Ramanujan International Journal of Business and Research, 2024, 9(2), 25-37

doi: https://doi.org/10.51245/rijbr.v9i2.2024.1558
P-ISSN: 2455-5959
E-ISSN: 2583-0171

ARTICLE

Consumer Ethnocentrism and Brand Preferences in India's FMCG Sector: A Comparative Study of CETSCALE and SCONET Scale

Ashish Chandra [1], Monu Rani [2] and Ruchi Shukla [3]

[1, 2]Department of Commerce, Faculty of Commerce & Business, Delhi School of Economics, Delhi University and
[3]Vivekananda Institute of Professional Studies, Delhi

Abstract

This research aims to delve into the dynamics of consumer ethnocentrism in India's Fast-Moving Consumer Goods (FMCG) sector, focusing on prominent companies such as Hindustan Unilever Limited (HUL), Indian Tobacco Corporation (ITC), Dabur India Ltd, Nestle, and the Godrej Group. The study seeks to investigate whether Indian consumers exhibit a preference for domestically produced goods over foreign-made products and aims to understand how consumer sentiments influence their purchasing decisions. Furthermore, the research aims to identify the underlying factors that shape consumer buying behavior towards products from both Indian and international companies

This study consists of two parts: a theoretical part that explains the relevance of consumer ethnocentrism and the consumer attitudes towards the locally produced goods in the literature review section. Empirical section, which involves a comparative study of two well-established scales- CETSCALE and SCONET Scale. CETSCALE – Consumer Ethnocentrism Tendencies Scale (developed by Shimp & Sharma, 1987) is used to reveal the tendency to prefer products made domestically in contrast to those of foreign origin. Whereas, SCONET- Scale of Consumer Ethnocentrism (Maison et al., 2018), preference for a national brand over an international brand. The main finding demonstrated that Indian consumers have nationalist feelings towards the national brands and the validity of both scales in the Indian market. The ITC company would be chosen by 21.6% of consumers for their purchase. This study benefited both domestic and international businesses in marketing decisions, segment targeting, brand positioning, and advertising strategies for businesses looking to cater to the preferences and attitudes of Indian consumers in the FMCG sector.

Keywords: Consumer Ethnocentrism, Attitude, Brand preference, Comparative study, CETSCALE scale, SCONET scale.

1 Introduction

The interconnectedness of economies has made it possible for consumers to access goods from anywhere in the world. Regardless of where a product is made, Indian consumers can readily find it in local markets (Jiménez Guerrero, 2025). For example, the concept of instant coffee—simple to manufacture and reducing waste from coffee bean harvesting in the Swiss market—is now popular around the world (Nespresso, 2024). Similarly, Indian herbal and natural products from Dabur are available across the world. Indian enterprises face intense competition from multinational corporations (Dabur

India Ltd., 2024). Multinational corporations are more proactive than domestic firms in managing product portfolios, understanding consumer behaviour, delivering high-quality products and services, and adapting policies to changes in the business environment and other factors. Domestic corporations take longer to position their products in the minds of consumers. (Yadav & Kishor, 2023; Kinawy, 2025).

In today's interconnected economies, the accessibility of products globally is evident, allowing Indian consumers to easily find goods from around the world in local markets. The FMCG sector in India, valued at US$121.8 billion and comprising both domestic and multinational corporations, plays a significant role in the country's economy, employing nearly three million people. The sector's success is attributed to its vast market size, a growing youth population, rising rural consumption, increasing e-commerce penetration, and global interest, making it the fourth-largest sector in India. With a focus on personal care and home goods accounting for 50% of sales (IBEF Feb report, 2025). This study delves into customer ethnocentrism within the Indian FMCG sector, specifically examining the top five corporations by net worth: HUL, ITC, Nestle, Dabur, and Godrej.

Name of companies	Net worth (2024-2025)
HUL	Rs 60,680 crore
ITC	Rs 75,323.34 crore
Nestle	Rs 2,09,097.5 crore
Dabur	Rs 17,401.42 crore
Godrej	Rs 74,316 crore

These companies, with diverse origins and financial stability, serve as key players in shaping consumer preferences and attitudes. Hindustan Unilever Limited (HUL) stands as India's largest fast-moving consumer goods company, founded in 1933, excelling in personal care and home products such as Lux, Lifebuoy, Dove, and Surf Excel. Indian Tobacco Corporation (ITC), a conglomerate diversifying into FMCG, hotels, education, and more since 1910, offers personal care products like Fiama and Vivel, along with home cleaning solutions. Dabur India Ltd, a renowned Ayurvedic brand founded in 1884, specializes in health, oral, child, and skin care, featuring products like Dabur Chyawanprash and Dabur Honey. Nestle, established in 1866, is known for infant nutrition and popular brands like Maggi and KitKat. The Godrej Group, rooted in various industries since 1897, offers a wide range of personal and home care products, including Godrej Expert and Cinthol. Each company brings a rich history and diverse product portfolio to the Indian consumer market. Multinational marketers operate in diversified corporations around the world in a competitive market. The multinational firm works excellently on the product's qualities, design, price, and other objective considerations, but they are unable to ensure that their product will be accepted by consumers. They must comprehend subjective elements that affect people's purchasing choices, such as feelings of patriotism, attitudes toward goods made by domestic companies, moral obligations, beliefs, and other socio-psychological elements. (Jain & Jain, 2013; Han, 2017).

The significance of the study lies in its exploration of consumer ethnocentrism in the Indian Fast-Moving Consumer Goods (FMCG) sector, particularly in relation to five major companies: Hindustan Unilever Limited (HUL), Indian Tobacco Corporation (ITC), Dabur India Ltd, Nestle, and Godrej Group. This study sheds light on consumer behaviour patterns in the Indian FMCG sector. It examines whether consumers in India show a preference for locally produced goods over foreign-made products, and how moral concerns may guide their purchasing decisions. For instance, the study could delve deeper into how ethnocentrism affects consumer behaviour in the FMCG industry, focusing on individual product preferences and brand choices. This study also investigates the comparative studies of the CETSCALE and the SCONET scale.

