

Dual-ethnocentrism Impact on Purchase Likelihood of Home and Host Country Products: A Quest

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Abstract

Dual-ethnocentrism is the phenomenon in which a consumer has dual country affiliation and hence two countries are at the core of their heart: a home country with which the consumer is ethnically and culturally linked due to birth and grow-up and a host country where the consumer presently live and work. Until now, studies on consumer ethnocentrism impact on purchase intention were limited to a host country perspective. This study expands the domain of ethnocentric studies by investigating the impact of dual-ethnocentrism on purchase intention of home and host country products. Findings obtained from the study revealed that dual-ethnocentric consumers evaluate alternatives from both home and host country positively, however the strength of association for home country is higher than the host country affiliated products. Study also discussed the possible implications of the findings theoretically as well as managerially.

Keywords: Ethnocentrism, Dual-ethnocentrism, Purchase likelihood, Home country, Host country.

Introduction

Banna, Papadopoulos, Murphy, Rod & Rojas-Mendez (2018) in their research article in Journal of Business Research titled 'Ethnic Identity, Consumer Ethnocentrism and purchase intentions among bi-cultural ethnic consumers: "Divided Loyalties" or "dual allegiance"', introduced the concept of 'dual-ethnocentrism'. They described dual-ethnocentrism as the phenomenon in which a consumer has dual country affiliation and hence two countries are at the core of their heart: a home country with which the consumer is ethnically and culturally linked due to birth and grow-up and a host country where the consumer presently live and work. They argued that, though highly ethnocentric people perceive the products of the host country superior to the other similar foreign alternatives, it might not be same for the dual-ethnocentric consumers. Dual-ethnocentric consumers may have superior feeling for the products and brands of host as well as home countries (Banna et al., 2018). For dual ethnocentric consumers, home country is also equally important since home country products are not considered as imported items and brands. Since the home country is more ethnically and culturally linked for a dual-ethnocentric consumer, they may even feel superior for their home country over the host, resulting in more superior evaluation of products affiliated to home country

over host country (Banna et al., 2018). The idea of dual-ethnocentrism is further elaborated in the literature review section. Banna et al., (2018) confirmed this phenomenon for Egyptian-Canadian ethnic group staying in Canada. From home and host country point of view, Egypt is their culturally and ethnically linked home country whereas Canada is the host country. Subsequent analyses of data from the Egyptian-Canadian revealed that consumers with high level of ethnocentrism towards Egypt prefer to purchase Egyptian products more and Canadian country affiliated products less. Consumers with high ethnocentric feeling towards Canada prefer Canadian affiliated products as well as Egyptian affiliated products. These findings indicate that dual ethnocentrism exists. It has an interesting impact on purchase intension of home, and host country affiliated products. People with stronger host ethnocentric feeling will prefer both host and home affiliated products. However, for people with high ethnocentric feeling towards home country, home affiliated products will have superior image over host affiliated one.

Ethnocentrism, until now is assessed from one's current place of work and stay (host) but literatures have not viewed ethnocentrism from home-host dual relationship perspective. In this context, this study is a pioneering one in the area of conceptualizing and validating the concept of

dual-ethnocentrism. Since a single instance is not sufficient to establish a theory/phenomenon, dual-ethnocentrism needs more empirical evidences from other parts of the world. This phenomenon is required to investigate from other perspectives where dual feelings among consumers exist. Present research is one such attempt to examine whether dual ethnocentrism is a phenomenon or a chance occurrence. What potential impact it has on purchase likelihood for such consumers? How dual ethnocentric consumers evaluate their home and host country products?

This study aims at testing the concept of dual ethnocentrism conceptualized by Banna et al., (2018) and to uncover these phenomena. To test these phenomena, present study surveyed respondents ethnically and culturally linked with Bangladesh due to their birth and grow up but presently residing and working in India. Respondents are selected from Tripura, India to test the dual-ethnocentrism phenomenon due to suitability of the respondents to be considered as dual-ethnocentric which is discussed next.

