Analytical Study on Impact of Consumer Ethnocentrism on Animosity

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Abstract: Consumer ethnocentrism (CE) and hostility (BL) toward Indian-made cosmetics are examined in this research, as is the mediating effect of product judgement (PJ) regarding Indian-made cosmetics. The researcher collected data using quantitative methods in this investigation. Purposive sampling was used to select 280 customers to participate in the research and conduct the online survey, which gathered the data in this case. The data were analysed, and the study's hypotheses were tested using SPSS 20 and AMOS 21. Because previous research has found a negative association between CE and BL, and no direct relationship between CE and BMI, this study's findings suggest a positive relationship between the two. According to the outcomes of the mediation, it is only playing a partial role in mediating this situation. India is the first to be studied for this purpose. CE, CA, and BI, and BL, then again, test PJ as a middle person without precedent for the terms of their relationship. The consequences of this examination may be helpful to both global and Indian beauty care products organisations. Moreover, it may provide support for business students and scholars to more readily appreciate and examine these elements in relation to non-industrial countries.

Keywords: Brand Image; Brand Loyalty; Consumer Ethnocentrism; Consumer Animosity; Product Judgment; Consumer Sentiments; Market Research; Purchasing Decisions; Product Preferences.

1. Introduction

Companies and scholars are increasingly interested in the factors that influence customers' decisions to purchase foreign goods, given the growing importance of the trade zone and the free trade agreement. Consumer sentiments regarding foreign goods are becoming increasingly important as international commerce becomes a more significant aspect of the global economy. As a result, businesspeople should focus more on understanding how customers feel about buying items from other countries. The

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issue of buying intention is one that frequently arises in market research. Consumers' desire to acquire fashion and luxury clothing is sparked in social circumstances. When it comes to influencing customer purchasing decisions, fashion aspects that are frequently connected with emotional expressions have the most impact [5]. Nijssen and Douglas [2] found that social psychology influences purchasing intention. People's aversion to buying foreign goods stems from a variety of reasons, including past or current political, military, economic, or diplomatic events. Consequently, marketing has included both ethnocentrism and hatred into its strategy. Domestic product preferences may be predicted well by consumer ethnocentrism, but this does not explain why people acquire foreign goods in the first place. A consumer's dislike for a single nation is measured by "remnants of antipathy", but this does not explain the overall pattern of foreign product preferences and consumption across countries. In addition, research on the possible linkages between consumer ethnocentrism, consumer antagonism, and the overall construct of nation image is essentially nonexistent.

2. Literature Review

Guo and Zhou [3] while the expansion of e-commerce has been rapid in the last decade, the effect of COVID-19 has been much greater. Consumer ethnocentrism and online purchasing behaviour in times of pandemics are examined in this research using the idea of planned behaviour. Using a Partial Least Squares Structural Equation Modelling method, 294 online consumers were surveyed. In the event of a health crisis, there is no substantial correlation between online buying behaviour and the nation of origin. A good attitude about online buying has also been shown to have a beneficial effect on online purchasing behaviour. Khan et al. [4] this study examines consumer ethnocentrism and consumer antagonism to gain a deeper understanding of the debated themes and suggest possible future research questions. An absence of orderly evaluations and thorough outlines in the field, (b) a strength of quantitative examination studies, (c) a shortage in verifiable surveys, and (d) an absence of a typical comprehension of the connection between shopper ethnocentrism and purchaser enmity have been recognised in the current literature [1].

Klein and Ettensoe [7] consumer ethnocentrism (CE) and hostility (BL) toward Indian-made cosmetics in Pakistan is examined in this research, as is the mediating effect of product judgement (PJ) regarding Indian-made cosmetics [1]. The data were analysed, and the study's hypotheses were tested using SPSS 20 and AMOS 21. Because previous research has found a negative association between CE and BL, and no direct relationship between CE and BMI, this study's findings suggest a positive relationship between the two. Pakistani consumers' anti-Indian sentiment (CA) seems to have a detrimental influence on both business and brand loyalty (BI and BL). According to the mediation outcomes, PJ is only playing a partial role in mediating this situation. India and Pakistan are the first two countries to be studied for this purpose [14]. Danilwan et al. [6] organisations are more concerned with determining if customers are eager to buy their products to compete in the market and get the attention of current research. In other words, the primary goal of this research is to see how customer ethnocentrism and consumer hostility affect the likelihood of a purchase.