2 Research objectives

i. To examine the level of ethnocentrism among Indian FMCG customers.
ii. To investigate the impact of consumers' psychological aspects on consumer ethnocentrism through the CETSCALE factors.
iii. To examine the relationship between brand preference metrics and consumer ethnocentrism by the use of SCONET scale.

3 Literature Review

The concept of consumer ethnocentrism, first introduced by Sumner (1906), was later extended to consumer behaviour by Shimp & Sharma (1987), who posited that ethnocentric consumers view purchasing foreign products as unpatriotic and harmful to the domestic economy. Ethnocentric consumers often prefer local goods—even when of lower quality—based on perceived cultural superiority (Šapić et al., 2018; Mbaga et al., 2018). Over the past three decades, ethnocentric behaviour has been studied extensively in both industrialized and developing countries. In markets such as the US, UK, EU, Japan, and Spain, consumers often prefer domestic products due to shared cultural values (Ma et al., 2020; Blazquez-Resino et al., 2021). Studies show that factors like ethnocentrism, loneliness, collectivism, and cosmopolitanism significantly affect attitudes toward foreign goods (Yii et al., 2020; Erkaya, 2019). In Asia, research across China, India, Malaysia, Sri Lanka,

Bangladesh, Vietnam, and Myanmar has revealed mixed findings. While ethnocentric consumers in Oman, Myanmar, and Malaysia prefer local products based on patriotism and perceived quality (Kaur et al., 2019; Mbaga et al., 2018), consumers in Bangladesh favor imports due to higher reliance on foreign goods. In Sri Lanka, (Kinawy, 2025)reinforces that consumer ethnocentrism (CE) is a crucial factor in emerging economies, where consumers are more likely to support domestic brands out of national pride, economic concern, and cultural familiarity. In the Indian context, ethnocentrism varies by sector. For example, foreign brands dominate in telecommunications and electronics, while ethnocentrism influences preferences in FMCG, fashion, and food sectors. Gen Z's brand choices in air conditioning and fashion often reflect product quality and global alignment (Gera et al., 2022; Sehgal, 2021). Conversely, the FMCG sector—particularly soap and tea—reflects a stronger ethnocentric inclination. Brands like Nestle and Tata Salt have adapted to this by emphasizing cultural resonance, while Patanjali's Ayurvedic positioning appeals to national sentiment (Singh & Gautam, 2020; Misra et al., 2018). Prior studies show that personalized engagement and trust-based strategies, such as E-CRM, significantly enhance customer loyalty in service industries (Kumar & Mokha, 2020). This aligns with the premise that psychological and cultural constructs like consumer ethnocentrism can similarly influence brand preference and loyalty in FMCG markets.
The hypothesis statement was as follows:
$H_{1.1}$: - Individuals with high consumer ethnocentrism will have a positive attitude toward Indian companies while selecting FMCG products.
$H_{1.2}$: - Individuals with high consumer ethnocentrism will be more willing to buy products from foreign companies in the FMCG market.

4 Consumer ethnocentrism and CETSCALE

Shimp & Sharma (1987) developed the CETSCALE (Customer Ethnocentrism Tendency scale) to study consumer attitudes toward both domestic (local items) and imported goods. There are 17 items on this scale, which is a 5- or 7-point rating system. Responses range from "Strongly Agree" to "Strongly Disagree". Total mean scores vary from 17 to 119. It assesses how ethnocentric consumers are rather than whether they are ethnocentric (Bawa, 2004). The scale has shown strong reliability and validity across multiple contexts (Gera et al., 2022; Sabina del Castillo et al., 2021; Ma et al., 2020; Lundberg & Overå, 2020; Yii et al., 2020).
In India, researchers have validated CETSCALE's internal, discriminant, and convergent validity, identifying it as a multidimensional rather than unidimensional construct (Yadav & Kishor, 2023; Raut & Sinha, 2021; Singh & Kewlani, 2013; Upadhyay & Singh, 2006). Models have ranged from two factors—conservative vs. liberal ethnocentrism (Candan et al., 2008)—to four dimensions: nationalism, socio-economic conservatism, protectionism, and ultra-nationalism (Upadhyay & Singh, 2006).

5 Brand Preference Measure and Consumer Ethnocentrism

Brand preference refers to a consumer's inclination to favor one brand over another in a competitive marketplace. Global brands are often associated with superior quality and prestige, while local brands are tied to cultural identity and accessibility (Šapić et al., 2018; Özsomer, 2012). Factors influencing brand preference include product attributes, brand awareness, and sales value (Sukant, 2021). In India's FMCG sector, dominant brands like HUL, ITC, Nestle, Dabur, and Godrej shape consumer behaviour through varied positioning. This study examines the relationship between consumer ethnocentrism and brand preference using the SCONET scale—a six-item tool developed by Maison et al. (2018). Unlike the broader CETSCALE, SCONET specifically measures preference for national over international brands. As highlighted by Jiménez Guerrero (2025), SCONET is psychologically grounded and focuses on actual consumer behavior, such as purchase intent, rather than ideological loyalty, making it especially relevant in dynamic consumer markets like India.
Based on the literature review, the hypothesis stated that,
$H_{2.1}$: - Consumer ethnocentrism and brand choice measures are positively correlated.
$H_{2.2}$: - Consumer ethnocentrism and brand choice measures have a negative association.
Consumers can easily compare product categories and prices to determine which brands they prefer among Indian and global businesses. In this study, the relationship between the brand preference measure and consumer ethnocentrism is investigated using the SCONET scale. The Scale of Consumer Ethnocentrism, or SCONET, is a six-item scale that was created by Maison et al. (2018). The SCONET scale serves as an additional tool.

6 Research Gap

The literature reveals three key gaps in the study of consumer ethnocentrism. First, while prior research spans multiple industries, there is limited in-depth analysis of specific product categories. Second, although socio-psychological factors have been widely studied, the role of brand preference in shaping consumer purchase behavior remains underexplored. Third, despite the extensive use of scales like CETSCALE and SCONET, few studies have compared their applications or used them complementarily. Given that CETSCALE measures general attitudes toward domestic versus foreign products, and SCONET focuses specifically on national brand preference, integrating both can offer a more nuanced understanding. This study addresses these gaps by applying SCONET alongside CETSCALE to enhance insights into consumer ethnocentrism in

the FMCG context.

