

Impact of Ethic Identity and Acculturation on Consumer Behaviour: Evidence of Generation Y from Rural India

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Abstract

This study uncovers the association of ethnic identity and acculturation and their collective impact on consumer behaviour spanning across multiple items in different product categories for gen-Y consumers in rural India. While following emic approach, this empirical study collected 385 rural gen-Y consumers' opinion on acculturation and ethnic identity through survey. Study also recorded consumption preference/liking/importance of gen-Y consumers' across 65 items in product categories like foods/ vegetables, fashion, luxury, appliances/durables, electronics /technology and networking platforms. Study concludes that though rural gen-Y Indians are bi-cultural in nature, ethnic identity is yet the dominating force. Items with modernity and global image associates negatively with ethnic identity and positively with acculturation. Older product categories associate positively with ethnic identity and technologically superior items positively with acculturation. The findings will be a great help for existing/potential MNC's to target rural gen-Y while positioning their offerings/communication design/strategy formulation. On limitations front, generalization of these findings needs more empirical evidences as the present study is confined to the rural parts of a particular state in India (Tripura).

Keywords: Culture, Ethnic Identity, Acculturation, Consumer Behaviour, Rural India.

1. Introduction

Consumer behaviour deals with the study of buying behaviour of consumers and culture undoubtedly plays a significant and prominent role in determining it. The importance of culture in assessing consumer behavior increases manifold for a country like India with 29 culturally different states and 7 union territories totaling 1.3 billion populations. Hofstede (1984) defined culture as "a system of value and norms that are shared among a group of people and that when taken together constitute a design for living."

Consumer culture is a form of material culture facilitated by the market by creating a particular relationship between the consumer and the goods or services they consumes. Study of consumer culture has an important implication in assessing the acceptability of the market economy among masses in a particular nation. It is vital for a country like India that started its journey as a socialist economy with highly centralized economic planning and 1991 onwards started Structural Adjustment Reforms (SAR) in fiscal, industrial, trade, public sector, and infrastructure policies

and capital markets gradually to convert to a globally linked, market economy. One of the popular mechanisms to measure consumer culture is to assess the possessions of material objects to express cultural meaning as identified by McCracken (1986), Arnould (1989), Belk, Sherry and Wallenderf (1988), Oswald (1999), Arnould and Price (1993) and Calgar (1995).

Globalization drives acculturation (Craig and Douglas, 2006; Cleveland and Laroche, 2007; Cleveland et al., 2009) and researchers all over the world have presented different findings on globalization impact on consumer culture. Assessment of available contributions put forth different observations: the emergence of a standardized global consumer culture (Alden et al., 1999; Firat, 1995; Hannerz, 1990; TerHofstede et al., 1999; Craig and Douglas, 2006; Cleveland et al., 2009; Riefler et al., 2012), dominance of local consumer culture over the global (De Mooij, 2004), and situational consumption behaviour based on collective influence of global and local culture (Craig and Douglas, 2006; Cleveland et al., 2015). Thus, it is undoubtedly an area that requires more and more empirical evidence and

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present research is one such attempt confining to generation Y consumers in rural India. Cultural impact is assessed from the perspective of consumers' ethnic identity, acculturation tendency and collective impact of these constructs on consumer behaviour for this study. Consumer behaviour is measured by relative probability and/or frequency of purchase/consumption of different products/items spanning across different categories.

2. Literature Review

2.1 Ethnic Identity (EID)

Identity is one's perception regarding his/her own characteristics and values (De Mooij, 2004). Thus ethnic identity is identity in relation to one's own ethnic group based on shared individual or socio-cultural experiences (Driedger, 1978) as well as ethnic attitudes and values (White and Burke, 1987). Ethnic identity also reflects identity based on sense of belonging and obligation (Laroche et al., 1996) to own ethnic group. Ethnic identity is formed during childhood through socialization activities of parents by learning of cultural values and behaviors' (Rosenthal and Cichello, 1986). Ethnic identity is multidimensional concept (Phinney et al, 2001). Available literature highlights self attachment and identification as an ethnic group member, urge to maintain own culture, ethnic involvement through customs, rituals etc., extent of ethnic language use, ethnic media consumption, ethnic interpersonal relationship as most dominant dimensions of ethnic identity (Laroche et al., 2005; Cleveland and Chang, 2009; Mendoza, 1989; Penaloza, 1994; Driedger, 1978; Cleveland et al., 2011). Ethnic identity has relationship with economic and social transformation and research indicates that rapid changes in economic and social structure propel people to incline towards their ethnic identity more strongly due to associated uncertainty and anxiety (Taylor et al., 2011). Thus, for a country like India, there is a possibility for stronger ethnic identity due to rapid social and economic transformation post globalization of 1991. Numerous literatures also highlighted relationship of consumption (especially food) with ethnic identity (Driedger, 1978; Phinney, 1990; Rosenthal and Feldman, 1992) which subsequently expanded across all categories of consumption in the domain of marketing and consumer behaviour research (Hoyer and Deshpande, 1982; Cleveland et al., 2011;

Schaninger et al., 1985; Wallendorf and Reilly, 1983; Laroche et al., 2005).

