UNIVERSITY OF LJUBLJANA

SCHOOL OF ECONOMICS AND BUSINESS

MASTER THESIS

A COMPARISON OF PERCEPTIONS ABOUT THE GLOBAL BRANDS ON THE BASIS OF ETHNOCENTRISM IN INDIA AND SLOVENIA

Ljubljana September 2022   MANODNYA MALEKAR

AUTHORSHIP STATEMENT

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INTRODUCTION

The purpose of this research is to understand the difference between the perception of global brands in India and Slovenia. Since India and Slovenia are such different markets I presume that the understanding and perception of global brands can be different.Firstly, I aim to gain knowledge about the consumer base of India and Slovenia and to understand how global brands are successful in these regions despite the cultural, economic, and other differences in these two very diverse countries.

In this world of globalization, trade across borders has become very common and therefore, we see a lot of brands entering and already being present in different regional markets. Ethnocentrism is a wide concept. According to Webster's dictionary, Ethnocentrism can be defined as "belief in the superiority of one's ethnic group", and also it can be defined as, "a tendency to evaluate other people, activities, cultures, etc. primarily from the perspective of one's own as being superior" (Webster). Here, the concept is narrowed to consumer ethnocentrism. The tendency of buying domestic goods over foreign goods is called consumer ethnocentrism (Ma, Abdeljelil & Hu, 2019). In short, consumers prefer favoring products that are made locally (Shimp & Sharma, 1987). Also, the factor which matters in the process of building a perception is the 'country of origin' (COO). According to Koubaa (2009), country of origin is one of the attributes which influences consumer perception. It also argues that perception is made by consumers by the image of the country. Such perceptions are built by earlier experiences and other factors such as brands and COO . The literature also reveals that consumers from developed countries with high ethnocentrism prefer to buy domestic rather than foreign products. Also, according to Watson & Wright (2004), in developed countries, consumers with high ethnocentrism prefer foreign products from countries that have similarities in cultural aspects.

In the First Chapter, I have included the factors of consumer ethnocentrism. There are socio-psychological and demographic factors that are the attributes influencing consumer ethnocentrism. Socio-psychological factors are namely cultural openness, patriotism, conservatism, and collectivistic-individualistic nature. Demographic factors are age, gender, education, and income. The host country's culture is open as in the individuals are open-minded then they tend to be less ethnocentric. Ethnocentrism is also affected if the people of the host country think that their traditions are superior. Also, they are very religious and follow the traditions in a hard chore way. Then such people are tending to be conservative and therefore they tend to be more ethnocentric. If the culture of the country is collectivistic then they keep others' opinions such as family, and social institutions then such people follow the others' footsteps and act according to the society and end up being ethnocentric since they think that their actions may affect the society. On the other hand, the individualistic culture allows a person to keep the 'self' above society, and therefore, the person tends to buy the products of his/her wish and does not get affected or affect the society due to their behavior. Talking about the demographic

factors, Sharma, Shimp and Shin (1994), argue that older people seem to be more conservative, and patriotic and experienced differences from the other countries. Hence, they tend to be favoring domestic products above products from other countries. People with high income have more knowledge about what is best from which country since they travel abroad and have more information about the product. It also makes them adaptive to the concept of openness of the economy.

As per the article of Lu Wang and Xiong Chen (2004), developing nations perceive that the quality of the brand from the other country is higher since the economic development is higher than that of the developing country. Even the ethnocentric people of the country assess that the quality of such foreign brand's products is high. The concept of ethnocentrism is more prevalent in developed than the developing nation (Karoui & Khemakhem, 2019). If any global brand enters a developing nation, without any awareness people will tend to buy it since they perceive the foreign brand's products are of better quality (Bhardwaj, Kumar & Kim, 2010).

In the next chapter, I have included the relationship between consumer ethnocentrism and global brand perception. Marketers of global companies tend to be skeptical about whether their products will work in the new market or not. Global brands tend to have a competitive advantage in the new market for being successful products worldwide. Due to brand awareness and being a foreign-made product consumers tend to think of it as a high-quality product. At the same time, it is also a possibility that consumers might think of the product as not appealing or it's a possibility that consumers might not connect with the products due to the foreignness of the product (Dong & Yu, 2020).

After explaining the global brand perception I have explained the cultural environment and McDonald's and L'oreal in India.

The research methodology involves quantitative and qualitative research. It would not only help me to understand the ethnocentricity of consumers but also to understand the perception or the factors that influence the perception of the consumers. It gives detailed reasons why they/ they don't prefer the products of McDonald's and L'oreal. It will help me to understand consumers' mentality for preferring the products of global brands.

The goal of this research is to determine whether the perception of global brands affects by ethnocentrism.

Hypothesis:

H1 Indian people tend to be more ethnocentric as compared to Slovenians.

H2 Men are more ethnocentric than women.

How do Indian and Slovene consumers perceive the selected global brands which originate in some other country? What are the differences in their perception, evaluation, and buying?

1 CONSUMER ETHNOCENTRISM AND FACTORS OF CONSUMER ETHNOCENTRISM

The ethnocentrism concept refers to the morality of buying a foreign product over a domestic product. Shimp and Sharma (1987), defined ethnocentrism as " a representation of consumer's normative beliefs in the superiority of their own country's products". The consumer ethnocentrism concept is developed to understand the psychology of the consumers to understand whether they prefer to buy foreign products over domestic products. It also helps marketers to understand whether the foreignness of the products matters to the consumers of the target market. After researching this topic, I wonder whether people think about the foreignness or the COO (country of origin) of the products while buying.

Consumers do not prefer to buy foreign products because they think they are being unfaithful towards their own country. There were so many countries that have undergone war and some of them were under colonial rule. That's the reason, these countries are high in the sense of patriotism. This could be one of the aspects of the consumer's mentality regarding buying foreign products (Bawa, 2004). This would be a challenge for marketers to penetrate their products into such conservative and conventional markets. Such ethnocentricity which is derived from the market that is high in the sense of patriotism could create an impediment for the foreign companies to succeed in such markets. Such consumers think that buying a foreign product or an imported product can harm their economy because the domestic company cannot sustain themselves in their market and such foreign companies get the benefits out of their market. In this process, domestic companies suffer loss and it may lead to lower GDP and unemployment. This can also cause inflation and eventually a period of recession in the domestic economy (Akram, Merunka & Akram, 2011).

The above reason could act as a stimulus that leads to ethnocentrism. But, I also think that being ethnocentric and the buying behavior towards imported products are interrelated or not. But firstly, I would like to explain the antecedents or the factors that are responsible for ethnocentrism.

The studies explain that the concept of ethnocentrism is a sociological concept and Alsughayir suggests that social culture plays an important role in it. Every culture has a different set of unspoken or implied rules. In the studies of Alsughayir (2013), the concept of ethnocentrism is closer to the concept of culture. It suggests that the affinity of an individual towards other cultures can impact the ethnocentricity of the consumers. The

rigidity towards own culture and more prejudices and less flexibility towards other cultures can lead to highly ethnocentric behavior. If the cross-cultural knowledge and interaction are high then the ethnocentricity of such individuals is lesser and vice versa (Kipnis, Kubacki, Broderick, Siemieniako & Pisarenko, 2012).

As per the studies of Alsughayir (2013), the following are factors that lead to consumer ethnocentrism., socio-psychological factors, economic environment, political environment factors, and demographic factors.

1.1 Socio-Psychological Factors

There are two aspects of Socio-Psychological factors Rigidity towards one's culture and another factor is Flexibility towards world travel. I believe these two concepts are complementing each other (Shankarmahesh, 2006).

Rigidity towards own culture means, being stuck to the same set of values. Every culture is different and every culture has a different set of values. Therefore, highly traditional cultures have a strong hold over an individual and they tend to be rigid over conventional values. Values of the culture are very complex and very difficult to change. Such cultures show high ethnocentricity because individuals from such cultures are not flexible towards other cultures. This can lead to some prejudices towards foreign products. Due to less flexibility towards other cultures, there is less knowledge towards the other cultures and eventually, they became less open to the new foreign products can lead to higher ethnocentricity towards the products. The individual that belongs to these cultures might have an inferior attitude towards imported or foreign products. The studies of Altinas and Tokol (2007), have found a direct relationship between conventional cultures and consumer ethnocentrism (Alsughayir, 2013).

On the other hand, flexibility in world travel is inversely related to the concept of consumer ethnocentrism. Traveling over the world induces one's knowledge of other countries. This gives an individual exposure to new cultures, new places, and knowledge to understand and integrate with other cultures. Such exposure brings changes in one's life and makes a person knowledgeable about other countries. One can learn about other cultures by watching international movies or watching different television programs. This creates curiosity in one's life about the other culture and that creates a passion to travel and experience it. Traveling creates affinity towards one's culture and it has a more significant effect than watching it in the virtual world. Traveling abroad creates a positive attitude towards the world. Traveling abroad reduces the stereotypes towards the other culture and it makes an individual more open towards the world. I think travel is a medium to decrease distances psychologically and it brings two different cultures closer (Alsughayir, 2013).

After understanding these two factors, I feel that these concepts are interrelated with each other. To eradicate the differences due to conservatism, traveling abroad and gaining more knowledge about the culture bring openness and reduce rigidity. Traveling can lead to a positive attitude towards the other culture and eventually the products made in a foreign country. If an individual travels to a foreign country then that person has a positive attitude toward that country and eventually that individual would feel an affinity toward that country. This will be a negative effect on consumer ethnocentrism (Shankarmahesh, 2006).

1.2 Other Socio-Psychological factors of Consumer Ethnocentrism

Flexibility toward other cultures or being open to other cultures can show a negative effect on consumer ethnocentrism. As I explained above, cultural openness can reduce the distances between cultures. Studies suggest that if a country's culture is based on collectivism then it could be a possibility that people tend to be less ethnocentric. In collectivistic cultures, people are very close to each other. In collectivistic cultures, people tend to seek validation from society over their choices. In such cultures, people tend to think about what others think about them. Public image and reputation mean a lot to people. Buying foreign products can be a status symbol and therefore, it could show an adverse effect on consumer ethnocentrism. People from such cultures, like to buy foreign products because they think it is as a better product than domestic ones (Javalgi, Khare, Gross & Scherer 2005).

1.3 Economic Environment Factors

Alsughayir, argues that the economic environment of the country influences positive or negative effects concerning consumer ethnocentrism. It further states that the ethnocentricity of the consumer may depend upon the economic environment of the country. The nation of interest could be developing or developed (Alsughayir, 2013).

The ethnocentricity of the consumer depends from person to person and country to country (Shimp & Sharma, 1987). In developing nations, the economy is emerging. The development of technology, know-how, and services is in process. It is also a possibility that the resources for manufacturing a quality product may not be sufficient. Therefore, developing nations might be incapable of manufacturing quality products as compared to developed nations. The consumers of the domestic country know about the situation of their economy. Such consumers could be suspicious about the quality of the products that are manufactured in their country. Consumers of the developing economy may feel that products that are manufactured in the domestic company can be inferior to the products manufactured in a developed country. Such consumers can be impressed by the country of origin (COO) label on the products. Few judgments regarding the country of origin

create the mindset of a consumer that products from some developed foreign economy are the best and their quality cannot be matched with products that are made in a foreign country. For example, If a consumer noticed that perfume in the market is made in France then the consumer may feel that the quality of that perfume may be supreme since French perfumes are famous throughout the world (Karoui & Khemakhem, 2019). Products from developed countries are welcomed in such emerging economic nations. Such countries may show the reverse effect of the concept of consumer ethnocentrism. Some studies prove that the concept of ethnocentrism exists only in the case of developed countries. The developed nations may have abundant resources, developed technology, and know-how that can help manufacturers to produce quality-rich products. The consumers of developed nations are aware of their economic situation and they understand the quality of products, therefore they may show ethnocentric tendencies while choosing the products that are manufactured in other countries. However, there could an exception where people from developing nations may show strong ethnocentric tendencies but still, they prefer foreign products due to the perception of foreign products excels in quality as compared to the Products of developed nations. Therefore, sometimes the marketers of domestic companies come up with some tactics where the product is marketed in such a way that the product would seem like a foreign brand. For example, India has a brand name Royal Enfield which is an Indian brand but Indians believe that it is a foreign brand. Similarly, a clothing line named Louis Phillip is owned by an Indian conglomerate named Aditya Birla group of companies but people feel that it is a foreign brand due to the nature of the name and marketing strategies. Therefore, marketers may promote the products in such a way that the consumers feel that the product is not made in a foreign country (Jain & Jain, 2013).

