

To Identify and Study Variables Affecting the Demand for Swadeshi Products

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We are witnessing an era where “Start-up India, Stand Up India” and “Swadeshi Lao, Bharat Bachao” are establishing norms of the society. With the Prime Minister urging people to buy Swadeshi or Domestic goods, there is a of shift in consumer behaviour across the country. This is akin to the Swadeshi movement first begun by Mahatma Gandhi during the struggle for independence. Though, much less in intensity, the changes in the economic behavior are very apparent and startling.

Indian companies are increasingly trying to portray themselves as a better alternative and trying to woo the buyers by evoking a feeling of “nationalism” and patriotism. In this backdrop, it is extremely important to ascertain whether such a shift is occurring or not.

Through our research paper, we aim to establish whether there is a surge in demand for swadeshi products. If yes, then we also seek to study the variables that affect this demand.

Using methods of direct interrogation (interviews and questionnaires) as well as

secondary sources, we break down this shift and attribute it to several variables.

Due to lack of perfect information, inadequate knowledge of economics terms by the general public and the enormity of variables that affect the demand for swadeshi products, we restrict our attention to a few variables only. While we seek to increase the number of variables and make the paper wholesome in the future, presently, we consider a few direct and indirect variables.

Direct variables are those that a respondent does not have to carefully think about while answering like age, income, gender, education level etc.

Indirect variables, on the other hand, are subjective and require careful analysis like the effect of advertisements, brand reputation, recommendations etc.

In the paper we also seek to examine the intricacies such as: in which sector does it not matter if the product is swadeshi or not, whether people believe that these brands focus on certain religious identities rather than the “Indian identities”, if people believe that Indian companies make products better suited to the demands of the public or believe that foreign brands make better quality products.

This paper has important implications. Not only will it help us to ascertain if patriotism is indeed a determinant while demanding goods, it can be used for policy purposes too. In an era when domestic demand is considered to be the most sustainable form of demand, an analysis of consumer behavior and the distinction that consumers make between foreign and domestic goods is very relevant.

This surge in demand has been attributed to several variables like Age, Gender, Income levels, Awareness levels, Education levels, Advertisements, Promotion techniques, Brand Reputation, Price, Quality, Habit (Elasticity) etc.

These variables have been studied and trends noted in the research paper.

****_Swadeshi products:** Products made by Indian (fully owned by an Indian or more than 50% shares under Indian ownership) companies

INTRODUCTION (SECONDARY RESEARCH)

The word Swadeshi is derived from Sanskrit. 'Swa' means 'self' or 'own' and 'desh' means 'country', so Swadeshi means 'of one's own country'.

Corresponding to this Swadeshi product / domestic product refers to the products or goods that are produced in one's own country. In the context of our paper, it refers to products or goods produced in India.

1. Origin-

The idea of labelling goods as swadeshi or non-swadeshi has been quite prevalent in pre and post independence era of the Indian economy. In the pre-independence period, people of the country joined hands together and swore to boycott the products made by British companies. The hint of Swadeshi movement, which aimed specifically at boycotting foreign (British) goods and resurrect the Indian handloom industry in order to attain self sufficiency during the British rule, can also be seen today, through the trends of an average Indian's consumer behaviour. Whether this is a phenomenon originated from demand side or a consequence of marketing strategy of Indian companies, is the question of interest.

2. Relevance-

The taglines of various Indian brands:

- AMUL- The taste of India.
- TATA salt- Desh ka namak.
- Hero- Desh ki dhadkan.
- Voltas- India ka dil, India ka AC.

and their marketing strategies focus at forming a local/ national image among the Indian consumers, show how crucial the 'Indian identity' is for the brands.

A case study on Uber Technologies Inc. reveals how important the Indian origin is for the sellers to win the battle of acquiring maximum market share. The CEO of Ola, Bhavish Aggarwal, accused Uber of capital dumping and urged the govt to design policies in favour of homegrown companies, at the Carnegie India Global Technology Summit, saying: "It is much easier for non-Indian companies to raise capital because they have profitable market elsewhere. You might call it capital dumping, predatory pricing or anti-WTO

but it is a very unfair playing field for Indian startups”.^[1] To which the Uber CEO replied: “I will apply to be a citizen of India if that is what will get us over the hum”.^[2]

However, the companies accusing Uber, Ola and Flipkart, are themselves not completely Indian and have raised huge amounts of foreign capital.^[3] So, what is the hullabaloo about?

