

Impact of Acculturation and Ethnocentrism on Food Consumption: Evidence from Rural India

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Abstract

Interaction between multiple cultures in a globalized market place had increased opportunities as well as challenges for organizations. Culture globally is experiencing two opposite movements: the homogenization and the heterogenization. Cultural homogenization leads to a global uniform consumer culture where as heterogenization is making the society bi-cultural. Culture impacts consumer behaviour during consumption by associating symbols to items. Some items resemblances global culture and some are identified with local culture. A confusing cultural impact on consumption is clearly visible in almost all countries due to advancement of technologies and globalization. This paper attempts to investigate the cultural impact on consumption in the era of globalization focusing on food items in the context of rural India. Study measured the role of consumer ethnocentrism and acculturation in rural consumers' food consumption behavior along with demographic predictors of the two constructs. Study concluded with education and gender as the predictors for the constructs with varied propositions. Study also identified a negative association amongst consumer ethnocentrism and multiple dimensions of acculturation. A positive association of global food consumption and acculturation and negative with local food is also observed. For ethnocentrism, positive association with local food and negative with global is recorded. Study concluded with discussion of the significance of such phenomenon along with future scopes and possible limitations.

Keywords: Consumer Culture, Acculturation, Consumer Ethnocentrism, Consumer Behavior, Rural India

Introduction

Jameson (2007) defined culture as “the sense of the self, derived from formal or informal membership in groups that impart knowledge, beliefs, values, attitudes, traditions, and ways of life”. Cultural ideology is shared by one particular group seeking differentiation from other groups by using references of acceptable and non-acceptable ideas and behaviors identified by that group (Parsons, 1951). Consumer culture is manifestation of cultural ideologies by using commercially produced images, texts, and objects by one particular group which is even overlapping and conflicting with another group to make collective sense of the group's surrounding environment (Kozinets, 2001). Holt (2002) opined that the consumption of market-made commodities and desire for including marketing symbols is central to consumer culture. Present study is one such in the area of consumer culture intending to measure the impact of culture on food consumption from rural India with Tripura as the universe of the study. Cultural impact is measured by two associated cultural dimensions: acculturation and consumer ethnocentrism. Food items are categorized as global and local food items. Global food items included are Burger, Pizza, Popcorn, Coffee, Carbonated drinks, Tea, Toast, Ice cream and Chocolates where as local food items included are Fish, Momo, Samosa, Sweets, Bhangui, Chakoi, Pork, Vegetables and Chicken. Item selection is based on their availability and familiarity in the selected area of study.

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Literature Review

Globalization resulted in two opposite movements of culture occurring simultaneously: the homogenization and the heterogenization (Cleveland and Laroche, 2007). Cultural homogenization reduces cultural diversity by popularizing various physical cultural symbols, customs, ideas and values and in the process creates a uniform global consumption culture. Cultural heterogenization creates a multi-cultural society by encouraging cultural diversity. Homogenization of culture is equivalent to Westernization or Americanization due to dominance of The United States in the world economy. Homogenization argument was first proposed by Levitt (1983) as: “globalization was transforming the world into a homo-cultural marketplace with similar consumer values”. There is an emergence of global brands due to such global culture (Kapferer, 2001; Yip, 1995) and association with such brands represents identity to a global world (Holt et al., 2004; Steenkamp et al., 2003).

Acculturation is the process through which a consumer achieves this global identity. Acculturation is the process of adapting the dominant culture by changing beliefs, values, and behavior (ethnic identity) due to contact with the new cultures (Berry, 1993). Berry (1993) also proposed four possible ways of acculturation as assimilation (adapting dominant culture and detaching from own), marginalization (reject both their own and the host culture), separation (identify solely with their group and reject the host culture), and integration (become bicultural by maintaining aspects of their own group and selectively acquiring some of the host culture). To measure acculturation at individual level, Cleveland and Laroche (2007) developed and validated (across eight countries) a seven dimensional scale popularly known as Acculturation to the Global Consumer Culture (AGCC) scale. The dimensions are: exposure to global and foreign mass media (GMM); exposure to and use of the English language (ELU); exposure to marketing activities of multinational corporations (EXM); social interactions with foreigners through traveling (TRAV); cosmopolitanism (COS); openness and desire to participate in the GCC (OPE) and self-identification with global consumer culture (IDT).