1.4 Political Factors

The other factor of ethnocentrism is the political environment of the domestic country. The political environment of the country may influence the consumer's mentality toward foreign-made products. The government of the domestic country may come up with policies that can affect the entry and exit of foreign-made products. If the government has friendly relations with the foreign country's product that has newly entered the market then there is a possibility that the government may be in favor of the companies. Eventually, this may create an affinity toward the products of the said country (Fernández-Ferrín, Bande-Vilela, Klein & del Río-Araújo, 2015).

Similarly, there were cases that government steps have occurred adverse effects on sales. For example, in 2020, India and China waged a war in the Galawhan Valley on the border of India and China. After this, Government announced a ban on china's product policy. This war cost a lot of Indian soldiers' life and the Indian government banned the apps that were used for a long time. This created animosity toward China and people stopped using the products altogether. The atmosphere was created in such a way that people thought

that buying products from Chinese companies will make China's economy stronger. Most importantly, people thought that buying products from Chinese companies means immoral and ultimately will show unpatriotic behavior (Dutta,2020). In 2020, A French politician made some statements that hurt the sentiments of a particular religious group. But these statements triggered the Saudi Arabian government to decide to boycott the French products. After this incident, the same politician urged the Saudi government to take back the boycott policy (Ghantous,2020).

The above cases show us that some events or issues can affect the buying intentions of consumers. Such government policies may affect the mentality of the buyer to buy foreign-made products. Such policies can form a bad image in the eyes of consumers for the said country. This creates rigidity towards other cultures and distances the consumer from the products made in such foreign countries. Governments can also increase the import duties due to some reasons and this will make foreign-made products expensive and it would discourage consumers from buying these products (Shankarmahesh, 2006).

1.5 Demographic Factors

The demographic factor could be responsible to influence the ethnocentric behavior of the consumer. They prove that age, gender, race, and education play an important role to influence consumer ethnocentric behavior (Kamwendo & Corbishley, 2014).

1.5.1 Age

As per the studies, older people tend to be more ethnocentric than younger people. Older people tend to be more devoted and patriotic toward their country therefore they feel buying foreign-made products is unfair to their economy. For example, India was ruled by Britishers for 200 years and got independence in 1947. Therefore, the older people in this generation are still impacted by the British era and the sense of patriotism is high in that generation. The younger generation is amazed by the new technology and young people tend to be more open and practical toward new foreign-made products. The older generation tends to be more emotional and traditional than practical which may induce consumer ethnocentric behavior (Shankarmahesh, 2006).

1.5.2 Gender

The woman are concerned about maintaining harmony within society as well as they concerned about protecting the rules laid by society. On the other hand, if the women are from a collectivist society then they are also concerned about what others think about them. The reputation or the public image is the concern for women in a collectivist

society. Women in a collectivist society are concerned about the public image, therefore, they tend to buy products that are luxurious or foreign made which enhances their image in the eyes of other members of the society or other social groups. Buying imported goods in a collectivistic society is a sign of high financial status. Therefore, in such a society, ethnocentrism among women might be lower. But again, this cannot be in every case and ethnocentricity can differ from person to person and gender can not a significant factor (Ganideh, Refae & Omari, 2012).

1.5.3 Education

There is no direct relationship between education and consumer ethnocentrism. But on a personal level, highly educated people know the product and that makes them open to accepting foreign-made products. Also, higher educated people tend to be more open toward other cultures and therefore it makes them less biased towards foreign-made products. This could be an adverse effect on the concept of consumer ethnocentrism (Cleveland, Laroche & Papadopoulos, 2009).

1.5.4 Race

It is difficult to say whether race or ethnicity could be a factor influencing consumer ethnocentrism. But, the studies of Shimp and Sharma (1987), revealed that the consumers of the U.S. tend to be more ethnocentric. It is a common presumption that developing countries tend to be less ethnocentric while developed countries are more ethnocentric (Tsai, Lee & Song, 2013). As per Shimp and Sharma, the ethnocentricity of consumers varies from person to person, region to region, and country to country (Kamwendo & Corbishly, 2014).

2   COUNTRY OF ORIGIN AND THE GLOBAL BRAND PERCEPTION

The country of Origin (COO) plays a major role in forming the perception of the global brand. The country of origin refers to the product made in a particular country. COO acts as a stimulus for consumers to influence their buying decision. Consumers tend to relate the image of the country with the products made in that country. COO is an overall notion about the country that consumer forms based on the previous image/experiences about the country's economic environment and what that particular country is known for. For example, if an electronic product is from Japan then the consumer will be more than happy to buy the product because Japan is famous for its quality of electronic products. (Saran & Gupta 2012). Consumers from developing nations feel that the quality of

foreign-made products is superior to the quality of products manufactured in the domestic country (Zeugner-Roth,2020). Especially, if the products are from a developed nation then consumers from a developing nation may think that the products are of superior quality. This is because the consumers try to connect the image of the nation with the product (Gantulga & Ganbold, 2022). This creates a positive attitude towards foreign-made products. But, in this process consumers might overestimate the products' quality, and that influence the intention to buy the product. In this case, the companies from the domestic economy tend to create collaborations with companies from developed nations. For example, the Maruti car company from India made a collaboration with the Suzuki corporation, which helped Maruti company to successfully launch in the Indian market because of the goodwill of Suzuki company in the automobile industry (Guo, 2013).

The COO perception cannot be always the driver of global brand perception. The perception of the global product can also depend upon the country of manufacture, marketing strategies, and the origin of the top-level management of the company. For example, Indian tend to perceive that the CEO of Google is Sundar Pichai then the Indian people may find affinity towards Google. Similarly, when Indra Nooyi was the CEO of the Pepsico group then it creates the image of the product in the eyes of Indian consumers and it gives a personal touch to them. But similarly, it also creates the image of India that India is capable of giving top-level management or leadership examples on the global level. Consumers are highly aware of the globalness of the brand. Such awareness creates reliability in the eyes of consumers (Hoang, Suh & Sabharwal, 2022). The globalness of the brand carries the reputation and hence that creates the mentality of the consumers to be more open towards them. (Jiménez -Crespo, 2020).

Marketers of global companies strategize to penetrate the market by capturing the perception of the consumer about the brand. Global brand perception is a competitive advantage that can be used as a tool to sustain the market. However, this cannot work every time for every brand. The globalness of the brand can be a disadvantage for the companies because consumers tend to think that the product is either premium or the product is not made for the mass market. The relation between the globalness of the brand and the derived perception cannot be always positive. Considering this fact, marketers of global companies tend to localize the product. The activities like manufacturing, packaging, distributing, and promoting are also influenced for this purpose (Hong & Park, 2020).

The localization of the global brand is one of the strategies of marketers of global companies to give a personal touch to the brand. This helps consumers to relate to the product. Localization of the products helps the companies to shape the product in such a way that the consumers feel the personal touch of the product. For example, Lays (chips company) when entered India, they came up with flavors like *Masala Magic* (Indian spices). Indian people like food full of different spices and making chips with the flavor

of spices gives a personal touch to the product. The food company Knorr, came up with some spices mixed soups to match the tastes of a local brand (Burman & Sharma, 2021).

Global brand perception is also influenced by the social identity of the brand. The social identity of the brand refers to the contribution of the brand to the local community. For example, Procter and Gamble came up with the 'Shiksha Campaign' to support the literacy campaign in India. This helps to build a positive perception of the product. Consumers tend to think that such companies are trying to contribute to the welfare of society and that builds a positive image of the company. Consumers also think that buying these products will be their contribution to the well-being of society (Helal, 2018).

India is one of the fastest-growing economies and the economic development is encouraging domestic companies to grow themselves in the domestic market. But, these companies may not have enough resources to develop the products due to the absence of technology, know-how, etc. In such cases, global companies that are entering the domestic market usually want to create awareness among consumers. To integrate with the consumers of the domestic economy, global companies make collaborations with local companies. This leads to an exchange of technology and other resources, domestic companies tend to get benefitted from foreign resources and upgradation in terms of technology, and similarly, foreign countries can be benefitted by getting into consumers' eyes to succeed in the global market (Burman & Sharma, 2021).

Ethical practices of global companies create a positive perception in the eyes of consumer perception. Ethical practices of the companies mean conducting business activities according to the rules, regulations, and moral values. In my research, when I was asked about the reason for the preference/non-preference of the L'oreal a lot of Slovenians answered me that they do not prefer the brand because they produce non-cruelty products. Non-cruelty products refer to products that are non-tested on animals. Consumers especially those who are compassionate about the animals or may not prefer them. Such practices may lead to a negative perception of the product (Brunk & Boer, 2020).

After analyzing the concepts of consumer ethnocentrism and global brand perception, I can infer that these two concepts are related to each other. Consumer ethnocentrism is a driver of global brand perception. But, consumer ethnocentrism doesn't need to be the only factor that creates the global brand perception. The ethnocentricity of the consumer is different in every nation. Theoretically, we can say that the higher the consumer ethnocentrism lower the preference towards global brands. But, in my research, I have explained the relationship between global brands and the ethnocentricity of the consumers of India and Slovenia.

3 CULTURAL BACKGROUNDS OF INDIA

Another aspect of Ethnocentrism is to see other cultures from the eye of one's own culture. When we talk about ethnocentrism, culture is an indivisible part of this concept and as I inferred from above, culture influences one's thinking about other cultures. Therefore, let us know more about the cultures of India and Slovenia. As an Indian, I would say that we generalize the cultures of western countries. But there are a lot of differences in different aspects of cultures in those countries and I would like to introduce their cultures and difference among them.

The goal of this research is to understand the ethnocentric behavior of India and Slovenia and its effect on global brands that are present in India and Slovenia. Understanding cultural differences will help in decoding the consumers of India and Slovenia and hence, the cultural background of India and Slovenia are explained further.

As per Geert Hofstede, a culture can be defined as, "the collective programming of the mind distinguishing the members of one group or category of people from others". There are six dimensions of national culture namely Individualism vs Collectivism, power distance index, Masculinity vs Femininity, Uncertainty avoidance index, Long term orientation vs Short term orientation, and Indulgence vs Restraint. As per the research of Gupta and Sukamto (2020), Hofstede aids in understanding the national culture in terms of behavioral studies.

To understand the customers and their behaviors we would examine through the insights laid down by Hofstede.

3.1 Individualism vs collectivism

According to Hofstede, individualism refers to the "degree of interdependence a society maintains among its members". India scores 48 in terms of individualism which means that India shows traits of individualistic and collectivist cultures (Hofstede, n.d.). The research of Bala, Chalil & Gupta (2012), argues that India has lived under British rule for 150 years and this could be one of the reasons that there is not something firm statement to make about whether India is a collectivistic or individualistic society. In an individualistic society, one puts themselves first then other people from the social groups whereas, in a collectivistic society, one puts other people from their social groups than themselves. As per their studies, they also argue that India doesn't have any particular culture, it is a country that is a collective of various sub-cultures across the regions. Therefore, it is hard to generalize India's culture. Furthermore, Indians have certain values, and norms that are the foundation of their society, and these values pass from generation to generation. They also mention that Indians are motivated to work for the sake of their family and the bond involved with it. Indian families have patriarchy, where the head of the family (could be the important earning and eldest member) is the decision-

maker and they are firm on their decisions. Naturally, they are responsible for buying various products in the house. In such cases, an individual's opinion would matter while buying a product in the house (Banerjee, 2008).

