

Swadeshi within the Framework of Ethnocentrism in the Health and Wellness Sector

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Abstract - The concepts of satyagraha and swadeshi play an essential role in Gandhi's approach to life. Gandhi believed that the whole of man's actions constituted a single, inseparable totality. The main aim of the study is Swadeshi Within the Framework of Ethnocentrism in The Health and Wellness Sector. The researcher has employed the non-probability sampling techniques of purposeful and convenience sampling for this study. Indians today still hold on to their cultural traditions, despite living in a globalized and modern society.

Keywords - Satyagrah, Ethnocentrism, Health, cultural, globalized, swadeshi

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INTRODUCTION

The concepts of satyagraha and swadeshi play an essential role in Gandhi's approach to life. Gandhi believed that the whole of man's actions constituted a single, inseparable totality. It is impossible to divide life into impenetrable categories such as the social, economic, political, or religious spheres, amongst others. Therefore, the thoughts and concepts that he formed during his unrelenting experimentation with truth were an effort to combine the diverse facets of existence. The idea of swadeshi did not make an exception to this rule. It was not only a theory about the economy. The idea of swadeshi included each facet of a person's existence. Even though Gandhi presented the idea of swadeshi in the context of India's fight for independence, the notion of swadeshi is applicable to many other contexts. He attained swaraj for India via the usage of swadeshi. The nonviolent uprising that led to India's independence served as a model for several other revolutions that took place in other regions of the world. Swaraj via swadeshi is a notion that has worldwide applicability, and it is something that people may model themselves after in their fight for independence. One of the eleven oaths that Gandhi recommended people take in order to live a satyagraha style of life, this was one of them. In this study, an effort has been made to comprehend Gandhi's idea of swadeshi and the ways in which it manifests itself in significant aspects of human existence. As a general principle, swadeshi encompasses almost every facet of human existence, including all an individual's ideas, conceptions, techniques, and projects. Nevertheless, the scope of this study has been restricted to include just some domains, such as economic, political, social, religious,

educational, and health domains. In the first place, we shall investigate Gandhi's concept of swadeshi.

Global Market For Handicrafts

Handicrafts are unique manifestations of a specific culture or society achieved by the skillful application of local artisans and the utilisation of native resources. However, as a result of greater globalisation, items are increasingly being commoditized, and craftsmen are finding that their wares must compete with commodities originating from all over the globe. It is no longer viable to examine traditional artisan communities and the items they produce in a vacuum, apart from the trends and competitiveness of global markets. The market for home accessories is far bigger than just handicrafts; it also includes things that are semi handcrafted and goods that are created entirely by machine. The market for home accessories is heavily driven by current fashion trends, consumer spending habits, and the economic climate in end markets. Those who want to export their items have a difficult problem since, in many instances, craftsmen are unaware of the end markets to whom their products are being sold. The reaction of customers who purchase handicrafts is difficult to anticipate and lends itself less readily to study and generalisation than the reaction of customers who purchase other types of items. In a society that is becoming more globalised and commoditized, consumers buy handicrafts because they desire to

feel linked with the original traditions and cultures of the products they purchase.

LITERATURE REVIEW

Shah, Nimesh (2022) The article's goal is to provide light on the significance of visual narratives in advertising by analyzing the representation of women in the context of the promotion of tea culture in colonial India. India is one of the world's oldest kingdoms, and each successive era has brought with it technological advancements, social advances, and economic changes. Art, literature, music, and advertising all reflect the cultural climate of their respective eras. As a huge consumer market, India offers a wide variety of items across several categories, including some centuries-old brands. Promotion of goods relies heavily on advertising. To take TEA as an example, before India's independence, tea culture was promoted via a variety of media; promotional activities and propaganda played a significant role; and commercials for tea successfully depicted the evolving role of women. Numerous artifacts attest to a sea change in the way women are depicted in advertisements for the tea industry. Provocative influences from the West were having an effect on India, expanding the creative potential of the country and helping to reframe the way Indian women are portrayed.

T.G, Saji (2020) This study analyzes how the various components of the marketing mix affected the evaluations and opinions of Patanjali Ayurved by its target audience. The empirical method is a two-step statistical procedure: first, an exploratory factor framework condenses a large number of marketing mix variables into a small number of summary factors; second, the impact of these factors on consumers' ratings is estimated using the ordinary least square (OLS) method of cross-section regression. The research shows that patrons have very favorable impressions about Patanjali Ayurved. The research recommends that Patanjali increase their market share in India by introducing new products and significantly improving their current product lines in terms of price, quality, and performance. Furthermore, Patanjali can create new market space to challenge the hegemony of multinational brands in a rapidly expanding FMCG market space of India by employing a logically designed strategic framework covering the extensive distribution network; extended product range; diversified product mix, and more efficient strategic alliances with other retailers.