Another case study on Patanjali Ayurved Ltd. shows how Baba Ramdev made optimum use of the ‘Indian Identity’ in the marketing of his brand and captured a wide proportion of Indian FMCG industry. “Apart from regularly criticizing the MNCs for taking up Indian money abroad, he always stressed to use the swadeshi products,i.e., Products that are made in India.The general elections in 2014 too helped Ramdev to showcase the concept of swadeshi”.^[4]

The result was an increased turnover by almost 150% from 2,006 cr.(INR) in fiscal year 2014-15 to 5,000 cr.(INR) in 2015-16.^[5]

The wide reach that a brand can get by correctly sensing the need of ‘Swadeshi-fication’ of their products is a very important factor that companies should keep in mind while making decisions based on marketing.

3. Direction of shift -

According to the information available on the website of Indian Brand Equity Foundation, following companies are the market leaders of Indian FMCG sector(January, 2016):

HAIR OIL	:	Marico (29%)
SHAMPOO	:	Hindustan Unilever Limited (47%)
ORAL CARE	:	Colgate (54.9%)
SKIN CARE	:	Hindustan Unilever Limited (54%)
FRUIT JUICE	:	Dabur (55%)

Indian companies are already doing fine in the FMCG sector. However, larger share of market is still with the foreign companies.

The following information is available on the condition of Swadeshi products in India:

- Sale of Khadi registered a 6% growth in 2013-14 across the country.^[6]
- 63.3% of the people Strongly agree with the Swadeshi factor for the reason behind their decision of buying Patanjali products.^[7]
- Various wholesalers across the country have reported 10-20% fall in demand of chinese goods: “Retailers from NCR and other states come to this market to purchase items. And, there has been huge demand of chinese items as they are cheaper. But, this time they have taken lesser amount of such items. Instead, they specifically asked for Indian items.”^[8]

Clearly, there has been a shift of consumers towards swadeshi goods. However, the volume of the shift cannot be determined due to lack of economy-based availability of information.

4. Reasons behind the shift-

The 'boycott of chinese goods' is among one of the major reasons for the shift towards the demand for swadeshi goods.

"The development is an indication of a nationalist sentiment sweeping the country in the aftermath of terror attack on Uri army base."^[9]

"There was an unprecedented patriotic wave across the country and the market cannot remain unaffected", Praveen Khandelwal, Secretary General of the Confederation of All India Traders.^[10]

As china voted against the banning of Jem chief Azhar Masood (mastermind of Pathankot attack) in the 71st session of UN General assembly, the boycott of chinese goods comes out as a revenge card played by Indian consumers.

RSS has dedicated its annual India-only products fair in Delhi to the boycott of all foreign goods, especially China, reported IndiaToday.^[11]

The wind of swadeshi movement started to blow yet again as a result of the massive appeals of the government to buy more of Indian goods:

- In September, 2014, Department of Industrial Policy and Promotion, under Ministry of Commerce, issued a statement proclaiming the possession and sale of chinese firecrackers as illegal, as reported by all the leading daily newspapers and news channels of the country.
- On August 7, 2015, Govt of India Celebrated its first 'National Handloom Day' in order to

promote the use of khadi and other indian textiles. PM said in his speech, "Only 15% of the clothes we use now are handloom products. If we just increase our usage by 5%, the handloom sector will grow by 33%. We need to popularize this among our youth. This will give the much needed boost to the handloom".

- On October 15, 2016, IndiaToday reported in one of its articles that Indian railways is very soon going to give Advertising and On-board promotion rights in trains to various swadeshi brands as railways long term strategy to improve its financial health.

5. Is India the only country? What is happening to India today, can be explained through the concept of 'Consumer ethnocentrism' (refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp & Sharma, 1987)), which is a worldwide phenomenon observed in consumer behaviour. Consumers may believe that it is not appropriate, and possibly even immoral, to buy products from other countries. Purchasing foreign products may be viewed as improper because it costs domestic jobs and hurts the economy. The purchase of foreign products may even be seen as simply unpatriotic (Klein, 2002; Netemeyer et al., 1991; Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987).