Product judgments have also been explored as a possible mediator between ethnocentrism and readiness to buy, as well as between customer hostility and willingness to purchase, in research on consumer behaviour [12]. Ethnocentrism and consumer antipathy are sometimes confused since they both lead to an unwillingness to purchase foreign goods. Abdalrahman et al. [8] client orientation, age, area of home, buying goal, and ethnocentrism are undeniably analysed in this article. To this end, this paper examines the relationship between Palestinian buyer segment attributes and their level of ethnocentrism, as well as how customer ethnocentrism may influence their purchasing expectations for local food items. Research design, methodology, and strategy — A total of 185 Ramallah-based Palestinian customers were selected for this study using a purposive sampling approach. Customer purchase intention and consumer ethnocentrism were examined using standardised measures that were translated into a questionnaire format and utilised to gather data. Farah and Mehdi [9] vietnamese customers are increasingly exposed to foreign goods and services, particularly children's cuisine, due to the rise of international commerce and tourism.

However, several variables may lead to unfavourable sentiments about foreign goods, including historical or current political, military, economic, or diplomatic actions that have occurred in the past. Marketing has therefore included the concepts of customer ethnocentrism and consumer hostility [14]. Ethnocentrism and hatred toward Chinese cuisine may influence willingness to purchase, and this research will evaluate if product evaluations mediate this effect [13]. The 846 interviews conducted in three Vietnamese cities were analysed using structural equation modelling (Hanoi, Danang, and Ho Chi Minh). Customer ethnocentrism has been shown to enhance consumer hostility. When it comes to purchasing Chinese children's meals, product judgments may not be a crucial mediator.

3. Research and Methodology

India is the focus of this study. CE and CA have been examined for their impact on Indian-made cosmetics BI and BL in this study, with PJ serving as a mediator. The researcher employs purposive sampling to gather information from women and men who use cosmetic products.

The questionnaire was utilised as a survey tool by the researcher in this investigation. This was a six-part series. We requested demographic information, such as gender and age, in the first section of our questionnaire (Figure 1). Five of the six sections were devoted to measuring variables, namely CE, CA, PJ, BL, and BI. All of these factors are measured on a five-point Likert scale by the researcher. Research by Abosag and Farah [5] led to the development of the BI scale. The researchers utilise the BL scale, developed by Chaudhry et al. [10] in their investigation.
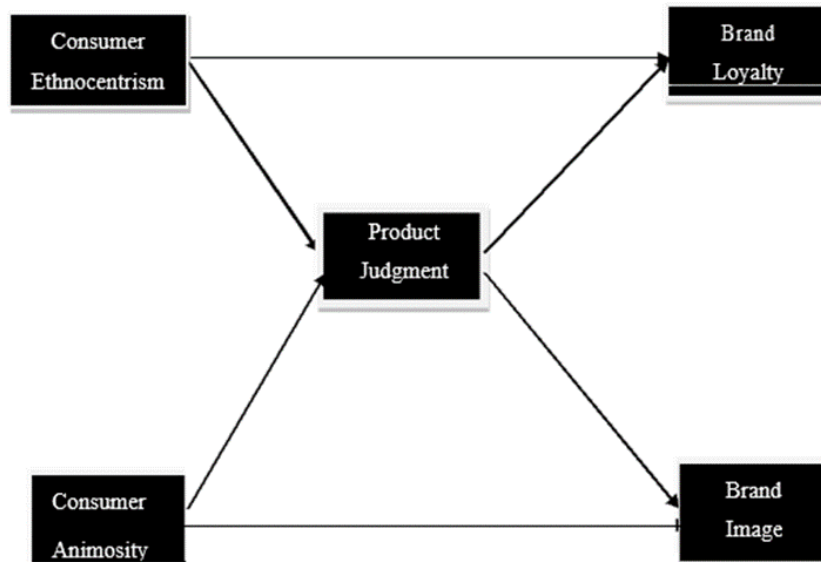

Figure 1: Proposed model

In this review, the specialist gathered information from 280 members and used a strategy proposed by Quang et al. [11] in his book, Standards and Practices of Underlying Condition Displaying, to multiply all questionnaire questions by 10 (SEM). Therefore, a sample size of 280 people was chosen, given the 28 questions. To collect data, the researcher employed a heterogeneous purposive sampling strategy, aiming to gather a range of viewpoints on current events. Males comprise 38.9% of responders, while females comprise 61.1%. In all, 93% of those polled were between the ages of 21 and 30. Respondents aged 31 to 40 comprise 4.3% of the sample, with 2.1% in the 41- to 50-year-old age bracket. In all, 3.2% of those polled are intermediately educated, 64.6% are college graduates, 24.3% are postgraduates, and 7.9% are college grads or above. The researcher is employing a deductive research technique and testing a hypothesis, which aligns with a positivist philosophical premise. Male and female consumers of cosmetic products are asked to fill out questionnaires by the researcher. Ethnography, case studies, experiments, and surveys are all examples of data collection methods.