7 Conceptual Framework

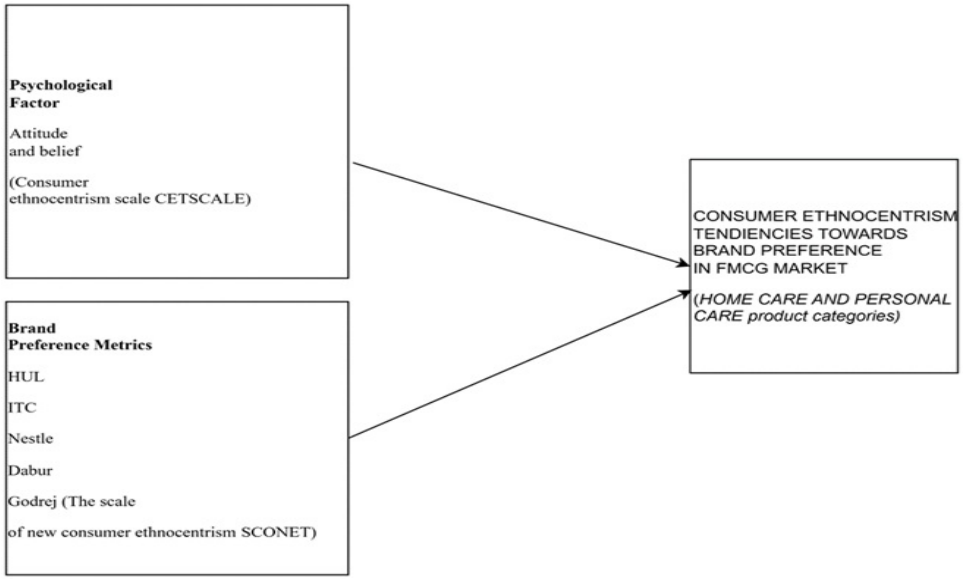

Figure 1 Source: Author

The conceptual model in this study, rooted in the Theory of Planned Behavior(Ajzen, 1985), elucidates the psychological connection between beliefs and behavior. Ajzen's theory posits that a person's core values and beliefs shape their attitudes, with subjective norms, attitudes, and perceived behavioral control influencing behavioral intention and conduct. The model emphasizes the relationship between beliefs and attitudes, defining belief as the subjective probability of a specific action leading to a particular consequence.

The study's conceptual model, depicted in Figure 1, delineates the relationships between independent variables (brand preference, psychological characteristics) and consumer ethnocentrism in the FMCG industry, focusing on personal and home care categories. In this framework, brand preference and psychological characteristics serve as the independent variables, while consumer ethnocentrism functions as the dependent variable. The model investigates how these factors interact to shape consumer behavior in the Indian FMCG context. Control variables include product consistency and price comparisons among major brands such as HUL, ITC, Nestlé, Dabur, and Godrej. Consumers, well-informed about product attributes and pricing, can assess and compare offerings effectively (Srivastava et al., 2017). To operationalize consumer ethnocentrism, the study employs two validated scales: CETSCALE, which gauges consumer opinions toward Indian versus foreign products, and SCONET, which measures preference for national over international brands. This integrated framework provides a foundation to explore the nuanced psychological and behavioral dynamics influencing consumer decision-making in India's FMCG sector.

8 Methodology

This study employed a quantitative, cross-sectional survey approach to assess the relationship between consumer ethnocentrism and brand preferences in India's FMCG sector. The survey instrument incorporated two established scales: the 17-item Consumer Ethnocentrism Tendency Scale (CETSCALE) developed by Shimp & Sharma (1987), and the 6-item Scale of Consumer Ethnocentrism (SCONET) introduced by Maison et al. (2018). Both instruments were adapted to reflect terminology and context relevant to the Indian FMCG industry, specifically within the personal and home care product categories. Responses were recorded using a 5-point Likert scale with options ranging from "Strongly Agree" to "Strongly Disagree". Participants were selected using a combination of convenience and snowball sampling techniques. The questionnaire was distributed both online (via email, WhatsApp, and LinkedIn) and offline (through university and professional networks across Delhi NCR). The sample comprised individuals such as university students, academic peers, engineers, government employees, and private-sector professionals. Following the rule of thumb proposed by Hair et al. (2017), which recommends a minimum sample size of at least ten times the number of observed variables, the study required at least 230 participants to ensure statistical power. A total of 255 responses were collected, of which 247 valid responses were retained after screening. The entire process of participant selection, response screening, and inclusion/exclusion application is visually summarized in Figure 2. All participation was voluntary and anonymous, and the data were used solely for academic purposes. Data analysis and interpretation were carried out using IBM SPSS version 29.

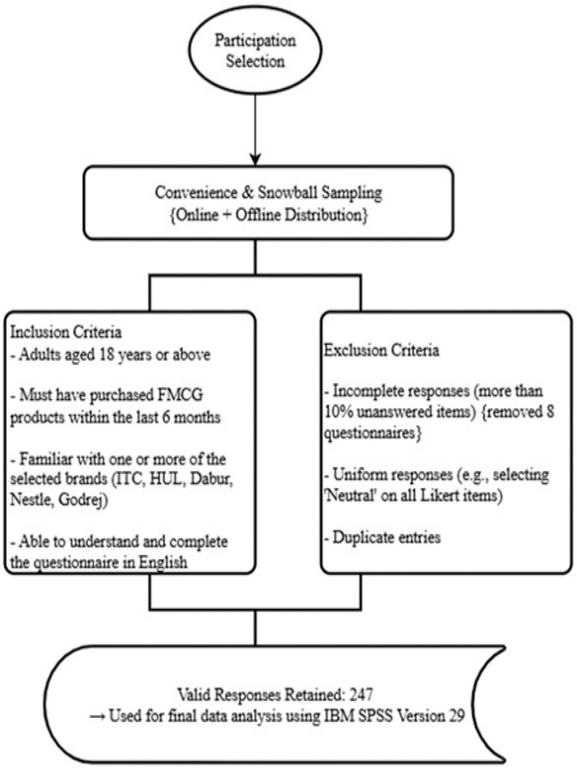

Figure 2: Provides the relevant information regarding participant selection, including the screening process and the inclusion and exclusion criteria applied to determine the final valid sample.