Globalization and the impact of western countries on Indian society is one of the main reasons that the young generation is more individualistic than the old generation. As we know that is a multicultural, multilingual country and it is a home of various religions. According to the Hindu religion, one person is responsible for their actions and the Karma is important for one's life. So the impact of such karma is also seen in the rebirth. Therefore, people also think from their perspectives and implement actions according to their own opinions (Bala, Chalil & Gupta, 2012).

3.2 Masculinity vs Femininity

India's score for masculinity is 56 which is above average (Hofstede, n.d.). A general understanding of masculinity is how gender affects different roles and influences the thought process. Since India is of masculine culture, male dominance is inevitable. According to Hofstede, it is not only about affecting different gender roles, it also means the national culture is competition and success driven. It is like race which starts from school in terms of grades and points that continue with their career with office colleagues in terms of promotions, increments, etc. A lower masculinity score is considered to be the said culture as feminine. A culture is said to be feminine when society's values revolve around caring for each other and quality of life than materialistic possessions (Gupta, 2020).

In masculine culture, people tend to be materialistic and their position in society depends on their income levels everyone tries to have more possessions to compete with others to win in such competitions. This could be one of the aspects which drive consumer buying behavior. If one possesses, products from a foreign land like perfumes, cosmetics, cars, etc then she is considered a powerful person and that indicates a status symbol. This could be one of the major touchpoints for global brands to attract Indian consumers (Gupta, 2020).

3.3 Uncertainty Avoidance

India scores below average i.e. 40 in terms of the uncertainty avoidance index (Hofstede, n.d.). There is a saying, that prevention is better than cure. But to avoid such unpredictable future consequences, how much culture has an attitude towards it and that shows uncertainty avoidance index. As per Hofstede's observation, India is a country where there are a lot of rules and regulations but at some point, people tend to bend these rules and find loopholes while they are being implemented (Hur, Kang & Kim, 2015).

As per my observation about Indians, we don't seem to think ahead to avoid any consequence since we are tolerant of unpredictable futures. For example, generally, Indians cook food that is hot and spicy but sometimes we don't think about the health perspective that could the repercussions of such kind of food. Some tourists quote India as Indians living to eat whereas others eat to live. In this case, people tend to eat because they prefer taste over the health benefits of such food. This could be one of the driving forces for global brands to attract Indian foods (Hur, Kang & Kim, 2015).

3.4 Long-Term Orientation

This dimension describes a culture's tendency to maintain a balance between the conventional approach as well as the modern approach. An ideal approach would be implementing any ideas according to the situation. As per Hofstede, a lower score specifies that society has a conventional approach towards problem-solving. Similarly, when this dimension shows a higher score that means the society is inclined towards the latest techniques and modern approaches (Thampi, Jyotishi & Bishu, 2015).

India scores 51 in this aspect which makes it difficult to make any concrete conclusion about whether Indian society is inclined towards a traditional or modern approach (Hofstede, n.d.). Since India has many religions and rich traditions and customs then Indians tend to think from precedents that are established in the past. But ever since India has had wide exposure to the world due to globalization Indians have been aware of the other culture's approaches as well. Therefore, we can also say that India has a unique quality where they can integrate their traditional approach with the modern one and come up with a distinctive solution. We can also say, even if India progresses rapidly in near future, its values, customs traditions will always be intact (Thampi, Jyotishi & Bishu, 2015).

3.5 Indulgence vs Restraint

Indulgence refers to " the extent to which people try to control their desires and impulses based on the way they were raised". A higher score refers to an indulgent society where people can have their own space for leisure activities without having any guilt. Similarly, a lower score indicates a strong control over having leisure activities is known as a restraint (Hofstede, n.d.).

India scores 26 in this dimension which shows that society has restraint over the activities. Indian society does not tend to be indulgent. For example, if an employee asks for leave from his boss for vacation or holiday tours then they might have the impression that the person is not serious about his work. Due to the influence of societal norms, Indian people tend to think that if they are having leisure activities and fun then they are doing

something wrong and they suppress themselves from doing something for themselves (Hofstede, n.d.).

3.6 Power Distance

This dimension shows that there is inequality in society in terms of the distribution of power. According to Hofstede Power Distance refers to, "the extent to which the less powerful members of institutions and organizations within a country expect and accept that the power is distributed unequally." A higher score indicates the inequality in the distribution of power is higher and vice versa. There is a constant urge to prove to others that they are not any less in status in comparison to them which makes them status-conscious (Hofstede, n.d.).

In this dimension, India's score is 77 which means the index is higher, and individuals in the society are not equal. Youngseon and Yinlong argue that countries that show high power distance prefer to buy luxury items to increase their status in society compared to countries with low power distance. As I quoted before, the concept of COO (country of origin) shows the excellence or quality of the products, for example, French perfumes, dry fruits from middle east countries, etc. In India, where people are actively involved in society tend to buy globally appealing products and it increases their status and public image (Kim & Zhang, 2011).

I searched for Slovenia's cultural overview on Hofstede's website as I did for India and I find it quite difficult to say anything specific about Slovenia's culture. As an average Indian, I used to generalize Slovenia as every typical western country but it unfolds every dimension and gives a better picture of Slovenia's culture.

Figure 1: Hofstede comparison of scores cultural dimensions
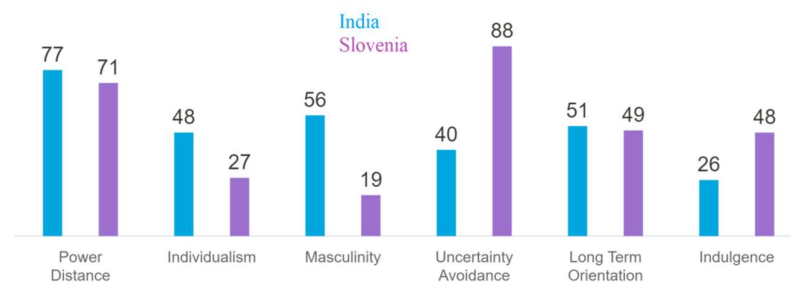
Source: Hofstede (n.d.).

4 CULTURAL BACKGROUND OF SLOVENIA

4.1 Individualism vs Collectivism

As we have seen before, Individualism refers to "the degree of interdependence a society maintains among its members". Under this concept, people from individualistic cultures tend to focus on personal goals than that group goals (Hofstede, n.d).

Surprisingly, Slovenia scores 27 which is quite lower than India (Hofstede,d.d.). Unlike India, we can clearly say that Slovenia can be referred to as a collectivistic society (Hoffman, 2021). As per Hofstede, people from a collectivistic culture tend to be committed to their social groups such as family, relatives, extended relationships, etc. The younger generation in Slovenia are more individualistic than the older generation. This also impacts consumer behavior of the people. Rojsek further states that people from a collectivistic society prefer not to choose a new product from a different brand as they do not trust new brands easily. In such cultures, word of mouth or feedback from other members of society is important. Therefore, they constantly seek validation before buying a new product (Rojšek, 2001). However, the data for Hofstede was collected between 1967 and 1973, therefore, it is difficult to say if the cultural environment is the same in 2022 (Černigoj, 2022).

4.2 Masculinity

As I mentioned above, a high score indicates that the culture is masculine and similarly, a lower score indicates feminine culture. Slovenia scores 27 in this dimension (Hofstede, n.d.). This implies that Slovenia is not competitively driven or people tend to prioritize the quality of life. People from such cultures are not motivated to buy premium products and luxury brands. Possessions are not the reason to be competitive in these kinds of cultures. In these cultures, people are motivated to pursue what they like to do or happiness as a reward than that materialistic possessions. In masculine cultures, people are motivated or their purpose of work is to attain a powerful position and are constantly driven to achieve status (Djekic et al.,2021). Whereas, people from feminine cultures work to live. People have a more compromising attitude towards other people as they also belong to the same group of society. I can infer that Slovenians do buy products that are from premium brands but they do buy them because it has better quality and is not to flaunt in society (Hoffman, 2021).

4.3 Uncertainty Avoidance

Uncertainty avoidance refers to how society prepares for unpredictable situations in the future as the future is unknown. It shows how people from various cultures react or try to

control the situation which may or may not happen. Hofstede defines uncertainty avoidance as, " the extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these" (Hofstede, n.d.).Slovenia scores about 88 in this dimension which means Slovenians tend to prioritize controlling unknown situations and preparing themselves in advance (Hofstede, n.d.). As Hofstede stated, Slovene people tend to be more secure in advance. In this way, we can also assume they are very cautious while selecting a product. Sometimes people from high uncertainty avoidance cultures tend to think a lot while switching brands and their products. In my opinion, people tend to be more loyal to the brands as they are cautious while picking a new product. As per my observation, Slovenians are very health-conscious people and they do not tend to eat anything which harms their health (Černigoj, 2022).

4.4 Power Distance

Power distance refers to the power disparity in society and it shows people's tendency to accept this power disparity. Slovenia scores 71 in this dimension which is lesser than India but it does not make much difference (Hofstede, n.d.). This score is above average and hence we can say that in this dimension, Slovenian culture shares similar characteristics with India. But at the same time, we cannot say that people in Slovenia are driven to buy luxurious goods to form a public image or to enhance their status in society. The reason behind this could be the feminine culture presence because as I can infer from above those feminine cultures are not driven by materialistic goals (Hoffman, 2021).

4.5 Long-Term Orientation

In this dimension, Hofstede explains that it deals with the approach of people while decision-making. It involves how people from different cultures make a balance between past experiences and difficulties or problems that would be faced in the present and future. Some cultures believe in letting go of the past and looking at the picture of the future by implementing a modern approach while some cultures like Japan tend to be high in this dimension since they always stick to their traditions and customs (Hofstede, n.d.).

In this segment, Slovenia scores 49 which is somewhere in between traditional and modern (Hofstede, n.d.). We cannot say that Slovenia is detached from its past whereas at the same time we cannot say that Slovenia is highly modern and does not believe to look behind to learn from its mistakes. It makes it very difficult to form a conclusion about whether Slovenia has long-term orientation or short-term orientation (Djekic, et al., 2021).

4.6 Indulgence

As mentioned above, Indulgence refers to, " the extent to which people try to control their desires and impulses" which depends on their upbringing. When the score is high then the culture is said to be highly indulgent and similarly when the scores are lower, the culture is said to be restrained (Hofstede, n.d.).

Slovenia scores 48 in this dimension which is higher than India but it is quite difficult to say whether Slovenian culture is highly indulgent or highly restrained (Hofstede, n.d.). But, we can at least conclude from this part that Slovenia is more indulgent than India. Slovenians do not restrict themselves to socializing and having leisure activities compared to India. But if we talk about Slovenian's approach to this dimension then it is difficult to say whether Slovenia is Indulgent or Restraint since the score is somewhere in the middle is not too high or not too low. But indeed Slovenians believe in not restricting themselves as much as Indians do and suppressing themselves from being relaxed and having fun-loving activities (Djekic et al., 2021).

5   MCDONALD'S IN INDIA AND SLOVENIA

After comparing India and Slovenia based on culture and we can conclude that the people from both cultures show different consumer behavior. Our topic of global brands which we selected L'oreal and Mcdonalds had different strategies in India and Slovenia for entering these markets. As per my analysis, ethnocentrism and culture are related concepts, therefore when any product enters a market it should appeal to its customer so that there will be an urge to buy it. Every product is perceived differently in different markets. In this chapter, I will go through the brands and how they entered India and Slovenia, and what strategies they adapted to change the perception of the product.

As per my observation, McDonald's and L'oreal are quite popular brands in India and Slovenia. McDonald's and L'oreal are in the Indian and Slovenian markets since the decade of 1990s. In this case, considering the awareness of these two global brands in India and Slovenia, I decided to choose them.