Indian residents migrated from Bangladesh residing in Tripura during Bangladesh liberation war could be a strong case of dual-ethnocentrism due to the unique socio-political event associated with them. These people are mostly Bengali Hindu migrated from East Pakistan (now Bangladesh) to India during the Bangladesh Liberation War of 1971. Independence of India in 1947 divided united India into two countries: Muslim dominated Pakistan and Hindu dominated India. Tripura during that period was an independent province ruled by the kings. After independence and partition of 1947; Tripura joined the Indian Territory in the year 1956. 1971 Liberation War divided Pakistan into East Pakistan (now Bangladesh) and West Pakistan. During the war, a mass migration of Bengali Hindus' had happened from East Pakistan to India (Tripura) due to the extreme torture carried out by Pakistani army in East Pakistan (Bangladesh). Govt. of India actively supported in the formation of Bangladesh. These migrated people gradually settled, started working and living in Tripura. Thus, dual-ethnocentrism can be a strong case for those people migrated from East Pakistan (Bangladesh) to Tripura (India); due their strong ethnic feeling towards Bangladesh (home country) and towards

India (host country). In this backdrop, present study aims at testing the concept of dual ethnocentrism for this migrated population.

This study will have some significant contributions. In terms of theoretical contribution, it will be an important study to establish the concept of dual-ethnocentrism in consumer behaviour literature. Practically speaking, this study will help marketers in understanding ethnocentrism from a deeper perspective prior application of ethnocentrism in marketing strategy formulations.

Conceptual Framework and hypotheses

Consumer Ethnocentrism, Dual-ethnocentrism and Purchase Intension:

Consumer Ethnocentrism:

Ethnocentrism analyzes the world from one's own ethnic perspective and treats one's culture superior to others. The term ethnocentrism is originated in sociology by William Graham Sumner (1906) and brought to marketing and consumer behaviour study as consumer ethnocentrism (CET) by Shimp and Sharma (1987). According to them, consumer ethnocentrism (CET) is the belief that evaluates whether purchasing imported items is right or wrong. It is also the morality a consumer attach to the products produced in home country during purchase. Consumer ethnocentrism has equal applicability for advanced nations (Okechuku, 1994; Vida & Fairhurst, 1999) as well as advancing countries (Supphellen & Gronhaug, 2003; Reardon, et al., 2005; Klein, et al., 2006; Renko et al., 2012). Analyzing ethnocentrism is capable to assess consumers' acceptability of local/foreign made products. An ethnocentric person place maximum importance to his/her own culture (Rahman et al., 2011) and cultural products compared to other cultural symbols. Regarding antecedents of consumer ethnocentric tendencies, researchers put forth the following observations: consumer ethnocentrism is 1) positively associated with conservatism (Sharma et al., 1995; Balestrini & Gamble, 2002; Javalgi et al., 2005; and Shimp & Sharma, 1987) 2) negatively associated with acceptance towards another culture (Javalgi et al, 2005; Howard, 2003; Sharma et al., 1995) 3) negatively associated with foreign travel interest (Nijssen et al., 1999; Mooij, 1997; Litvin et al., 2004; Kelly & Breinlinger, 1995; and Reimer & Kuehn, 2005) 4)

positively associated with group centric feelings (Javalgi et al., 2005; Shimp & Sharma, 1987; Nishina, 1990; Sharma et al., 1995) and 5) positively associated with nationalism (Javalgi et al., 2005; Balestrini & Gamble, 2002; Klein et al., 1998; Sharma et al., 1995). Demographic antecedents related findings are: 1) women are more ethnocentric than male (Klein et al., 1998; Sharma et al., 1995; Shankarmahesh, 2006; Javalgi et al., 2005; and Bruning, 1997) 2) highly educated people are less ethnocentric (Klein et al., 1998; Sharma et al., 1995; Shankarmahesh, 2006; Javalgi et al., 2005; Bruning, 1997) 3) increased income reduces ethnocentric tendencies (Klein et al., 1998; Sharma et al., 1995; Shankarmahesh, 2006; Javalgi et al., 2005; Bruning, 1997), 4) Dogmatism is positively associated with consumer ethnocentrism (Caruana, 1996; and Etzel & Walkar, 2005) and 5) Upper social class people are less ethnocentric (Caruana, 1996). Thus, a highly ethnocentric consumer probably be an older consumer with low income, lower education level and preferably be women from lower social class. The concept of ethnocentrism is anchored in the belief that one's own group (the in-group) is superior to other groups (out-groups) (Adorno et al. 1950). This concept represents superiority acceptance of culturally identical views and ideas while rejecting culturally dissimilar ideas or people (Shimp et al, 1987; Netemeyer et al, 1991) and culturally linked products. Ethnocentrism involves a dual form of judgment where one's own group is evaluated positively while some other groups are evaluated negatively (Chang & Ritter, 1976). Ethnocentric individuals tend to be rigid in their acceptance of the culturally 'alike' and rejection of the 'unlike' (Adorno et al. 1950). They view other societies as "abnormal" and "inferior" and the activities of out-groups as contemptible, immoral, inferior (Chang & Ritter, 1976; Lanternari, 1980; Levine & Campbell, 1972; Schompmeyer & Fisher, 1993).