The following examples can help in making this claim:

- A case study on various airlines in South african countries' marketing

strategies during the post-independence period (and for decades afterwards) and local people's reactions through their demand behaviour, depict the same case.

“For decades, the main marketing messages for AA (Air Afrique) and GA (Ghana Airways) were to appeal to Africans in the diaspora that it was unpatriotic, harmful to the domestic country or likely even to bring back colonial rule if they fail to fly with local airlines”.^[12] Africans reacted to this appeal just the way the airlines wished them to. “In many instances, national affiliation was so strong that it superseded affordable and reliable services offered by rival airlines. Despite the fact that decades have passed since the colonial rule, patriotic Africans strongly opted for their national airline over a foreign airline (ARB, 2008)”.^[13]

- Kenichi Ishii stated in his paper (Sample size= 600) on ‘Nationalistic sentiments of Chinese consumers: The effects and determinants of Animosity and consumer ethnocentrism’ (2009): “The results indicate that the effects of animosity and consumer ethnocentrism are significant in the case of Japanese and U.S. producers in the case of China, and that Chinese consumer ethnocentrism is a combination of patriotism and internationalism.”^[14]

He gave an example: After mid 90s, growing nationalism in China has compelled foreign companies to change their marketing strategies. “Results of a

content analysis of advertising in 2004 suggested that Japanese companies were not disclosing the country of origin (of product)”.^[15]

- The Government of South Africa launched its ‘buy-local’ campaign ‘Proudly South African’ in year 2001. “Buying South African stimulates an increased demand for locally-produced products and services. This translates into the safeguarding of existing employment opportunities, economic growth, and the creation of more quality employment opportunities in our country. By buying Proudly South African, both consumers and businesses are making a personal contribution to nation-building.”, says the its official website. Consumers get an assurance of quality because only quality products carry the Proudly South African mark, while members of the Campaign are furthermore committed to an uplifting ethos and socially responsible business practices which are reflected in the membership criteria.^[16]

Relevance of the paper :

The paper is relevant to the present day scenario when most Indian companies are trying to showcase themselves as “swadeshi companies” and are trying to capture the interests of the common Indian by evoking the feeling of nationalism and patriotism. It is thus, extremely important to know if such a phenomenon is taking

place at all or are most people still oblivious to the sudden surge in demand for products by Indian brands. Through this paper, we seek to establish whether there is an increase in demand for swadeshi products. If yes, then we seek to understand what are the variables which affect this demand and in what direction. We also try to examine the effect of advertisements on the demand for swadeshi products as well as seek to examine if people believe that advertisements by certain Indian brands cater to a certain religious group rather than on the “Indian” identity.

This is important for both policy as well as industrial purposes. The findings can not only be used by relevant industries to understand the sentiment of the market but also to determine future marketing strategy. It can serve as a major boost to the Indian companies. The paper can also be used to affect policy changes in a time when domestic demand is considered to be the most sustainable form of demand.

Research methodology:

Through our research paper, we seek to find out if there is a correlation between the usage of swadeshi products and the following variables : Age, Income, Price of the product, Awareness levels, religion, gender and education level.

Methods used for collecting primary data:

Quantitative:

Data collection:

We followed the stratified sampling technique for data collection i.e. divided the population in several parts and randomly selected certain localities and markets in Delhi. This was done primarily to increase the diversity of the data set and to include individuals from different backgrounds so as to examine the effect of different variables.

Offline surveys were conducted to test the relevance of the questionnaire and people’s interpretation of it. Subsequently, offline surveys were conducted. 199 filtered responses were analyzed.

Methods of analysis:

We used the Chi square independence test to find whether an association exists between the variables being considered and the use of swadeshi products. While the chi-square test reports whether two variables are related, it does report the direction of relation. As a rough estimate of the direction of relation, we found the proportion of people who use swadeshi products from different ranges for each variable and identified the important trends, if any.

Further, we used mode ratings to identify some other variables of interest that affect the demand for Swadeshi products. We also used basic statistical methods and noted some other useful findings.