In this study, the researcher uses a survey as a method of data collection. The goal of this study is to examine the cause-and-effect relationship and to conduct a cross-sectional investigation. Data analysis can be performed using various software packages, including SPSS, AMOS, or SmartPLS. The data in this study are analysed using both SPSS and AMOS software. For reliability testing, the researcher used SPSS to do a reliability analysis and found the values. The data are then subjected to descriptive statistical analysis in SPSS to ensure that they are normally distributed.

Researchers used AMOS to do a confirmatory factor analysis to ensure the validity of the factors. Additionally, the researcher employs SEM to validate the hypothesis using AMOS. Throughout this investigation, researchers are mindful of the ethical issues. Respondents are not coerced into providing information. Attaching a letter with each survey to ask permission from respondents is a common research practice. This data is gathered by the researcher using Google Forms, which each responder is required to complete. To protect the privacy of our respondents and the researcher, we request that participants refrain from disclosing any personal information in their survey responses.

4. Data Analysis

SPSS statistical software was used to examine the survey data. The first step in SPSS is to ensure that the data is reliable. Reliability analysis yielded values of 0.747 for CE, 0.84 for CA, 0.08 for BJ and 0.750 for BI. Because all values are greater than 0.70, the data is considered credible (Table 1).

Table 1: Demographic

Category		Frequency	%	Valid %	Cumulative %
Gender Valid	Male	110	39.9	39.9	39.9
	Female	170	60.1	60.1	100.0
	Total	280	100.0	100.0	
Age Valid	21–30 years	252	92.6	90.6	92.6
	31–40 years	21	5.2	5.3	96.9
	41–50 years	7	2.2	4.1	100.0
	Total	280	100.0	100.0	
Qualification Valid	Intermediate	11	4.2	4.2	4.2
	UG	180	63.6	63.6	66.9
	PG	67	23.3	23.3	93.1
	PhD/PDF	22	8.9	8.9	100.0
	Total	280	100.0	100.0	

The skewness values of all variables fall within the range of 1 to 1, indicating that the data are normally distributed (Table 2).

Table 2: Descriptive statistics

Variable	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic	Std. Error
CA	280	1.00	4.88	3.4680	0.77962	0.429	0.145
CE	280	1.00	5.00	3.6259	0.74576	0.648	0.145
PJ	280	1.17	4.68	3.3750	0.69222	0.284	0.145
BI	280	1.00	4.67	2.2725	0.88747	0.697	0.145
BL	280	1.00	5.00	2.8374	0.80289	0.028	0.145
Valid N (listwise)	280						

After SPSS checks for normality, researchers use AMOS to conduct confirmatory factor analysis. The model fit was tested using CFA. Model fit can be confirmed by using the CMIN/DF, GFI, CFI, and RMSEA indices. All of the data in this study were at or above the threshold (Table 3).

Table 3: Model fit

Indicators	Values
CMIN/DF	3.385
GFI	0.813
CFI	0.939
RMSEA	0.07

CR values ought to be bigger than 0.7 and AVE values ought to be more prominent than 0.5; consequently, the scientist double-checks that all values are more prominent than 0.5 in this Table 4. When looking at correlations, researchers find that all variables have a higher correlation with one another than they do with any other variables they may have considered (Table 4).

Table 4: Correlational matrix

	CR	AVE	BRL	CEN	BRI	PRJ	CAN
CEN	0.828	0.621	0.765				
BRL	0.792	0.552	0.018	0.688			
BRI	0.752	0.513	0.715	0.065	0.776		
CAN	0.783	0.579	0.259	0.229	0.529	0.778	
PRJ	0.855	0.515	0.252	0.525	0.383	0.171	0.631