Dual-Ethnocentrism:

In the preceding section, the notion of consumer ethnocentrism is articulated. It is described that consumer ethnocentrism is a belief of superiority that is biased towards home country with which a person is culturally and ethnically linked (Shimp and Sharma, 1987). An ethnocentric consumer favors home country offerings superior to other similar alternatives available from other

countries (Cleveland et al., 2015a). For example, an Indian ethnocentric consumer will consider an Indian mobile brand superior to other similar alternatives available in the market from other countries. However, dual-ethnocentric consumers have two country affiliations. One is their home country with which they are ethnically and culturally linked due to birth and grown up; with whom they have many nostalgic associations and attachments. The other is the host country, their present country of living with home they are associated for quite a time due to their work and stay. For example, a person born and grow in country 'X' and later became citizen of India, in such circumstances country 'X' is his/her home country and India is his/her host country and the associated ethnocentric feeling will possibly dual in nature.

Ethnocentrism and purchase intention:

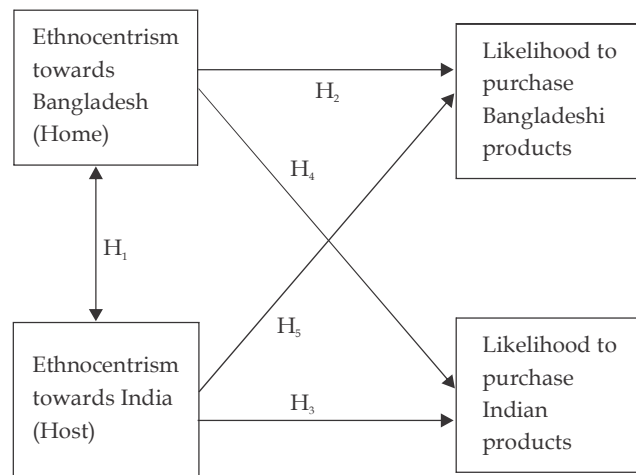
Measuring the level of consumer ethnocentrism across countries is of interest to multinational companies because it facilitates marketing strategies in foreign countries such as developing product-positioning strategies in overseas markets by assessing the bias toward domestic products (Cateora, 2002). According to Bilkey & Nes (1982), one of the biases among consumers is that products manufactured in their country of origin are better than alternatives from other countries. They further note that this bias can be carried over to real evaluations leading to consumer ethnocentrism. Consumers who have this notion in themselves are perceived to be ethnocentric and are more likely to emphasize the positive aspects of domestic products while non-ethnocentric consumers would be more pragmatic and evaluate products in relative terms (Caruana & Magri, 1996). A person with high ethnocentric tendency tends to buy domestic products over the imported one and Klein et al (1998) stated that ethnocentric consumers do this due to the belief that products made in their country are superior. Investigations by Suh & Kwon (2002) concluded that consumer ethnocentrism is an important factor in determining the magnitude of reluctance in the purchases of imported products. The various causes of ethnocentrism include nationalism (Han, 1988), xenophobia, national or racial superiority (Adorno et al, 1950), animosity (Klein et al 1995), and a feeling of immorality (Shimp & Sharma, 1987) leading to conclusion that consumers choose domestic products over foreign

products when they are identical on all other respects, because of prejudice against foreign products (Sharma, Shimp & Shin 1995). Consumer ethnocentrism is a reflection of the view that foreign products are amoral, unpatriotic and has a negative impact on the domestic economy (Cutura, 2006). Ethnocentric tendency of consumers are negatively correlated to attitudes towards imported products and positively correlated to attitude towards domestic products (Sharma et al, 1995). Ethnocentric consumers take in to consideration the effects on the domestic economy while evaluating imported products (Shimp & Sharma, 1987). On the contrary, non-ethnocentric consumers do not take into consideration the place where the products have come from. They evaluate products based on their functional characteristics (Cutura, 2006). Though a comprehensive review of literature suggests that impact of ethnocentrism on perceived quality of products is not very consistent, study carried out by Shimp and Sharma (1987) confirms that ethnocentrism influences the product quality perception of U. S. consumers. Kesic et al. (2004) confirms that in case of Croatian and Bosnia and Herzegovina consumers, there is a strong relationship between ethnocentrism and intention to buy domestic products. Apart from that, some recent studies like Banna et al. (2018); Cleveland et al. (2015a, 2015b); Das and Mukherjee (2019) also confirmed the impact of ethnocentrism on purchase intension.

