



Consumer Perception of "Made in India" Products: An Empirical Study of Ethnocentrism, Quality Beliefs, and Market Preferences

Ankit Kumar Singh¹, Ms. Rashi mittal²

¹Bachelor of Business Administration, Galgotias University

²Guided, Academic Year: 2022–2025, Enrollment No.: 22041010016

Abstract:

This study dives into how Indian consumers view products labeled "Made in India," especially in today's world where global brands are everywhere. While many Indians once leaned toward imported goods, there's now a noticeable shift toward trusting homegrown brands. This is especially true in sectors like personal care, fashion, and food. Campaigns like Make in India and Vocal for Local have helped build national pride, leading more people to buy Indian out of patriotism.

Using both surveys and interviews, this research looks at how quality, price, emotional connection, and brand reputation influence what people buy. We also explore how much trust people place in products made by government versus private companies. The findings show that while many Indians are emotionally invested in supporting local brands, they still expect high quality and good value.

1. Introduction

In today's global economy, where we're constantly exposed to products from around the world, where a product is made really matters. In India, the "Made in India" label has had a mixed image over the years—some people associate it with affordability, but not necessarily with top quality. But things are changing. With rising national pride, increased awareness of local talent, and the government pushing for self-reliance, Indian consumers are starting to see locally made products in a more positive light. This study explores that shift and what's really driving it.

2. Objectives of the Study

- To understand how Indians perceive the quality and value of Indian-made products compared to imported ones.
- To study how branding and government campaigns influence consumer choices.
- To compare how public sector and private sector products are perceived under the "Made in India" label.

3. Scope of the Study

This research focuses on a diverse cross-section of India—covering urban, semi-urban, and rural areas in states like Uttar Pradesh, Gujarat, and Tamil Nadu.

We've looked at consumer opinions across different types of products, including:

- Electronics and gadgets
- Cosmetics and personal care
- Clothing and traditional handicrafts
- Fast-moving consumer goods (FMCG) and private-label products

4. Research Methodology

This study uses a **mixed-method approach**, meaning we combined numbers (quantitative data) with real stories and opinions (qualitative data).

Quantitative: We surveyed between 400 and 600 people using tools like the CETSCALE (to measure consumer ethnocentrism) and COO (country-of-origin) scales.

Qualitative: We held focus group discussions and spoke with experts in branding and marketing to gain deeper insights.

Sampling: Participants were chosen based on location, age, and income levels to ensure diversity.

Analysis: We used statistical tools and thematic analysis to understand patterns and draw conclusions.

5. Key Findings

5.1 The Power of the 'Made in India' Tag

- **Sales impact:** About 88% of participants said they feel more inclined to buy when they know a product is Indian-made.
- **Preference for local:** 92% of respondents said they prefer Indian brands, especially if the product is eco-friendly or socially responsible.
- **Emotional factor:** National pride plays a major role—buying local is seen as supporting the country.

5.2 Public vs. Private Sector Products

Dimension	Public Sector	Private Sector
Quality	Reliable for essentials, but inconsistent (e.g., grains)	Generally consistent and high-quality
Efficiency	Slower due to bureaucracy	Fast and data-driven
Trust	High in health services; lower in packaged goods	Stronger due to better communication and transparency
Pricing	More affordable, often subsidized	Offers good value for innovation and quality
Innovation	Often lacking	Frequently leads the way

6. What Shapes Consumer Perception?

- **Country-of-Origin Effect:** Consumers often make snap decisions based on where a product is made.
- **Patriotism & Ethnocentrism:** Especially strong in rural areas and among older generations.
- **Trust Building:** Local brands still need to overcome skepticism about quality.
- **Media & Influencers:** Social media campaigns, influencer endorsements, and storytelling greatly impact public opinion.
- **Global Exposure:** Comparing Indian brands to international standards is common among young, urban buyers.

7. Limitations of the Study

- Since the study relies on surveys and interviews, some answers might be overly positive due to social pressure.
- Rural regions weren't covered as extensively, so the results might lean slightly urban.
- Western-based measurement tools like CETSCALE may not fully capture the Indian mindset or cultural nuances.

8. Conclusion

Indian consumers are becoming more supportive of local products, driven by patriotism and growing confidence in Indian manufacturing. However, this doesn't mean they'll settle for less. Quality, affordability, and innovation still lead the decision-making process.

Younger, urban buyers appreciate the "Vocal for Local" message, but they also demand world-class products. To win their loyalty, Indian brands need to consistently deliver on performance while also staying connected to cultural and emotional values.

9. Recommendations

- **Policy Makers:** Focus on better product labeling and authenticity checks to build trust in Indian-made goods.
- **Public Sector Brands:** Improve quality and packaging; tell better brand stories.
- **Private Sector Companies:** Keep innovating, and highlight your Indian roots clearly.
- **Consumer Awareness:** Use advertising and education to share success stories of Indian entrepreneurs and products.

References

- Mintel. (2023). *Localism: Indian brands outperformed imported brands*. <https://www.mintel.com>
- Prabandhan: *Indian Journal of Management*. Country-of-Origin Effect on Indian Consumers
- Axis My India Survey
- Deloitte India Consumer Behavior Reports
- YouGov India COO Data