5.1 McDonald's in India

After the revolutionary economic policy, National Industrial Policy, in 1991 India came up with globalization, privatization, and liberalization. Under these concepts, foreign companies were given access to enter India's market, privatized multiple public sector companies, and relaxation on several licensing. Due to this, several multinational corporations were able to enter India and establish their businesses. Due to globalization, several multinational companies shifted their various activities/operations to India since

they have a cost advantage and that quite brings the change in the host country due to the exchange of new technologies (Anand, 2014).

Mcdonald's entered India in 1996 and it opened its first branch in Mumbai. The majority of Mcdonald's restaurants are run as franchisees and only 15 % of outlets are owned by the company. While setting up the outlets in India, there were no compromises made in terms of service, quality standards, etc. There were several tactics used by McDonald's so that the products will be appealing to the consumers. McDonald's is quite an expert in terms of the adaptability of the host culture and has a customer-friendly attitude. Mcdonald's developed a special menu that was according to the preferences of Indian customers. In the USA, McDonald's is popular for selling burgers and other food products that are made up of pork and beef. But, India is a country with strong religious values of Hindu and Islam religions that either of these meat products cannot be sold and it would create an aversion towards the products (Sharma, 2013). Above all, India has a large customer base that is vegetarian. So this was one of the prominent challenges that McDonald's had to overcome. Since India has strong family values and cultural importance it came across as a family restaurant and it provided an environment that is clean and comfortable. In recent years, McDonald's has become so popular that they have a separate place for the children in the restaurant itself that is used for children's birthday parties. McDonald's India is not only popular among the college and university-going crowd but also children. At present, there is a total of 480 outlets in McDonald's India (Tanahashi, 2008).

There were several challenges for Mcdonald's to face while entering the Indian market and I think McDonald's was successful in terms of understanding Indian customers' tastes and preferences. One of the biggest challenges was the religious values of Indian customers. India is a land of rich religious values of Hinduism and Islamism as well. The majority of the Indian crowd is of Hindus and Islamic people. In Hinduism beef is not acceptable to consume whereas pork is not acceptable to consume as per Islamic values. But, McDonald's is popular in the USA for selling burgers and other products that are made up of beef and pork. Therefore, McDonald's came up with recipes that include lamb, chicken, fish, etc (Panwar & Patra, 2017).

Another challenge that McDonald's faced is that there is a large number of people in India are vegetarian. To serve these vegetarian customers, McDonald's came up with vegetarian recipes such McAloo Tikki burger, McPuff which is a form of pizza pockets, Mc Veggie burgers, and wraps. Recently, McDonald's India came up with McAloo Tikki Naan where Naan is a popular form of bread that India consumes and Tikki is a sort of a pattie made up of potatoes and some spices. The sauces are also made 100% vegetarian (Panwar & Patra, 2017).

McDonald's India faced the other impediment that earlier McDonald's was seen as a restaurant that targeted urban upper-class people. But, McDonald's has structured the prices in such a way that everyone can afford the eatable items (Panwar & Patra, 2017).

Currently, one of the biggest concerns for McDonald's is the rising competition in the market. Since India is a growing economy and changing tastes and preferences according to the younger generation and the impact of westernization. There are a lot of local burger joints and cafe culture is rising which is quite popular among youngsters. One of the biggest competitors in India for McDonald's is Burger King. But, burger king outlets can be found only in shopping plazas and malls whereas McDonald's outlets do not have any limitations and their outlets can be found even in crowded places like near railway stations (Kapoor, 2018).

5.2 McDonald's in Slovenia

McDonald's is a highly recognized brand all over the world. At present, there are about 37,000+ outlets of McDonald's around the globe. McDonald's has a globalized approach due to which they are successful all around the world. McDonald's has applied strategies that can be implemented all over the world. Globalization has facilitated the entering of new markets. There are a few strategies used to appeal to the people of the host country. Firstly, McDonald's adopted a standardization strategy, which means they decided to offer a few products such as McFlurry, McChicken, Happy meal, and Filet-O-Fish. It is one of the biggest benefits that it saves a lot of resources that could be used for developing new recipes according to the taste of people. It helped the company to save costs that could arise for the resources for developing new products. Another strategy that McDonald's adopted is the localization of products. McDonald's adapts the changes according to the tastes and preferences of the consumer. It involves understanding what consumer needs or satisfying the wants of a consumer by delivering as per their taste. No doubt that it costs a lot of resources in terms of production, advertising, promotions, pricing, etc (Rekom, Jacobs, Verlegh & Podnar, 2006).

In the case of Slovenia, influence the perception of the brand had been influenced by various other strategies apart from standardization and localization. As per a local blog from Slovenia, the market of Slovenia is limited and small so the products are more or less similar to what other European countries are offering. Currently, they have come up with a premium line of Master Burgers which are mostly beef products. Unlike India, McDonald's Slovenia offers a very limited range of vegetarian products as people prefer to eat meat and there are very few people who prefer vegetarian products (Dong & Yu, 2020).

McDonald's Slovenia has come up with different digital marketing campaigns which appeal to youngsters. As per my personal experience, we students have the option for student meals which is a subsidized meal for students that offers McDonald's meals for subsidized rates. Therefore, a lot of students, university-going students prefer McDonald's as their meal option.

In my opinion, McDonald's has other challenges in Slovenia. When I was surveying the perception of McDonald's from Slovenians, most of them had an opinion that they do not prefer to eat it because they think that it is unhealthy. Slovenians follow a healthy lifestyle and it is quite early to say whether they like it or dislike it. Apart from McDonald's, there are other local burger joints such as Lars and Sven in Slovenia which could be a competition to them.

Figure 2: McDonald's Food Menu India

Source: McDonald's India (2021).

Figure 3: McDonald's Slovenia Menu

Source: Mcdonald's Slovenia (2022).

In the above images, you can see the MC Donald's Menu of India and Slovenia. Indian menu includes Masala flavor (Indian spices). Indian cuisine is specialized by the spices and flavors used by them. As I wrote before if the perception of the foreign-made product could be negative if it is not personalized enough. The original items from McDonald's couldn't be directly launched by McDonald's because Indians will feel it as bland and Indians would think that the items are not meant to be for Indians. Therefore, McDonald's decided to localize the food and they came up with burgers that have a spicy taste. Recently, McDonald's also came up with a burger pattie in naan (Yeu et al., 2012). Unlike, the Slovenian menu there are a lot of vegetarian options since a lot of Indians prefer vegetarian food. As I mentioned before, in Slovenian menu has a lot of items, around 90% of the burgers and wraps contain meat. Indian menu has burgers and wraps that contain meat but the means options mostly contain chicken. The options with beef and beacon are not available on India's menu because beef and pork are due to religious sentiments. Therefore, localization of the Indian menu was profitable for Mcdonald's India (Crawford, Humphries & Geddy, 2015).

6 L'OREAL IN INDIA AND SLOVENIA

6.1 L'oreal in India

L'oreal entered India in 1994, which is like other global brands that entered after introducing NIP, in 1994. L'oreal is one of the leading cosmetic brands in India. Before skin-care companies, Indians were taking care of themselves through *ayurvedic* treatments (Pathak and Nichter, 2019). As per Gupta, Rajput, Oza, Trivedi and Sanghvi (2019), India has a huge potential to be the highest consumer base for beauty and personal care brands. In the beginning, when L'oreal entered India, it positioned itself as a premium brand for the upper urban class. But, in recent years the company decided to enter the mass market (L'oreal, 2014).

According to this article, Indians love to take care of themselves in terms of beauty and personal care (Golechha, 2020). As per Misra, Mehra & Kaura (2019), Indians follow Bollywood stars, and actors and they have a huge fan base. Their fans love to carry themselves as per their favorite actors and actresses. When these actors appear in advertisements for any brand they perceive that these actors use it and that's the reason they look really beautiful. Actors like Aishwarya Rai Miss World, 1994, became brand ambassadors for L'oreal. Aishwarya is a beauty icon for India and many women would like to look like her. Currently, Aditi Rao Hydari, Sobhita Dhulipala, Shakti Mohan, and Mithali Raj (captain of a woman cricket team) are the brand ambassador for L'oreal Pais in India. Mithali Raj became a youth icon after successful innings in the 2017, ICC Woman World Cup Championship. The bottom line is Indian's perception of the brand

also depends upon who is endorsing a brand and what that person stands for and how the brand complements relates to the respective celebrity (L'oreal, 2014).

Another driving force for L'oreal is that the retail market is widespread according to the research, retail was supposed to be $200 billion by 2021. The article further states high-end brands from India are planning to switch to the mass market since they have noticed the success of L'oreal. But it would be a challenge since their target group will be mainly urban and semi-urban areas. People from rural will not be able to afford these products and then the company has to lower the price to extend their brand. L'oreal has distributed its product through small retail stores, pharmacies, supermarkets, cosmetic beauty stores, and salons (L'oreal, 2015).

Indians have their way of skin and beauty care treatments. Indians have an impact on natural beauty care products such as face masks made up of natural ingredients and hair care routines with hair oil massages. Therefore, other brands like Maybelline came up with an Indian cosmetic called Kajal (a type of eyeliner). L'oreal noticed Indian habits and they came up with shampoos made up of coconut, olive, and argan oils, etc. L'oreal launched a product named 6 oil nourish shampoo is sold in the Indian market which creates a perception that it is a natural and nourishing product as much as their natural products (L'oreal, 2015).

Figure 4: L'oreal Extraordinary Oil Shampoo

Source: L'oreal India (2020).

Most of the Indians preferred to use henna for dying their hair with henna instead of hair colors. They preferred henna since henna has long-lasting nature and it is a more natural product to use. But as time progressed youngsters preferred to use hair color for the stylish look. To keep the hair color protected, L'oreal came up with shampoo for colored hair to keep the hair color long-lasting. "consumer's perception of a product's attributes is based upon its abilities to satisfy needs on which culture and values have a great impact" (Sinha and Banerjee, 2004, p. 483).

Source: L'oreal India (2021).

Indian customers are being aware of beauty and skincare treatments, which is making it one of the booming potential and booming markets for the beauty industry. L'oreal is not only targeting the retail sector but also the salon and beauty care industry. L'oreal has come up with beauty academies and hairdressing institutes where they educate young hair-dresser and make-up artists. This is one of their strategy to reach out to the customers so that the customers will get more exposure to their product. This is one of the ways to demonstrate to the customers the usage and instructions before using the products (L'oreal, 2015).

6.2 L'oreal in Slovenia

Slovenia is a small country with a population of two million and it is an independent state since 1991 after separating from Yugoslavia (Fink-Hafner & Ladrech, 2008). Slovenia is the highest in terms of export since it is capable to export more than 50 % of the national output. After the 1990s, many global brands entered Slovenia, and in 2007 Slovenia entered in European Union 2007. After 2007, it opened the doors for many European member states since it is a neighing country to Austria, Hungary, Croatia, and Italy (Wagner, 2012). Slovenia is in a win-win situation as it is in the neighboring state of economically developed countries and since 1991, Slovenia is rigorously making its statement in terms of economic growth (Černoša, 2009).

As per this blog, there are four major companies in the beauty and skincare industry namely, L'oreal, Beiersdorf, Procter and Gamble, and Henkel Slovenia. In 2009, the market share of these companies was 40%. Companies apart from L'oreal are leading in different segments such as hair care, skincare, etc. But L'oreal has established its name in the segment of hair colors. Apart from above mentioned multinational companies, L'oreal is facing competition from local products such as Ilirija and Afrodita which are

competing with the other local and global brands in Slovenia (L'oreal, 2022a). As per Kolar, Urbančič & Dimitrijević (2009), Slovenians love to use cosmetics that are based on natural ingredients.