The above discussion indicates that, consumer ethnocentrism impacts purchase intension of domestic and imported items and brands. In the introduction section, it was already articulated that, the case might be true for dual ethnocentrism also. However, since they have dual-ethnocentric affiliation, it is not clear how their ethnocentric biasness will work if the products under consideration are from their home and host countries i.e., the country with whom they were ethnically and culturally linked due to birth and grow-up and the country of their present affiliation due to stay and work. Present study intends to measure this phenomenon.

To solve the above research question, the below conceptual model given in Figure 1 is designed and proposed to be empirically tested.

Figure 1: Conceptual model for testing



Source: Author’s preparation.

Hypotheses Development:

This section of the study will develop the relevant hypotheses based on the literature review articulated in the previous section.

For a dual ethnocentric person, both home and host country carries significance. Home country is due to the nostalgic association since childhood and for host country, it is due to their present affiliation and status associated with the host country. Thus, it can be hypothesized that,

H₁: For dual ethnocentric consumers, ethnocentric tendencies for home country as well as for host country will have a strong positive association.

Again, it was discussed in the literature review section that high ethnocentric people shows product superiority biasness towards the country in which they work and stay i.e., their host country (Banna et al., 2018). However, if the other country in comparison is their home country they may give more biased preference for home country affiliated products over host. This is because, in such situation emotional attachment since childhood with home country may propel them to become biased towards home country alternatives. This indicates that which origin product a dual ethnocentric consumer will prefer depends on his associated ethnocentrism tendency towards home and host country. Thus, it is hypothesized that,

H₂: Dual-ethnocentric consumers having higher ethnocentric tendency towards home country will have a positive tendency towards purchasing home country affiliated products.

H₃: Dual-ethnocentric consumers having higher ethnocentric tendency towards host country will have a positive tendency towards purchasing host country affiliated products.

Again, an ethnocentric person tends to buy domestic products over the imported one (Klein et al 1998; Cleveland et al., 2015a). This is due to the belief that products made in their own country are superior over other foreign alternatives. In case of a dual ethnocentric consumer with strong ethnocentric feeling and emotion for home country, he/she can be completely biased towards his home country offerings over the similar host country alternatives. However, findings related to ethnocentric tendency impact on 'other' country offerings is somehow inconsistent. Available literature in this parlance had identified all the three possible associations i.e., negative association with 'other' country offerings, indifferent association with 'other' country offerings as well as positive association with 'other' country offerings though the strength of association is high for domestic country over the 'other' countries (Yelkur et.al, 2006; Chrysochoidis et al.; 2007; Nguyen, et al., 2008; Evanschitzky, et al., 2008; Ranjbairn, et al.; 2011). Thus, in case of dual-ethnocentric consumer, since such consumer have affiliation for both home and host country offerings, it is hypothesized that,

H₄: Dual-ethnocentric consumers with higher ethnocentric tendency towards home country will exhibit either indifferent or positive tendency to purchase host country products.

H₅: Dual-ethnocentric consumers with higher ethnocentric tendency towards host country may exhibit a positive inclination towards purchasing home country products.

Research Methodology

Sample and sampling design:

In the introduction section, it was highlighted that mass migration from East Pakistan (now Bangladesh) to India

had happened in the year 1971. Hence, the sample frame consists of all those Bengali Hindu people who migrated in India (Tripura) during the period of 1971-1980. One screening question was asked to each potential respondent: what was his/her age during migration from West Pakistan (now Bangladesh) to India. Only those respondents are included as sample who during migration time was above 15 years of age. Above 15 years was considered because they can remember ethnic and cultural memories associated with their home country- a must for formation of ethnocentric feelings. Accordingly, 297 such samples are selected for this study. Non-probability purposive sampling design was used for sample inclusion. Snowball sampling technique is adopted for selecting the samples. Every qualified sample was asked whether they know another who migrated from East Pakistan (now Bangladesh) during the period of 1971-1980. This reference was used while contacting the next sample for data collection purpose and the process continued for selection of all 297 samples. The representation of male in the sample was 50.1% (149) and female comprised of 49.9% (148).