2.2 Consumer Acculturation

Trimble (2003) viewed acculturation from the perspective of socio-cultural change and thus acculturation basically deals with changes in existing culture. Thus, consumer acculturation can be defined as the phenomenon of changing consumer culture due to multiple environmental factors. Among all these factors, globalization is perhaps the most crucial one and researchers (Lysonski et al, 2012; Lysonski, 2014; Craig et al., 2009; Yaprak, 2008; Venkatesh, 1995) are of opinion that local cultures in the developing countries are exhibiting rapid changes. Globalization is changing the cultural beliefs by adoption of products, lifestyles and rituals of other culture (Craig and Douglas, 2006) and the change is towards cultural homogenization (Levitt, 1984) by adopting life styles and culture of the developed nations by the consumers' of the developing countries (Ger and Belk, 1996). Though initially it was believed that acculturation happens through first hand contact with another culture (Redfield et.al., 1936), subsequent research (Anderson, 2012; Craig et al., 2009; Steenkamp, 2001) proved that acculturation can be through other indirect exposure also like exposure through mass media, trade, education, telecommunication etc (Berry, 1980). Acculturation study from consumer behaviour perspective (Chattaraman, 2010; Cleveland et al., 2011) reveals that the popularity towards ethnic consumption may be reduced and popular cultural products consumption may increase. Available study of acculturation concentrates on two routes for measurement as behavioral changes and attitudinal changes (Gentry et al., 1995; Gupta, 2013; Anderson, 2012).

2.3 Generation

Three different approaches used frequently to define generation in research are kinship based approach (Bengston et al., 2005; Wade-Benzoni, 2002), cohort based approach (Rosow, 1978; Ryder, 1965; Easterlin, 1987; Kertzner, 1983) and age based approach (Egri and Ralston, 2004; Strauss and Howe, 1991; Thau and Helfin, 1997) with majority inclining towards age based or cohort based. Present study applied the cohort based approach. A cohort based approach assumes that people born and grow up in

the same time, sharing similar historic and significant events and experiences will demonstrate similar values, beliefs and attitudes. These psychological underpinnings of one generational cohort is different from other cohorts due to the differences in their birth and grow up times and different significant events associated with that time (Strauss & Howe, 1991). The notion of similarity in attitudes and behaviors in one cohort and dissimilarities with another cohort was also supported by Shuman and Scott (1989). Multiple researchers classified generational cohorts in multiple ways from both American as well as Asian socio-historical context for different countries (Cekada, 2012; Dwyer, 2009; Lester et al., 2012; Srinivasan, 2012; Erikson, 2009; Roongrerngsuke, 2010; Ghosh and Chaudhari, 2009; Hole et al., 2010). Presently study considers the cohort segmentation by Erikson (2009) that highlighted four cohorts as Traditionalists (Born from 1928 to 1945), Boomers (Born from 1946 to 1960/1964), Generation X (Born from 1961/1965 to 1979) and Generation Y (Born from 1980 to 1995). This classification is considered due to the fact that it is applicable for both Indian as well as the U.S. generations (Erikson, 2009). This research concentrates on Generation Y (Born from 1980 to 1995) from India as a subject matter.

3. Objectives of the Study

This study is commissioned to fulfill the following objectives:

- I. To evaluate the association of ethnic identity and consumer acculturation for the generation Y consumers' in rural India.
- II. To assess the combined impact of ethnic identity and consumer acculturation on consumption behaviour of the generation Y consumers' in rural India spanning across multiple product items and categories.

4. Hypotheses Development

Following hypotheses are proposed in relation to the formulated objectives for the study:

4.1 Ethnic identity and Consumer acculturation association

In the context of association of ethnic identity and consumer acculturation, Penaloza (1994) in her study observed a negative association whereas, Hui et al. (1992)

highlighted that acculturation is also possible without losing own ethnic identity (bi-cultural). Interestingly, Webster (1994) opined a third view that ethnic identity and acculturation are the same construct due to the fact that similar factors (language, food, and preferences) are used to identify both of them. Berry (1980) identified four possible outcome as an interaction of ethnic identity and consumer acculturation as Integration (keeping part of both culture), Separation (keeping original culture by rejecting the host culture), Assimilation (adopting the host culture and rejecting the own) and Marginalization (intension to reject both). Thus it can be concluded that there can be (in) significant association and if significant, then also there can be either positive or negative association is possible. Hypothesized relation for this study is

H1: there will be a negative association amongst ethnic identity and consumer acculturation in the context of generation Y.

