Although there has been a humble beginning in recent years to understand ethnocentric tendencies prevalent in our country (Bawa, 2004; Upadhyay & Singh, 2006; Khan & Rizvi, 2008) more in-depth studies are needed in this area. Further, researchers need to delineate, refine, and expand the present findings to provide a broader knowledge base of Indian consumers. In as much as the global economy continues to grow ever more interdependent and competition among products and brands shows no signs of abating; the phenomenon of consumer ethnocentrism no doubt provides an area ripe for further study and exploration (Supphellen & Rittenburg, 2001).

Given the heterogeneous ethnicity found within India, as well as different levels of economic development, additional replicative and extension efforts will be necessary to “paint” a more complete picture of the impact of ethnocentrism (Bawa, 2004). Further studies are needed that can provide additional information about the complex nature of the Indian culture and the mechanics at work during the evaluation of a domestic product or a foreign-made product apart from consumer ethnocentrism.

Attempting to use a “universal consumer ethnocentrism model” for all the occupational groups may be possible, but the revised scales for all these groups do not meet the universality test as is also confirmed by the findings of the present study. More likely there is no such model (Lindquist et al., 2001). However, there may be a pool of common items that could be used and other new items can be added to truly measure consumer ethnocentric beliefs. Thus, there is a need for ongoing research in this direction.

The present study, undertook analysis of ethnocentric tendencies among Indians in respect of selected demographic variables. Future researchers could incorporate
other socio-demographic factors as well. Some other socio-demographic variables that could be considered are developmental stage of the city, state and country, rural and urban inhabitation, etc. (Altintas & Tokol, 2007). Respondents from the lower strata of the society as also those from rural hinterland have largely been neglected in this study. With about 75% of India’s population living in the villages and generating nearly half of the national income, the rural market plays a very important and decisive role in the Indian marketing environment. The Indian rural market is almost twice as large as the entire market of USA or Russia (Bargal, 2004). India being a vast country, region-wise differences need to be examined vis-à-vis consumer ethnocentrism. One also needs to explore whether the scale is applicable to consumers of high school age, housewives and other ethnic groups.

Apart from demographic variables, more attitudinal and behavioral variables should be included in future studies. For instance, consumers who have traveled abroad can be taken into consideration and their levels of ethnocentrism measured. Extension of this study to specific product categories can also be carried out. Future researchers can explore various product categories, the differences between high and low involvement; high and low priced products; and high and low technology products. One can consider that whether or not the role of consumer ethnocentrism in attitudes toward foreign made products increases as the perceived value and risk of the product category increases. Javalgi et al. (2005) caution that additional variables having a negative relationship with ethnocentrism should also be investigated in future studies.

Constructs and predictors other than consumer ethnocentrism need to be considered to measure attitudes towards foreign goods. For example, research in the area of consumer animosity can be taken together with consumer ethnocentrism to measure consumer’s attitude. These constructs affect consumers’ attitude towards evaluating a product from a specific country (Klein et al., 1998; Nijssen & Douglas, 2004). Another research topic of interest can be the historical/longitudinal development of ethnocentric attitudes due to recent wars, political events or economic phenomena directly affecting labor such as plant closings and the erection or lowering of trade barriers.
Exploring antecedent conditions, such as individual needs for identity and feelings of belongingness or social acceptance, will also enhance understanding of consumer ethnocentrism. There is also a need to take a fresh look at the factors that limit the predictive ability of the CETSCALE in terms of product class and country. There are surely additional variables, such as domestic product availability, country-of-origin of the imports, or price/quality considerations, that intervene between consumer ethnocentrism and actual purchasing behavior. A study of impact of ethnocentrism on willingness to buy foreign goods or product judgment (Shimp & Sharma, 1987; Netemeyer et al., 1991; Klein et al., 1998; Nijssen et al., 1999) and their moderating effects could help in linking the tendency with actual behavior. The attitude towards foreign products and domestic products will continue to provide a fertile field for investigation. Country image information should also be included in future studies as a predictor for specific products because some countries may be known for very unique products only (Javalgi et al., 2005).

Other factors that have not been covered in the present research but are related to consumer ethnocentrism should be identified. Like, what would be the attitude of consumers towards foreign made products when there is significant competition among domestic goods but they need imported goods which are of vital importance for the country’s economic growth. Such issues will provide a better understanding of the concept of consumer ethnocentrism.

