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Facts on World Wide Observed Make Patriotism

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Abstract

In India , this tension is acutely felt: iconic domestic brands such as maggi command overwhelming market share and deep cultural affinity, This research paper comprises whether Indian consumers exhibit systematic brand nationalism, examining the theoretical and empirical foundations of consumer ethnocentrism and national identity, and applying them to the Indian consumer context. Young Indian consumers show a strong preference for domestic online platforms, and local food and beverage brands particularly those with strong cultural anchoring enjoy powerful loyalty. However, brand nationalism in India is not absolute: it is moderated by product category, perceived quality, income level, and international exposure. The paper concludes with strategic recommendations for Indian brand managers seeking to leverage nationalist sentiment, and for foreign brands seeking to navigate Indian's ethnocentric consumer landscape.

Keywords: Landscape, Phenomenon, Make etc.

Introduction-

In an era of accelerating globalization, the relationship between national identity and consumer brand preference has become one of the most dynamic questions in international marketing. On one side stand global brands — with their associations of quality, prestige, and cosmopolitan identity — and on the other, local brands that evoke cultural familiarity, national pride, and community loyalty. The tension between these forces is particularly pronounced in emerging markets, where the expansion of multinational corporations confronts deeply rooted cultural identities and ethnocentric consumer predispositions.

India presents a fascinating case study for brand nationalism research. The country occupies a unique position: a historically sovereign nation with a powerful cultural identity, sandwiched between two economic giants — America and China — whose brands, products, and media exert enormous influence on Indian consumer culture. Most of the Indian markets are populated by a complex mixture of homegrown brand, Indian multinational brands, and global brands. Consumer choices in this landscape are shaped not only by price and quality but by layered considerations of national pride, cultural identity, and economic patriotism. Despite the evident importance of brand nationalism in India's commercial landscape, empirical research on this topic remains sparse.

A few recent studies on patriotic advertising in India and earlier work on Indian consumer preferences for rice grains — provide valuable primary data points, but a systematic secondary analysis situating in India within broader theories of brand nationalism and consumer ethnocentrism has not been undertaken. This paper aims to fill that gap.

Aims and Objectives-

This paper pursues the following aims and objectives:

- a.To review and synthesize the theoretical foundations of brand nationalism, consumer ethnocentrism, and country-of-origin effects.
- b.To examine empirical evidence on brand nationalism in South Asian and comparable developing economy contexts.
- c.To assess the extent and nature of brand nationalism among Indian consumers based on available secondary evidence.
- d.To identify the product-category, demographic, and psychological moderators of brand nationalism in India.
- e.To provide strategic implications for domestic and foreign brand managers operating in India.

Importance-

This paper makes important contributions to both theory and practice. Theoretically, it extends the consumer ethnocentrism and brand nationalism literature to the Indian context — an LDC economy with a distinctive cultural identity. Practically, it provides actionable strategic intelligence for Indian brand managers seeking to build competitive brands, and for foreign brands seeking market entry or expansion strategies in India. The findings are particularly timely given India's preparation for LDC graduation in 2026 and the anticipated changes in trade dynamics that will reshape competitive landscapes.

Country-of-origin research provides an important complement to consumer ethnocentrism theory. The COO effect refers to the influence that a product's national origin exerts on consumer evaluations, quality perceptions, and purchase intentions. Country images exhibit dynamism over time as national capabilities and reputations evolve. Consumer ethnocentrism and animosity also critically impact COO effects, reflecting socio-psychological tendencies rather than cognitive evaluations of a country's industrial capabilities. Ethnocentric consumers exhibit preferences for domestic goods rooted in beliefs about morality, appropriateness, and economic responsibility regarding local industries and jobs. Highly ethnocentric consumers judge foreign products more negatively and demonstrate an unwillingness to purchase them across categories (Preprints.org, 2024). Country-of-origin image and consumer brand evaluation: a meta-analytic review suggests future studies examine ethnocentrism, xenocentrism, nationalism, and patriotism to understand how they shape the COO/brand evaluation relationship (Emerald, 2024).

In India is unlikely to manifest uniformly across all product categories. In categories where domestic production capability is limited or where quality differentials with international brands are perceived as substantial, consumer ethnocentrism may be attenuated. Moderating Variables in Brand Patriotism Clear preference for domestic products and brands over foreign is observed mostly in well-developed countries. A more complicated situation is observed in less developed countries, where many products are not manufactured locally, and those that are often of objectively inferior quality. This does not mean that consumer ethnocentrism is absent in less developed countries, but its intensity depends on the level of economic development. For India — a developing country where many consumer goods categories (electronics, automobiles, household appliances) are dominated by imported products from China, Japan, and America etc. — this finding has significant implications.

Brand Nationalism -

Research consistently demonstrates that brand nationalism varies significantly across product categories. The distinction between hedonic/experiential products and utilitarian/functional products is particularly important. Local brands typically perform better on hedonic dimensions — cultural familiarity, nostalgic associations, local taste preferences — while foreign brands often retain quality and reliability advantages on utilitarian dimensions, particularly in technology and durable goods categories.

Demographics-

Studies in India consistently show that higher education and income are associated with lower ethnocentric tendencies, while age and travel experience also play a role. Younger, more cosmopolitan, internationally exposed consumers tend to exhibit weaker ethnocentrism and greater openness to foreign brands. This demographic pattern has important implications for Nepal, where a young and increasingly educated population is simultaneously being exposed to global brands through social media, travel, and foreign education.

A study on Indian youth found that the majority of participants aged 17-27 were influenced by social media advertisements in their purchasing choices, suggesting that digital channels are reshaping brand preferences, potentially weakening traditional ethnocentric tendencies in this cohort.