Measurement Instrument:

By far, CETSCALE (Shimp and Sharma, 1987) is the most influential instrument in measuring consumers' ethnocentric tendencies across cultures/nations (Nguyen, Nguyen and Barrett, 2008). CETSCALE comprises of 17 likert items, which identify the consumer's attitudinal and behavioral orientations towards purchase of imported and homemade products. Though many consumer researchers cautioned to provide an accurate assessment of the CETSCALE's psychometric properties, strong support for the scale's psychometric properties across four different Western countries, viz., the USA, France, Japan and Germany were found by Netemeyer et al.(1991) as well as other multiple research. A four item tested and validated version of the original CETSCALE is popularly used in multiple researches (Cleveland et al., 2009; Banna et al., 2018) to measure ethnocentric tendencies. Present research used the four-item version of the CETSCALE to measure ethnocentric tendency of the selected samples. Likelihood to purchase is measured by the Papadopoulos, Heslop & Ikon Research Group (2000) purchase likelihood scale (Banna et al., 2018) which is also validated and used

by Knight & Calantone (2000), Heslop et al. (2004), Papadopoulos et al. (2008) and Banna et al. (2018).

Data collection:

Since, the study is cross-sectional in nature, one to one survey method was employed for data collection. Survey was backed by the standard questionnaire that consists of the four-item version of CETSCALE to measure both Indian and Bangladeshi ethnocentrism tendencies, and likelihood to purchase Indian as well as Bangladeshi products. The survey questionnaire was translated into Bengali language for data collection due to higher proficiency of Bengali language among the targeted sample group. All the items are measured in a seven point likert scale format where ‘1’ represents the notion of “strongly disagree” and ‘7’ represents “Strongly agree”. The collected data are coded appropriately for analyses purpose.

Data analyses and results:

Since, the study intends to measure the existence of dual-ethnocentrism, structural equation modeling is used in AMOS (v.22) linking the data collected for Bangladeshi ethnocentrism (home country), Indian ethnocentrism (host country), likelihood to purchase Indian products and likelihood to purchase Bangladeshi products. One sample ‘T’ test is used to evaluate whether there is any significant difference of ethnocentric tendencies towards Bangladesh and India amongst the selected samples.

Model fit analyses: The associated values of factor loading, composite reliability (CR) and average variance extracted (AVE) for the constructs are given below in Table 1.