4.2 Impact on consumption

Multiple researches highlighted a significant association of both the constructs with various product items and categories. Askegaard et al. (2005) observed a positive association of ethnic identity with traditional/cultural foods/instruments. In the similar line, De Mooij (2004) also concluded that older the product category stronger the cultural impact. The same notion is also echoed in the research by Fieldhouse (1995), Uhle and Grivetti (1993). Like food, clothing and personal care items also has cultural expression rather than only style or social class statement (De Mooij, 2004; Penaloza, 1994). Consumer electronics serves somehow similar universal need and demands superior technology worldwide (Alden et al., 1999; Levitt, 1983) symbolizing modernism and cosmopolitanism indicting a possible positive association with consumer acculturation and negative association with ethnic identity. Luxury goods consumption also found to have stronger positive inclination towards cultural change/acculturation (Dubois and Duquesne, 1993) due to their associated status. Study by Alden et al. (1999) reported that global consumer culture positioning (hence acculturation) strategy is extensively used for items belonging to high-tech durables, low-tech durables, personal durables, household non-durables, food non-

durables and finally consumer services in a descending order. The results are also more or less in the same line by some other international studies (Cleveland et al., 2009; 2015). Thus, in relation to the product categories and items, the following relationships are hypothesized:

H2: Consumer acculturation will a) positively predict consumption/importance of 1) luxury items, 2) global foods 3) global fashion 4) technology and networking platforms; b) indifferently predict a) the importance of owning appliances/durables; b) personal/hygiene care items and c) negatively predict consumption of 1) local/culture bound food items and vegetables and 2) local fashion.

H3: Ethnic identity will a) negatively predict consumption/importance of 1) luxury items, 2) global foods 3) global fashion 4) technology and networking platforms; b) indifferently predict a) the importance of owning appliances/durables; b) personal/hygiene care items and c) positively predict consumption of 1) local/culture bound food items and vegetables and 2) local fashion.

5. Research Methodology

5.1 Research Design

The present study is a mixed design in nature combining descriptive and diagnostic research. Survey method was employed to collect respondents' opinion. All the respondents belonged to generation Y i.e. those born between 1980 to 1995 and respondents' selection is random. All the construct items are measured in seven (7) point likert scale (1= "strongly disagree" to 7="strongly agree"). Acculturation tendency is measured by Acculturation to the Global Consumer Culture (AGCC) Scale (Cleveland and Laroche, 2007). Ethnic identity is measured by ethnic identity scale used by Cleveland (2006) in his PhD dissertation. Item finalization for both the instruments were carried out through pilot testing of the scales.

A total of 65 consumption related statements are designed to capture generation Y consumers' behavior across 65 product items in different categories: Foods and vegetables, Fashion items, Luxury items, Appliances/Durables, electronic items and technology and networking Platforms. Items are picked based their

possible inclination towards the constructs. Relative probability and/or frequency of purchase/consumption are used while designing the statements. Product items are taken into consideration rather than brand name to neutralize possible bias arising from associated strong brand loyalty (Elliot and Roach 1993). All the items are picked based on their availability and familiarity in the survey area i.e. Tripura.

5.2 Instrument

A questionnaire is designed by incorporating the acculturation scale (Cleveland and Laroche, 2007) and ethnic identity scale (Cleveland, 2006) to measure the respondents' opinion regarding these tendencies. Confirmatory factor analysis (CFA) is applied for pre-testing of the original scales to ensure their applicability for this study. Samples approached for pre-testing of the instruments are 126 for ethnic identity and 192 for acculturation. CFA (path analysis) for acculturation scale yielded following fit statistics: Chi-square = 670 with 271 degrees of freedom, $\chi^2 / DF = 2.47$, Comparative fit index (CFI) = .806, root mean square of index approximation (RMSEA) = .088, Incremental fit index (IFI) = .809, Tucker Lewis index (TLI) = .785. For ethnic identity, the fit statistics are: Chi-square = 459 with 292 degrees of freedom, $\chi^2 / DF = 1.57$, Comparative fit index (CFI) = .905, root mean square of index approximation (RMSEA) = .068, Incremental fit index (IFI) = .907, Tucker Lewis index (TLI) = .894. All the fit statistics indicate a decent fit though not perfect (Hu & Bentler, 1995; Kline, 1998; Marsh et al., 1988) for the instruments. The CFA measurement model for acculturation and ethnic identity is given in figure 1 & 2 respectively. The complete instrument for measuring acculturation and ethnic identity is given in the Annexure 1.