9 Data analysis and Interpretation

9.1 Attitude Statements

The 17-item attitude statement was used to analyze consumer sentiments toward Indian companies' products. The mean and standard deviation of each item can be seen in the table below. This aids in determining which statements have the greatest impact on Indian customer sentiment. The aggregate mean value and standard deviation were used to determine the level of ethnocentrism among Indian consumers in the FMCG industry.

To assess consumer sentiments toward Indian companies' products, the study employed the 17-item CETSCALE developed by Shimp & Sharma (1987). Prior to analysis, the internal consistency of the scale was tested and found to be excellent, with a Cronbach's alpha of 0.936(refer to Appendix Table A1), confirming strong reliability (Nunnally, 1978). All item-total correlations exceeded the threshold of 0.40, indicating good construct validity (Hair, 2010). These results support the use of the CETSCALE in the Indian FMCG context. (Table A1) presents the mean and standard deviation for each item, providing insight into which statements most strongly influence consumer ethnocentrism. The aggregate mean score of 38.65 (SD = 16.26) indicates a moderate level of ethnocentrism among Indian consumers, based on Shimp & Sharma's (1987) scale interpretation range (17 to 119), where scores above 51 suggest high ethnocentrism. This suggests that Indian consumers display a generally favorable attitude toward domestically produced goods. The highest mean scores were observed for the items: "*Purchasing a foreign-made product is un-Indian*" (V5) with a mean of 3.19, and "Foreign companies should not be allowed to put their products on our market" (V14) with a mean of 3.13. These responses reflect a nationalistic sentiment influencing product preferences in the FMCG sector.

To assess whether the data were suitable for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were conducted. The KMO value was 0.941, which indicates an excellent level of sampling adequacy and confirms that the sample was well-suited for factor analysis. According to Kaiser (1974), KMO values below 0.5 are considered unacceptable, values between 0.7 and 0.8 are good, and values above 0.9 are regarded as excellent, placing the current study well within the optimal range. Additionally, Bartlett's Test of Sphericity was significant ($\chi^2 = 2356.230, df = 136, p < 0.001$), indicating that the correlation matrix is not an identity matrix and that there are sufficient inter-item correlations to proceed with factor extraction.

The findings provide strong support for H1.1, as the data indicated a positive correlation between consumer ethnocentrism and favorable attitudes toward Indian companies' products. Respondents with higher ethnocentric tendencies showed a stronger preference for domestically produced FMCG goods, aligning with prior literature (Yadav & Kishor, 2023; Kinawy, 2025).

In contrast, H1.2 was not supported. The results did not indicate that individuals with high consumer ethnocentrism were more inclined to purchase products from foreign companies. Instead, ethnocentric consumers exhibited nationalistic

preferences and were less favorable toward foreign brands. This outcome is consistent with the theoretical understanding of ethnocentrism, which typically implies a negative bias against foreign products (Kinawy, 2025).

10 Exploratory Factor Analysis

Exploratory factor analysis would look at the intercorrelations between all variables on a scale and narrow the data down to a smaller number of dimensions (factors). (Clark & Watson, 2016), It is also used for the development of scale. The sample size must be more than 100 in order to do factor analysis. It should be emphasized that as the sample size increases, the level at which an item loading on a factor is significant decreases (Hooper, 2012).

Table1: Factor Labelling

Variables	Factor Loading	Eigen value	Variance %	Commonalties
Factor 1: "Nationalism" Ethnocentrism		8.452	49.715	
V5	.700			.532
V6	.756			.521
V7	.711			.501
V9	.518			.600
V10	.622			.550
V11	.691			.647
V12	.686			.688
V14	.803			.554
V15	.617			.540
V17	.732			.596
Factor 2: "Conservatism" Ethnocentrism		1.290	7.588	
V1	.761			.597
V2	.813			.587
V4	.594			.505
Factor 3: "Protectionism" Ethnocentrism		1.082	5.778	
V3	.786			.684
V8	.561			.545
V13	.662			.592
V16	.577			.601
Total				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. [a] Rotation Converged in 5 iterations.				

Note: Survey Result

According to Table 1, the value of factor analysis under principal component analysis is 0.501-0.6800. (Bandyopadhyay, 2014), the factor value would be greater than.50. In this investigation, a stringent value of.5 (for a sample size of 247) is used. Factor loading demonstrates convergent validity. These three factors produce a total variance of 63.082%. The initial Eigen value, 8.452, accounted for 49.715% of the variance in the initial data. The second eigenvalue, 1.290, explains 7.588% of the variation. The third eigenvalue, 1.082, explains 5.778% of the variation. The varimax rotation method methodology was used to aid understanding of these three components. Three factors have been extracted using varimax factor analysis and are shown above the table. Dimension construct of Attitude statements, which are "Nationalism" label having ten factors, "Conservatism" label having three factors, "Protectionism" label having four factors (Han, 2017). As a result, CETSCALE is a multidimensional scale (Singh & Kewlani, 2013) in the FMCG industry. The multidimensional model fits the data significantly better than the unidimensional model (Upadhayay & Singh, 2006).

11 Brand Preference Metrics and the SCONET Scale

Brand preference refers to a consumer's inclination to choose one brand over others in the marketplace. To measure this construct, the study employed the SCONET Scale, a 6-item instrument adapted from (Maison et al., 2018), which assesses consumer preference for national brands over international ones. The SCONET is not a replacement but a supplement to the widely used CETSCALE (which evaluates demographic, psychological, and cultural dimensions of ethnocentrism).

