
The Effect Of Tradition And Nostalgia On Regional Ethnocentrism And Edible Product Buying

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Abstract: The study as highlighted in the literature, edible product produced in a traditional manner are getting concentration in recent scenario. The reason for people concentrated in this products health concerns is one of the reason, they wish to give preference to regional products at the same time. The present study aims to investigate the regional ethnocentrism and cold press oil buying relationship, at the same time the study also investigate the indirect relationship through tradition and nostalgia. The study consist of 158 consumers as a respondents. The women respondents are majority in this research. The ages of those surveyed were below 30 years to above 50 years. To assess regional ethnocentrism, six indicators and to assess tradition and nostalgia eight indicators have been used. Cold-press oil buying frequency is assess by respondents were asked to think and specify on purchased Cold-press oil in the earlier months. And the Cold-press oil buying Willingness is assess by think and specify the likelihood to buy Cold-press oil. The study reveals that the regional ethnocentrism directly influence the cold press oil buying, and also indirectly through tradition and nostalgia.

Keywords: Buying frequency, Buying Willingness, CETSCALE, Edible product, Regional ethnocentrism.

1. INTRODUCTION:

In the present situation, numerous examinations of non-conventional goods have achieved an increasing consumer prominence (Costanigro et al.2014; Bond et al. 2008). One of the reasons why these goods are looked at is the concern for well-being. The value of inspiring the consumers for edible products is also eminent (for instance the urge to support local sustainable development or the economy) (Aurelie merle et al.2016; Meike Henseleit et al.2007). The most common edible product is Cooking oil, for our daily life. Fats and oils are recognized as essential human dietary supplements. (N.Rajaveni, M.Ramasamy) As a protective food product, in human diet edible oils are an essential part and demand of the human diet year after year, like all foodstuffs. At this point of view, people now a day's turn towards the cold pressed edible oil, as it improves the immune system and gives the natural nutritive value. Three concepts are highlighted in the literature regarding motives of buying cold press oil on the one hand, Tradition and nostalgia, (identified with product); and, on the other hand, regional ethnocentrism (related to consumer preference).

Tradition has shown the importance of regular and artisanal methods in the manufacture of edible items for customers concerned. A particular continent assignment TRUEFOOD (Valerie lengard Almli et al.2010) It concluded with a listing by the buyers from a specific continent of the traditional products: Products made of traditional are “frequently consumed or connected to certain events and/or seasons, passed down from one generation to the next, prepared in a particular manner according to their lifestyle, processes by the natural way and known for their sensory characteristics and linked to a certain region, area or country”

The Words nostalgia comes from the Greek word NOSTOS. The word nostalgia refers to a recollection of the past (Davis.et.al.1979). Nostalgia has lovely feelings to mind (Sujan et al.1993; Baumgartner et al.1992). Possible initiators of nostalgic recollections with a positive effect on the purchasing choice of customers. The similarly nostalgic effect on consumer purchasing plans may also have a major impact (Hamilton.2014). In several studies, customer preference for the product used in old days has been investigated (Pascal, David E. Sprott et al. 2002). Greater nostalgia clearly affects behaviours Prior research has revealed it (Muehling and Sprott. 2004).

Consumer ethnocentrism (Shimp, Sharma et al. 1987) were connected to “beliefs held by customers concerning the appropriateness and morals of procuring another country made products”. Several examinations, on the one hand, found an important association between this concept and the first selection of domestic goods and on the other hand a rejection of products produced in foreign. In the regional and territorial environment also consumer ethnocentrism can be studied (Fernandez-Ferrín et al. 2015; Fern_andez-Ferrín. 2013) regional ethnocentricity connected with increased evaluation and procurement of regional manufactured goods. However no study has studied the link between consumer regional ethnocentrism and tradition and nostalgia in edible products.

In this research, the investigation of the buyers' tradition and nostalgia is posed while buying cold press oil. This fact leads them to a growing preference for products of old age because those who are searching for unusual products should have the characteristics they want. The literature has not yet explored this relationship, from our best point of view.

Therefore, this study is aims:

- 1) The study aims to explore the relationship between regional ethnocentrism and Cold pressed oil buying.
- 2) The study aims to explore the consumer attitude towards tradition and nostalgia in the Cold pressed oil buying.
- 3) The study aims to explore the tradition and nostalgia relationship
- 4) The study aims to explore the mediating influence of tradition and nostalgia in relation to the Cold pressed oil buying and regional ethnocentrism.