Dimensions of acculturation (AGCC) have significant association with demographic attributes such as age, gender, education level and income. Findings suggest that age and education are the most consistent demographic predictors for acculturation tendency (AGCC). Age negatively and education positively associates with Cosmopolitanism (COS), Exposure to marketing activities of MNC's (EXM), social interactions with foreigners through traveling (TRAV), and self-identification with global consumer culture (IDT) dimensions of AGCC (Cleveland et al., 2009; 2011). Carpenter et al. (2013) also confirms the same for age and education with Cosmopolitanism (COS) dimension but for income it contradicted the findings of Cleveland et al. (2009; 2011). Regarding gender, Cleveland et al. (2009) concluded that female demonstrates higher level of Cosmopolitanism (COS) compared to male though contradicted by Carpenter et al. (2013) with a non-significant relation. Carpenter et al. (2013) also opined that gender (male) and education positively and age negatively associates with Exposure to marketing activities of MNC's (EXM) & social interactions with foreigners through traveling (TRAV) dimensions. For self-identification with global consumer culture (IDT) dimension, impact of Education and income is positive and age negative.

Ethnocentrism on the other hand is the tendency to analyze the whole world from the view point of the one's own culture (ethnic identity). First coined in sociology by William Graham Sumner in the year 1906, Shimp and Sharma (1987) used ethnocentrism concept in marketing and consumer behavior as Consumer Ethnocentrism (CET). Though, initially consumer ethnocentrism (CET) is considered as a phenomenon of the developed world (Okechuku, 1994; Vida and Fairhurst, 1999), research (Reardon, et al., 2005; Klein, et al., 2006) also confirmed its applicability in developing countries (Renko et al., 2012) where consumers in general evaluate the quality of domestic products positively (Ahmed et al., 2004) due to associated high ethnic identity. Consumer ethnocentric tendency gives an idea regarding how much they are inclined towards accepting or rejecting foreign made products. It also indicates their acceptability of national identity/ethnic identity vis-a-vis global identity. An ethnocentric person will assign highest status or value to their own culture (Rahman et al., 2011) compared to

the other cultures. Shimp and Sharma (1987) developed CETSCALE to measure ethnocentric tendencies.

Numerous studies (Yeong et al., 2007; Ramsaran-Foward, 2010; Kumar et al., 2011; Ranjbairan, et al., 2011) also assessed the impact of demographic factors on ethnocentric tendencies with varied results. These studies collectively created a profile for highly ethnocentric consumer as older with low income, lower education, and preferably women.

An individual's acculturation and ethnocentricity reflects in his/her associated consumption behavior as because cultural orientation can be identified by choices and preferences in everyday consumption (Laroche et al., 2005; Shim & Chen, 1996). Hence, to understand the impact of acculturation and ethnocentrism on rural consumers' food consumption, their local or global food (culture bound and culture free) choices are investigated. Hallab (2009), Sobol (2008), and Cleveland (2007) also applied the same mechanism in their research. From consumption point of view it is assumed that consumers with high level of ethnocentric tendency will favor local food (culture bound rather than culture free) over global. For those with high level of acculturation tendency, the preference will be towards global food.

Objectives of the Study

Based on the literature review, the following objectives are formulated for this research:

- To assess the impact of demographic variables on acculturation and ethnocentric tendencies.
- To evaluate the association of acculturation and ethnocentric tendencies.
- To observe the impact of acculturation and ethnocentrism on global and local food consumption behavior.