The reliability of the SCONET Scale was confirmed with a Cronbach's alpha of 0.763 (refer to Appendix Table A2), exceeding the 0.70 threshold recommended by Nunnally (1978), indicating acceptable internal consistency. Additionally, all item-total correlation (r-value) was positive, supporting the construct validity of the instrument.

The mean and standard deviation for each of the six SCONET items are presented in (Table A2). The aggregate mean score was 10.41, with a relatively high standard deviation of 17.495, indicating significant variability in responses. The highest-rated statement—"Buying foreign products when they are available is not right"—received a mean score of 2.71, suggesting strong agreement with ethnocentric sentiment. This was followed by "It is always better to buy Indian products" (Mean score = 1.74), further reflecting a consumer preference for domestic brands. Other items had mean scores ranging between 1.21 and 1.66, collectively reinforcing a general inclination toward Indian products over foreign alternatives. Ultimately, it can be inferred from the data that Indian FMCG customers display a preference for national brands over multinational brands, as they express a willingness to support Indian companies and choose Indian products over foreign alternatives.

To ensure the suitability of the data for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were applied to the SCONET scale. The KMO value was 0.941, which, according to (Kaiser, 1974), indicates excellent sampling adequacy, as values closer to 1.0 suggest the data are well-suited for factor extraction. In addition, Bartlett's Test of Sphericity was statistically significant (χ^2= 2356.230, df = 136, p < 0.001), confirming that the correlation matrix is not an identity matrix and that the variables share meaningful associations, a prerequisite for reliable factor analysis. These results support the rejection of the null hypothesis and suggest a significant connection between brand preference and consumer ethnocentrism—validating the potential for dimensional reduction. Exploratory factor analysis using Principal Component Analysis revealed a dominant single factor with an eigenvalue of 2.824, accounting for 47.06% of the total variance, indicating that a unidimensional structure may effectively capture the construct measured by the SCONET scale. The use of oblique rotation (Promax) further confirmed interrelated dimensions, making the scale suitable for deeper analysis of consumer preferences regarding national versus foreign brands.

Table 2: Result of Factor Analysis

	Component Matrix		
S.NO	STATEMENTS	Component 1	Communalities
1	B6	.790	.47
2	B2	.686	.471
3	B1	.681	.418
4	B5	.666	.498
5	B3	.647	.444
6	B4	.631	.629
	Composite Reliability	0.978	
	Average variance extracted	0.570	
	Extraction Method: Principal Component Analysis. 1 component was extracted. Oblimin rotation matrix.		

Note: Survey Result

The results from the preceding (table 2) indicate that the principal component analysis (PCA) yielded factor loadings ranging from .418 to .629. With values above .50, there is strong evidence of convergent validity. The allowed value for factor loading (0.3 and above) was met, indicating good item-to-factor relationships. The direct oblimin component extraction resulted in all variables loading into one factor. This led to the conclusion that the six-item SCONET scale is unidimensional in the FMCG industry in India. This finding aligns with a previous study (Maison et al., 2018). The composite reliability of the SCONET scale was.978, and the average variance extracted (AVE) was.570, both of which are considered acceptable measures of reliability. These results indicate that the items in the SCONET scale are internally consistent. Overall, the data supports the validity and reliability of the SCONET scale for assessing brand preference parameter in FMCG industry.

Based on the data and hypothesis testing results (Table 3), the following conclusions can be drawn: Brand preference measures and consumer ethnocentrism are positively related, with a strong correlation coefficient of 0.711. The p-value of 0.00 indicates that this relationship is statistically significant at the 0.01 level (2-tailed). The positive correlation between brand preference and consumer ethnocentrism supports $H_{2.1}$, which states that there is a positive relationship between these two variables. The data does not support $H_{2.2}$, which implies a disagreement between customer ethnocentrism and brand preference measurements. Instead, it shows a positive relationship. the analysis indicates that customers who exhibit higher levels of consumer ethnocentrism tend to have a stronger preference for national brands. This finding implies that consumers' patriotic or nationalistic attitudes play a role in influencing their brand preferences, leading them to favor domestic brands over foreign ones.(Maison et al, 2018; Jiménez Guerrero, 2025). **Their finding that greater awareness leads to higher consumer action aligns with this interpretation that highly ethnocentric consumers show behavioral loyalty to Indian FMCG brands (**Singh et al., 2017**).**

Table 3 : Relationship Between Consumer Ethnocentrism and SCONET Scale.

Descriptive Statistics		
	Mean	Std. Deviation
CET	2.2734	.95661
SCONET_BPM	1.7355	.69713

Correlation			
		CET	SCONET_BPM
CET	Pearson Correlation	1	.711**
	Sig.(2-tailed)		.000
	N	247	247
SCONET_BPM	Pearson Correlation	.711**	1
	Sig.(2-tailed)	.000	
	N	247	247

**. Correlation is significant at the 0.01 level (2-tailed).

12 Conclusion

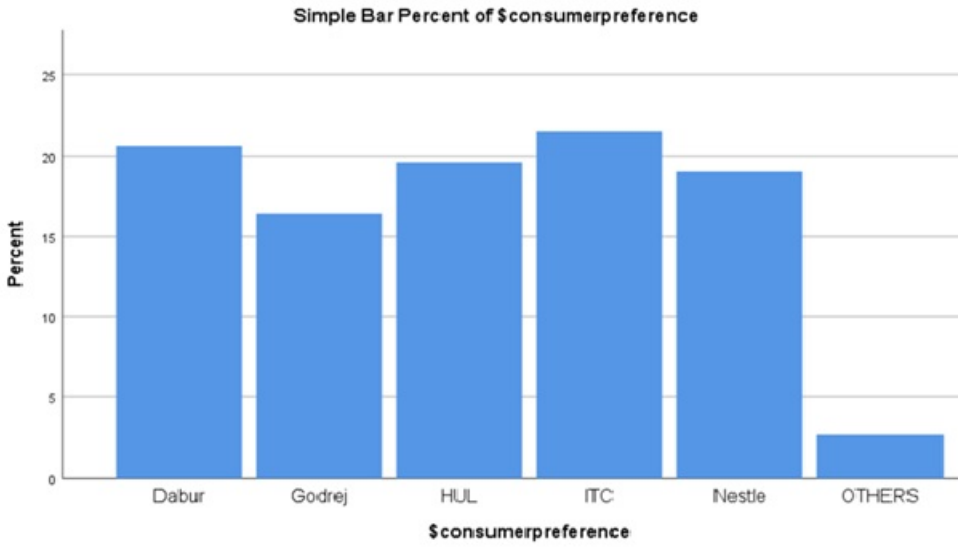

Fig 3: Ranking-based consumer preference for major FMCG brands in India
Note: Based on survey responses (N = 247)

