


ISME Faculty Dr. Shyam Prasad has published a research paper in collaboration with Dr. Ali Kara and Dr. John in Journal of International Consumer Marketing.

Research Paper link : <https://doi.org/10.1080/08961530.2024.2324764>

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Research Article


Ethnocentrism and Xenocentrism Among Indian Consumers Towards Global Technology Brands: Importance of Brand Image and Brand Attitude

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Published online: 01 Apr 2024

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Abstract

The purpose of this study is to investigate the role of consumer ethnocentrism and xenocentrism beliefs in influencing purchase behavior in India. Given its status as the most populous nation globally, with diverse consumer cultures and backgrounds, understanding Indian consumers' biases toward domestic and foreign products holds significant value for both researchers and practitioners in refining their marketing communication strategies. A technology product, specifically a laptop computer, was selected to examine the ethnocentrism and xenocentrism tendencies of Indian consumers. Data ($n = 373$) for the study were collected through personal interviews with Indian consumers. The study's results indicate that both perceived brand image and brand attitudes exerted a robust positive influence on Indian consumers' purchase intentions for laptop computers. While the direct effects of ethnocentrism and xenocentrism on purchase intentions were minimal, they acted as moderators in the relationship between brand image, brand attitude, and purchase intentions for foreign brands. Developing a strong brand image and fostering positive brand attitudes should be prioritized in marketing communication campaigns to enhance global brand management.

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RESEARCH PAPER

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ACCEPTED FOR PUBLICATION IN
JOURNAL OF INTERNATIONAL CONSUMER MARKETING