Theoretical framework:

Regional ethnocentrism

The concept of regional ethnocentrism derives from Consumer ethnocentrism, and this concept is derived from the concept of ethnocentrism. This idea was outlined in his book by Mr.Sumner in 1906. He defines the definition as "the view of the things in which one group is the focus and the others are assessed and evaluated in relation to all (sumner,1906). Each and every group brings up their pride and vanity, blow their own trumpet, extol the divinities and looks down others with hatred.” In light of the ethnocentrism concept, (Shimp.,1984) and (Shimp,Sharma.,1987) the consumer ethnocentrism concept (to speak about customer views about the morality of the buying goods produced abroad.) And CETSCALE, a measurement scale, has developed successful psychometric features to measure the ethnocentric tendency

of United States consumer. These properties have been confirmed by using decreased adaptation of scale in three different countries like Germany, Japan and France (Netemeyer et al.,1991) the use of the CETSCALE was generalized and different variations were applied. (Guo,et.al.2017) They conducted a meta-analysis which examined the positive correlation between the level of consumer ethnocentricity and the evaluations of local products on the one hand, and the desire to buy local products on the other. The analysis carried out in India using CETSCAL shows the correlation between different demographic and ethnocentric variables in Indian purchasing (Joe Lopez,et.al.2016). The level of regional ethnocentrism is associated with greater preference for regional products as can be explained in CETSCALE at regional level (Van Ittersum, 1998), a greater buying intention (Fernandez-ferrin,et.al.2013) and a bigger refusal of produces from external region.

Tradition

The need for traditionally manufactured products could well evolve for customers as a sure conflict with the increasing globalization and industrialisation (Jordana, 2000) a traditionally manufactured product needs to be connected with region and traditions. The classification of traditional products has four dimensions. In general, production should be geographical, the gastronomic history should be connected to the product and there must be credibility (the material is used in the production) and the product should have been sold for a long time (fernandas-ferrin,2019). Consumers willing to spend additional costs on traditional products were noted (Marco costanigro,et.al.2014) . The customer expectation examined by (Luis guerrero,et.al.2009) shows the customers giving higher preference to preparation of the product. In addition to geographical distance in traditional products, consumers value the skills of small producers (Minna autio,et.al.2013) “typical products normally produced from small-scale and have beneficial effects on the local socio-economic network” (e.g. rising neighbourhood occupation and farmers' livelihood , especially in minimal provincial territories, manageability in the field of rural growth ,or detectability of the local chain for growing customer awareness of transparency) (Annalisa De Boni,et.al.2019).

Nostalgia

The word "nostalgia," which means to recall the past, is derived from the Greek word NOSTOS. In 1688 Johannes Hofer defined nostalgia as an extreme form of homesick for Swiss armed force. Nostalgia was a psychological phenomenon during the 1950s (Havlena and Holak, 1991). (Sedikides 2008; Wildschut,2006) Social psychologists have shown nostalgia as a human strength rather than an abnormal activity. Beside nostalgic situations, people remember the good relationships they had in the past, and this increases their feelings of self-positivity (Wildschut et al., 2006). Nostalgia is an advantage for us to stay close to our memories and hence is generally considered to contribute to the mental health of people (Juhl et al. 2010;Sedikides et al. 2008; Zhou et al. 2008). Past orientation enables individuals to stay attached to their heritage and gives a meaning for their personal identity. In marketing research the integration of nostalgia is relatively new (Holbrook and Schindler, 1989; Kessous, 2015). A universal definition for nostalgia in the marketing literature is "a preference (general liking, positive attitude, or favourable affect) toward objects (people, places, or things) that were more common (popular, fashionable, or widely circulated) when one was younger (in early adulthood, in adolescence, in childhood, or even before birth)" (Holbrook and Schindler 1991). If customers experience nostalgia in a consuming situation, they have a chance of procuring more (Reisenwitz, Iyer, and Cutler 2004) and to procure specifically nostalgic-felt product (Sierra and McQuitty 2007). (Sierra and McQuitty 2007) In fact, emotional and cognitive factors can simultaneously influence the purpose of

purchasing a product related to the past. (Bambauer-Sachse and Gierl 2009) The word Nostalgia affects product purchasing behaviour and the intention to purchase (Marchegiani and Phau 2011).