L'oreal was introduced in Slovenia in 1997, in the Adria region which includes Slovenia, Croatia, Bosnia and Herzegovina, Serbia, and Bulgaria. As per the case study of L'oreal by MPG Ljubljana, L'oreal caters to providing beauty care solutions that serve the products with rich quality and are effective. L'oreal is diversified in many segments such as hair colors, cosmetics, hair care, and skincare products. There are different supermarkets in Slovenia such as DM, Muller, etc. where there are specific sections and shelves dedicated to L'oreal. Apart from these stores, other mediums such as hypermarkets like Spar, Mercator, and also the pharmacies through which the L'oreal products are distributed. If we compare L'oreal in the Indian market for this point, L'oreal is using the same strategy that it is generally used in India. The difference is that L'oreal first came across Indians as a premium brand while L'oreal penetrated Slovenia as a product in the mass market from the beginning (L'oreal, 2022a).

L'oreal came up with a makeup app that is suitable to try on the cosmetics that are produced by L'oreal itself and shows how will it look on the customer. It will help customers to see and try the different looks before buying it. It not only shows make-up looks but it shows skincare, hair color, hairstyle, and hair care. Apart from trying different looks, it also has a section where beauty tips are shared. Beauty tips for different beauty looks and beauty trends. This section is more of an educational portal for potential customers through different make-up tutorials (L'oreal, 2022b).

L'oreal was promoting their products by putting up the stand in the different stores such as DM, muller, etc. they took an initiative by educating the customers about their upcoming products. L'oreal took more space by booking the additional stands to ensure maximum customer satisfaction. L'oreal not only promotes through their campaigns but they are given platforms through the beauty stores like DM. DM Slovenia came up with their campaign like 'DM Look', DM run with L'oreal Stand (L'oreal, 2022b).

7   CETSCALE AND QUESTIONNAIRE DESIGNING

To measure the ethnocentricity of the consumers, Shimp & Sharma (1987), introduced the idea of the ethnocentrism scale which is commonly known as CETSCALE. It is a 17-item scale that is made to understand the degree of ethnocentrism of the consumers (Shimp & Sharma, 1987). Some researchers had an opinion that the CETSCALE is made based on pseudo-patriotic concepts such as foreign products tend to hurt the local economy or the import of foreign products can cause unemployment and the nation can remain undeveloped due to the less preference for the goods produced domestically (Bawa, 2004).

Following is the 17-item CETSCALE which was framed by Shimp and Sharma in 1987 (with the reference to India and Slovenia).

1. Indian/Slovenian People should always buy Indian/Slovenian-made products instead of imports.

2. Only products that are unavailable in India/ Slovenia should be imported.

3. Buy Indian/Slovenian-made products, keep them working

4. Indian/Slovenian Products, first last, and foremost.

5. Purchasing foreign-made product is unpatriotic.

6. It is not right to purchase foreign products because it puts Indians/Slovenians out of jobs.

7. A real Indian/Slovenian should always buy Indian/Slovenian- made products.

8. We should always buy products that are manufactured in India/ Slovenia instead of letting other countries get rich off us.

9. It is always best to buy Indian/Slovenian products.

10. There should be limitations on imports.

11. Indians/Slovenians should not buy foreign products because this hurts their business and causes unemployment.

12. Curbs should be put on all imports.

13. It may cost me in long run but I prefer to buy Indian/Slovenian products.

14. Foreigners should not be allowed to put their products in our markets.

15. Foreign products should be taxed heavily to reduce their entry into our markets.

16. We should import only those products that we cannot obtain within our own country.

17. Indian/Slovenian consumers who purchase foreign-made products are responsible for putting their fellow citizens of the country into unemployment.

After reading these statements closely, it immediately forms an opinion that some statements are purely patriotic. This scale was framed in 1987 or before. At that time, the concept of globalization was not known to the various underdeveloped and developing countries (Luthy,2007). In the case of India, Globalization was introduced in 1991, a year that is known for its economic reforms introducing the concept of Liberalization,

Globalization, and Privatization. Also, as I mentioned before, India became an independent country in 1947. In that case, in the year 1987, the freedom from British rule was still a blessing for the Indians and the sense of patriotism must have been at its peak which adds up to the unpopularity of globalization. Such a combination might have acted as a stimulus for the high degree of ethnocentrism in India (Bawa, 2004). There is also a possibility if there were all 17 items on CETSCALE then people from different age groups will not be able to connect with it. Since the scale was developed in 1987, the context in today's world could be irrelevant.

Earlier researchers have used a refined scale and their research shows that it is not necessary to use the entire 17- item scale. Therefore, I decided to keep a few statements from the above questionnaire. Therefore, I decided to keep the following items.

1. Indian/Slovenian People should always buy products that are made in India/ Slovenia.

2. Buy Indian/ Slovenian products, Keep India/Slovenia working.

3. It is always best to buy Indian/ Slovenian products.

4. Buying foreign products can hurt our business and causes unemployment.

5. There should be restrictions on imports of foreign products.

6. It may cost me in the long run but I prefer to support Indian/Slovenian products.

7. There must be limitations to putting foreign products in our market.

8. Foreign products should be taxed heavily to reduce their entry into India/ Slovenia.

9. We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia.

After these questions, I asked open-ended questions to the respondents about their preference for McDonald's and L'oreal. This will help to understand their perceptions of the brands that I selected for the research (Bawa, 2004).

8 METHODOLOGY AND FINDINGS

The data was collected in the form of a descriptive survey. The purpose of this survey is to understand the ethnocentricity of consumers. Also, I wanted to understand if such ethnocentric tendencies would affect the perception of the global brands that I selected for this research. As I mentioned in an earlier chapter of designing the questionnaire there are two parts to this questionnaire. Part one contains the statements which are supposed to be answered by respondents in the form of 5 pointers Likert scale. The next part of the

questionnaire has open-ended questions. Therefore, to analyze the results of the survey, the results of the first part of the questionnaire the results should be run on SPSS software. Here, the first part of the questionnaire deals with the ethnocentric tendencies of the consumers. Therefore, to measure the ethnocentricity of the consumers we need to run the tests to confirm the hypothesis (Joshi, Kale, Chandel & Pal 2015).

Furthermore, to understand and capture the perception of the consumers toward global brands, open-ended questions were asked at the end. Due to this, I will be able to understand if the respondents like/prefer McDonald's and L'oreal. To analyze these open-ended questions, a qualitative research framework should be adopted. This will help me to understand the stimulus, mentality of consumers, and factors that influence the perception of global brands. Such research framework will give a detailed description of the respondent's preferences and their reasons for the preference.

8.1   Sample Characteristics

I made a questionnaire and distributed it through Facebook groups (university students) in Slovenia and students from India. I also approached some people personally and requested them to fill up the questionnaire. I was aiming to collect a total of 100 responses (50 from Slovenian and 50 from Indian students). For easier access, I decided to approach university students because it was easier to approach students and make them understand what the research is all about. The reason behind not approaching the entire population was it would have been difficult to make them understand what research is all about. Also, I wasn't sure if everyone would understand the language because the research is in English and the majority of Slovenians do not speak English. For Indian respondents, it would be difficult to approach the population for the entire sample since not all of the population is tech-savvy and they could have answered the questionnaire. In addition to this, it is difficult to make them understand what the research is all about to each of them. Therefore, I decided to narrow it down to university students.

I got 99 responses, out of which 51 were Indian and 48 were Slovenian students. Among 99 respondents, 47 were male respondents and 52 respondents were females. The age group of 26-30 had a majority of the respondents (39.4 %) while the age group of 31.3%. After this, I ran the data for descriptive statistics such as the mean, maximum, and standard deviation of the responses we received collectively.

8.2 Descriptive Statistics

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Buy Indian/ Slovenian products, Keep India/Slovenia working.	99	1	5	3.04	1.097
It may cost me in the long run but I prefer to support Indian/Slovenian products."	99	1	5	3.86	0.892
It is always best to buy Indian/ Slovenian products.	99	1	5	3.29	0.992
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	99	1	5	3.08	0.965
Buying foreign products can hurt our business and causes unemployment.	99	1	5	2.62	1.095
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	99	2	5	3.52	0.962
There must be limitations to put foreign products in our market.	99	1	5	3.00	1.050
Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	99	1	5	2.66	1.080
There should be restrictions on imports of foreign products.	99	1	5	3.17	1.088
Ethnocentric dimension (the average of all claims)	99	1.44	5.00	3.14	0.695

Source: Own Work

An additional variable, the ethnocentric dimension was added at the end which is the average of all the above dependent variables.

Figure 6: Graphical description of Mean
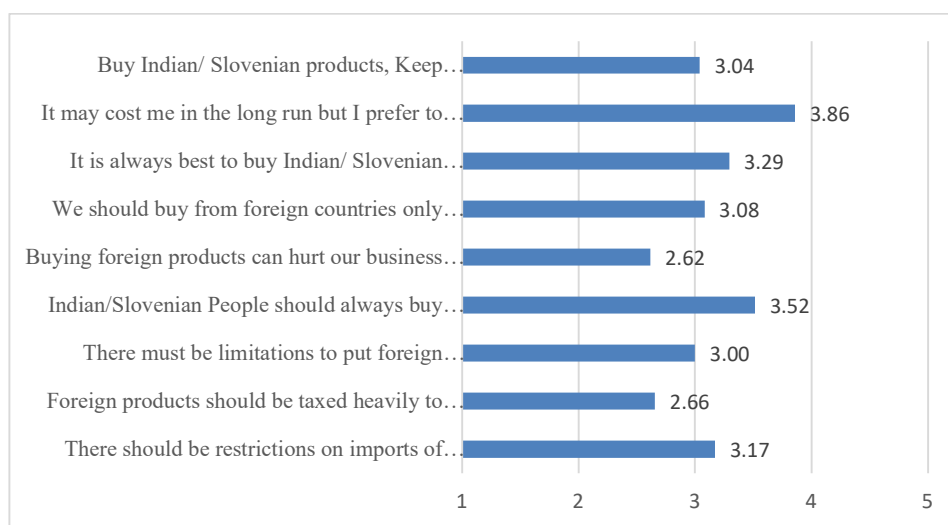
Source: Own Work

The above statements were answered by respondents as per 5 pointers Likert scale. (5-strongly agree and 1- strongly disagree). In the above graph, the statement, It may cost me in the long run but I prefer to buy Indian/ Slovenian products is showing the highest mean to the statement. Therefore it is difficult to say at this stage whether it was answered by Indian or Slovenian respondents. Therefore, I wanted to determine which group of respondents are more ethnocentric. Therefore, I made my first hypothesis as follows:

H1: Indian people tend to be more ethnocentric than Slovenian people.

After collecting the data, I ran the tests of normality because I wanted to understand whether the data I collected is normally distributed or not. Therefore, I ran the Kolmogorov-Smirnov of normal distribution and the Shapiro-Wilkov test of normal distribution. These tests show whether the data is normally distributed or not. Also, these tests helped me to determine which statistical test I should use.