Table 1: Factor Loadings, AVE and CR

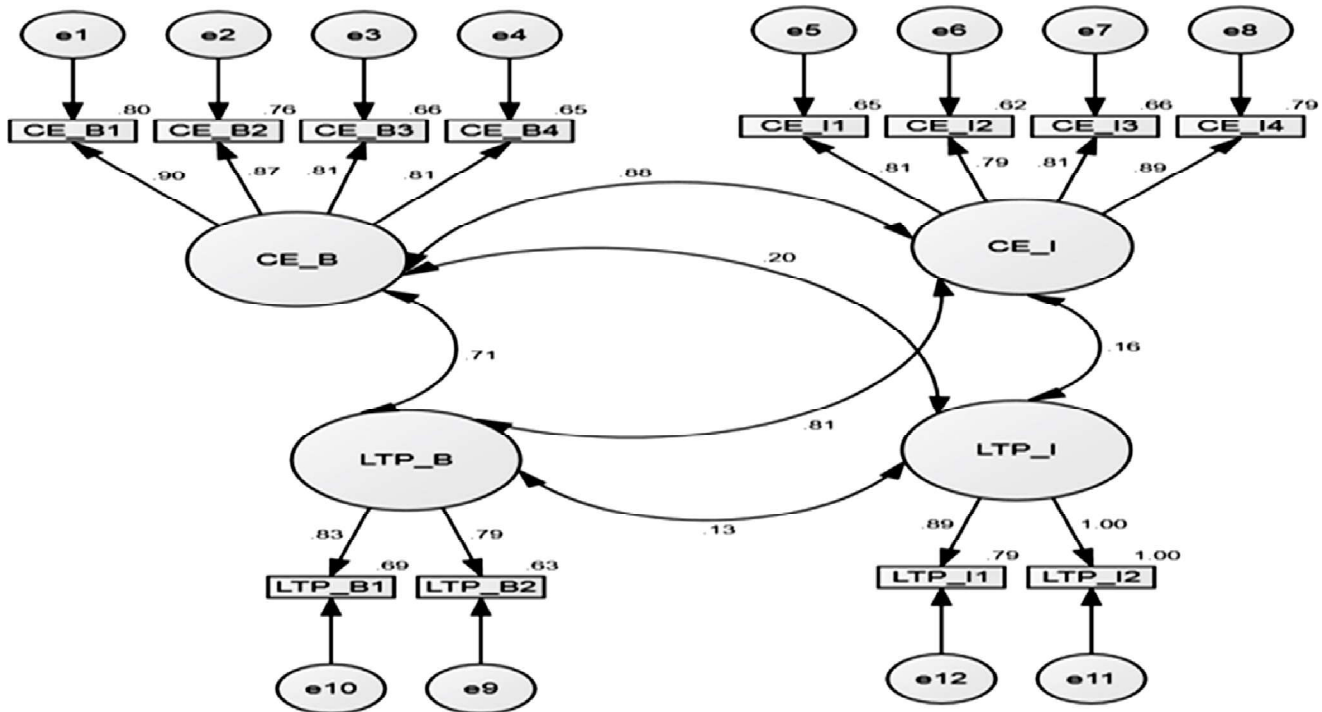
| Constructs | Factor Loading | AVE | CR |
|---|----------------|------|------|
| 1. Bangladeshi Ethnocentrism (CE_B) | | | |
| Buying foreign products puts workers out of work (CE_B1) | .897 | .716 | .789 |
| A real Bangladeshi should buy Bangladeshi products only (CE_B2) | .869 | | |
| Buy Bangladeshi and don't let others get reach out of Bangladesh (CE_B3) | .905 | | |
| A real Bangladeshi should not buy foreign goods as it hurts the economy of Bangladesh (CE_B4) | .877 | | |
| 2. Indian ethnocentrism (CE_I) | | | |
| Buying foreign products puts workers out of work (CE_I1) | .808 | .681 | .772 |
| A real Indian should buy Indian products only (CE_I2) | .789 | | |
| Buy Indian and don't let others get reach out of India (CE_I3) | .813 | | |
| A real Indian should not buy foreign goods as it hurts the economy of India (CE_I4) | .888 | | |
| 3. Likelihood to purchase Bangladeshi products (LTP_B) | | | |
| I am willing to try Bangladeshi products (LTP_B1) | .829 | .656 | .692 |
| I am willing to buy Bangladeshi products (LTP_B2) | .791 | | |
| 4. Likelihood to purchase Indian products (LTP_I) | | | |
| I am willing to try Indian products (LTP_I1) | .891 | .896 | .808 |
| I am willing to buy Indian products (LTP_I2) | 1 | | |

Source: Author's calculation for 297 samples

All the variables load significantly as the factor loading of the variables are in the range of .789-1 which is above the standard value of .7 (Hu & Bentler, 1995; Kline, 1998; Marsh et al., 1988). The value of AVE is also in the range of .656-.896, which is pretty good as per the prescribed standard of

.5 (Fornell & Larcker, 1981). The reliability values of the constructs are also in the range of .692-.808, which is quite acceptable against the standard value of .7 (Nunnally, 1978). The construct testing model is given in Figure 2.

Figure 2: Construct Testing Model



Source: Author's own preparation.

The model fit indices are observed as $\chi^2 / DF = 2.86$, GFI= .925, AGFI=.879, PGFI= .569, NFI=.950, IFI=.967, CFI= .967, PCFI= .703, RMSEA=.079. The parsimony adjusted goodness of fit value (.569) is above the standard accepted value of .5 (Byrne, 2001). All the values of RMSEA, GFI, AGFI, and CFI are within or above the desired permissible limit (Hu & Bentler, 1995; Kline, 1998; Marsh et al., 1988) as identified by multiple studies. Root mean square of approximation is one of the vital statistics to assess whether the hypothesized model fits the data properly or not (Byrne, 2001) and the RMSEA value of .079 indicates a good fit for the data. Though there are multiple arguments regarding the appropriateness of the fit values associated with structural models (Bagozzi & Yi, 2012; Hooper et al.,

2008), the achieved values for this model indicates a good fit for the constructs and the model.