Hypotheses Development

Following hypotheses are drawn based on the literature review carried out in relation to acculturation, ethnocentrism and consumption behaviour:

H1: Consumer ethnocentrism (CET) will be (a) positively related to age (b) negatively related to income

and c) negatively related to the level of educational attainment.

H2: Various dimensions of acculturation (AGCC) will be (a) negatively related to age, (b) positively related to income, and (c) positively related to the level of educational attainment.

H3: Female consumers will be more ethnocentric (CET) than their male counterparts.

H4: Male consumers will be more inclined towards various dimensions of acculturation (AGCC) compared to female.

H5: Various dimensions of acculturation (AGCC) will be negatively associated with ethnocentric tendencies.

H6: Dimensions of acculturation (AGCC) will a) negatively predict consumption behaviors associated with traditional/local food & b) positively predict behaviors associated with globally popular food.

H7: Consumer ethnocentrism (CET) will a) positively predict consumption behaviors associated with traditional/local food & b) negatively predict behaviors associated with globally popular food.

Research Methodology

This research is empirical in nature and survey method is employed to collect respondents' opinion to fulfill the formulated objectives. Acculturation tendency is measured by Acculturation to the Global Consumer Culture (AGCC) Scale (Cleveland & Laroche, 2007) and ethnocentric tendency by CETSCALE (Shimp & Sharma, 1987). A pilot study ensured the suitability of these scales for measuring these concepts in the context of rural consumers' in Tripura and the scales are standardized. Final data were collected from one hundred and ninety seven (197) samples from four Gram Panchayats (GP) in Tripura by applying stratified random sampling. The collected data were cross checked, tabulated, coded and analyzed by using statistical tests such as reliability analysis, multiple regression analysis, correlation analysis, Analysis of Variance (ANOVA) and 'T' test.

Sample Selection and Sampling Method

Stratified random sampling is used for sample selection. For measuring initial reliability of CETSCALE, 100

respondents were picked randomly and 99 valid responses were recorded. For reliability of AGCC scale, data were collected from 145 samples and valid responses for various dimensions were: cosmopolitanism (COS) - 143, exposure to global and foreign mass media (GMM) - 140, exposure to and use of the English language (ELU) - 116, exposure to marketing activities of multinational corporations (EXM) - 144, openness and desire to participate in the global consumer culture (OPE) - 102 and self identification with global consumer culture (IDT) - 98. Social interactions with foreigners through traveling (TRAV) dimension was not considered as respondents failed to qualify in this dimension. For final analysis, One hundred and ninety seven samples were picked from four Gram Panchayats (GP) in Tripura.

Data Collection and Analyses

Data were collected by survey method. All the samples were approached with the designed questionnaire consisting of standardized AGCC scale (Cleveland & Laroche, 2007) and CETSCALE (Shimp & Sharma, 1987). The questionnaire consisted of four parts: part one for AGCC scale, part two for CETSCALE, part three for consumption preferences of global and local food and part four for information relating to demographic variables. Scale measurement including food consumption preference used seven points likert scale ranging from 1 (Completely Disagree) to 7 (Completely Agree). Total likert items in AGCC and CETSCALE along with reliability statistics are given in the below Table 1.

Table 1: Table Representing Total Likert Items & Reliability of AGCC and CETSCALE

Item	Original Likert items	Items kept after pilot test	Items for final analysis	Reliability (Cronbach's α)
Acculturation Scale Dimensions, items with reliability (Cronbach's α)				
Global mass media exposure (GMM)	9	8	5	.857
English Language use (ELU)	7	6	4	.598
Exposure to MNC's marketing (EXM)	9	9	9	.842
Cosmopolitanism (COS)	11	8	7	.824
Openness to emulate GCC (OPE)	5	3	3	.602
Self identification with GCC (IDT)	8	8	4	.582
Consumer Ethnocentrism Scale items with reliability (Cronbach's α)				
CETSCALE	17	16	16	.830

Source: Author's own calculation

Findings and Discussion

For identifying significant demographic predictors (age, gender, levels of educational attainment and income) of acculturation dimensions and ethnocentrism, multiple regression analysis was performed. Multiple linear regressions were used as it can incorporate both discrete and continuous variables as predictors when the outcome is a continuously measured variable.