While the present study is an improvement over previous efforts that relied generally on students, the samples included here were largely recruited in a non-probabilistic fashion. Thus future researchers may also consider employing more representative samples in the study design.

Product-specific and country-specific studies need to be carried out as imported products from different countries will have a different impact on the level of ethnocentrism. For example, high-tech products from Japan may be evaluated highly as compared to domestic products. Such endeavor will provide insight into the perception of consumers concerning products originating from different countries as they carry different images too. (Schooler, 1965; White & Cundiff, 1978; Cattin et al., 1982; Yaprak & Parameswaran, 1986; Han & Terpstra, 1988). Another worthy research that can be done is to see the impact of ethnocentrism on consumer’s
willingness to purchase products made in a joint venture or strategic alliance comprising firms from both industrialized and home countries.

Studies should determine whether ethnocentric tendencies affecting attitudes, beliefs, and intentions regarding products actually affect purchase behavior. McLain & Sternquist (1991) found in US that consumers who display strong ethnocentric tendencies were no more likely to purchase American-made products than those who were less ethnocentric; although they may claim that they want to purchase American-made products, they do not actually carry out the actions to support this claim. The findings of this study indicate that, when foreign products are considered to be of higher quality, only the positive effect of ethnocentrism on evaluation of the domestic brand was observed. Future research should determine whether Indian consumers carry out purchase behaviors to match their ethnocentric views.

The level of ethnocentrism prevalent in the government sector for the procurement of goods and services can be explored in future researches. Studies can examine the cost effectiveness of joint ventures / strategic alliances and thus try to reduce the level of ethnocentrism for this sector. If the level of ethnocentrism is moderate in this sector, then one can examine that whether procurement of goods from domestic market or foreign market is more feasible.

Another important thing that can be determined is the impact of consumer ethnocentrism on services. Despite its increase in the world trade, not many studies have been carried out in this sector especially in the context of emerging economies. Services trade is increasing by leaps and bounds due to proliferation of broad band technology and the internet. Some services are more susceptible to consumer ethnocentrism than are others. For example, Altintas & Tokol (2007) found that services that are perceived as a necessity are less prone to consumer ethnocentrism. It would also be interesting to measure consumer ethnocentrism in the context of outsourced call centers and customer service centers (Shankarmahesh, 2006). More research should consider the effects of ethnocentrism on situations where the consumer encounters a domestic provider while purchasing a foreign service. Since a service is intangible and would be delivered by a local representative, the relationship between ethnocentrism and purchase intention might be affected or even diminished. Country-of-origin effects may also be different in service situations as it
may be harder to communicate service quality based on positive country-of-origin cues. The country-of-origin may be more difficult to convey since services are usually delivered by local employees and do not come with a ‘made in’ label (Javalgi et al., 2005).

Another aspect that needs to be explored is the dynamic nature of consumer ethnocentrism (Ruyter et al., 1998). If we look at the Indian market, historically, after gaining independence India followed a socialist-inspired approach, with strict government control over private sector participation, foreign trade, and foreign direct investment. However, since the early 1990s, India gradually opened up its markets through economic reforms by reducing government controls on foreign trade and investment. The privatization of publicly owned industries and the opening up of certain sectors to private and foreign interests has proceeded slowly amid much political debate (Srinivasan, 2002). As a result, the Indian market today is flooded with imported products from many countries, which compete with numerous additional Indian makes. This has opened up a plethora of choices for the Indian consumers. Continuous assessment of consumer ethnocentrism is therefore warranted in different geographical regions, in different segments and different countries and for different products.

Longitudinal studies investigating more than one country in the same study would assist in the advancement of research concerned with comparisons of consumer ethnocentrism. Such cross national studies would investigate how the economic level, technological advancements, cultural factors of a particular country can influence the level of consumer ethnocentrism.

Future studies need to throw more light on the promotional strategies that should be adopted by domestic multinationals. As suggested by Shankarmahesh (2006), small domestic companies can adopt the strategy of promoting their native image if prevalent ethnocentric tendencies exist in the domestic market, but large domestic multinationals will have a problem. Promoting native image at home and doing the same in foreign market can create inconsistencies in domestic multinationals. Therefore, more research is needed to know the effectiveness/ineffectiveness of such strategies.