Figure 1: CFA measurement model during pilot test of acculturation (AGCC) scale

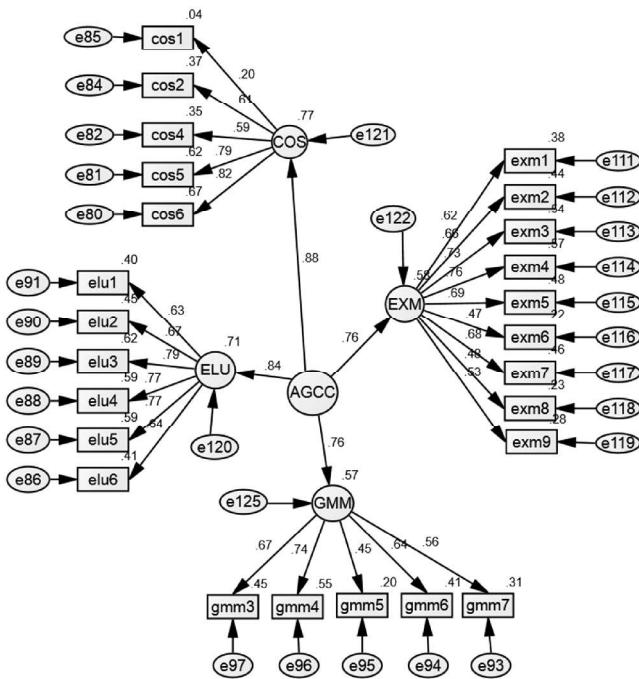
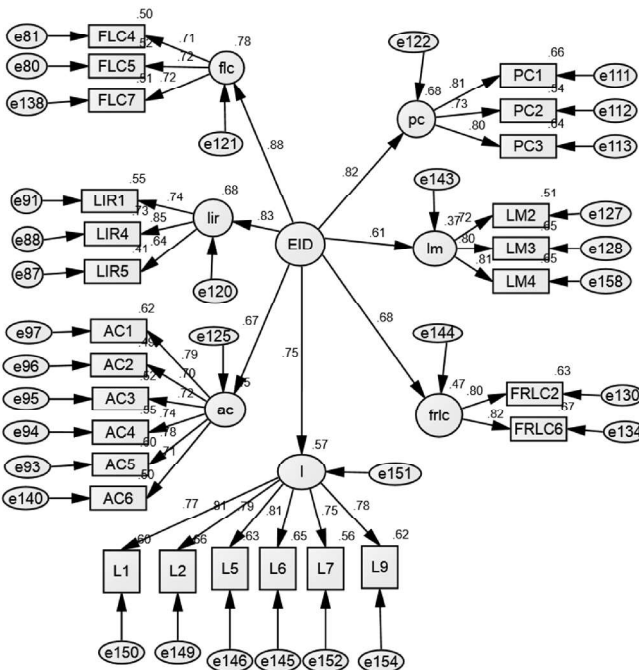


Figure 2: CFA measurement model during pilot test of ethnic identity (EID) scale



5.3 Sample, Sampling and Data collection

Total sample size for the final study is 385 respondents from generation Y (born between 1980-95). The sample selection is random and both one to one surveys as well as mail questionnaire method are used for data collection. A total of 300 questionnaires were mailed and 86 complete filled-in responses are received ensuring a response rate of 28% (approx.). Remaining responses were collected by one to one survey. The responses are obtained between February 2017 to October 2017. Collected data are coded and tabulated appropriately for the purpose of data analyses.

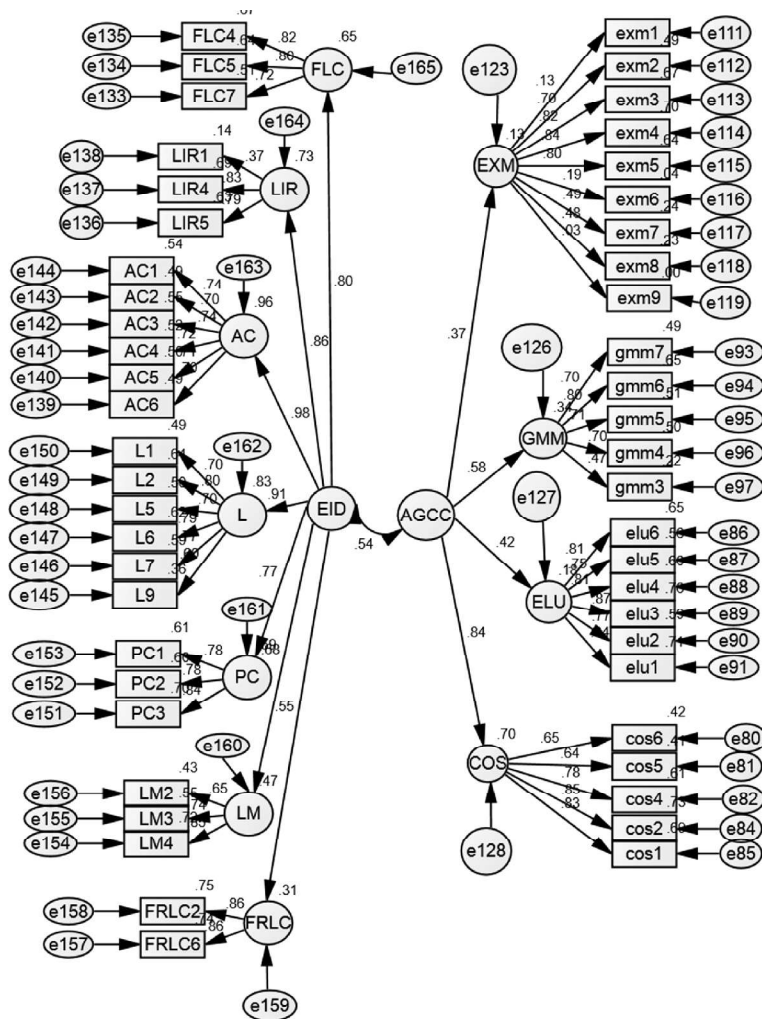
5.4 Data Analysis Technique

Coded data were analyzed through SPSS (V.17) and AMOS (V.22) software. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) are used for data analysis.