Level of education emerged as the only significant predictor for consumer ethnocentric tendency. The associated statistics are: adjusted $R^2=0.061$ and $R^2=0.071$.

Education as the predictor explained 6.1 % variance in the data. The Durbin-Watson ($d=1.962$) value ranges between $1.5 < d < 2.5$ ensuring no first order auto correlation in the data. The F-ratio in the ANOVA table shows education significantly predict CET with $F(1, 95) = 7.239$, $p=.008$. Other variables, income ($p=0.620$), gender ($p=0.289$) and age ($p=0.573$) were found insignificant in assessing the ethnocentric tendencies. The analyses are given in the below Table 2.

One way ANOVA was run to predict ethnocentrism across different levels of educational attainment. Test statistic reveals significant positive difference of means between 10th grade or below and 12th grade (11.9578, $p=.009$) as

well as with Graduates' and above (11.79772, $p=.013$). But no significant mean difference is observed among 12th

grade and Graduates' and above. Test statistic is given in below Table 3.

Table 2: Regression Statistics for Predictors of Consumer Ethnocentrism:

	<i>R</i> ²	<i>Adj. R</i> ²	<i>F</i>	<i>Sig.</i>	<i>Beta</i>	<i>T</i>	<i>Sig.</i>
Variables	.071	.061	7.239	.008			
Constant						16.007	.000
Age					-.057	.566	.573
Education*					-.266	-2.691	.008
Income					.056	.497	.785
Gender					-.105	-1.067	.289

Source: Author's own calculation (*Confidence level-95%).

Table 3: One way ANOVA Statistics for Consumer Ethnocentrism:

<i>education of the respondents(I)</i>	<i>education of the respondents(J)</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
10 th or below	10 th to HSC	11.95*	4.45	.009	3.10	20.80
	Graduate and above	11.79*	4.63	.013	2.58	21.00
10 th to HSC	10 th or below	-11.95*	4.45	.009	-20.8	-3.10
	Graduate and above	-.16	4.87	.974	-9.84	9.52

Source: Author's calculation, *Confidence level-95%

Thus, it is concluded that respondents with 10th grade and below are more ethnocentric meaning ethnocentric tendency tends to decline with increased level of education supporting various research outcomes (Sharma et.al., 1995; Caruana and Magri, 1996; Klein and Ettenson, 1999.; Piron, 2000; Balabanis et.al., 2001; and Cutura, 2006). Age, gender and income are not significant predictors of ethnocentrism contradicting the previous findings (Sternquist and McLain, 1991; Sharma et.al., 1995 ; Caruana and Magri, 1996; Klein and Ettenson, 1999; Vida and Fairhurst, 1999; Ramsaran-Fowdar, 2010; Josiassen et.al., 2011; Sutikno and Cheng, 2011) for age, (Wall et.al., 1988; Cutura, 2006; Othman et.al., 2008; Josiassen et.al., 2011) for gender, (Othman et.al., 2008; Kumar et.al., 2011) for income and accepting the findings of the studies (Balabanis et.al., 2001) for age, (Good and Huddleston, 1995; Cutura, 2006) for gender and (Kesic et.al., 2004; Cutura, 2006; Fowdar- Ramsaran, 2010)

for income. Thus, hypotheses H1 (a), H1 (b) and H3 are rejected whereas H1(c) is not rejected.

Level of educational attainment is observed as the significant predictor for COS, EXM, GMM dimensions of AGCC and gender for ELU dimension. No demographics are observed to have significant prediction is the context of OPE and IDT dimensions.