Hypotheses testing:

Five hypotheses were constructed in the hypotheses development section for dual ethnocentric consumers: 1) ethnocentric tendencies towards Bangladesh (home country) and India (host country) will have a positive significant association for dual-ethnocentric consumers, 2) higher ethnocentrism towards Bangladesh (home country) will have a positive likelihood to buy Bangladeshi products, 3) higher ethnocentrism towards India (host country) will have a positive likelihood to buy Indian products, 4) higher ethnocentrism towards Bangladesh (home country) will have negative impact towards

likelihood to buy Indian products, and 5) higher ethnocentrism towards India (host country) will have a positive likelihood to buy Bangladeshi products. The analyses yielded a significant positive association amongst ethnocentric tendencies towards Bangladesh and India (CE_B-CE_I=.88, p=.001) by the dual-ethnocentric consumers and thus accepting H1 for this study. Also, a significant positive association amongst ethnocentric feeling towards Bangladesh and likelihood to purchase Bangladeshi products (CE_B-LTP_B=.714, p=.001) confirmed the acceptability of H2. Analyses also reported a significant positive association of ethnocentric feeling towards Bangladesh and likelihood to buy Indian products (CE_B-LTP_I=.2, p=.001) indicating the acceptance of H4. It means dual ethnocentric Bangladeshi immigrant consumers also evaluate Indian (host country) products positively. This acceptance of hypothesis H4 also indicates that irrespective of dual-ethnocentric consumers' high ethnocentric feeling towards home country (Bangladesh), they do not evaluate host country (India) products negatively since host country is their present destination of stay and work. Study also reported a significant positive

association of ethnocentric feeling towards India and likelihood to buy Bangladeshi products (CE_B-LTP_B=.81, p=.001) for dual ethnocentric consumers which means H5 is also accepted. Again, a significant positive association amongst ethnocentric feeling towards India and likelihood to buy Indian products (CE_I-LTP_I=.16, p=.009) by the dual-ethnocentric consumers confirmed the acceptance of H3. Thus for consumers migrated from Bangladesh to India during 1971-1980, ethnocentric tendency towards India and Bangladesh associates positively as well as their tendency to purchase both Bangladeshi and Indian products are high.

Strength of ethnocentric association:

One sample 'T' test observed the ethnocentrism strength associated with India and Bangladesh for the samples. The mean score of ethnocentric tendency for Bangladesh and India was observed as 4.90 and 4.95 respectively. The Bangladeshi ethnocentrism's mean score is considered as standard 'T' value for one sample T test. The analysis result is given below in Table 2.

Table 2: One sample 'T' test for assessing associated ethnocentrism strength

| Construct | T | df | Sig (2-tailed) | Mean Difference | 95% confidence interval of the Difference | |
|-----------|------|-----|----------------|-----------------|---|-------|
| | | | | | Upper | Lower |
| *Mean_I | .648 | 297 | .518 | .052 | -.1061 | .2101 |

*Mean_I = Mean ethnocentric score for India

Source: Author's calculation.

Test statistics reveals that though the mean ethnocentric score for India is slightly (.052) higher than the mean Bangladeshi ethnocentrism score, the mean difference is not significant (t=.648 & p=.518) which equals ethnocentric feeling towards both the countries by the samples.

Findings, Discussion and Implications

Findings:

Some of the significant findings are obtained from the analyses are formulated below:

1. There exists a significant positive association between the ethnocentric feelings associated with Bangladesh

(home country) and the India (host country) for the dual-ethnocentric consumers migrated from Bangladesh to India. The difference in the felling of ethnocentrism towards home and host country is not significantly different for dual ethnocentric consumers. It means consumers who migrated from Bangladesh to India during Bangladesh liberation war, their ethnocentric feeling towards both home and host country is almost equally strong.

2. Dual-ethnocentric consumers' ethnocentric tendency towards Bangladesh (home country) has a significant positive association with the purchase likelihood of

Bangladeshi products.

3. Dual-ethnocentric consumers' ethnocentric tendency towards India (host country) has a significant positive association with the purchase likelihood of Indian products.
4. Ethnocentric tendency towards Bangladesh (home country) exhibited by the dual-ethnocentric consumers has a strong significant positive association with the purchase likelihood tendency of Indian products.
5. Ethnocentric tendency towards India (host country) exhibited by the dual ethnocentric consumers has a significant positive association with the purchase likelihood tendency of Bangladeshi products.