This study explores the prevalence of consumer ethnocentrism in India's FMCG sector, with a particular focus on brand preferences and consumer attitudes. Respondents were asked to rank five prominent FMCG brands—HUL, ITC, Nestle, Dabur, and Godrej. The results indicate a clear preference for Indian-origin brands, with ITC (21.6%) and Dabur (20.6%) receiving the highest consumer rankings, followed by HUL (19.6%), Nestle (19.0%), and Godrej (16.4%). A small segment (2.7%) favoured other brands such as Patanjali, often citing factors such as product quality, packaging, or alignment with domestic values. The preference for ITC and Dabur appears to reflect both national identity salience and product diversification, aligning with the Theory of Planned Behavior (TPB)—where attitudes, subjective norms, and perceived behavioral control influence behavioral intentions (Ajzen, 1985). For instance, young consumers showed a preference for Dabur's Ayurvedic offerings (e.g., Dabur Honey, Dabur Chyawanprash), which supports the notion that cultural relevance and personal values inform brand choice. Factor analysis of the CETSCALE revealed its multidimensional nature (Gera et al., 2022; Raut & Sinha, 2021), capturing diverse ethnocentric attitudes. This finding is consistent with past research suggesting that highly ethnocentric consumers would prefer the domestic product over the foreign product (Ramadania et al., 2023; Yadav & Kishor, 2023; Herath, 2025). In contrast, the SCONET scale exhibited a unidimensional structure, confirmed by a strong composite reliability score (0.978) and average variance extracted (0.570), validating its effectiveness in measuring brand preference along national–international lines. The correlation analysis further reinforces this link, revealing a significant and positive relationship ($r = 0.711$, $p < 0.01$) between consumer ethnocentrism and brand preference. This statistically strong association supports the hypothesis that individuals with higher ethnocentric attitudes are more likely to prefer national brands, suggesting that brand choices are not merely functional but are also driven by identity and value-based considerations. These results echo findings by (Maison et al., 2018; Jiménez Guerrero, 2025), focused on a modern perspective on **consumer ethnocentrism and brand preference**, especially in the FMCG sector. This paper proposes the utilization of both the CETSCALE and SCONET scales within the Indian FMCG sector, recognizing their effectiveness in understanding consumer attitudes and ethnocentrism. The CETSCALE, applied to the Indian market, suggests that consumers have a positive attitude towards Indian brands while demonstrating a moderate level of ethnocentrism. Conversely, the SCONET scale reveals a strong correlation between brand preference and consumer

ethnocentrism among Indian consumers. Notably, Indian consumers show a preference for brands such as ITC, Dabur, and Godrej. These findings deepen our comprehension of the factors that shape consumer behavior, particularly concerning preferences for national versus international brands within the Indian market.

13 Implications and scope for future studies

The findings of this study offer practical implications for both FMCG marketers and policy makers. The observed strong positive correlation (r = 0.711) between consumer ethnocentrism and brand preference confirms that Indian consumers with stronger nationalistic sentiments are more inclined toward domestic brands. This provides an opportunity for firms such as ITC, Dabur, and Godrej, which received the highest consumer preference scores, to reinforce their positioning by aligning with national values and cultural identity. Emphasizing product authenticity, traditional knowledge (e.g., Ayurveda), and domestic sourcing can further enhance brand loyalty, particularly among ethnocentric and health-conscious segments. Meanwhile, multinational brands such as HUL and Nestle may benefit from integrating localized narratives into their campaigns—blending global quality with Indian relevance. Strategies such as co-branding with Indian firms, region-specific product lines, or highlighting contributions to local employment and sustainability can strengthen their appeal in a market where ethnocentric attitudes influence behavior. From a policy standpoint, the results suggest that consumer ethnocentrism can be leveraged to strengthen the domestic industry through targeted initiatives. Programs such as Make in India, Vocal for Local, Aatmanirbhar Bharat Abhiyan, consumer awareness campaigns, and ethical labelling standards could encourage citizens to make more informed and patriotic purchasing decisions. Policy makers can collaborate with FMCG firms to develop education campaigns that emphasize the economic and social value of supporting Indian-made products. In terms of future research, the current study sets the foundation for broader investigation into ethnocentric consumption. Scholars may explore regional and demographic variations in consumer ethnocentrism within India to understand how preferences differ across cultural or socio-economic contexts. Additionally, longitudinal studies could track how brand attitudes and ethnocentrism evolve in response to policy shifts, global events, or market dynamics. Further investigation into consumers who selected alternative or emerging brands could also reveal new consumer motivations and value systems not fully captured in this study. Such efforts would contribute to a more nuanced and future-ready understanding of Indian consumer behavior in the FMCG sector.

References

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control: From cognition to behavior* (pp. 11-39). Berlin, Heidelberg: Springer Berlin Heidelberg.

Bandyopadhyay, S. (2014). Country-of-origin perceptions, consumer ethnocentrism, and product evaluations in the Indian market. *International Journal of Business and Social Science*, *5*(9).

Bawa, A. (2004). Consumer ethnocentrism: CETSCALE validation and measurement of extent. *Vikalpa, 29*(3), 43–58.

Blazquez-Resino, J. J., Gutierrez-Broncano, S., Jimenez-Estevez, P., & Perez-Jimenez, I. R. (2021). The effect of ethnocentrism on product evaluation and purchase intention: The case of extra virgin olive oil (EVOO). *Sustainability*, *13*(9), 4744.

Candan, B., Aydın, K., & Yamamato, G. T. (2008). A research on measuring consumer ethnocentrism of young Turkish customers purchasing behaviors. *Serbian Journal of Management*, *3*(1), 39-60.

