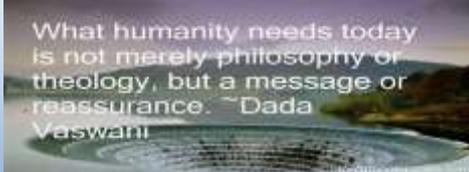


Rev. Dada J. P. Vaswani's -Says...



### SVIMS NEWROOM

**Farewell Party for MBA-II Year Students was held at Sadhu Vaswani Institute of Management Studies, Pune, on 22<sup>nd</sup> April 2017.**

Dr. B.H.Nanwani (Director – SVIMS) along with the faculty members of SVIMS attended the function which was organised in the Seminar Hall.

MBA-I Year Students Roshni Ramchandani and Sheena Thadani anchors for the event enthralled the audience with their witty sense of humour .

Ramp walk, one minute games were arranged and spot prizes were given to the seniors.

MBA II Year students expressed their memorable experiences of their two years stay at SVIMS. They were nostalgic as they went down their memory lanes.

Dr. B.H. Nanwani Director SVIMS appreciated the winners of the various games by putting a Sash around their shoulder.

Students enjoyed this event as it also had music, fun and dance.



### Consumer Ethnocentrism(CE)

Today's world is flat. Everything (idea, information, products, and services) can be exchanged from any part of the world. With the advent of more relaxation in FDIs in different sectors, Indian market is also opening to many foreign products and services which were not available here before. Indian economy is promising market for international companies today. And therefore foreign companies are trying their products and services here. However to understand consumer behavior one should also investigate the Consumer Ethnocentric level of the consumers. Through such research marketers may come to know if consumers are willing to accept foreign products/ services or no. Studies (Sharma et al., 1995; Bruning, 1997; Candan et al 2008; Mangnale et al 2011) found that females are more ethnocentric than males. The underlying logic is that women are more conservative, conformist (Eagly, 1978; Han, 1988) and collectivistic concerned about maintaining social harmony and positive feelings among group members (Triandis et al., 1985). However a study conducted in Pakistan (Ismail et al 2012) argued that females are less ethnocentric compared to males. This finding was supported through findings of studies (Aziz et al, 2014; Ramsaran-Fowdar, 2010) which reported that males are more ethnocentric than females. Results of a study (Renko et al, 2012) showed that there is statistically significant correlation between CE and purchase intention toward domestic products. Parts and Vida, (2013) found that high ethnocentric consumers, perceive domestic products of good quality and they tend to buy them.