Varman, Rohit & Sreekumar, Hari (2016) Modern ideas and methods in marketing, as well as the underlying philosophies that drive them, may be traced back to the social and economic environments of the West, and more specifically the United States and Europe. As a result of the West's cultural hegemony, ideals like individualism and rationality infiltrated the field of marketing. Much of marketing theory is Eurocentric, therefore information relevant to situations like India's has been ignored. Westfall and Boyd, Jr.

(1960) said in an early article for the Journal of Marketing that Indian marketing techniques needed to be "modernized" since they were not "developed" enough. Academics in India's marketing field have turned to Western sources, particularly the United States, in response to criticisms like these. As could be expected, these ideas and methods seldom reflected the reality of the Indian economy or the preferences of Indian customers. This is especially perplexing given that India, like many other countries, has a long tradition of marketplaces and marketing. There is obviously a need to close this informational chasm concerning the rest of the globe.

METHODOLOGY

Sampling Methods

The researcher has employed the non-probability sampling techniques of purposeful and convenience sampling for this study. Purposive sampling was utilized to choose a specific set of female samples to analyze the buying habits of Wellness product consumers. This approach is particularly helpful for research since it is less costly, takes less time, and relies on the researcher's judgment to make sample choices, all of which contribute to a homogeneous sample. Convenience sampling, the second kind of sampling employed, allows researchers to pick sample units based on factors like proximity to the study site and the ease with which they can get relevant data. For these reasons, the researcher has used these two sample techniques.

Reliability

"The capacity of a scale to reliably provide accurate results is known as reliability. It indicates how well the scale can be relied upon to provide consistent results when used repeatedly. The goodness-of-fit between indicators and the underlying concept is what matters most for hidden variables. Cronbach's alpha is used to verify reliability. Internal consistency may be quantified using Cronbach's alpha. A construct's internal consistency may be evaluated in this way. A dependability alpha of 0.7 would suggest high quality. All constructs in this instance have dependability scores greater than 0.7. Therefore, Table 1 provides evidence of dependability.

Table 1: Reliability of Different Constructs

Construct	No. of Items	α score
Xenophobia	3	0.720
Collectivism	4	0.769
Conservatism	4	0.793
Patriotism	4	0.781
Consumer preference	8	0.700

Validity Test

The capacity of an instrument to provide reliable findings is what is meant by its validity. It indicates how well the measuring device works for its intended purpose. A measuring instrument's validity is its reliability. The findings are suspect and wrong if the scale has not been verified or is not valid. Lawshe's (1975) suggestions for calculating a validity index and confirming validity are applied in the present investigation. The level of consensus among experts on the importance of a certain factor may be determined with the use of this approach. Experts are asked to rate each item on a scale from "essential," "useful but not essential," and "not necessary," as suggested by Lawshe (1975). If the CVR value is more than 0.741 (for =0.05, a two-tailed test, and 7 experts), then the instrument may be considered legitimate, as determined by Wilson et al. (2012), who revised the crucial values of Lawshe's Content Validity Ratio. According to Venkataraman (2022), the following table displays the opinions of seven specialists on all seven factors. Overall, the Content Validity Index is 0.892, which is above the required threshold 0.741, so the validity of the instrument/questionnaire is supported (Tables 3.2 and 3.3). This is because all experts perceived the content of the question and response options to each question of the variable to be ESSENTIAL (hence CVR is 1) except for three variables, wherein, the expert found the contents NOT NECESSARY, hence CVR was 0.75.

$$CVR = \frac{n_e - \frac{N}{2}}{\frac{N}{2}}$$

ne =number of experts saying Essential, N=number of experts CVI (content validity index) is the average of CVRs X=ESSENTIAL, NN=Not Necessary

Table 2: Variables Under Study

VARIABLES
1: Patriotism
2: Xenophobia
3: Conservatism
4: Collectivism

Table 3: Content Validity Ratio and Content Validity Index

Variable	Expert 1	Expert2	Expert3	Expert 4	Expert5	Expert 6	Expert 7	CVR
V1	x	x	x	x	X	x	x	1
V2	x	x	x	x	X	x	x	1
V3	x	x	x	x	X	x	x	1
V4	x	x	x	NN	X	x	x	0.75
V5	x	x	x	x	X	x	x	1
V6	x	x	x	x	NN	x	x	0.75
V7	NN	x	x	x	X	x	x	0.75
							CVI	0.89

RESULTS

Assessing the Path Model

To quantitatively verify the hypothetical model is one of the primary goals of the research. Spiritual leaders, collectivism, conservatism, xenophobia, and the Swadeshi movement are the five explanatory factors. Patriotism is the mediator between the independent variable of consumer preference and the dependent variable of patriotism.

