

## **Ban on Eruthazhuvuthal's (Bull Embracing) impact over purchasing foreign soft drinks**

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**Abstract:** *Marketing researchers are always keen to identify the reasons for choosing/ignoring particular products/brands. In this paper, authors examined how ban on Eruthazhuvuthal (Bull Embracing) raised ethnocentrism and its impact over purchase intention with respect to foreign soft drinks. This study emphasized the importance of ethnocentrism in selecting & ignoring particular products. Contemporary researches have indicated that consumer ethnocentrism is also serving as a major influence on choosing the products. In this study, Consumer characteristics such as patriotism, protectionism and social economic conservatism are analyzed in choosing foreign soft drinks. This study is focused on rise of Tamil peoples' ethnocentrism due to Eruthazhuvuthal (Bull Embracing) ban and its impact over foreign soft drinks with the students.*

**Keywords:** Eruthazhuvuthal, Consumer Ethnocentrism, Patriotism, Protectionism, Social Economic Conservatism.

### **Introduction**

The products origin factors such as country, manufacturers, distributors does matter in choosing the products. In this paper, authors examined how ban on Eruthazhuvuthal (Bull Embracing) raised ethnocentrism and its impact over purchase intention with respect to foreign soft drinks. Consumer ethnocentrism is a result of care and affection for own country and fear of adverse consequences because of high rates of import of foreign products that could cause serious problems for local economy development. In Tamil Nadu, protest against Eruthazhuvuthal raised ethnocentrism. Behind that multi numbers of valid reasons were there, continuously several medical associations proved that consumption of soft drinks leads to multi numbers of health disorders including life threatening diseases, the Tamil society losing its cultural values and the soft drinks organizations are belonged to the nation of NGO which is primarily involved in creating ban for Tamil sport.

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### **Concept of Consumer Ethnocentrism**

Ethnocentrism is a word composed of two terms "ethnic" (which means group) and "centrism" (which means focused). The term consumer ethnocentrism is adapted from general concept of ethnocentrism which was introduced by Sumner in 1906 (Shimp & Sharma, 1987, p. 280) who defined it as a "view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it". The author further described it as often leading to vanity, pride and superiority of one's group and contempt of outsiders. Researchers pointed that an ethnocentric individual strongly supports the traditions, symbols, icons, and products of one's own culture while simultaneously contempt the traditions, symbols, icons, and products of other cultures.

"Consumer Ethnocentrism" (CE) is a concept that considers whether a purchase behavior is acceptable or unacceptable within the group. Consumer attitude about products is a continuous concern of global marketers. Reviewing the literature one discovers that the attitudes towards foreign products (ethnocentrism) are key antecedents for consumers who buy products from foreign countries. Consumer ethnocentrism has an influence on the willingness of consumers to buy foreign products, which ultimately affects their purchasing tendencies in the market place.

Booth 1979, Worchel, 1979 defined ethnocentrism as a tendency of consumers with regard to their own countries as superior and discard people who are culturally different. The notion of consumer ethnocentrism is employed to indicate a consumer's attitudes about what they believe are correct when purchasing a particular product or service. The ethnocentric consumer's point of view states that purchasing imported products is incorrect because such purchases will eventually negatively impact the domestic economy. It will cause the loss of jobs, which is ultimately unpatriotic (Shimp and Sharma 1987).

### **Ban on Eruthazhuvuthal (Bull Embracing)**

"Eruthazhuvuthal / manjuvirattu", (Bull Embracing) Tamil traditional sport used to organize during the festival of "Pongal" in the month of January across Tamil Nadu, in which a Bosindicus bulls are released into a crowd of peoples and human participants attempt to grab the large hump of the bull with both arms and hang on to it while the bull attempts to escape. This sport had historical evidence dated back to 2500 years to 5000 years. This sport was banned by the Indian courts by the involvement of leading NGO. The ban on Tamil sport called "Eruthazhuvuthal" (Bull Embracing) created too many speculations in the politics of Tamil Nadu as well as in boycotting/ignoring foreign products. It raised "Ethnocentrism" in the Tamil community. Especially, the Marina protest (2017) created emotions of boycotting foreign soft drinks. Because of the role played by leading foreign based organization in challenging the emotions of Tamil peoples and stands with support to ban on Eruthazhuvuthal. During the protest, peoples showed higher intention of avoiding foreign soft drinks. This study is aimed to analyze the impact of protest against the ban on Eruthazhuvuthal with special respect to foreign cool drinks.

### **The objectives of this study are twofold:**

- To identify the rise of ethnocentrism in the minds of Tamil students
- To identify whether consumers ethnocentric tendencies of Tamil students have impact on their purchase intentions.