Clark, L. A., & Watson, D. (2016). Constructing validity: Basic issues in objective scale development.

Dabur India Ltd. (2024). Annual report 2025. https://www.dabur.com

Erkaya, Y. (2019). Consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, cultural openness, and their impacts on the purchase intention for non-American products. A field experiment in the USA. *Kwartalnik Naukowy Uczelni Vistula*, 2(60), 101-113.

Gera, N., Rohatgi, S., Wise, J. A. (2022). Consumer ethnocentrism in Indian air-conditioner market: A social identity theory perspective. *International Journal of Global Business and Competitiveness*, *17*(2), 192-202. https://doi.org/10.1007/s42943-022-00057-9.

Godrej Group. (2025). Who we are, what we do, go green, and brand. Godrej. https://www.godrej.com

Hair, J. F. (2010). *Multivariate data analysis.* Pearson College Division.

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.

Han, C. M. (2017). Cosmopolitanism and ethnocentrism among young consumers in emerging Asia: Chinese vs Koreans towards Japanese brands. *Asia Pacific Journal of Marketing and Logistics*, *29*(2), 330-346. https://doi.org/10.1108/APJML-07-2016-0113.

Herath, S. (2025).Consumer Ethnocentrism Amidst an Economic Crisis: The Sri Lankan Perspective. *Ethnocentrism and Country of Origin Effects*, 479.

Hindustan Unilever Limited. (2025). Company report, brand, and company history. Unilever. https://www.hul.co.in

Hooper, D. (2012). Exploratory factor analysis.

Indian Brand Equity Foundation. (2025, February). Fast moving consumer goods. IBEF. https://www.ibef.org

ITC Limited. (2025). Brand sustainability and company background. ITC. https://www.itcportal.com

Jain, S. K., Jain, R. (2013). Consumer ethnocentrism and its antecedents: An exploratory study of consumers in India. *Asian Journal of Business Research*, *3*(1), 1-18.
Jiménez Guerrero, J. F. (2025). Scales to Measure Consumer Ethnocentrism: A Guide for Researchers. *Sustainability*, *17*(6), 2635. https://doi.org/10.3390/su17062635.
Kaiser, H. F. (1974). An index of factorial simplicity. *psychometrika*, *39*(1), 31-36.
Kaur, K., Singh, J., Kunasegaran, M., Osman, S. (2019). Theory of Planned Behavior and Mediating Effect of Consumer Ethnocentrism: purchasing intention of halal cosmetics among young working women in Malaysia. In *Proceeding: International Conference on Business, Management, Technology and Education (ICBMTE 2019)* (p. 278).
Kinawy, R. N. (2025). Unraveling consumer behavior: Exploring the influence of consumer ethnocentrism, domestic country bias, brand trust, and purchasing intentions. *Strategic Change*, 34(2), 137-150. DOI:10.1002/jsc.2607.
Kumar, P., & Mokha, A. K. (2020). A study on relationship between electronic customer relationship management (E-CRM) and customer loyalty in the banking industry. *Ramanujan International Journal of Business and Research*, *5*, 211-226.
Lundberg, C., & Overå, B. R. (2020). *Applying the Consumer Ethnocentrism Model to Norwegian Consumers* (Bachelor's thesis, Handelshøyskolen BI).
Ma, J., Yang, J., Yoo, B. (2020). The moderating role of personal cultural values on consumer ethnocentrism in developing countries: The case of Brazil and Russia. *Journal of Business Research*, *108*, 375-389.
Maison, D., Ardi, R., Yulianto, J., & Rembulan, C. (2018). How consumer ethnocentrism can predict consumer preferences—Construction and validation of SCONET scale. *Polish Psychological Bulletin, 49*(4), 365–374.
Mbaga, M. D., Al Abri, L. S. K., Bose, S., Boughanmi, H. (2018). Omani consumer's ethnocentrism and demand for locally produced products. *American Journal of Industrial and Business Management*, *8*(6), 1440-1459.
Misra, R., Singh, S., & Singh, D. (2018). Analysing the role of consumer ethnocentrism and social responsibility in the preference of ayurvedic products. *Management and Labour Studies*, *43*(4), 263-276.
Nespresso. (2024). Sustainability report 2024. https://www.nespresso.com/sustainability accessed on July 2025.
Nestlé.(2025). Brand, sustainability, company profile: Good food, good life. Nestlé Global. https://www.nestle.com.
Nunnally, J. C. (1978). *Psychometric theory.* McGraw-Hill.
Özsomer, A. (2012). The interplay between global and local brands: A closer look at perceived brand globalness and local iconness. *Journal of International Marketing*, *20*(2), 72-95.
Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism, cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business & Management*, *10*(2), 2229551.
Raut, H., & Sinha, C. (2021). Analyzing the Ethnocentric Behavior of Consumers for Fmcg Products in Pune City. *International Journal of Management*, 11(12), 2020.
Sabina del Castillo, E. J., Diaz Armas, R. J., & Gutierrez Tano, D. (2021). An extended model of the theory of planned behaviour to predict local wine consumption intention and behaviour. *Foods*, *10*(9), 2187.
Šapić, S., Kocić, M., Filipović, J. (2018). Brand and consumer characteristics as drivers of behaviour towards global and local brands. *Zbornik radova Ekonomskog fakulteta u Rijeci: časopis za ekonomsku teoriju i praksu*, *36*(2), 619-645.
Sehgal, P. (2021). Consumer ethnocentrism towards apparel brands. *GIS Science Journal,* 7, 636–644. https://doi.org/10.13140/RG.2.2.11808.51200.
Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of marketing research*, *24*(3), 280-289.
Singh, A. I., & Dhiman, M. (2012). An evaluation of ethnocentric scale (CETSCALE) among Indian consumers of imported foods. *Indian Manag. Stud. J*, *16*, 1-18.
Singh, K. J., Lehkar, M., & Patti, S. (2017). Awareness of Consumer Rights: A Comparative Study. *Ramanujan International Journal of Business and Research*, *2*, 75-84.
Singh, P. C., & Gautam, A. (2020). Consumer Ethnocentrism Towards Domestic Brand: A Study. *International Journal of Management (IJM)*, 11(11).
Singh, S., & Kewlani, S. (2013). Ethnocentrism and "made in tags" go hand in hand for Indian youths "Cetscale validation and dimensionality assessment. *European Journal of Business and Management*, *5*(13), 198-211.
Srivastava, M., Fernandes, S., Mallick, A., & Legha, M. (2017). Impact of ethnocentrism on Indian consumers' brand preferences for domestic vs foreign products: An empirical study. *International Journal of Applied Business and Economic Research, 15*(16, Part II), 123–135.
Sukant, M. (2021). Factors influencing brand preference of consumers in Indian mobile telecommunications services. *Information technology in industry*, *9*(1), 835-843. https://doi.org/10.17762/itii.v9i1.203.
Sumner, W. G. (1906). *Folkways: Sociological importance of usages, manners, customs, mores and morals. 1959 Reprint*.
Upadhyay, Y., & Singh, S. K. (2006). Preference for domestic goods: A study of consumer ethnocentrism. *Vision*, *10*(3), 59-68.
Yadav, S., & Kishor, N. (2023). Global vs local: A choice influenced by consumer ethnocentrism level. *NMIMS Management Review*, *31*(4), 240-255. https://doi.org/10.1177/09711023241230371.
Yii, H., Tan, D., Hair, M. (2020). The reciprocal effects of loneliness and consumer ethnocentrism in online behavior. *Australasian marketing journal*, *28*(1), 35-46.