National Identity Salience-

The extent to which consumers' national identity is activated at the moment of purchase — is a key psychological moderator. Patriotic advertising can be seen as a form of cultural consumption where consumers align themselves with the values, history, and symbolism of their nation through purchasing (Khadka & Khadka, 2024). The emotional connection to national identity promoted by patriotic advertising aligns with the principles of Social Identity Theory.

Social Identity Theory, developed by Tajfel and Turner (1979), posits that individuals derive part of their self-concept from membership in social groups, including national groups. This group membership motivates in-group favoritism — a preference for products and brands associated with one's own national group. Consumer ethnocentrism is anchored around nationalism and patriotism through the lens of Social Identity Theory: nationalism characterizes identity-defensive pride, while patriotism characterizes identity-affirming pride (ScienceDirect, 2025). Both motivate local brand preference, though through different psychological mechanisms.

Cultural Consumption Theory-

Cultural Consumption Theory, as applied to brand nationalism, posits that consumers use products and brands as cultural symbols to construct and express their identities. Patriotic advertising can be seen as a form of cultural consumption where consumers align themselves with national values and symbolism through their purchasing behavior. This theory explains why emotionally resonant brands with deep cultural roots.

Consumer Animosity Theory-

Study refers to remnants of antipathy related to previous or ongoing military, political, or economic events that influence consumers' purchasing behavior independent of product quality evaluations. For India, historical and contemporary tensions with China and Pakistan border blockade have periodically activated consumer animosity that amplifies ethnocentric tendencies and local brand preference, particularly in politically sensitive periods.

Brand Patriotism in South Asia: Proof from Comparable Contexts-

South Asian consumer markets provide the most directly comparable empirical evidence for understanding brand nationalism in India. Studies Pakistan, Bangladesh, and Sri Lanka reveal consistent patterns of moderate-to-strong consumer ethnocentrism, particularly in food, beverage, and textile categories, with weaker ethnocentrism in technology and durables.

In India, the Make in India campaign and the Vocal for Local initiative launched by the government demonstrated the policy dimension of brand nationalism. Studies among Indian consumers found moderate levels of consumer ethnocentrism and demonstrated that ethnocentric tendencies vary significantly across product categories and demographic groups, with younger, higher-income, and more educated consumers exhibiting weaker ethnocentrism (ACR Journal, 2025). In emerging markets generally, the surge of nationalism and ethnocentric sentiments among consumers may challenge long-held views regarding local and global brand strategy.

A study in Pakistan and China examined how consumer perceptions of brand localness and globalness affect brand attitude and behavioral intentions. The findings revealed that ethnocentric consumers were biased toward domestic products due to their strong ties to local culture and the domestic economy (Frontiers in Psychology, 2022). This pattern — ethnocentrism reinforcing local preference while simultaneously some ethnocentric consumers use foreign brand association as a quality signal — demonstrates the complexity of brand nationalism in emerging markets.

Discussion-**The Paradox of Indian Brand Nationalism-**

The evidence paints a picture of a nuanced, contingent brand nationalism in Nepal — one that defies simple characterization as either strongly ethnocentric or cosmopolitan. This pattern is consistent with the broader literature's finding that in less developed countries, consumers usually have a weaker preference for local products and a stronger preference for foreign in categories where quality gaps are perceived (Frontiers in Psychology, 2016).

India's brand nationalism is therefore best described as 'selective ethnocentrism' — strong in culturally resonant categories, weak in technology and durables, and highly responsive to contextual triggers such as political events and patriotic advertising.

The China Factor: Cultural Proximity and Competitive Pressure

A distinctive feature of India's brand nationalism landscape is the pervasive influence of Chinese brands and media. Unlike most markets where foreign brands represent distant, cosmopolitan other, Chinese brands occupy a liminal space in Indian consumer psychology — culturally proximate but from a foreign country with complex geopolitical relationships. Shared language (Hindi is widely understood), shared media (Indian television, Bollywood), and shared cultural practices create a consumer environment where Indian brands benefit from both 'foreign quality' associations and 'cultural familiarity' advantages simultaneously.

This creates a competitive challenge for Nepali domestic brands that is qualitatively different from the challenge faced by brands in markets competing primarily against distant Western multinationals. Indian brands cannot simply appeal to cultural distinctiveness against Indian brands in the same way they could against American or European brands; the cultural overlap is too substantial. Instead, successful Indian brand nationalism against Indian competitors must emphasize specific, distinctive Indian identity markers — geographic origin (Himalayan, Indian culture), unique cultural practices, and specific quality claims grounded in local production.

Conclusion-

The Study has examined brand nationalism and consumer ethnocentrism in India , drawing on foundational theoretical contributions, in developing economies, and available India-specific empirical data. The central conclusion is that brand nationalism exists in Nepal, but is selective, contingent, and category-specific rather than uniform or ideologically absolute. Indian Brands have achieved cultural institution status through decades of cultural penetration and adaptation to Nepali preferences. In technology, electronics, and durables categories, perceived quality differentials override ethnocentric sentiment, and foreign brands — both Indian and global — retain significant competitive advantages.

Patriotic advertising significantly influences Nepali consumer purchase behavior, particularly through appeals to cultural diversity and harmony and democratic values — though appeals to economic nationalism can backfire. The growing influence of digital media, social platforms, and global lifestyle aspirations among Nepal's youth represent the most significant emerging threat to traditional brand nationalism, as younger consumers become increasingly cosmopolitan in their brand orientations. As preferential tariff advantages erode and exposure to international competition intensifies. For Indian domestic brands, this makes the strategic cultivation of brand nationalism —through cultural embeddedness, geographic identity, quality investment, and evidence-based patriotic communication — not merely a marketing exercise but a strategic imperative for long-term market viability.

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