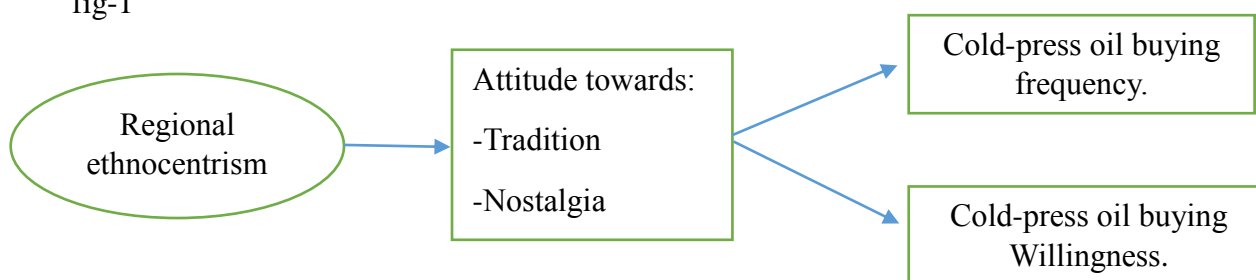
Cold pressed oil

Cooking oil is a universal commodity used as the key ingredient in our daily recipes (Kirubashini, Priyadharshini.et.al.2018). Fats and oils are known as vital nutrients in both human and animal diets. Nutritionally based are concentrated energy sources and oil-soluble vitamins A, D, E and K (N.Rajaveni and M.Ramasamy). As a protective food, edible oils form an important component of the human diet and their annual demand. Different brands of refined oils developed by intensive mechanical and chemical processes dominate the cooking oil market (N. Rajaveni, M.Ramasamy) the toxic oils contribute to inflammation of the blood and to a rise in the blood triglycerides. (Krishna Kumari, S.K.Gowthamy.et.al,2019) People used to visit oil shops 50 years ago in order to buy cold press oil in a empty bottle. Cold pressed oil, the crusher which is made from a tree of East Indian walnut, is made initially in the traditional way by removing oil from seed with wood crusher, pressed with an extremely powerful stone rolling with bullocks. During extraction, these oils are not heated and maintain the nutritional benefits and distinctive flavour and taste, when they are pressed at room temperature. No refining process is required for cold press oil our forefathers have lived a long and healthy life using this oil that gave them power, immunity and strength (Krishna Kumari, S.K.Gowthamy.et.al,2019). The nutritional properties of these oils are greater than refined oils. Nowadays Consumers aware of the worse effects of refined oil and move to the use of cold pressed oil (Krishna Kumari, S.K.Gowthamy.et.al,2019). (Kirubashini, Priyadharshini.et.al.2018) People turn a day towards the cold pressed edibles oil that strengthens the immune system, since it provides natural nutrient value.

The present study:

This literature-based investigation indicates that regional ethnocentrism includes both directly and indirectly the purchase of cold-press oil through growing concern for growth in the field, traditional methods, recollection of past memories and the traditional regional specialities. Therefore (fig-1) we propose to mediate tradition and nostalgia between the relationship among regional ethnocentrism, Cold-press oil buying frequency and Cold-press oil buying Willingness.

fig-1



2. METHODOLOGY AND ANALYSIS:

Convenience sampling method, is a non-probability sampling technique is used to select the respondents for this study in Chennai region, Tamil Nadu., a 200 questionnaires were distributed for the survey, However only 158 of them, given a completed response.

Therefore, a survey of 158 participants consists for analysis. The women respondents are majority in this research. The ages of those surveyed were below 30 years to above 50 years. Multiple regressions are proposed for mediation analysis. Regional ethnocentrism and the aspects related with tradition and nostalgia, and the Cold-press oil buying frequency and Cold-press oil buying Willingness. SPSS 20 is used to examine the relationships. In this study, regional ethnocentrism constitutes the independent variable, with the mediating variable tradition and nostalgia, Y1 is the Cold-press oil buying frequency and Y2 is Cold-press oil buying Willingness are the dependent variables.

Measurement:

The scale adopted from the reduced CETSCAL version adapted from six indicators were employed to calculate the regional ethnocentrism (Garold Lantz.et.al.1998) and (Fernandez-Ferrín.et.al.2019) on a five point Likert scale, 5 (strongly agree) to 1 (strongly disagree). The five point scale of 5 (very important) to 1 (not important) is used for the eight indicators which is the measure of tradition and nostalgia (Fernandez Ferrín.et.al.2019); (Filiep Vanhonacker,et.al.2010); (Vincent J. Pascal.et.al.2002).Cold-press oil buying frequency, respondents were asked to think and specify on 'How often you had purchased Cold-press oil in the earlier months', on a scale of 5(very often) to 1(rarely). And Cold-press oil buying Willingness, is measured by using 'The likelihood of buying this product', respondents were ask to specify on a scale of 5(Very likely) to 1(unlikely) in (Table-1) the indicators are shown.