6. Data Analysis and Results

Confirmatory Factor Analysis (CFA) procedure using maximum likelihood fitting in AMOS 22 was run to assess the model fit and inter relationship of ethnic identity and acculturation. The model yielded the following fit statistics: Chi-square = 4319 with 1212 degrees of freedom, $\chi^2 / DF = 3.56$, Comparative fit index (CFI) =.748, root mean square of index approximation (RMSEA) =.082 and goodness fit index (GFI) =.670, AGFI=.639, PCFI=.711. Though the obtained indices are not perfect fit as suggested in multiple researches (Hu & Bentler, 1995; Kline, 1998; Marsh et al., 1988), they can be still considered as decent fit (Wheaton et al., 1977; MacCallum et al., 1996). The correlations between acculturation and ethnic identity is observed as positive and significant ($r=.540$, $p=.001$) contradicting the findings (Cleveland et al., 2009; Penaloza, 1994) as well as accepting the findings of Hui et al. (1992). The factor loadings and other values of the CFA association is given in Figure 3.

Figure 3: CFA representing association amongst acculturation and ethnic identity



Thus, the formed hypothesis H1 is rejected. One sample T test results for overall mean difference of ethnic identity & acculturation reveals that the mean ethnic identity score of (4.48) is significantly higher than mean acculturation score of 3.9 (mean difference=.57, p=.000) confirming that ethnic identity is more dominant amongst the two constructs supporting the previous finding of Taylor et al. (2009). The associated statistics is given in the below Table 1.

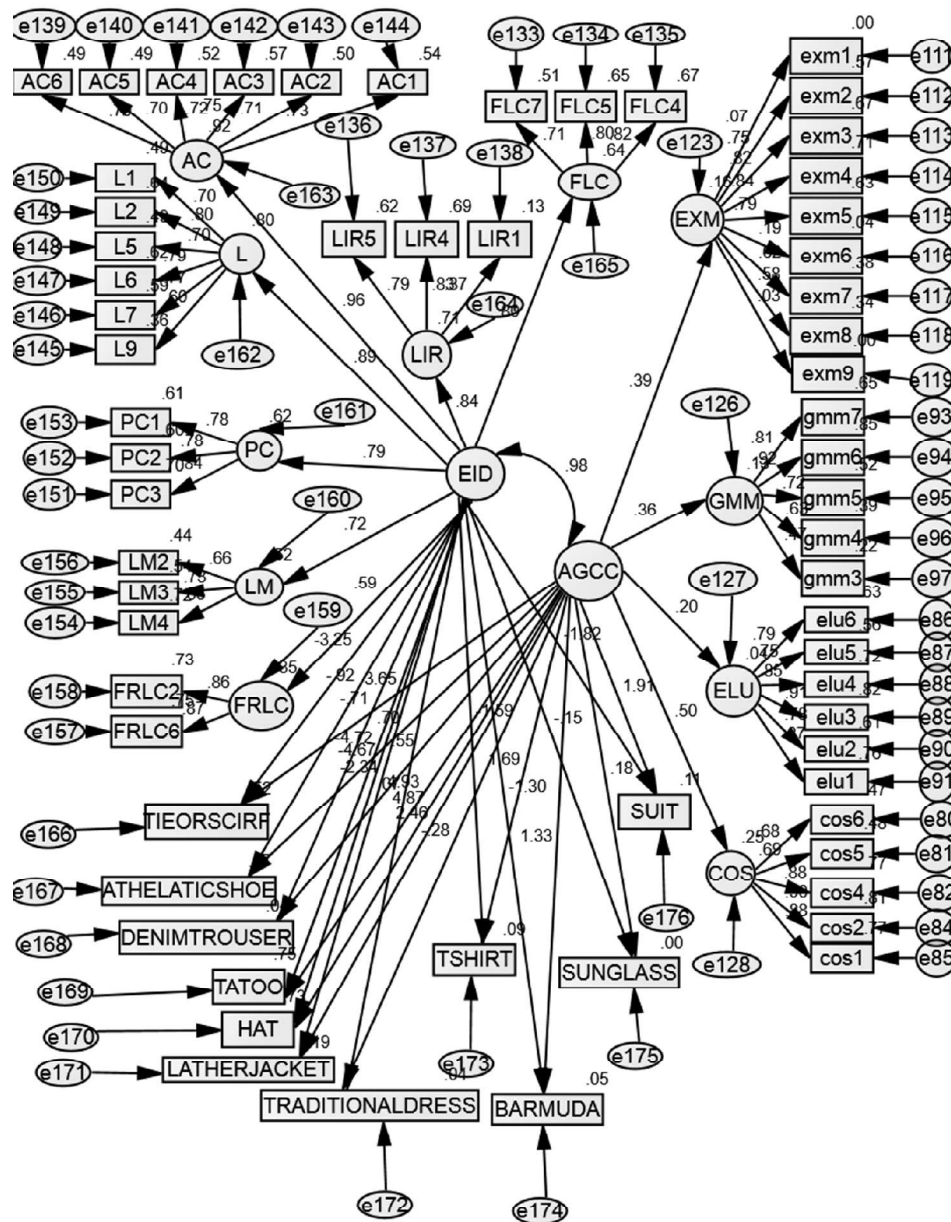
Table 1: Mean difference of Ethnic identity and acculturation (considering ethnic identity mean score as base)