Discussion and Implications:

Analyses obtained from this study indicated a significant positive association amongst Indian (host) and Bangladeshi (home) ethnocentric tendencies with no significant difference among mean ethnocentric scores of the two countries for the consumers migrated from Bangladesh to India during Bangladesh liberation war. This finding supports the notion of dual-ethnocentrism as identified by Banna et al. (2018). The results also validate the fact that for dual-ethnocentric consumers, ethnocentric feelings have a strong influence on purchase likelihood of products from both home and host countries. It is also observed that dual-ethnocentric consumers evaluate both home and host country products positively. Their purchase likelihood for products from both the home and host country is positive. Interestingly, analyses of the strength of association reveals that purchase likelihood of Bangladeshi (home country) products is comparatively more than that of the Indian (host country) products for dual ethnocentric consumers irrespective of their ethnocentric feelings towards each country. From the context of this study, host country is more advanced than that of home country in most parameters like technological advancements, innovation, quality, sophisticated design, industrialization, and economic as well as other demographic indicators. From rational point of view, host country products should enjoy superior status over home country products. However, this phenomenon is not correct in situations where dual-ethnocentrism is at work. Irrespective of superior image of the host country

products, it is actually the home country products that enjoy high purchase likelihood over their host country counterparts for dual ethnocentric consumers. Subsequently, it also indicates that irrespective of equal home and host country ethnocentrism feeling, dual-ethnocentric consumers behave irrationally in their purchase decision when home country affiliated alternative products are available. This may be because, along with ethnocentrism towards home country, other affective feelings like nostalgia, emotional attachments with home country is at play while shaping dual ethnocentric consumers purchase intention. Since, home country ethnocentrism is linked with ethnicity and cultural norms of home country, it can also be concluded that ethnicity and cultural norms of the birth and grow-up place play an important role in shaping purchase likelihood of dual-ethnocentric consumers.

This study will have some theoretical as well as practical implications. A theoretical implication of this study is confirming the existence of dual-ethnocentrism. Until now, every research in the parlance of ethnocentrism viewed this construct from one's country of dwelling perspective. It is viewed as the measure of unsympathetic feelings towards overseas country in general and product offerings from the foreign countries in particular (Cannon & Yaprak, 2002). It is also viewed as the measure of economic and cultural threat for one nation in the form of incorporating global and foreign products and brands (Cleveland et al., 2009). However, the notion of dual-ethnocentrism will open a new dimension to evaluate the phenomenon of ethnocentrism and its impact on purchase tendency. It indicates that nostalgic feelings and affections towards home country is more powerful factor in shaping home country ethnocentric feelings as well as purchase intentions.

Practical implications for this study lies in the utilization of ethnocentrism concept in international marketing strategy and branding context. For decades, ethnocentrism is one of the most used marketing techniques for the multinationals. This notion of dual-ethnocentrism will open a new dimension to revisit the marketing application of this construct. For example, prior understanding of dual ethnocentrism, a Bangladeshi multinational interested to market its offering towards Bangladeshi-Indian may

hesitate to use the tag 'MADE IN BANGLADESH' for their brands due to the fact that high ethnocentric tendency towards Indian products and superior product quality can create a negative impact for using this appeal. But this study confirms that for Bangladeshi-Indian, using 'MADE IN BANGLADESH' is perhaps one of the most effective strategies to gain instant acceptance and purchase likelihood. It will also help the brand to establish itself as the most eligible alternative among all including Indian alternatives amongst Bangladeshi-Indian's. This phenomenon may also hold true for other such ethnic groups where the notion of dual-ethnocentrism prevails.

Conclusions and Future Research

To conclude, the main contribution of this study is confirmation of the construct 'dual-ethnocentrism' and its possible implications in purchase behaviour of such consumers. Though no significant difference in home and host country specific ethnocentric tendency for dual ethnocentric consumers is the outcome, this research confirms that dual ethnocentric consumers tend to affiliate home country products over host country alternatives irrespective of their reputation. Ethnocentric feelings towards home country generates more affection towards home country offerings compared to host country leading to increased purchase likelihood.

Building theory requires more and more empirical evidences in support of that theory. Concept of dual-ethnocentrism is one such phenomenon and requires more evidences in support of this phenomenon, which is also one of the future directions for this work. Another direction is to investigate the dual-ethnocentrism concept in the light of a third nation, which is neither a home nor a host country for the consumers, and to understand the possible purchase likelihood scenario. Since the concept is new, it is also desirable to evaluate the antecedents and consequences of dual-ethnocentrism in purchase context. Dual-ethnocentrism as a construct is linked with ethnicity and culture; hence, another important area of study can be to evaluate the situation of dual ethnocentrism in connection with acculturation pattern and global consumer culture. The purchase evaluation in this study is general in nature rather than product and category specific. Thus, product and category specific purchase impact of dual-ethnocentrism can be another future course of study.

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