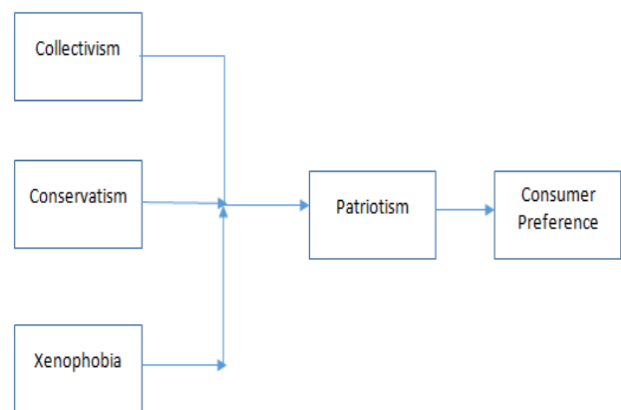


Figure 1: Path Model-Wellness

The model shown in Figure 4.1 shows both the direct and indirect connections. This model is predicated on the assumptions that:

1. One, Patriotism will benefit from the rise of Collectivism, Conservatism, Xenophobia, and the Swadeshi Movement.
2. There will be a favorable effect on consumer preferences from the rise of collectivism, conservatism, xenophobia, and the Swadeshi Movement.
3. Third, patriotism will serve as a mediator between other ideologies and consumer preferences, including collectivism, conservatism, xenophobia, and the Swadeshi Movement.

Assessing the Model Fit

Table 4: Assessing the Model Fit

Fit indices	Observed	Criteria of acceptable fit	Result
CMIN/DF (Minimum discrepancy as indexed chi-square)	0.476	Less than 5	Good fit
CFI (Comparative fit index)	1	More than 0.9 for good fit, between 0.9 to 0.8 for borderline fit	Good fit
GFI (Goodness of fit index)	0.999		Good fit
AGFI (Adjusted Goodness of Fit)	0.983	More than 0.5	Good fit
RMSEA (Root Mean Square error of approximation)	0	Less than 0.08 for adequate fit, between 0.08 and less than 0.1 for borderline fit	Good fit

Table 4.1 shows that five fit indices were calculated to analyze the goodness of fit between the hypothetical and the sample data. All of the fit indices point toward a rather close match between the hypothetical model and the data. Table 4.2.

Path analysis for Wellness Sector

Table 5: Regression Analysis for Wellness Sector

Dependent variable	Path	Independent variable	Regression weight	S.E.	C.R.	P	Label
Patriotism	←	Collectivism	0.341	0.08	4.42	***	Sig.
Patriotism	←	Xenophobia	0.2	0.06	3.18	0	Sig.
Consumer Preference	←	Patriotism	0.117	0.05	2.24	0.03	Sig.
Consumer Preference	←	Collectivism	0.129	0.07	1.76	0.08	Sig.
Consumer Preference	←	Xenophobia	0.138	0.05	2.68	0.01	Sig.
Consumer Preference	←	Conservatism	0.227	0.08	2.92	0	Sig.

Table 6: Evaluation of Mediation Patriotism's Moderating Role

Path	Direct effect	Indirect effect	Result
Xenophobia Consumer Preference	$\beta = 0.156$	$\beta = 0.026$	No Mediation
	P=0.007	P=0.046	
Conservatism Consumer Preference	$\beta = 0.216$	$\beta = 0.000$	No Mediation
	P=0.004	P= --	
Collectivism Consumer Preference	$\beta = 0.135$	$\beta = 0.042$	Full Mediation
	P=0.126	P=0.038	

According to Table 4.3 from Shavkatovna & Shavkatovna (2019), patriotism has a high correlation with the Swadeshi Movement, collectivism has a high correlation with patriotism, and spiritual leaders have a high correlation with consumer choice. The fact that the P values for all of the aforementioned variables are less than 0.05 demonstrates that they all influence consumers' choices. Figure 4.2 shows the resulting SEM model.

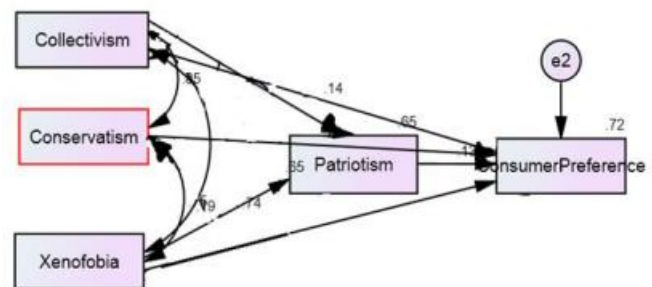


Figure 3: Sem Model for Wellness Sector

CONCLUSION

Indians today still hold on to their cultural traditions, despite living in a globalized and modern society. Consumers' ethnocentric attitudes help explain the success of Swadeshi Branding's marketing strategies. Because of their ethnocentrism, the general public favors Swadeshi Brands. People in this research exhibit both collectivism and conservatism. The respondents' patriotism was affected by their xenophobic attitudes. Consumers' desire for Swadeshi brands is influenced more by patriotism than the reverse. Preference for Swadeshi brands is affected by collectivism as well. A person's level of conservatism influences how they feel about Swadeshi products. Because of their appreciation for their ancestors' cultures, ethnic Swadeshi consumers tend to choose Swadeshi-made goods. Preference for Swadeshi brands is affected by xenophobia as well. Ethnocentric bias causes people to have a lot of love for their own country's produce.

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