Test Score (mean ethnic identity score=4.48)				
	T value	Degrees of freedom	Sig.	Mean difference
Mean AGCC	-15.56	384	.000	-.575

Source: Author's Calculation

A total of 65 consumer items spanning across six (6) different product categories are analyzed to evaluate the impact of ethnic identity and acculturation on gen-Y's consumption behaviour. The consumer behavior analyses are done in partition due to the large number of items under consideration and also the size of the sample. The groupings of the items are done based on the characteristics and purpose served by these items. The defined categories are fashion category (11 items), luxury category (8 items), consumer durable category (15 items), food and vegetable category (16 items), personal care category (7 items) and technology and networking category (8 items). Structural Equation Modeling (SEM) was performed for all categories separately. For illustration, the model associated with fashion category is depicted in Figure 4

Figure 4: SEM fit statistics for fashion items



The model fit statistics for all the product categories are given in the Table 2.

Table 2: SEM model fit statistics for six product categories

Category	X ² /DF	GFI	CFI	AGFI	RMSEA	PCFI	IFI
Fashion Items	3.11	.641	.722	.613	.074	.688	.721
Appliances/Consumer Durables	3.31	.646	.720	.606	.078	.689	.725
Technology items and Networking	3.42	.640	.728	.609	.080	.695	.730
Personal Care	3.67	.634	.729	.603	.083	.695	.731
Luxury Items	3.47	.639	.723	.607	.080	.691	.709
Food and vegetable Items	3.07	.640	.707	.605	.074	.676	.708

Source: Author’s Calculation

The measurement model indices can be considered as decent fit (Wheaton et al., 1977; MacCallum et al., 1996). Among the 65 consumer behaviors assessed, 36 items are observed to have the impact of both acculturation and ethnic identity, 2 items only ethnic identity, 14 items only acculturation and 13 items are observed to have no impact of any of the constructs. Individually, 38 items are observed to have only ethnic identity impact and 50 items only acculturation. Ethnic identity is observed to have a significant negative association with 34 items and positive association with 4 items. Acculturation tendency is observed to have significant negative association with 5 items and positive with 45 items. The standardized regression weights and associated significance for all the consumer behavior items with acculturation and ethnic identity is given in Table 3.

Table 3: Product items’ association with acculturation and ethnic identity

ITEMS	Acculturation (Standardized Regression Weights)	Sig(p)	Ethnic Identity (Standardized Regression Weights)	Sig(p)
TV	.085	.171	-.052	.400
Music Player	.459	.001	-.383	.001
Computer	.344	.001	.040	.480
Smart phone	.367	.001	-.071	.227
Microwave	.302	.001	-.075	.063
Gas Oven	.185	.003	-.140	.024
Hair Dryer	-.381	.001	-.085	.139
Vacuum Cleaner	.869	.001	-.001	.975
Washing Machine	-.007	.903	-.040	.517
Mixer Grinder	.223	.001	.028	.638
Videogame Console	.145	.020	-.162	.009
Two Wheeler	.215	.001	-.216	.001
Car	.174	.005	-.116	.061

Digital Camera	.307	.001	-.285	.001
Refrigerator	.174	.005	-.161	.010
Tie/Scarf	3.645	.016	-3.249	.031
Athletic Shoes	.705	.098	-.925	.031
Denim Trouser	.555	.153	-.711	.068
Tattoo	4.930	.016	-4.721	.020
Hat	4.873	.016	-4.761	.020
Leather Jacket	2.461	.020	-2.340	.026
Traditional Dresses	-.282	.392	.071	.828
T-Shirt	1.668	.026	-1.588	.036
Bermuda	1.333	.035	-1.30	.030
Sunglass	.181	.577	-.147	.650
Suit	1.906	.023	-1.816	.030
Burger	.337	.001	-.244	.016
Pizza	.796	.001	-.631	.001
Popcorn	.857	.001	-.883	.001
Coffee	.897	.001	-.653	.001
Carbonated Drinks	.645	.001	-.568	.001
Tea	.357	.001	-.307	.003
Birayani	.754	.001	-.495	.001
Samosa	-.633	.001	.430	.001
Fish Curry	-.870	.001	.774	.001
Momo	-1.03	.001	.794	.001
Bhangui	-.657	.001	.438	.001
Sweets	-.113	.250	.064	.501
Broccoli	-.046	.634	-.087	.356
Carrot	.105	.287	-.148	.123
Bottle Guard	-.080	.413	.008	.931
Brinjal	-.089	.361	-.009	.921
Boxed Chocolates	.300	.054	-.146	.344
Fragrances	.155	.300	-.130	.385
Wine	.284	.069	-.320	.040
Designer Jewel	.151	.312	-.211	.157
Expensive Cosmetics	.642	.001	-.687	.001