Qualitative:

Data collection:

Apart from the surveys, we took personal interviews to increase the purview of the data and understand in detail various factors that affect the behaviour of consumers towards different products.

This was done to understand the reasons behind the findings as well as to get an intuitive idea of consumer behaviour towards swadeshi products.

Method of Analysis:

In our research project we have tried to see the effect of internal factors (age, education, income) as well as external factors (Advertisements, promotion techniques, Prime Minister's initiative to promote swadeshi products) on the demand for Swadeshi products. So, in order to study these variables we have conducted a diverse Interview of around 30 people (of different age group, education level, income level and religion) and asked them questions like: Does the Prime Minister's urge to promote Swadeshi product has any effect on your consumption? , Do you think that promotion technique for the Indian and foreign products is different? etc in order to know the behaviour of consumers.

Data limitations and Assumptions:

There are a lot of variables that affect consumer's demand for any product. However, due to lack of time and methods of analysis, we have omitted those in this paper. Thus, we have inherently assumed that apart from the factors at hand, no other factor affects the demand for swadeshi products. Also, we have been able to undertake this research only in Delhi which may not be an adequate representation of the general behavior of consumers all over India.

As we expand our study in the future, we plan to eliminate these limitations and make the paper more wholesome.

General Observations :

Sample dynamics:

Sample size - 199

Median class of population studied - 25-40 years

Median income class of population studied - 6-10 lakhs

Median range of educational qualification: Graduate

% of people who use swadeshi products: 86.93%

Analysis of obtained data:

Quantitative :

- We used the Chi squared independence test to find out if there exists an association between the two variables.
- We've tested the hypothesis for a significance level of 5% i.e. $\alpha = 0.05$
- The null hypothesis for all the tests is:

Null hypothesis: There is no relation between variable X and the use of swadeshi products

Alternative Hypothesis: There is a relation between variable X and the use of swadeshi products

(where, X = Age, Education Level, Annual Income, Religion, Gender)

- We reject the null hypothesis if the calculated chi square value exceeds the critical chi squared value

(as seen from the chi-squared distribution table).

- Here, we report the calculated chi square values and the critical chi square values for each variable.

Thus, we can see that for all the variables, the calculated values of chi square exceeds the critical value (defined for a given degree of freedom and alpha), and hence, the sample evidence is strong enough to reject the null hypothesis. Thus, in each case, we notice that there does exist a relation between the variable under study and the use of swadeshi products. Hence, these variables are determinants of demand for swadeshi products.

- To identify the direction of the relationship between the variable and the demand for Swadeshi products, we found the proportion of each category of people who use swadeshi products, for every variable. Further, we identified trends in how the proportion of people using swadeshi product changes to figure the direction of association.

We found the following results for different variables:

Using this table, we find that with an increase in age, the proportion of people who use Swadeshi products, first increases.

It was also noted that the proportion of people using swadeshi products among females is higher in comparison to males.

People who belong in the Income range of 2-6 lakhs have the highest proportion of people using swadeshi products, whereas

people below the income level of 2 lakhs tend to have the highest proportion of people not using Swadeshi products.

With an increase in Education level, we have noticed an increase in the usage of swadeshi products (with the proportion of people who are Post Graduates and above being only slightly lesser than that of Graduates)

To identify other variables that are determinants in the demand for swadeshi products, we asked people to rate how these particular variables affect their demand for Swadeshi products on a scale of 1-5 with 5 being 'highly affects'. Further, we calculated the mode rating for each variable and analyzed the results. Certain important trends were noticed:

****We had calculated the mean, median and modal ratings for each variable and they turned out to be nearly the same, and hence, we have considered only the modal ratings.**

From the table, we note that "Previous experience with a product" highly affects consumers when deciding whether to purchase a Swadeshi product or not.

Brand Reputation and price of a products are also major factors in the decision making process.

On the other hand, whether a product is available online or not, matters least.

Other useful findings:

- When asked if people would prefer a swadeshi brand product over a

foreign product if the price of the former were higher, 21.11% agreed to doing so, while only 11.1% said they would prefer the product by the foreign brand. This shows that 21.11% people have inelastic demand when it comes to products by swadeshi brands and they are unwilling to shift away from these products even if it were slightly more expensive.