(Table-2) shows that the positive and significant relationships between the indicators in correlation analysis.

Regional ethnocentrism.

	Median	Mode	Mean	S. D
Products from outside the region should only be bought when regional product is not available.	4.00	4	3.8	1.0
Regional product comes first and foremost.	4.00	4	4.2	.74
A true regional consumer should always buy products made in this region.	4.00	4	3.6	1.3
Regional people should not buy products from outside the region since it harms Regional producers and causes unemployment.	4.00	4	3.5	1.0
It may cost me in the long-run but I prefer to support regional product.	4.00	4	4.1	.85
Regional consumers who purchase products made in other regions are responsible for the job loss of fellow region	3.00	4	3.4	1.1
It is always best to purchase regional product.	4.00	4	3.9	.87
We should purchase product in our region in order to help the region economically.	4.00	4	4.1	.77

Factors related to tradition and nostalgia: the importance of the product

	Median	Mode	Mean	S.D
Has been produced using traditional methods in its production process	4.00	4	3.81	1.1
It should contain a story (history)	4.00	4	3.9	.87
Has been produced by small producers	4.00	4	4.3	.91
Traditional product has an authentic production process (following the original production process established when the product was developed)	4.00	4	3.94	.82
When i think about traditional product, i think about products that my parents and grandparents already used.	4.00	4	3.7	1.3
The product evokes fond memories.	4.00	3	3.84	.94
Makes me think of previous occasions.	3.00	4	3.5	1.03
The product reminds me of the positive emotional experiences	4.00	4	3.85	1.0

Buying frequency of the product	2.00	2	2.91	1.31
Buying willingness of the product	4.00	5	3.8	1.22

Table-1: Descriptives

Table- 2:
Correlation Matrix

	REM	V1	V2	V3	V4	V5	V6	V7	V8	Bu.F	Bu.W
REM	1	.433**	.473**	.408**	.470**	.376**	.352**	.334**	.406**	.289**	.462**
V1	.433**	1	.693**	.629**	.302**	.289**	.217**	.349**	.413**	.284**	.324**
V2	.473**	.693**	1	.628**	.401**	.350**	.321**	.366**	.516**	.301**	.418**
V3	.408**	.629**	.628**	1	.421**	.356**	.270**	.374**	.543**	.251**	.455**
V4	.470**	.302**	.401**	.421**	1	.563**	.431**	.401**	.382**	.170*	.409**
V5	.376**	.289**	.350**	.356**	.563**	1	.553**	.325**	.428**	.162*	.356**
V6	.352**	.217**	.321**	.270**	.431**	.553**	1	.412**	.288**	.258**	.349**
V7	.334**	.349**	.366**	.374**	.401**	.325**	.412**	1	.375**	.199*	.354**
V8	.406**	.413**	.516**	.543**	.382**	.428**	.288**	.375**	1	.363**	.554**
BuF	.289**	.284**	.301**	.251**	.170*	.152*	.258**	.199*	.363**	1	.429**
BuW	.462**	.324**	.418**	.455**	.409**	.356**	.349**	.354**	.554**	.429**	1

*p <0.05, **p <0.01

Table-3: Coefficients for the mediating effect of Regional ethnocentrism on Cold-press oil buying frequency and Cold-press oil buying Willingness.