Antique Furniture	.853	.001	-.812	.001
Sculpture	2.364	.001	-2.196	.001
Painting	2.519	.001	-2.357	.001
Internet Surfing	1.070	.001	-.750	.001
Social Networking	1.548	.001	-1.211	.001
Online Shopping	1.276	.001	-1.004	.001
Video Calling	1.261	.001	-.981	.001
Mobile Banking	.504	.001	-.081	.475
Debit Card	.033	.760	-.114	.291
Credit Card	.451	.001	-.210	.072
E-mail	.311	.007	-.217	.056
Tooth Paste	.753	.001	-.047	.312
Hand Wash	.991	.001	-.083	.016
Soap	.918	.001	-.036	.336
Shampoo	.180	.003	-.105	.083
Deodorant	.223	.001	.044	.460
Mouth Wash	.230	.001	.044	.452
Tissue Paper	.181	.003	-.019	.749

Source: Author's Calculation

Among 15 durable items, 12 items are recorded significant positive association with acculturation, 1 negative (hair dryer) and for 2 items no association. In case of ethnic identity impact on durables, 8 items are observed to have significant negative association and remaining 7 items with no significant association rejecting hypothesis H2b1 and H3b1. Among 11 fashion items, acculturation had significant positive association with 7 global fashion items and insignificant association with remaining 4 fashion items including traditional/local fashion. In case of ethnic identity, 9 global fashion items recorded significant negative association and 2 items with no significant association including traditional/local fashion. Thus, hypotheses H2a3 and H3a3 are accepted where as H2c2 and H3c2 are rejected. Acculturation showed significant positive association with all the global food items, negative association with the local food items and no association with the vegetable items. For ethnic identity, the

association is significant and negative for global food, positive for local food and insignificant for vegetables. Thus, hypotheses H2a2 and H3a2 are accepted and H2c1 and H3c1 accepted for local food but rejected for vegetable items. In case of luxury items, 6 out of 8 items are observed to have significant positive association with acculturation and remaining 2 insignificant associations where as for ethnic identity, 4 out of 8 recorded significant negative association and remaining 4 insignificant associations. Thus, hypotheses H2a1 is mostly accepted where as H3a1 is accepted for 4 items out of 8. Out of 7 personal care items, all are observed to have significant positive association with acculturation and insignificant association with ethnic identity (except hand wash; significantly negative). Thus, hypothesis H2b2 is rejected and H3b2 is accepted mostly (except one item). Thus, at an overall level it can be concluded that the findings of acculturation and ethnic identity impact of consumption behaviour for this research

is also accepting the findings of Askegaard et al. , 2005; de Mooij, 2004 ; Alden et al., 1999; Cleveland et al., 2009; 2015.

7. Discussion

7.1 Interrelationship of the constructs

Analyses reveals a positive association amongst ethnic identity and acculturation for generation Y consumers meaning that the consumers of this generation are bicultural in nature and they are accepting both local and host culture in a varied degree in their daily life. Berry (1983) talked about integration (become bicultural by maintaining aspects of their own group and selectively acquiring some of the host culture) as one of the four possible acculturation pattern and present paper concludes that generation Y consumers' in rural India approaching acculturation in an integrative manner. Though the relationship is bi-cultural in nature, comparative assessment of mean acculturation and ethnic identity score highlights a significant mean difference with high ethnic identity score clearly indicating that in bi-cultural association also, ethnic identity is the more dominating construct.

7.2 Consumer behaviour findings

Though generation Y consumers' are bi-cultural, this does not reflect when impact of the two constructs on consumer behaviour is assessed for 65 items from 6 product categories. A clear consumption behaviour pattern is emerged. Majority local foods are observed to have significant positive association with ethnic identity and negative with acculturation and vice-versa for global food. For global fashion, a negative association with ethnic identity and positive with acculturation is also identified. For luxury items, technology and networking items as well as durable items also, in most cases the association with acculturation is either positive or insignificant where as with ethnic identity it is either negatively significant or insignificant. The same trend is also observable for personal care/hygiene care items. These findings are clear indicators for marketers' that ethnic identity as well as acculturation can be clearly used as market segmentation variable. Local food item marketers can design their communication appeal for rural generation Y based on ethnic appeal whereas for items like global good, global fashion, technology items, electronics items, durable items

as well as networking platforms; marketers can use acculturation/global cultural association as the theme of the communication appeal towards generation Y. These findings also indicate that firms need to use glocalization approach in their business strategy if the item in consideration is global, technologically superior and modern in nature.