When asked about the general reaction of people towards Swadeshi Products, most people accepted that they like 'what the indian brand stands for and it makes them feel good buying from them'. 34.17% of the people believe in the motto of the Indian brands. This is one major factor that causes people to buy Indian products. This can be attributed to the feeling of 'Nationalism and Patriotism' associated with purchasing Swadeshi products.

- To study the effect of Ads on the demand for swadeshi products, we found that 26.633% people believe that ads are extremely important in affecting their choice for a product whereas 42.221% people admit to being affected by only certain types of Advertisements. This combined with our findings from the qualitative data shows that advertisements of swadeshi brands which focus on the "Indian identity" and significantly differs from the promotion technique of foreign brands attracts more attention and thus, affects the demand for swadeshi products. Among various advertising techniques, 60.3% people notice

television and radio ads more frequently. This is an important observation for companies looking to increase demand for their products.

Qualitative :

No. of respondents: 30

Effect of Education on demand for Swadeshi products:

We have kept education as a variable to study consumer behaviour because education level depicts the level of awareness of a consumer and consequently, allows them to make informed choices.

After examining the interview responses of various consumers, it was found that: with a rise in the education level, the number of people associated with any religious foundation (Ex:Art of Living products,Patanjali products) decreases and they do not trust the products of these foundations blindly.

The most important factor while purchasing a product for school graduates is the price of the product whereas, for graduates and post graduates quality matters most.

The effect of advertisements seem to fall as education level of a person rises and so it is plausible to conclude that people with higher education pay less attention to Advertisements and rationally decide which product they should chose with the help of : Reviews of the product and reputation of the brand.

It is seen that as education level rises people's choice become more inelastic

indicating that people are habituated to use of certain brands. It is noticed that people with a Postgraduate degree and above seem to prefer foreign brands over swadeshi brands as they trust foreign brands more and they also believe that they make products of higher quality. In contrast, people with lower education level are more open to Indian brands because they believe that it will help in the country's progress and that Indian brands are best suited for their needs.

PM's urging to buy local goods has influenced school graduates and college graduates to buy local products because people of this education level believe that this is for the betterment of the society. In contrast, post graduates are less influenced by the Prime minister's initiative.

It is also noticed that people of any education level prefer automobile, gadget and telecom services of a non-swadeshi brand.

Thus, with an increase in education, people tend to move away from the usage of swadeshi products as they believe that foreign brands make better quality products and these consumers are very inelastic in their demand. This can also be attributed to their indifference to the initiatives taken by the government to increase the demand for goods produced domestically.

Effect of Income on demand for swadeshi products:

We have kept Income as a variable to study Consumer's behaviour because budget plays an important role in the decision making process of whether to buy a good or not.

Through our survey, we found a positive correlation between the income level and awareness level of people. With the rise in income, people have more access to technology and thus are more aware of things happening around them. As income rises, people care less about price of the product they consume, rather they decide the product on the basis of its brand reputation, quality and reviews.

It is seen that the demand for products becomes less elastic with the rise in income, which means that people of high income group are habituated to use certain brands.

People of all income groups trust Dairy Products and Agro based products of an Indian Brand.

It is noticed that the maximum number of people of all income groups prefers Indian brands over foreign brands, with the reasons quoted as: it leads to the country's development, that Indian brands are more trustworthy and are suited to the Indian taste.

Effect of age on demand for swadeshi products:

We have kept age as a variable to study consumers behaviour because the age of a person often determines his/her knowledge and experience. We have found through our research that there exists a positive relation between the age of a person and his awareness level. Advertisements have great influence on people aged below 30 years and above 60 years, as people of these age groups have rated advertisements to be the most important factor in deciding whether to purchase a product or not. On the other hand, people of other age groups

have rated price and quality as important factors in their decision making. It has been noticed that people of the age group 50-60 years have inelastic demand i.e. they stick to certain brands especially, Patanjali. This can be attributed to the fact that they are highly affected by advertisements and Patanjali has attractive advertisements. People also associate a feeling of Patriotism with buying goods from a swadeshi brand.

People of any age group trust dairy products of an Indian brand but prefer gadgets from a non-Indian brand. This indicates an urgent need to improve India's electronics sector.