Y ₁ - Regional ethnocentrism ▶ Tradition and nostalgia ▶ Cold-press oil buying frequency					
Testing paths	B	SE	95%	β	Sr ²
(Path - c) DV is Cold-press oil buying frequency					
R ² =.14 ; F= 14.22 p <.01					
REM	.070	.021	.033, .107	0.289	8.4%
(Path - a) DV is tradition and nostalgia					
R ² =.34 ; F= 79.34 p <.01					
REM	.688	.170	.535, .841	.581	34%
(Path - b and c) DV is (Y ₁)Regional ethnocentrism ▶ Tradition and nostalgia ▶ Cold-press oil buying frequency					
R ² =.142 ; F= 12.78 p <.01					
REM	.028	.022	.015, .121	.117	1.7%
M	.061	.029	.024, .174	.296	6.1%
Total a*b				.172	
Y ₂ - Regional ethnocentrism ▶ Tradition and nostalgia ▶ Cold-press oil buying willingness					
Testing paths	B	SE	95%	β	Sr ²
(Path - c) DV is Cold-press oil buying Willingness					
R ² =.21 ; F= 42.34 p <.01					
REM	.105	.016	.073, .137	0.462	21%
(Path - a) DV is tradition and nostalgia					
R ² =.34 ; F= 79.34 p <.01					
REM	.688	.170	.535, .841	.581	33%
(Path - b and c) DV is (Y ₂) Regional ethnocentrism ▶ Tradition and nostalgia ▶ Cold-press oil buying Willingness					
R ² =.40 ; F= 44.45 p <.01					
REM	.042	.018	.017, .102	.185	3%
M	.091	.015	.062, .121	.477	17%
Total a*b				.277	

DV= Dependent Variable.

REM= Regional ethnocentrism.

M= Tradition and nostalgia

3. RESULTS:

Table-1 shows that, In a five point scale for regional ethnocentrism mean scores below 4.22. The highest scoring indicator is 'Regional product comes first and foremost.'(M=4.2 ;SD=.74). The lowest with the (M=3.4;SD=1.1) is 'Regional consumers who purchase products made in other regions are responsible for the job loss of fellow region '

The indicators associated with tradition and nostalgia, of product have been: (1) Has been produced by small producers (M= 4.3,SD=.91). (2) It should contain a story (history) (M= 3.97,SD=.87). (3) Traditional product has an authentic production process (following the original production process established when the product was developed) (M= 3.94,SD=.82). (4) The product reminds me of the positive emotional experiences (M= 3.85,SD=1.0). (5) The product evokes fond memories. (M= 3.84,SD=.94). (6) Has been produced using traditional methods in its production process (M= 3.81,SD=1.1). (7) When i think about traditional product, i think about products that my parents and grandparents already used (M= 3.7,SD=1.3). (8) Makes me think of previous occasions (M= 3.5, SD=1.03).

The mean scores of Cold-press oil buying frequency ($M=2.91, SD=1.3$). And Cold-press oil buying willingness ($M=3.8, SD=1.2$).

The findings of the mediation analysis as shown in (table-3): (1) Regional consumer ethnocentrism is strongly related to the consumer's attitude towards tradition and nostalgia aspects in Cold-press oil buying ($a = .58, p < .01$) and similarly, this variables is positively identified with cold press oil buying ($b_1 = .17, p < .01$), ($b_2 = .27, p < .01$) and (2) although the two significant direct effects for the regional ethnocentrism and Cold-press oil buying frequency ($c_1 = .28, p < .01$), and the regional ethnocentrism and Cold-press oil buying willingness ($c_2 = .46, p < 0.01$). Both the direct and indirect effects of regional consumer ethnocentrism has shown in the table-3, including the confidence intervals.

4. CONCLUSION:

The direct impact of regional ethnocentrism on consumer buying behaviour and the indirect impact of regional ethnocentrism on buying behaviour with the mediator tradition and nostalgia, are attempt to predict. 158 response were used to predict these in Chennai region in Tamil Nadu, India. The women respondents are majority in this research. The ages of those surveyed were below 30 years to above 50 years. P value shows that the significant relationship among the variables and the values are positive as shown in the result. Thus the analysis indicate that dependent variable Cold-press oil buying frequency and Cold-press oil buying willingness is directly influenced by independent variable regional ethnocentrism. The result has also found with the mediating effect of tradition and nostalgia in the dependent variable Cold-press oil buying frequency and Cold-press oil buying willingness is indirectly influenced by independent variable regional ethnocentrism. Consumers show a more interested in aspects which are related to nostalgia and tradition of the product, when they show a higher degree of regional ethnocentrism. At the same time the Cold-press oil buying frequency and the Cold-press oil buying willingness were identified with this. The result reveals that the regional ethnocentrism directly influence the cold press oil buying, and also indirectly through tradition and nostalgia. All the objectives of this research were predicted. Based on the findings, the impact of regional ethnocentrism on consumer buying behaviour both directly and indirectly was predicted successfully. Future research can investigate with other mediating variables, such as ethnicity and regional identity in the association of regional ethnocentrism with other products in different regions.

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