8. Conclusion and future Scope

Present study concludes that generation Y consumers' in rural India are bi-cultural in nature and their approach towards acculturation is 'integration' of both own and host culture manifesting the associated higher tolerance level of generation Y towards cultural change. Though, they are bi-cultural in nature, study also highlights that ethnic identity is the dominant construct among the two for generation Y. A clear impact of acculturation and ethnic identity on consumption behaviour is also evident. Acculturation tendency is observed to have positive association with majority items (technology, luxury, global foods and fashion etc.) representing modernity, materialistic success and global trends where as ethnic identity recorded a positive association with items (local food etc.) representing locality, traditionalism and culturally bound nature.

The sampling frame for this study is confined to generation Y consumers' of one particular state (Tripura) of India, thus generalization of these findings require more evidences from other states and demographics creating one future improvement scope for the study. Constructs like materialism, ethnocentrism, status consumption, social comparison, need for uniqueness is of paramount importance in marketing and consumer behaviour studies due to globalization impact. Thus, future scope for this study includes assessment of association of ethnic identity and acculturation with these constructs mentioned and collective influence of these on consumer behaviour.

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Annexure 1: Measuring Instrument for acculturation and Ethnic Identity

Acculturation (AGCC Scale, Cleveland and Laroche, 2007)		
Dimension	Item Code	Statement
Cosmopolitanism	COS1	I am interested in learning more about people who live in other countries
	COS2	I like to learn about other ways of life
	COS4	I like to try restaurants that offer food that is different from that in my own culture
	COS5	I enjoy exchanging ideas with people from other cultures or countries
	COS6	I like to observe people from other cultures, to see what I can learn from them
English language Usage	ELU1	I feel very comfortable speaking in English
	ELU2	I speak English regularly
	ELU3	I speak English regularly
	ELU4	Many of my favorite shows of TV are in English
	ELU5	My parents and I never communicate in English (Reversed)
	ELU6	Many of the textbooks and articles I read are in English
Exposure to Marketing Activities of MNC	EXM1	When I am watching TV, I often see advertising for products that are from outside my own countries
	EXM2	Ads for foreign or global products are everywhere
	EXM3	In my locality, there are many billboards, and advertising signs for foreign and global products
	EXM4	When I read a newspaper, I come across many advertisements for foreign or global products
	EXM5	When I am watching Television, it seems that the number of advertisements for foreign brands is quite high compared to number of advertisements of local brands
	EXM6	I often watch TV programming with advertisements from outside my countries
	EXM7	When shopping, I am often exposed to foreign or global brands
	EXM8	Many of the TV commercials I see are placed by multinational companies
	EXM9	The magazines I read, are full of global/foreign advertisements
Global Mass Media Exposure	GMM3	Some of my favorite actors/actresses are from Hollywood
	GMM4	I am listening to music that is popular in the United States

	GMM5	In general, I do not like American Television (reversed)
	GMM6	I often watch American television programs
	GMM7	I like the way that Americans dress.
Ethnic Identity (EID Scale, Cleveland, 2006)		
Feelings towards Local Culture	FLC4	I feel very proud to identify with my local culture
	FLC5	I consider the local culture rich and precious
	FLC6	I am very attached to all aspects of my local culture
Local Inter Personal Relation	LIR1	I have many members of my local culture group with whom I am very close
	LIR4	Most of the people at the places I go to have fun and relax are members of my local culture group
	LIR5	I like to go to place where I can find myself with members of my local culture group
Association with Local Culture	AC1	I always celebrate my local cultural holidays
	AC2	I like to celebrate birthdays and weddings in my local cultural tradition
	AC3	I like to cook my local cultural dishes/ meals
	AC4	I like to eat my local cultural foods regularly
	AC5	I like to listen my local cultural music regularly
	AC6	Participating in local cultural holidays and events is very important to me
Local Language Use	L1	I speak my local language regularly
	L2	I always speak my local language with other family members
	L5	The songs I listen to are almost all in my local language
	L6	Many of my favorite television shows are in my local language
	L7	I mostly carry on conversations in my local language everyday
	L9	I mostly speak in my local language at family gatherings
Preserving Local Culture	PC1	Although I believe that I might acquire some elements of other culture(s), it is important for me to hold on to my own culture
	PC2	I believe that it is very important for children to learn the values of their own culture
	PC3	I was to live elsewhere; I would still want to retain my own culture
Local Media Usage	LM2	The movies/ videos that I watch are always in my local language
	LM3	The television programs that I watch are always in my local language

	LM4	The newspapers that I read are always in my local language
Family Role in Local Culture	FRLC2	It is highly preferable to marry someone from one's own culture
	FRLC6	The acquisition of family/local culture values is must

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