## Literature Review

Author	Country	Purpose	Key Findings
Shimp and Saleharna (1987)	USA	Construction and validity of CETSCALE	Reliability and validity of consumer ethnocentrism concept. Potential usage for marketing managers
Netemeyer et al. (1991)	USA, Germany, France, Japan	Cross-national assessment of CETSCALE	All four countries confirmed unidimensionality of CETSCALE, it can be used in international environment.
Hereche (1992)	USA	Validity of CETSCALE in predicting buying behaviour	Results showed that CETSCALE is a better predictor of imports buying behaviour, than demographic variables. The effect varies.
Good and Huddleston (1995)	Poland, Russia	The extent of polish and Russian consumer ethnocentrism and its impact on buying behaviour	Poland and Russia differ, therefore marketing strategies have to be different. Demographic variables influence consumer ethnocentric tendencies but will not necessarily impact purchase intentions
Caruana (1996)	Malta	Effects of dogmatism and social class on consumer ethnocentric tendencies	Dogmatism and age are positively related to consumer ethnocentrism. Consumer ethnocentric tendencies are lower. When consumers have higher level of education
Parameswaran, R. Yaprak, A. (1987)	Canada	Theoretical model, which examines national loyalty and consumer ethnocentrism	Result showed that beside price, national loyalty plays an important role when choosing airline.
Klein, J. G., and Ettenson, R. (1999).	USA	Test of stability of the CETSCALE, during 8 week period. In this period two patriotic events take place.	When patriotic events take place, the consumer ethnocentric tendencies become higher or those who served army, than for those who did not.
Vida and Reardon (1999)	Talin, Estonia	Examine effects of consumer ethnocentrism, demographic variables and cultural openness on a sample of Baltic states	Results showed non ethnocentric tendencies of consumers.
Marcoux et.al (1997)	Poland	The attitudes underlying preferences of young, urban and educated polish consumers towards products made in Western.	Results showed patriotism, as a dimension of consumer ethnocentrism, being related with preferences toward domestic (Polish) products.
Durvasula et.al (1992)	USA, Russia	A cross cultural comparison of consumer ethnocentrism in USA and Russia.	Consumers from USA have higher ethnocentric tendencies. While Russians have higher trust and opinion about foreign products.

## Research Methodology

To assess the students' ethnocentrism rise, this study adopted consumer ethnocentrism scale (CETSCALE, Shimp and Sharma 1987) and also used purchase intention self developed scale to ascertain the purchase intentions of the students with respect to foreign soft drinks. In this study, we have adopted convenience sampling to ascertain the impact of protest by Tamilians against to the ban of Eruthazhuvuthal. For this purpose, 205 students of NPV arts & science college students were approached from January 2017 to March 2017.

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### Analysis & Discussion

**Table 1: Descriptive Statistics of Social Economic Conservatism, Patriotism, Protectionism**

Construct	Consumer Ethnocentrism	Mean	SD
<b>Social Economic Conservatism</b>	It is not right to purchase foreign products, because it puts Tamilian/Indian out of jobs.	4.1649	0.61066
	Tamilian /Indian consumers who purchase products made in other countries are responsible for putting their fellow Tamilian /Indian out of work.	4.277	0.79708
	Tamilian /Indian should not buy foreign products because this hurts Tamilian /India business and causes unemployment	3.7143	0.84567
	It may cost me in the long-run but I prefer to support Tamilian /India products	4.1669	0.73696
	Buy Tamilian /India-made products. Keep Tamilian /India working	4.1113	0.61381
	We should purchase products manufactured in Tamilian /India of letting other countries get rich on us.	4.1693	0.89428
	<b>Patriotism</b>	Tamilian /Indian should always buy Tamilian /India made products instead of imports	3.5429
It is always best to purchase Tamilian /India products		4.0782	0.80037
A real Tamilian /Indian should always buy Tamilian /Indian made products		4.0412	0.5073
Purchasing foreign-made products is un Tamilian /un-Indian		4.3295	0.77878
Tamilian /India products, first, last, and foremost		3.3571	0.63712
There should be very little trading or purchasing of goods from other countries unless out of necessity		4.0947	0.70721
<b>Protectionism</b>	Only those products that are unavailable in Tamilian /India should be imported	4.0023	0.66059
	Foreigners should not be allowed to put their products on our markets	4.0265	0.72981
	Curbs should be put on all imports	3.8254	0.63859
	We should buy from foreign countries only those products that we cannot obtain within our own country.	3.9935	0.68976
	Foreign products should be taxed heavily to reduce their entry into Tamilian /India	3.9141	0.79038

The above descriptive statistics had shown the rise of ethnocentrism in the minds of respondents by the protest against ban on Eruthazhuvuthal. Consumers ethnocentrism was measure by using the Shimp and Sharma (1987). Mean and standard deviation of the values shown above for the variables Social Economic Conservatism, Patriotism, Protectionism were measure by using five point likert scale (1 strongly disagree & 5 strongly agree).