The multiple regression statistic for Cosmopolitanism (COS) dimension shows an adjusted $R^2=0.06$ and $R^2=0.07$ for education as an independent variable. Education explained 6 % variance in the acculturation through cosmopolitanism tendency. The Durbin-Watson ($d=1.916$) value is in between the range $1.5 < d < 2.5$ ensuring no first order auto correlation. The F-ratio shows that education significantly predict COS with $F(1, 95) = 7.113$, $p=.009$. Other variables, income ($p=0.380$), gender ($p=0.253$) and age ($p=0.585$) were found statistically insignificant. The regression statistic is given in below Table 4.

Table 4: Regression Statistics for Acculturation by COS Dimension of AGCC Scale

	R^2	Adj. R^2	F	Sig.	Beta	T	Sig.
Variables	.070	.060	7.113	.009			
Constant						10.422	.000
Age					-.055	-.548	.585
Education*					.264	2.667	.009
Gender					.114	1.151	.253
Income					-.099	-.882	.380

Source: Author's own calculation (*Confidence level-95%).

One way ANOVA analysis was run to predict the cosmopolitanism (COS) tendency across different levels of educational attainment. Test statistic reveals a significant negative difference of means between 10th grade or below and 12th grade (-4.59801, $p=.031$) as well as with Graduates' and above (-5.56695, $p=.013$). No significant mean difference is observed among 12th

grade and Graduates' and above. Thus, it is concluded that education predicts acculturation by cosmopolitanism tendency positively meaning acculturation by COS tends to increase with increasing level of educational attainment accepting the findings of the studies by Cleveland et al (2011), Cleveland et al. (2009) and Carpenter et.al. (2013). Test statistic is given below in Table 5.

Table 5: One Way ANOVA Statistic for COS

education of the respondents (I)	education of the respondents (J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10 th or below	10 th to HSC	-4.59*	2.10	.031	-8.77	-.42
	Graduate and above	-5.56*	2.18	.013	-9.90	-1.22
10 th to HSC	10 th or below	4.59*	2.10	.031	-8.77	-.42
	Graduate and above	-.96	2.29	.674	-5.53	3.59

Source: Author's calculation, *Confidence level-95%

Other demographic variables do not have any significant impact on cosmopolitanism (COS) dimension contradicts the findings of Cleveland et al (2009, 2011) and Carpenter et.al. (2013) for age, Cleveland et al (2011) and Cleveland and Laroche, et al. (2009) for income by accepting the findings of Carpenter et.al. (2013) for income. In case of gender also this study contradicted the findings of

Cleveland et al. (2009) while accepting the findings of the study by Carpenter et.al. (2013).

The results of multiple linear regressions for exposure to marketing activities of MNC's (EXM) dimension with education as the independent variable is given in Table 6.

Table 6: Regression Statistics for Acculturation by EXM Dimension of AGCC Scale

	R^2	Adj. R^2	F	Sig.	Beta	T	Sig.
Variables	.044	.034	4.347	.040			
Constant						12.03	.000
Age					-.044	-.428	.669
Education*					.209	2.085	.040
Income					.020	.117	.860
Gender					.093	.927	.356

Source: Author's own calculation (*Confidence level-95%).

One way ANOVA analysis was run to predict impact of EXM across different levels of educational attainment. Test statistic reveals a significant negative difference of means between 10th grade or below and 12th grade

(-7.34078, $p=.006$) as well as with Graduates' and above (-5.10541, $p=.061$). But no significant mean difference is observed among 12th grade and Graduates' and above. Test statistic is given below in Table 7.

Table 7: One Way ANOVA statistic for EXM

education of the respondents (I)	education of the respondents (J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10 th or below	10 th to HSC	-7.34*	2.58	.006	-12.47	-2.20
	Graduate and above	-5.10**	2.69	.061	-10.44	.237
10 th to HSC	10 th or below	7.34*	2.58	.006	2.20	12.47
	Graduate and above	2.23	2.82	.431	-7.85	3.58

*Confidence level-95%, **Confidence level-90%

Thus, it can be concluded that education predicts acculturation by EXM positively meaning acculturation through EXM tends to increase with increasing level of educational attainment accepting the findings of Carpenter et.al. (2013), Cleveland et al (2011), Cleveland et al. (2009). Other demographics do not have any significant impact

contradicts the findings of Carpenter et.al. (2013) for age and gender and Cleveland et al (2011, 2009) for age.