Table 2: Test of Normality (H1)

Tests of Normality							
		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
Nationality		Statistic	Df	Sig.	Statistic	df	Sig.
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	Indian	.203	51	.000	.903	51	.001
	Slovenian	.278	48	.000	.873	48	.000
Buy Indian/ Slovenian products, Keep India/Slovenia working.	Indian	.252	51	.000	.845	51	.000
	Slovenian	.338	48	.000	.810	48	.000
It is always best to buy Indian/ Slovenian products.	Indian	.227	51	.000	.889	51	.000
	Slovenian	.217	48	.000	.871	48	.000
Buying foreign products can hurt our business and causes unemployment.	Indian	.207	51	.000	.910	51	.001
	Slovenian	.228	48	.000	.826	48	.000
There should be restrictions on imports of foreign products.	Indian	.266	51	.000	.855	51	.000
	Slovenian	.354	48	.000	.807	48	.000
It may cost me in the long run but I prefer to support Indian/Slovenian products."	Indian	.199	51	.000	.880	51	.000
	Slovenian	.207	48	.000	.882	48	.000
There must be limitations to put foreign products in our market.	Indian	.235	51	.000	.883	51	.000
	Slovenian	.274	48	.000	.829	48	.000
Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	Indian	.228	51	.000	.892	51	.000
	Slovenian	.275	48	.000	.861	48	.000
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	Indian	.285	51	.000	.860	51	.000
	Slovenian	.245	48	.000	.879	48	.000
Ethnocentric dimension	Indian	.071	51	.200*	.987	51	.847
	Slovenian	.084	48	.200*	.976	48	.438

Source: Own Work

If the data is not normally distributed then non-parametric tests are used to test the data. In Table 2, the p-value is less than 0.05. It means that the data is not normally distributed. A Kolmogorov-Smirnov Test Indicates that all the variables do not follow a normal distribution as the P value is below 0.05. We also ran the Shapiro-Wilkov test to check if a continuous variable follows a normal distribution. In this case above, the statistic is the value of the normality test and df is the degrees of freedom. But as we see above, the p-value is less than 0.05 hence the distribution is not normal. Both of these tests have shown that the data is not normally distributed. Therefore, I had to use non-parametric tests to understand the differences between the two groups, (India and Slovenia). As I observed that the data is not normally distributed, we want to compare the differences between the two groups i.e. India and Slovenia, and the dependent variable is at the ordinal level. I ran the Mann-Whitney U test and I got the following results.

Table 3: Results of Mann-Whitney U test H1

Ranks				
Nationality		N	Mean Rank	Sum of Ranks
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	Indian	51	59.49	3034.00
	Slovenian	48	39.92	1916.00
	Total	99		
Buy Indian/ Slovenian products, Keep India/Slovenia working.	Indian	51	51.68	2635.50
	Slovenian	48	48.22	2314.50
	Total	99		
It is always best to buy Indian/ Slovenian products.	Indian	51	53.81	2744.50
	Slovenian	48	45.95	2205.50
	Total	99		
Buying foreign products can hurt our business and causes unemployment.	Indian	51	52.01	2652.50
	Slovenian	48	47.86	2297.50
	Total	99		
There should be restrictions on imports of foreign products.	Indian	51	53.96	2752.00
	Slovenian	48	45.79	2198.00
	Total	99		
It may cost me in the long run but I prefer to support Indian/Slovenian products."	Indian	51	51.53	2628.00
	Slovenian	48	48.38	2322.00
	Total	99		
There must be limitations to put foreign products in our market.	Indian	51	52.95	2700.50
	Slovenian	48	46.86	2249.50
	Total	99		

(Table Continues)

(Table 3: Results of Mann-Whitney U test H1continued)

Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	Indian		51	55.19	2814.50
	Slovenian		48	44.49	2135.50
	Total		99		
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	Indian		51	55.66	2838.50
	Slovenian		48	43.99	2111.50
	Total		99		
Ethnocentric dimension	Indian		51	56.05	2858.50
	Slovenian		48	43.57	2091.50
	Total		99		

Source: Own Work

Table 4: Test Statistics Mann Whitney U-test H

Test Statistics				
	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	740.000	1916.000	-3.513	.000
Buy Indian/ Slovenian products, Keep India/Slovenia working.	1138.500	2314.500	-.649	.517
It is always best to buy Indian/ Slovenian products.	1029.500	2205.500	-1.423	.155
Buying foreign products can hurt our business and causes unemployment.	1121.500	2297.500	-.751	.453
There should be restrictions on imports of foreign products.	1022.000	2198.000	-1.524	.127
It may cost me in the long run but I prefer to support Indian/Slovenian products."	1146.000	2322.000	-.570	.568
There must be limitations to put foreign products in our market.	1073.500	2249.500	-1.112	.266
Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	959.500	2135.500	-1.943	.052
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	935.500	2111.500	-2.113	.035
Ethnocentric dimension	915.500	2091.500	-2.164	.030

Source: Own Work

As per this test, if the p-value (statistical significance) is more than 0.05 then we cannot term it statistically significant differences between the groups according to the variables. If the P-value is less than 0.05, then there will be statistically significant differences exist at the 0.05 level.

The p-value shows the degree of confirmation for the differences between groups that exist in the population from which the sample is taken. If the P value is less than 0.05 then it means that at the 5% risk level we can say that statistically, differences exist. It means the chances are 5% or less that we found errors in our sample. In short, P-value will assure the reliability of the results.In (Table 4), the first and the last variable has asymptotic value (p-value) of 0.000 and 0.035 respectively. These values are less than 0.05, therefore these variables are said to be statistically significant. But, based on these two variables, it is difficult to say whether we can confirm the hypothesis or not. The added variable ethnocentric dimension which is the average of all the selected variables has the asymptotic value (p-value) of 0.030. Therefore, this variable is statistically significant. This variable represents the entire data. The mean rank of Indian students is more than Slovenian students. Also, this variable is statistical significance. In this case, based on collected data and results I confirm the hypothesis. But, I cannot fully conclude that Indians are more ethnocentric than Slovenians. Since the sample is limited to university students and not the entire population. Therefore, I confirm the hypothesis based on data collected during the survey. But, data is limited to university students and it does not represent the entire population.

I came across many research papers on Ethnocentrism where the ethnocentricity of the consumers depends upon different aspects such as nationality, age, education level, and income level. I am aware that the ethnocentricity of the consumers depends from person to person. But, I wanted to understand whether the ethnocentricity of the consumers can be related to gender.

Therefore, I ran the test of normality based on gender groups i.e. (Male and Female).

H2: Men tend to be more ethnocentric than women.

I ran the test of normality similarly to the above case. I ran the test of Kolmogorov-Smirnov and Shapiro-Wilk. This test will decide whether we will use parametric or non-parametric tests. If the p-value will be greater than 0.05 then the data is said to be normally distributed.

Table 5: Test of Normality for H2

Tests of Normality		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
Nationality		Statistic	df	Sig.	Statistic	df	Sig.
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	Male	.170	47	.002	.917	47	.003
	Female	.232	52	.000	.878	52	.000
Buy Indian/ Slovenian products, Keep India/Slovenia working.	Male	.244	47	.000	.864	47	.000
	Female	.331	52	.000	.811	52	.000
It is always best to buy Indian/ Slovenian products.	Male	.190	47	.000	.893	47	.000
	Female	.238	52	.000	.892	52	.000
Buying foreign products can hurt our business and causes unemployment.	Male	.180	47	.001	.912	47	.002
	Female	.203	52	.000	.852	52	.000
There should be restrictions on imports of foreign products.	Male	.217	47	.000	.903	47	.001
	Female	.391	52	.000	.696	52	.000
It may cost me in the long run but I prefer to support Indian/Slovenian products."	Male	.195	47	.000	.878	47	.000
	Female	.212	52	.000	.881	52	.000
There must be limitations to put foreign products in our market.	Male	.252	47	.000	.872	47	.000
	Female	.275	52	.000	.845	52	.000
Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	Male	.249	47	.000	.889	47	.000
	Female	.257	52	.000	.888	52	.000
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	Male	.271	47	.000	.866	47	.000
	Female	.231	52	.000	.882	52	.000
Ethnocentric dimension	Male	.108	47	.200*	.970	47	.262
	Female	.094	52	.200*	.979	52	.465

Source: Own Work

In the above result, we can see the significant value is less than 0.05 for all the variables. Even though the average value of the ethnocentric dimension is greater than 0.05 we cannot say that the data is normally distributed. In this case, we need to take all the dependent variables into the consideration. None of the variables have a significant p-value greater than 0.05. Therefore, I can say, the data is not normally distributed. Again we need to compare the mean of two groups of the population i.e. Male and Female and the dependent variables are ordinal. Therefore, I decided to use the Mann-Whitney U test. As I mentioned before, this test is used to compare the means of two groups.

Table 6: Results of Mann-whitney U test H2

Ranks				
Nationality		N	Mean Rank	Sum of Ranks
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	Male	47	52.68	2476.00
	Female	52	47.58	2474.00
	Total	99		
Buy Indian/ Slovenian products, Keep India/Slovenia working.	Male	47	49.65	2333.50
	Female	52	50.32	2616.50
	Total	99		
It is always best to buy Indian/ Slovenian products.	Male	47	46.48	2184.50
	Female	52	53.18	2765.50
	Total	99		
Buying foreign products can hurt our business and causes unemployment.	Male	47	50.94	2394.00
	Female	52	49.15	2556.00
	Total	99		
There should be restrictions on imports of foreign products.	Male	47	52.36	2461.00
	Female	52	47.87	2489.00
	Total	99		
It may cost me in the long run but I prefer to support Indian/Slovenian products."	Male	47	49.24	2314.50
	Female	52	50.68	2635.50
	Total	99		
There must be limitations to put foreign products in our market.	Male	47	53.35	2507.50
	Female	52	46.97	2442.50
	Total	99		
Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	Male	47	49.67	2334.50
	Female	52	50.30	2615.50
	Total	99		
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	Male	47	53.79	2528.00
	Female	52	46.58	2422.00
	Total	99		
Ethnocentric dimension	Male	47	51.98	2443.00
	Female	52	48.21	2507.00
	Total	99		

Source: Own Work

Table 7: Test statistics Mann Whitney U-test H2

Test Statistics				
	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Indian/Slovenian People should always buy products that are made in India/ Slovenia.	1096.000	2474.000	-0.915	.360
Buy Indian/ Slovenian products, Keep India/Slovenia working.	1205.500	2333.500	-.125	.900
It is always best to buy Indian/ Slovenian products.	1056.500	2184.500	-1.212	.226
Buying foreign products can hurt our business and causes unemployment.	1178.000	2556.000	-.323	.747
There should be restrictions on imports of foreign products.	1111.000	2489.000	-0.838	.402
It may cost me in the long run but I prefer to support Indian/Slovenian products."	1186.500	2314.500	-.260	.795
There must be limitations to put foreign products in our market.	1064.500	2442.500	-1.165	.244
Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."	1206.500	2334.500	-0.114	.909
We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia."	1044.000	2422.000	-1.305	.192
Ethnocentric dimension	1129.000	2507.000	-0.653	.514

Source: Own Work

To interpret the statistical differences the asymptotic values (p-value) of all the variables are more than 0.05. Therefore, none of the variables are statistically significant. Therefore, In this case, it rejects the hypothesis.

Again, the conclusions are based on the data collected during the survey because the data do not represent the entire population.

The last four questions were open-ended and the data was to be analyzed as qualitative data. The questions were to understand and analyze the perceptions of these global brands. I analyzed the responses and I got some intriguing results from Indian and Slovenian respondents.

The third research question focuses on the wide concept of perception of people from the country of interest i.e. India and Slovenia. I asked a question at the end of my questionnaire whether they prefer McDonald's and L'oreal and if they can explain their logic behind choosing or not choosing these brands. I have explained my analysis of the respondents from the said countries as follows.

**8.3 Analysis Of Perception Of the Global Brands**

8.3.1   India

Firstly, the brand McDonald's and L'oreal are widely spread in India. While reading the opinions of the Indian respondents, it came to my attention that Indian people like to spend money on products that are worth the money they spent. Also, they expect to have multiple benefits from the product they buy.

If I talk about L'oreal in India and the perception of the products then some of the aspects were anticipated before as I am an Indian and I am already well aware of the behavior of Indian consumers and their buying patterns. L'oreal entered the Indian market in 1994 as a premium brand that targeted the urban areas of India. the respondents which are the students are from Mumbai city and therefore they are familiar with this brand.

There were 51 respondents from India and the results were quite interesting. The majority of the respondents mentioned that they prefer this brand and there are various reasons for it.