Researchers then use SEM to examine the effect of free and intervening factors on subordinate factors after completing a CFA examination (Figure 2).
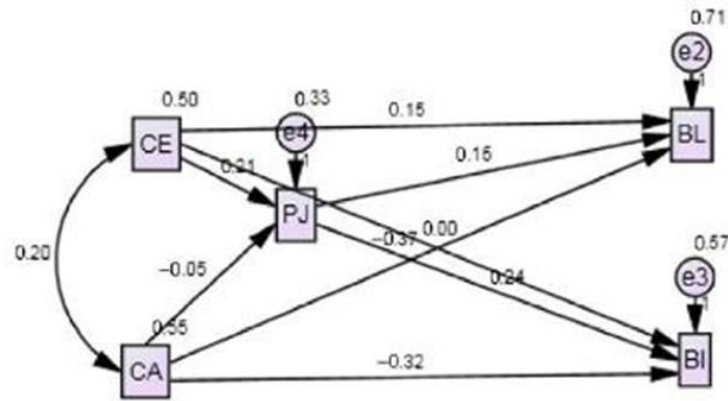
Figure 2: Structural equation model (SEM) diagram for latent variables CE, CA, PJ, BL, and BI

The SEM diagram helps the researcher see how the variables are related to each other. The correlation coefficients show that CE and CA are 20% correlated with each other. This means that there is no problem with multicollinearity between the autonomous elements. The connection coefficient between CE and BL is 0.15, which means that CE has an effect on BL. The association coefficient between CE and BI is 0.00, which means that CE doesn't have a big effect on BI. The correlation values between PJ and BI are 0.24 and 0.32, respectively. This means that PJ might boost BI by 24%. On the other hand, CA and BI are negatively correlated, which means that if CA goes up by 1%, BI would go down by 32%. The correlation between CA and BL is 0.37, which means that the two variables are not related in a positive way. When CA goes up by one percent, BL goes down by 37%.

Table 5: Standardised regression weights

Parameter	Estimate	Lower	Upper	p
PJ → CA	0.236	0.144	0.343	0.017
PJ → CE	0.055	0.155	0.081	0.047
BL → CE	0.128	0.011	0.245	0.041
BI → CA	0.288	0.402	0.181	0.015
BL → CA	0.012	0.109	0.101	0.915
BI → CE	0.318	0.426	0.189	0.012
BL → PJ	0.114	0.054	0.233	0.036

Note: Standardised regression weights: (Group number 1 – default model)

This Table 5 shows that CE's p-value (0.05) is less than 0.016, which means that CE has a big effect. The correlation coefficient between CA and PJ (0.048) is likewise less than 0.05, which means that CA has a big effect on PJ. A p-value of 0.040 for CE and BL means that there is a strong link between them. There is a substantial link between CA and BI because the p-value is 0.014. CE and BI have a p-value of 0.916, which means that there is no significant link between the two. Because CE has a direct effect on BI, this result shows that PJ also has an effect on BI. The p-value for the incentive from CA to BL is 0.011, demonstrating a substantial relationship between CA and BL. The chance that PJ to BL has a p-value of 0.035. The p-value (p-worth) of PJ to BI is 0.036, which means that there are important areas of strength between the two. All of the correlations are strong so far, except for the one between CE and BI (Table 5). The scientist observes from these tables that PJ is engaging in incomplete intervention among CA, BI, and BL, as well as partial intervention among CE, BI, and BL concerning Indian-manufactured pharmaceutical products (Table 6).

Table 6: Standardised total effects

	CA	CE	PJ
PJ	0.064	0.247	0.000
BI	0.311	0.042	0.174
BL	0.314	0.142	0.114

Note: Standardised total effects (Group number 1 – default model)

This study was done by an Indian scholar. This study examines the BL and BI of Indian-manufactured cosmetic products in relation to the effects of CE and CA. After acquiring data from male and female beauty product customers through surveys, researchers use SPSS and AMOS to run a number of tests. The researcher uses SPSS to assess the data's validity and finds that all of the alpha values are more than 0.7. The researcher does a descriptive statistical analysis to validate the normality of the data (Table 7).

Table 7: Standardised direct effect

	CA	CE	PJ
PJ	0.063	0.256	0.000
BI	0.278	0.012	0.165
BL	0.318	0.198	0.114

Note: Standardised direct effects (Group number 1 – default model)

The results indicate that the values of all variables for the skewness parameter are within the range of 1 to 1, signifying that the data is normally distributed. Next, the researcher will undertake a confirmatory factor analysis to make sure the model is indeed right for the job. When analysts look at how well a model fits, they find that the aftereffects of CMIN/DF, CFI, GFI, and RMSEA are all within their limit ranges (Table 8).