The regression statistics for education impact on acculturation by global mass media exposure (GMM) dimension is given below in Table 8.

Table 8: Regression Statistics for Acculturation by the GMM Dimension of AGCC Scale

	R^2	Adj. R^2	F	Sig.	Beta	T	Sig.
Variables	.052	.042	5.215	.025			
Constant						9.977	.000
Age					-.054	-.530	.597
Education*					.228	2.284	.025
Income					.109	.910	.365
Gender					.000	.004	.997

Source: Author's own calculation (*Confidence level-95%).

One way ANOVA analysis was run to predict impact of GMM across different levels of educational attainment. Test statistic reveals a significant negative difference of means between 10th grade or below and 12th grade

(-2.38958, $p=.006$) as well as with Graduates' and above (-2.09687, $p=.020$). But no significant mean difference is observed among 12th grade and Graduates' and above. Test statistic is given below in Table 9.

Table 9: One way ANOVA statistic for GMM

education of the respondents(I)	education of the respondents(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10 th or below	10 th to HSC	-2.38*	.85	.006	-4.08	-.69
	Graduate and above	-2.09*	.88	.020	-3.85	-.33
10 th to HSC	10 th or below	2.38*	.85	.006	.69	4.08
	Graduate and above	.292	.933	.754	-1.56	2.14

Source: Author's calculation, *Confidence level-95%.

Thus, it can be conclude that in case of acculturation by GMM, education has positive impact meaning acculturation through GMM increases with increased

level of educational attainment. The multiple linear regressions for English language usage and exposure (ELU) dimension is given below in Table 10.

Table 10: Regression Statistic for Predictors of ELU Component of AGCC Scale

	<i>R</i> ²	<i>Adj.R</i> ²	<i>F</i>	<i>Sig</i>	<i>Beta</i>	<i>T</i>	<i>Sig.</i>
Variables	.056	.046	5.652	.019			
Constant						19.199	.000
Age					-.033	-.326	.745
Education					.047	.466	.642
Income					.037	.350	.727
Gender*					-.237	-2.377	.019

Source: Author's calculation, *Confidence level-95%

Independent sample 'T' test was run to find out the impact of gender on ELU dimension of AGCC. Test statistic reveals a significantly higher mean score (6.7) for male than the mean score of female (6.08) at $p=.013$. Test statistic is given below in Table 11.

Table 11: Independent Sample 'T' test statistic for ELU dimension

	<i>Mean</i>	<i>Std. dev.</i>	<i>Std. error.</i>	<i>t'</i>	<i>Mean Difference</i>	<i>Sig.</i>
Male	6.70	1.35	.175	2.531	.64*	.013
Female	6.06	1.03	.17			

*Confidence level-95%.

Thus, male consumers are more acculturated by ELU dimension of acculturation compared to the female. No significant predictors for acculturation through self identification with global consumer culture (IDT) dimension of AGCC also contradict the findings of the study by Carpenter et.al. (2013). No significant demographic predictor(s) were also observed for openness to emulate global consumer culture (OPE) dimension. Thus, hypotheses H2 (a), H2 (b) is not accepted whereas hypotheses H2(c) is accepted for COS, EXM, GMM dimensions and H4 is accepted for ELU dimension of AGCC.

Pearson's correlation was employed for assessing the association of consumer ethnocentrism with various components of acculturation. Analysis reveals a

significant negative association between ethnocentrism (CET) and cosmopolitanism (COS) ($r=-.943$, $p=.000$) and EXM ($r=-.965$, $p=.000$). Thus, hypothesis H5 is accepted for acculturation through COS and EXM dimensions and not accepted for ELU, GMM, OPE and IDT dimensions. The test statistic is given below in Table 12.