*Figure 7: People preferring L'oreal in India*
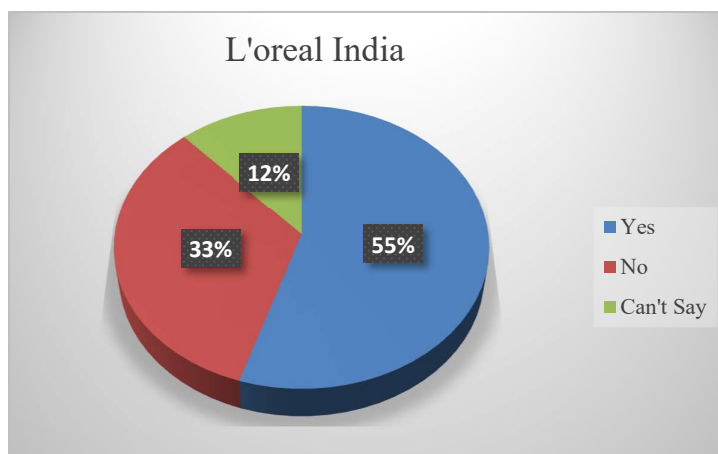
Source: Own Work

28 out of 51 respondents answered that they prefer L'oreal whereas 17 respondents answered that they do not prefer L'oreal. However, 6 respondents answered that they cannot say whether they prefer/like L'oreal since they never used it.

Our objective was to understand whether the perception of these global brands is based on the concept of ethnocentrism or not. Interestingly, there were some respondents which said that they did not use L'oreal products. It is quite possible that people have not used this product yet since there are a lot of local and foreign brands present in India.

There were a lot of reasons behind Indian respondents prefer the L'oreal brand. The majority of these reasons are that they are effective and the products are rich in quality. About 4% of the respondents feel that it is worth buying these products. As I mentioned before, Indian people like to buy products that have more and more benefits by buying these products. One of the reasons to prefer L'oreal products is that they have ample quantity which makes the products long-lasting. About 8% of the respondents prefer to buy L'oreal because they feel that L'oreal is a premium brand. L'oreal was launched in the 90s as a premium brand only. Therefore, even after many years of launching people still have kept it in mind that L'oreal is a premium brand. About 10% of the respondents find L'oreal as a preferred brand since it is not only limited to skin-care products but also has appealing cosmetics. These people feel that if they use cosmetics from L'oreal and skin-care products from the same brand then it will not have any adverse effects on their skin.

*Figure 8: Reasons to prefer L'oreal*
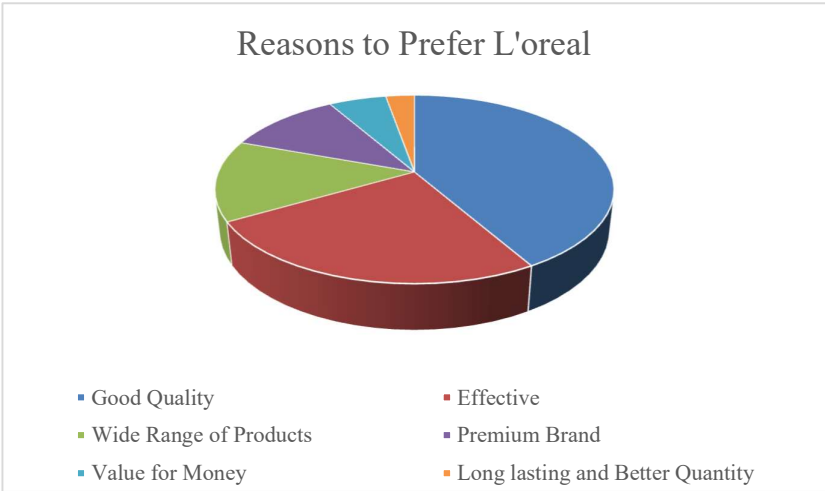
Source: Own Work

Now I will explain the reasons behind not preferring L'oreal brands. About 16% of the respondents do not prefer L'oreal because the products didn't work for them. Some respondents felt that after using the L'oreal shampoo they experienced hair loss. Some respondents also felt that the formation or ingredients or contents of these products are suitable for the Indian skin. Another major reason is that about 12% of the people think that they prefer local products over global products. But this reason has nothing to do with ethnocentricity but they prefer local products because India has many natural skin-care products (ayurvedic products). They prefer local products because it contains less or negligible amount of chemicals in those products as compared to L'oreal products.

About 6% of the respondents feel that they don't want to prefer L'oreal because it is expensive. Since people think it's a premium brand they do not prefer to or are willing to

spend money on this brand. About 2% of the respondents feel that L'oreal has fewer options for men and that is the reason they do not or cannot buy L'oreal products.

*Figure 9: Reasons for not preferring L'oreal*
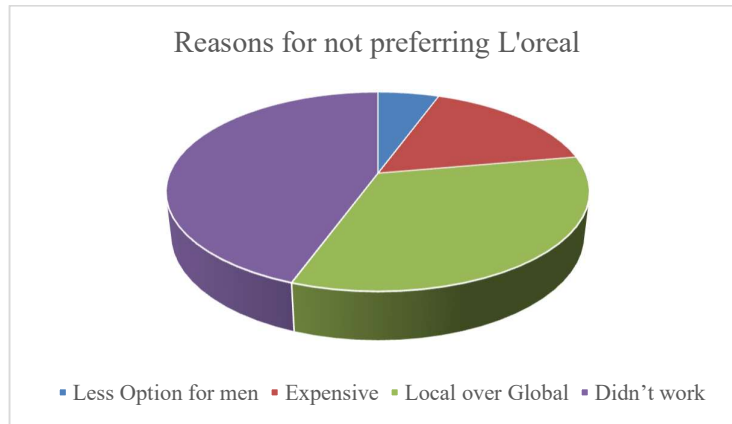
Source: Own Work

About 12% of the respondents couldn't say the reasons for preferring or not preferring since they have never used L'oreal products.

After analyzing these responses I understood that the Indian respondents prefer L'oreal products mainly because they are effective and they are rich in quality. Also, the major reasons not to prefer these brands were that they didn't work and people prefer local brands over global brands.

If I talk about McDonald's in India then I think it is one of the favorite global brands. 46 out of 51 respondents preferred McDonald's whereas 5 out of 51 respondents do not prefer Mcdonald's.

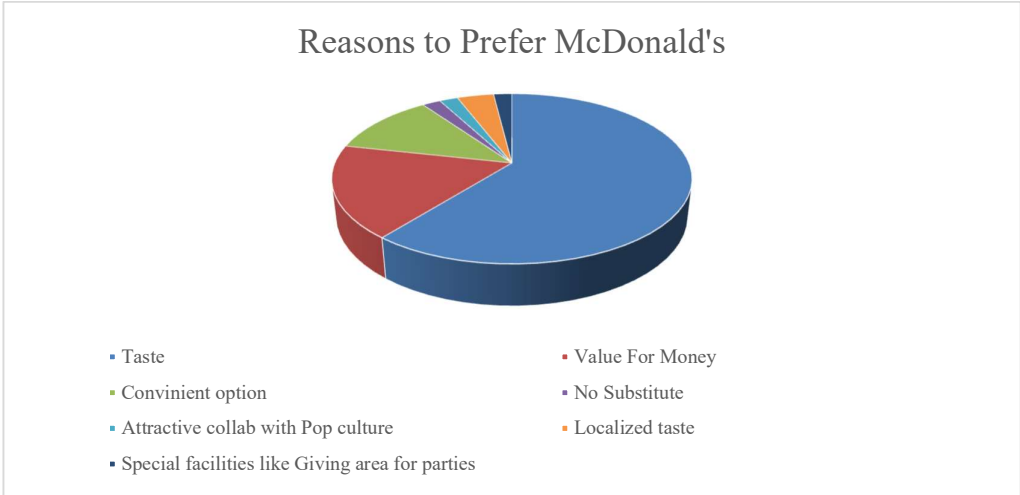*Figure 10: McDonald's preferred by Indians*
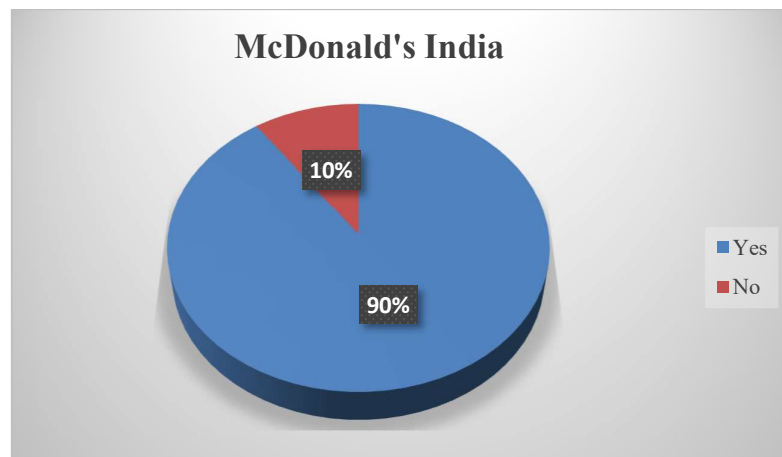
Source: Own Work

Indian respondents seem to love McDonald's and there are a lot of reasons to prefer this brand. Firstly, Indians are a foodie. Therefore about 61% of the people like McDonald's solely because they love the taste of McDonald's Burgers. McDonald's India has exciting options to serve your taste buds. The USP of McDonald's India is that they have customized their menu for Indian customers, as per their tastes and preferences. About 18% of the respondents feel that they prefer McDonald's because the meal at McDonald's is worth the money they pay. People also find it a convenient option as it has fast service and it is easily available because of the home delivery services. About 12% of the people find it a convenient option especially when they are in a hurry. Some respondents who have tasted their meals across the world prefer McDonald's because they feel that McDonald's India has localized the taste that it doesn't feel or appeal as a global food. Therefore, about 4% of the respondents prefer McDonald's because they find it localized. Some respondents find affinity towards McDonald's because of their attractive collaboration which mainly involves happy meal toys or their customized menus. One of the unique reasons that respondents find it a great option is because, in every McDonald's India outlet, there is a space for kid's birthday parties.

People also prefer to eat at McDonald's because we do not have any local Indian burger joints. Even though in India we do have some local burger joints doesn't have a larger network like McDonald's. Also, these days we have Burger king in India but at this point, it is not widely spread like McDonald's.

Figure 11: Reasons to Prefer McDonald's in India

Reasons to Prefer McDonald's

- Taste
- Value For Money
- Convinient option
- No Substitute
- Attractive collab with Pop culture
- Localized taste
- Special facilities like Giving area for parties

Source: Own Work

However, 10% of the people do not prefer McDonald's in India because they find it unhealthy. Currently, Indian people are being aware of healthy lifestyles and cautious about their health and food habits which are the reason they do not prefer eating at McDonald's.

8.3.2 Slovenia:

There were about 48 responses from Slovenia. While analyzing responses from Slovenia, it came to my attention that the reasons for preferring or not preferring McDonald's and L'oreal are completely different. Slovenians have a different perspective on global brands which is different from Indian respondents. Indians do prefer local brands over global but the reasons to prefer local brands are completely different.

Figure12: People preferring L'oreal in Slovenia

L'oreal Slovenia

Yes · No · Can't Say

Source: Own Work

As we can see, about 42% of respondents from Slovenia prefer L'oreal whereas 48% of respondents do not prefer L'oreal. However, 10% of respondents couldn't answer because they never used the product.