Table 8: Standardised indirect effect

	CA	CE	PJ
PJ	0.000	0.000	0.000
BI	0.012	0.033	0.000
BL	0.017	0.016	0.000

Note: Standardised indirect effects (Group number 1 – default model)

The analyst then runs SEM and inspects the overall impact, direct impact, and indirect impact values, as well as relapse loads and p-values, before making inferences. The p-values for all of the connections are significant, except for the one between CE and BI. Research question 1 is "How does CE affect the BI and BL of Indian-made cosmetics goods in India?" The first research question may be answered when the data is analysed. A beneficial effect on BL was observed with CE; however, no direct influence on BL was found in Indian cosmetics. The second research question may also be addressed through the study's results. During the investigation, it was found that cosmetics manufactured in India are prone to BI and BL degradation due to CA. "What function does PJ play in the interaction between CE and the BI and between CE and the BL?" is the study's third research question. Researchers have also discovered the answer to this issue.

They may conclude that PJ has partial mediation in the link between CE and BI, as well as between CE and BL, after conducting mediation analysis using AMOS. PJ. What is the connection between CA and BI and CA and BL?" is the fourth examination question of this review. The specialist also finds that PJ is acting as a fractional middleman in the cooperation between CA and BI, as well as between CA and BL, in this case's fourth request. Except for the H1B hypothesis, all of the study's hypotheses have been accepted. As the H1B visa application was denied, it is clear that CE has no bearing on the biocompatibility of Indian-made cosmetics. This research contradicts Josiassen et al. [1], who found that CE had a direct effect on BI; however, this theory was previously accepted. The research by Quang et al. [11] was undertaken in Iran, but the present investigation is being conducted in India, which is why this hypothesis was rejected.

5. Conclusion

An important goal of this study, which had four research objectives, was to analyse the influence that CE had on the BI and BL of Indian-made cosmetic items in India. In the study's conclusion, researchers found that CE had a beneficial influence on the BL and BI of Indian-manufactured cosmetic items produced in India, thereby achieving the researchers' goal. To "access the influence of CA on BI and BL of Indian produced cosmetic items," the study's second research goal was established. Because the findings indicate that CA hurts BL and BI, the researcher has achieved the study's second research goal. The study's third goal is to "examine the mediating function of PJ in the link between CE and BI and CE and BL." According to the findings of this study, PJ partially mediates the association between CE and BI as well as between CE and BL. As a result, the study's third research objective was also achieved. Third, this study aims to examine the function of PJ in "the relationship between CA and

BI," as well as the link between the two. According to the findings of this study, PJ has a role in mediating the interaction between CA and BI as well as between CA and BL. As a result, we've met our fourth and final research goal.

For the first time in the context of India, this study also explored two associated aspects of CA in this context: war hostility and economic animosity. Indian cosmetics companies operating in this sector can utilise the findings of this research to develop effective business plans that will aid their success. Second, PJ is included in the model as a mediator, as a new variable. This research may also be useful for future researchers in India who are interested in gaining a deeper understanding of these phenomena and exploring their future applications. For future studies, we recommend testing this model with additional nations where relational conflict is present. In the future, researchers may include additional dependent variables, such as brand love, into their BL and BI analyses. If future researchers wish to conduct similar studies using a longitudinal approach, they may gather data at multiple points in time. The future researcher may collect data from several cities and generalise it. Non-probability sampling techniques were used for data gathering; however, future researchers may consider using probability sampling methods in their own studies.

5.1. Practical Implications

India is a nation currently engaged in a war of words. Due to this, cross-border operations are challenging for businesses in these nations. This study will help Indian cosmetics companies manage their businesses and develop effective operational strategies. Additionally, this research might help businesses better manage their worldwide operations and marketing efforts. This research found that CE and CA had a considerable influence on BL, as shown by the findings. This implies that Indian businesses, in particular, need to focus on enhancing their brand equity (BL). To overcome their aversion to Indian brands, consumers choose to support them instead. Results also show that ethnocentrism has a favourable influence on BL. Brands in India shouldn't be concerned with ethnocentrism while attempting to build customer loyalty. Like PJ, Indian firms should establish tactics to build favourable word-of-mouth about their products in various marketplaces to leverage PJ's role as a partial mediator in the link between CE and CA.

5.2. Academic Implications

Psychology and marketing have been combined in this research. Ethnocentric biases and enmity, as well as BI BL and PJ, are included in this study since it focuses on both psychology and marketing. If you're interested in doing more research into consumer behaviour or any of these characteristics connected to marketing, then this study will be a great resource for you to use.

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