Table 12: Correlation Between CE and Components of AGCC

<i>Dimensions</i>	<i>COS</i>	<i>ELU</i>	<i>EXM</i>	<i>GMM</i>	<i>OPE</i>	<i>IDT</i>
CE	-.943	-.038	-.965	-.051	-.045	.002
Sig. level	.000	.715	.000	.620	.658	.986

Source: Author's calculation

In case of food consumption, ethnocentric tendency has a positive association with culture bound/local food consumption behavior ($r=.840$, $p=.000$) and negative association with culture free/global food consumption behavior ($r=-.838$, $p=.000$). Acculturation through COS and EXM dimensions has a negative association with local food consumption behavior ($r=-.802$, $p=.000$ for COS; $r=-.802$, $p=.000$ for EXM) and positive with global food consumption behavior ($r=.786$, $p=.000$ for COS; $r=.806$, $p=.000$ for EXM) support the findings of the study by Cleveland et.al. (2009). No significant association is observed between local/global food consumption behavior and other dimensions of AGCC. Thus, H7 is accepted and H6 is accepted for COS and EXM dimensions of AGCC. The test statistic is given below in Table 13.

Table 13: Correlation Between CE, AGCC Components and Food Consumption Preference

	<i>COS</i>	<i>ELU</i>	<i>EXM</i>	<i>GMM</i>	<i>OPE</i>	<i>IDT</i>	<i>CE</i>
Global food	.786	.039	.806	.136	.063	.111	-.838
Sig. level	.000	.708	.000	.185	.541	.279	.000
Local food	-.802	-.072	-.802	-.129	-.121	-.165	.840
Sig. level	.000	.482	.000	.206	.238	.107	.000

Source: Author's calculation

Conclusion

This study concludes that with increased level of educational attainment in rural India (Tripura), ethnocentric tendency tends to decline whereas acculturation by cosmopolitanism (COS), Exposure to the marketing activities of the multi-nationals (EXM) and Exposure to global mass media/foreign media dimensions (GMM) tends to increase. With increased use of and exposure to English language (ELU), acculturation amongst male consumers in rural India tends to increase compared to their female counter part. Acculturation by cosmopolitanism (COS) and exposure to marketing activities of MNC's (EXM) are negatively associated with ethnocentric tendency (CE) in rural India. Ethnocentric tendency has a strong positive association with local food (culture bound) consumption whereas acculturation backed by COS and EXM have a strong positive association with global food (culture free) consumption. Acculturation in rural India (Tripura) is happening mainly because of cosmopolitanism, exposure to the marketing activities of the MNC's and exposure and usage of English language. On an overall basis, rural consumers are not heavily inclined (positively or negatively) towards consumer ethnocentrism or towards acculturation.

Consumer ethnocentrism (CET) is an established area of consumer research but acculturation is a relatively new construct especially in the context of India in general and rural India in particular. Literature related to antecedents and consequents of acculturation is fewer all over the world and scarce in India. There exists hardly any literature for this phenomenon from rural India though the next league of economic growth and prosperity in India is bound to come from rural. The impact of various demographic variables on acculturation by various dimensions identified by literature is also not well established in India. Studies in this regard highlighted mixed results while contradicting

the findings of each other. Thus, this study will contribute significantly in this aspect in creating valuable knowledge base for organizations thinking seriously to increase their activities in rural India.

Cultural paradox of globalization creates confusion across MNC's as well as domestic corporations regarding their segmentation and positioning strategy. A confusion between global, local or glocal strategy among business firms are very much observed if we carefully analyze their communication strategy. This study will also be a great contributor in this regard. Study findings are specific to the rural places of Tripura only and whether they can be generalized for rural India is a subject to future research in this domain.

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