE is less than the value of MSV in all the three samples, however, model fit can still be accepted with weak discriminant validity if other parameters are fulfilled (Watson et al., 1995). So, H3 has been failed to reject.

Table 9

Convergent and discriminant validity

Indicators	Collective sample		Urban sample		Rural sample	
	Protective Ethnocentrism	Patriotic Ethnocentrism	Protective Ethnocentrism	Patriotic Ethnocentrism	Protective Ethnocentrism	Patriotic Ethnocentrism
Composite Reliability (CR)	0.936	0.911	0.941	0.908	0.930	0.914
Average Variance Extracted (AVE)	0.646	0.535	0.667	0.528	0.624	0.544
Maximum Shared Variance (MSV)	0.753	0.753	0.754	0.754	0.751	0.751
Square root of AVE	0.804	0.732	0.817	0.727	0.790	0.738
Correlation	0.868		0.868		0.867	

Source: Primary data.

## 5. Conclusions

The study advances the contemporary body of knowledge in the field of international marketing, behavioural economics, and consumer psychology. It exhibited that the construct of consumer ethnocentrism has two dimensions in India. The dimensions are termed as protective ethnocentrism and patriotic ethnocentrism. Earlier research presented mixed conclusions about the dimensionality of the construct of consumer ethnocentrism. Similar to the present study, some other studies conducted earlier, in various other countries, also found CETSCALE bidimensional, however, this is the first study conducted in India where CETSCALE is found bidimensional. The paper, hence, adds to the knowledge gap in present consumer ethnocentrism literature in India by assessing dimensionality, reliability and validity of the consumer ethnocentrism tendency scale. The superlative part of the present study is that it captured the acumens from diverse sample sets and also unlike former studies that incorporated a rural sample. The bidimensional CETSCALE is reliable and valid as a measure of consumer ethnocentrism tendency and can be used to study the same in India. It delivers national and international researchers, marketers, policymakers and companies a valuable instrument to study and analyse the consumer attitude towards inland and overseas products.

## 6. Policy Implications

As the obtained outcomes of this research, in a great sense can facilitate the Government for effective policymaking and Indian companies to do a better market analysis. It will assist them in deciding their key bases for segmentation and target market, product designing and/or redesigning, 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 feel a beat of Indian consumers 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 have a healthier decision making in the area of strategic segmentation and target market, geographical area selection for manufacturing unit and opening retail outlets, product modification required, communication message requirements, possibility and essentiality of strategic alliance, acquisition or merger opportunity etc.

## 7. Limitations and Future Scope of Research

The study validates CETSCALE with a varied sample set, however, the use of a convenient sampling technique partially limited the exposure of several sections of consumers. The self-reported nature of data collection may also have affected the understanding of a few respondents. The present study limits validation of CETSCALE and future researchers can extend the application of this bidimensional CETSCALE to measure the ethnocentrism tendency of Indian consumers and the same can be clubbed with other constructs in the field of consumer attitude and consumer psychology. Future researchers may also check the validity of the CETSCALE with specific product category which may exhibit different results. Besides, as consumer ethnocentrism tendency is unlikely to be static over a period of time, the validation of the CETSCALE can be assessed in other parts of the country as well as again after some years. The study can lead 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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