It is also concluded from our analysis that as age of the person rises, the belief that Indian brands should be preferred over foreign brands becomes stronger, showing an association with nationalism in people of higher age groups. The initiatives of the government to spur the demand of local products has influenced people of higher age groups more with 75% of these people wholeheartedly supporting the PM's initiative. They believe in boycotting foreign brands and purchasing goods from Indian brands. This is in stark contrast to people of a lower age group among whom only 18% of the people are influenced by these initiatives. This can also be attributed to the fact that people believe that products by foreign brands are of a superior quality and consumerism highly affects people of a lower age group.

Conclusion:

Through our research paper, we conclude that there is indeed a surge in demand for

swadeshi products in India. While this can be attributed to several reasons, we identify certain variables that affect this demand and identify the groups of people who are most likely to purchase swadeshi products. This can not only be used by the swadeshi brands to identify their target group, but also find ways in which they can expand their consumer base. It can also be used for policy purposes if the government wants to increase the demand for swadeshi products and spur economic growth.

Based on the analysis of the sample as well as the interviews undertaken, we conclude that the demand for swadeshi products does have a relation with Age group, Gender, Education level, Income level. Female consumers are more likely to buy a swadeshi product as compared to an average male. Education level and the demand for swadeshi goods shows a negative relationship. Highly educated consumers believe that 'foreign brands are of better quality than swadeshi brands' and have highly inelastic demands for the same.

Further, we have identified other key variables that are directly related to the demand for swadeshi products: Brand Reputation and Previous experience with a product.

Apart from this, we also found that in healthcare sector it matters least to the consumers whether the product is from a swadeshi brand or not. Majority of the consumers prefer foreign brands over swadeshi brands in automobile and tech gadgets industries. Thus, there is a scope of improvement in these sectors for swadeshi brands,

Majority of the people have reported that the Government of India's initiatives (especially, PM's speeches) have had a huge impact on them and we found a positive relation between the number of people affected by Government's initiatives and the demand for swadeshi goods.

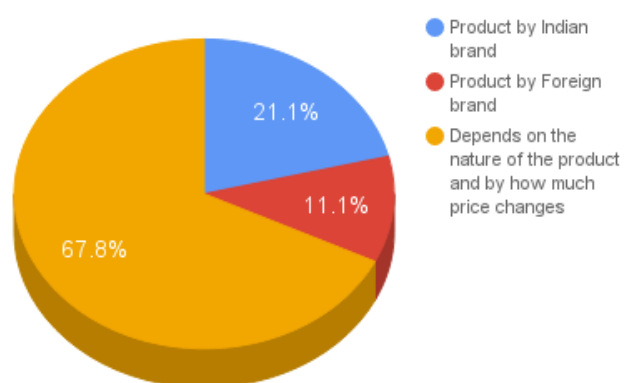
Many of those who use swadeshi products attribute it to the feeling of Nationalism and patriotism while many believe that this

will help the Indian economy to grow and thus, they take pride in purchasing from an Indian brand. Hence, we conclude that patriotism is indeed an important factor that affects the demand for products in general. This phenomenon is explained by 'Shimp and Sharma' (1987) as Consumer ethnocentrism.

Variable X	Calculated square value	Chi	Critical chi square value	Result
Age	11.5471		9.488	Null is rejected
Educational Qualification	7.8357		5.992	Null is rejected
Annual income	19.482		9.488	Null is rejected
Gender	4.034		3.84	Null is rejected
Religion	13.156		7.815	Null is rejected

Variable	Range with maximum proportion using swadeshi products	Range with minimum proportion using swadeshi products
Age	40-55 (0.9672)	18-25 (0.8059)
Gender	Female (0.9247)	Male (0.8301)
Annual Income	2-6 lakhs (0.9265)	Below 2 lakhs (0.6571)
Education level	Graduates (0.9318)	Below 12th (0.76086)

Variable	Mode rating
Nature of Advertisement	3
Brand Reputation	4
Time for which the brand has been in the market	3
Price of the product	4
Online availability	2
Recommendations	3
Whether the brand is Swadeshi or not	3
Previous experience with the product	4
Packaging	3
External Factors	3



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<http://members.proudlysa.co.za/Index.aspx>