APPENDIX

Table A1 : Attitude Statements (CETSCALE Items)

S.No.	Items	Average mean	Standard deviation
1.	V1	2.07	1.365
2.	V2	1.83	1.273
3.	V3	1.31	.833
4.	V4	1.93	1.224
5.	V5	3.19	1.467
6.	V6	2.60	1.478
7.	V7	2.62	1.549
8.	V8	1.83	1.231
9.	V9	1.99	1.269
10.	V10	2.26	1.418
11.	V11	2.40	1.434
12.	V12	2.72	1.538
13.	V13	1.81	1.224
14.	V14	3.13	1.473
15.	V15	2.54	1.425
16.	V16	1.74	1.205
17.	V17	2.68	1.538
Aggregate Score		38.65	16.262
Valid Items = 17			
Cronbach's alpha=.936 (Reliable)			

Source: survey response data

Table A2 : Brand Preference Metrics Statements(SCONET SCALE)

S.No.	Statements	Mean	Standard deviation
1.	In my opinion, we should support our national companies by buying Indian products.	1.21	.703
2.	If I have a choice between an Indian product and a foreign product, I choose the Indian product	1.54	.978
3.	Buying foreign products are available is not right.	2.71	1.302
4.	I often buy Indian products.	1.54	1.007
5.	I think that Indian products are as good as foreign ones.	1.66	1.026
6.	It is always better to buy Indian products.	1.74	1.077
	Aggregate score	10.41	17.495
Valid item = 6			
Cronbach's alpha = 0.763 (Reliable)			

Questionnaire

Section 1: Socio-Psychological Factor

This section seeks your opinion about the attitude, belief and other psychological factor that influenced an individual to prefer Indian product than foreign product. Five-point Likert scale are used. (Starting from 1- Strongly Agree,2- Agree,3-Neutral, 4-Disagree, 5-Strongly Disagree.)

S.No	Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.	Indian people should always buy Indian made product instead of imports. (V1)	☐	☐	☐	☐	☐
2.	Only those products that are unavailable in India should be imported. (V2)	☐	☐	☐	☐	☐
3.	Buy Indian-made product. Keep India working. (V3)	☐	☐	☐	☐	☐
4.	Indian product, first, last, and foremost. (V4)	☐	☐	☐	☐	☐
5.	Purchasing foreign-made product is un-Indian. (V5)	☐	☐	☐	☐	☐
6.	It is not right to purchase foreign products, because it puts Indian out of jobs. (V6)	☐	☐	☐	☐	☐
7.	A real Indian should always buy Indian-made product. (V7)	☐	☐	☐	☐	☐
8.	We should purchase products manufactured in India instead of letting other countries get rich off us. (V8)	☐	☐	☐	☐	☐
9.	It is always best to purchase Indian products. (V9)	☐	☐	☐	☐	☐
10.	There should be very little trading or purchasing of goods from other countries unless out of necessity. (V10)	☐	☐	☐	☐	☐
11.	Indians should not buy foreign products, because this hurts Indian business and causes unemployment. (V11)	☐	☐	☐	☐	☐
12.	Curbs should be put on all imports. (V12)	☐	☐	☐	☐	☐
13.	It may cost me in the long-run but I prefer to support Indian products. (V13)	☐	☐	☐	☐	☐
14.	Foreigners should not be allowed to put their product on our markets. (V14)	☐	☐	☐	☐	☐
15.	Foreign products should be taxed heavily to reduce their entry into India. (V15)	☐	☐	☐	☐	☐
16.	We should buy from foreign countries only those products that we cannot obtain within our own country. (V16)	☐	☐	☐	☐	☐
17.	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work. (V17)	☐	☐	☐	☐	☐

Section 2: Brand Preference Measure

This section consists of the brand preference measure in FMCG sector (Personal and Home care product categories).

1.	Please mention a FMCG product brand preferences in order of preferences.					
s.no	**Questions**	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
2.	In my opinion, we should support our national companies by buying Indian products. (B1)	☐	☐	☐	☐	☐
3.	If I have a choice between an Indian product and a foreign product, I choose the Indian product. (B2)	☐	☐	☐	☐	☐
4.	Buying foreign products are available is not right. (B3)	☐	☐	☐	☐	☐
5.	I often buy Indian product. (B4)	☐	☐	☐	☐	☐
6.	I think that Indian products are as good as foreign ones.(B5)	☐	☐	☐	☐	☐
7.	It is always better to buy Indian products. (B6)	☐	☐	☐	☐	☐