Figure 13: Reason to prefer L'oreal in Slovenia

Reasons to prefer L'oreal

Effective · Good Quality · Brand Value · Affordable
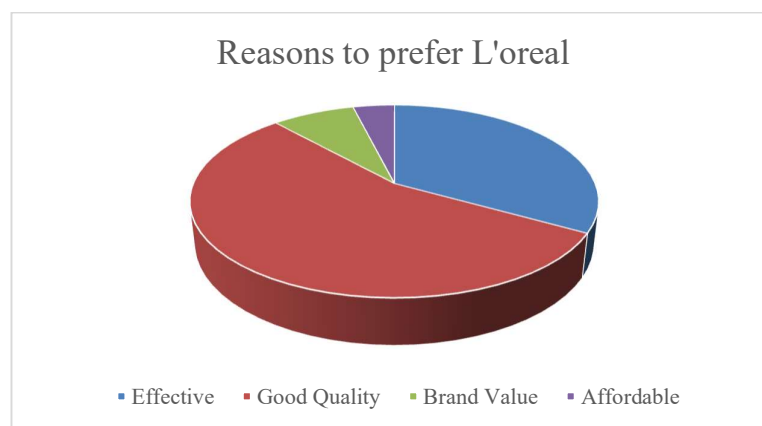
Source: Own work

There were a few reasons behind Slovenians liking this product since they think it is of good quality. About 29% of the respondents feel that L'oreal has a good quality whereas 18% of respondents feel that they prefer L'oreal because they find it effective. Whereas other respondents prefer L'oreal because of brand value and affordable.

It intrigued me the most when I analyzed the reasons for not preferring L'oreal because none of the Indian respondents thought in this way. The majority of the Slovenian respondents do not prefer L'oreal because they find it artificial and full of chemicals. The other interesting reason is that they find L'oreal tests their products on animals and hence it is not cruelty-free. About 13% of Slovenians feel that L'oreal has non-cruelty-free products. Therefore, they do not prefer L'oreal. About 17% of the respondents feel that they prefer different brands over L'oreal because they prefer other skin-care ranges. Some of the respondents mentioned Korean skin-care ranges which are quite popular these days.

Figure 14: Reasons not to prefer L'oreal in Slovenia
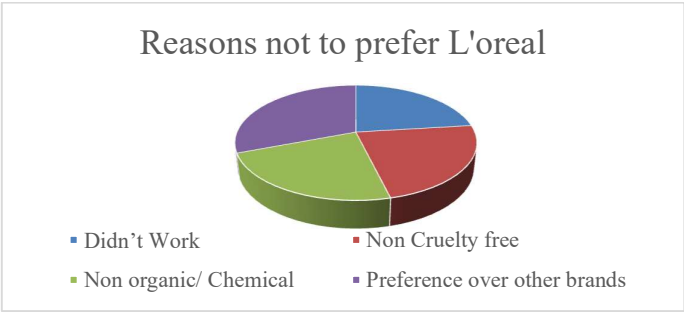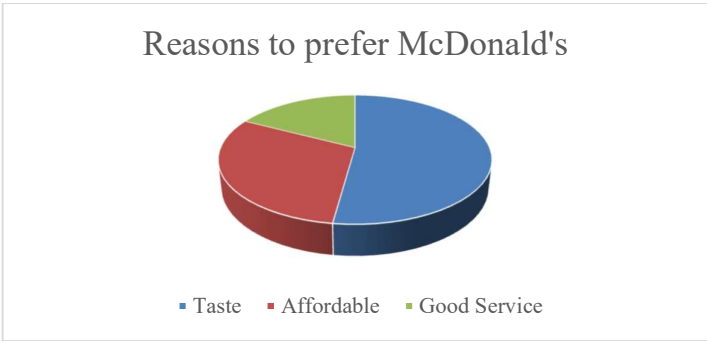

Source: Own work

While analyzing responses for McDonald's Slovenia, there were a few interesting responses. I was expecting some different responses since the respondents are students of universities I thought they would love it but I came across intriguing responses. I found out that about 44% of respondents like McDonald's whereas 56% of respondents do not prefer McDonald's.

About 25% of the Slovenian respondents prefer McDonald's because they like the taste and other reasons they find it preferable are because they find it affordable and McDonald's has great and fast service.
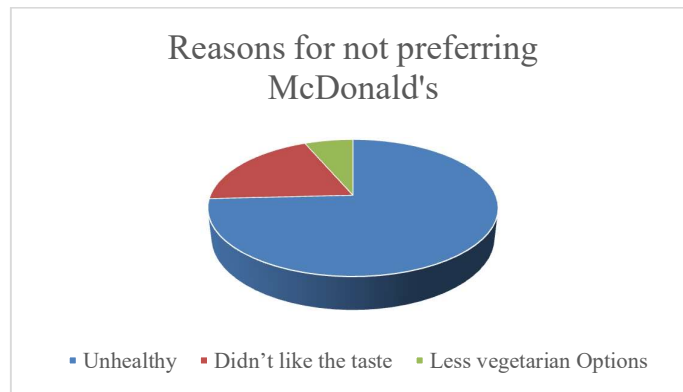
Figure 15: Reasons to prefer McDonald's in Slovenia

Source: Own Work

McDonald's is more disliked by the Slovenian respondents and the reasons were quite strong and somehow similar and opposite to the Indian respondents.

Figure 16: reasons for not preferring McDonald's in Slovenia

Source: Own work

As we can see above that the major reason not to prefer McDonald's as they find it unhealthy. I have observed that people in Slovenia are health-conscious and they are always engaged in physical activities for healthy well-being. To keep themselves healthy they prefer not to eat anything greasy, oily, or junk food. Some of the respondents do not prefer McDonald's because they did not like the taste of the food as they find it too fried or full of oil.

About 4% of the Slovenian respondents complained that McDonald's does not have much of vegetarian options in Slovenia. If I compared it to McDonald's India, then it's exactly the opposite. Since 40% of Indians are vegetarians and people in India do not eat meat like beef and pork (because of religious sentiments), McDonald's India offers vegetarian options more than McDonald's in Slovenia.

CONCLUSION

Consumer ethnocentrism can be influenced by various factors such as socio-psychological, economic, political, etc. I inferred that being ethnocentric doesn't mean that the attitude toward foreign-made products can be different. A person can be patriotic but still, they would prefer foreign-made products because they like the quality of the product. After that, we saw that political factors could also, be one of the factors that influence consumer ethnocentric behavior. Any event or any political policy can cause a change in the trade environment that affects the perception and eventually influences the ethnocentricity of the consumer. It is also a possibility that the economic environment of the country can influence the ethnocentricity of the consumers. It was argued that developing countries can be less ethnocentric than developed countries.

I also, understood that After analyzing the concepts of consumer ethnocentrism and global brand perception, I can say that even though these two concepts are related then global brand perception doesn't need to be always affected by consumer ethnocentrism. I learned that many factors affect global brand perceptions but it is not necessary that if the country is said to be ethnocentric then that does not mean it shows any negative attitude towards the global brands of the product.

In the above analysis, the data were not normally distributed. therefore, I had to use the non-parametric tests to compare the means of two population groups, i.e. India and Slovenia. India's mean rank was shown higher and statistically significant. It was quite interesting because as per the proven studies, it is said that developing countries do not tend to be ethnocentric. It was difficult to analyze the entire population sample, since my research is in English it was difficult to interact with the entire population. For the Indian population, it was difficult for the entire population because the older generation may not be tech-savvy. Therefore, it was difficult to approach the entire population and I targeted the university students from both the India and Slovenia groups.

Similarly, India is a developing nation but as per my analysis, India tends to be more ethnocentric than Slovenia. Again, one more theory behind a developed nation being ethnocentric has also shown an adverse effect on consumer ethnocentrism. Since Slovenia is a developed nation, it showed a negative effect on the concept of consumer ethnocentrism. Again, the research was limited to the number of respondents and the criteria were the university students. If the sample was more flexible then it is possible that results would be different.

While analyzing the means of gender groups, I could not prove anything significant about it. The sample results have no significant p-value. Therefore, it is difficult to say that gender has any effect on consumer ethnocentrism. As per the previous arguments by many authors, women may be less ethnocentric than men. But unfortunately, I could not prove any constructive hypothesis. It can also be inferred that the results for gender groups might differ from sample to sample. It is difficult to say anything with the sample that is limited to university students.

After analyzing the results of perceptions about the global brands. I got some results that show the psychology of Indian and Slovenian consumers. Firstly, we proved that Indians tend to be more ethnocentric than Slovenians. But Indians who like L'oreal and McDonald's are higher in number. Mostly, they like these brands because they find L'oreal effective and worth buying whereas Indians like McDonald's. After all, the food from McDonald's is tasty. Only 10% of the respondents stated that they do not prefer L'oreal because they prefer local products over foreign products.

On the other hand, the majority of Slovenians do not like McDonald's and L'oreal. Slovenians find that McDonald's is unhealthy and they find L'oreal is inorganic and they find it as a non-cruelty free product.

I can infer from this research that even if consumers from any nation show ethnocentric tendencies they still have an affinity towards global products.

In my opinion, the world is shrinking in terms of distance, cultural openness, global trade, travel, etc., The more we are open and welcoming towards foreign-made products and culture the more we will be adaptable and flexible

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APPENDICES

Appendix 1: Povzetek (Summary in Slovene)

V obdobju globalizacije, kjer ni trgovinskih meja in je treba razumeti odnos potrošnikov do tržnikov svetovnih blagovnih znamk je psihologija nakupnega procesa v različnih narodih drugačna. Na primer, če želim kupiti hrano v McDonaldsu, bi bili moji razlogi in želja za nakup drugačna kot razlogi in želje drugega. V tej raziskavi želim ugotoviti, ali etnocentrično vedenje vpliva na dojemanje svetovnih blagovnih znamk. Raziskava je bila izvedena na podlagi izjav CETSCALE, ki so jih izvedli prejšnji raziskovalci, razvila pa sta ga Shimp in Sharma. Študija je v obliki izjav Shimpa in Sharme ter odprtih vprašanj za razumevanje dojemanja svetovnih blagovnih znamk (McDonald's in L'oreal).

V prvem poglavju sem razložil dejavnike, ki so odgovorni za vplivanje na etnocentrično vedenje. Obstaja več dejavnikov, kot so socialno-psihološki, gospodarski, politični in demografski dejavniki. V naslednjem poglavju sem pojasnila učinke države izvora na dojemanje svetovne blagovne znamke. Dokazujem, da države izvora ni treba dojemati pozitivno, obstaja pa možnost, da se potrošniki sploh ne bodo povezali s proizvodi. Nato sem razložila, kako kultura vpliva na etnocentrično vedenje in globalno dojemanje blagovne znamke. Potem sledi poglavje o McDonaldsu in L'orealu ter o tem, kako delujejo in napredujeta podjetji v Indiji in Sloveniji. Zbrala sem podatke v obliki anket in prejela okoli 99 odgovorov.

Podatki niso bili razporejeni, zato so za testiranje hipoteze uporabili ne-parametrične teste. Vprašalnik sem razdelila prek Facebooka, e-pošte kolegom na univerzi itd. Hipotezo sem testirala s testom Mann-Whitney U. Raziskave razkrivajo, da tudi če država kaže etnocentrične težnje, ni nujno da te vplivajo na dojemanje svetovnih blagovnih znamk.

Appendix 2: Questionnaire for the Survey

Please answer the following questions based on the choices you make while buying. Please answer from an Indian's perspective if you are an Indian and Slovenian's perspective if you are Slovenian (1-strongly disagree, 5-strongly agree)

1. Buy Indian/ Slovenian products, Keep India/Slovenia working.

2. It may cost me in the long run but I prefer to support Indian/Slovenian products.

3. It is always best to buy Indian/ Slovenian products.

4. We should buy from foreign countries only those products that we cannot obtain in India/ Slovenia.

5. Buying foreign products can hurt our business and causes unemployment.

6. Indian/Slovenian People should always buy products that are made in India/ Slovenia.

7. There must be limitations to put foreign products in our market.

8. Foreign products should be taxed heavily to reduce their entry into India/ Slovenia."

9. There should be restrictions on imports of foreign products.

Please answer the following questions.

1. Do you like L'oreal?   Yes/ No/ Can't Say

2. If yes/no please explain why.

3. Do you like McDonald's?   Yes/ No/ Can't Say

4. If yes/ no please explain why.