#### **Social Economic Conservatism**

Social Economic Conservatism has three factors that comprise the concept of conservatism. These concepts include,

- a.) Security through order and status;
- b.) Humanistic and expressive concerns; and

c.) Religiosity and personal restraint.

Social Economic Conservatism shown mean value of 4 for all the six statements, specifically the statement “It may cost me in the long-run but I prefer to support Tamilian /India products” shown higher value in social conservatism.

**Patriotism**

The idea of ethnocentrism maintains that a consumer’s patriotic emotions will have a direct influence on their buying behavior. The study of the relationship of consumer ethnocentrism and patriotism appears to exhibit variations from country to country. A linkage between patriotism and consumer ethnocentrism was established in research. Their studies indicated that such relationship depends on a country’s culture. Sharma et al., (1995) showed a positive relationship between patriotism and consumer ethnocentrism.

Patriotism shown mean value of 4 for all the six statements, specifically the statement “Purchasing foreign-made products is unTamilian /un-Indian” shown higher value in patriotism. It is observed that respondents have emotions of buying/consuming foreign products make themselves out from their ethno in mind wise.

**Protectionism**

Protectionism exists when a government's demands duties or quotas on imported goods in order to protect domestic industries from international competition. These government policies limit or inhibit international trade. While this action is often implemented with the intent of protecting local businesses and jobs from foreign competition it can have unintended consequences such as raising prices of domestic goods

Protectionism shown mean value of 4 for all the five statements, specifically the statement “Foreigners should not be allowed to put their products on our markets” shown higher value in protectionism. It is observed that respondents don’t want to have foreign products whatever the products Indians / Tamilians are selling in the markets.

**Correlation analysis between consumer ethnocentrism and purchase intentions towards avoiding foreign soft drinks**

**H1:** Consumers Ethnocentrism has positive correlation with purchase intention towards avoiding foreign soft drinks.

Sperman's rho	I would feel guilty if I buy foreign soft drinks	I would never buy foreign soft drinks	Whenever possible I avoid buying foreign soft drinks
Consumer ethnocentrism	.427**	.422**	.509**
	.000	.000	.000

\*\* Correlation is significant at .001

**Source:** Research findings (N=205)

Correlation analysis between consumers ethnocentrism and to avoid foreign soft drinks findings suggest because of the rise of ethnocentrism respondents are not at all ready to buy foreign soft drinks.

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**Correlation analysis between consumer ethnocentrism and purchase intentions towards Tamilian / Indian soft drinks**

**H2:** The rise of Consumers Ethnocentrism will be positively correlated in buying Tamilian/Indian soft drinks.

Sperman's rho	I would feel guilty if I did not buy a Tamil/Indian products	I always buy a Tamil/Indian products	Whenever possible I buy Tamil/Indian products
Consumer ethnocentrism	.172** .000	.158** .000	.157** .000

\*\* Correlation is significant at .001

**Source:** Research findings (N=205)

Correlation analysis suggested that a positive, statistically significant and moderately strong relation exists between consumer ethnocentrism and purchase intentions towards Tamilian/ Indian soft drinks.

**Conclusion, Limitations and Suggestions for future research**

The main focus of the study is to ascertain the impact of ban on Eruthazhuvuthal (Bull Embracing, a Tamil sport) how extent it lead to create negative purchase intentions in the minds of Tamil peoples. The result of the study shown that the ban on Tamil sport Eruthazhuvuthal (Bull Embracing) and the role behind foreign NGO, who's base is same as soft drinks companies lead to avoid foreign brand soft drinks. Simultaneously, it increased "ethnocentrism" in the minds of Tamil peoples. In addition it also enhanced the state of protect their own community and support their own communities products. It is identified that this is fortune time for all the Indian/Tamil brands to enhance its sale.

A foreign based companies which involved in business with other countries, should never disturb native cultures, traditions in any manner and not to support those who stood against the native peoples. This kind of activities would add more value than its corporate social responsibilities of the companies to the native people. Similarly the products have to stay close with the traditions and cultures of the native peoples. Marketers who wants to widespread their markets tends to be respect with the native peoples traditions & cultures. It is tough to vanish from the peoples mind what was created by the protest against to the ban on Eruthazhuvuthal. The foreign soft drink companies need to reinvent its brand as well as product image in the minds of Tamil peoples.

This study is limited with the samples of students in Tamil Nadu, in addition to that, the data was collected during higher emotions of time. Now the ban against Eruthazhuvuthal was lifted so consumers emotions may change over a period of time. Now a comprehensive research may carried forward to identify the consumers perception towards the foreign soft drinks. Similarly, detailed financial perspective study also carry forward to ascertain the impact of consumers ethnocentrism by the Marina protest.

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