

STUDY OF PURCHASING ATTITUDE WITH REFERENCE TO CONSUMER ETHNOCENTRISM

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ABSTRACT

Purpose: Main objective of this research paper is to study of purchasing attitude with reference to consumer ethnocentrism in Surat region.

Design: This research design is descriptive using a non-probability convenience sampling method. Survey was conducted on a sample of 250 consumers through developing online structured questionnaire.

Findings: Majority of consumers are more likely to consider the image of the country of origin when making purchasing decisions. Price, quality, ease of availability, availability of after sales services and previous experience were affecting purchasing decisions.

Research limitations/implications: With this study researcher tried to establish a relationship between consumer ethnocentrism attitude and demand for domestic products.

Contribution and value-add: This study would enhance consumer ethnocentrism attitude where research on consumer ethnocentrism is still not popular. The research study attempts on the background to develop positive attitude towards domestic goods or “local for vocal” theme in India.

Key words: Consumer ethnocentrism, CETSCALE

I. INTRODUCTION

Presently all consumers have availability to domestic markets and many foreign products. The decision of the consumer depends on the brand image and the country of origin. The influence of the country of origin is very important to establish the link between consumer ethnocentrism and domestic brand preferences. In developing countries, consumers prefer to buy a local product that has a reputed brand image. Depending on the type of domestic or foreign market, ethnocentrism is crucial for the consumer to make decisions about what to buy and of which country. Ethno-consumerism affects foreign and domestic markets; But the domestic market has more impact. Ethnic consumers believe that buying foreign products affects the local economy and can lead to a decline in employment and economy as whole. Consumers may have different perceptions towards the product.

Ethnocentrism is a decisive factor in the division between members of different races, ethnicities and religious groups. It is the belief that one ethnic group is

better than another. Domestic centered individuals believe that they are better than other individuals simply for reasons based on their heritage. Ethnocentrism is also used in the social sciences and anthropology to describe the act of judging another culture and to assume that the values and norms of one culture are the best - especially in terms of language, behavior, customs and religion. It is the act of believing that one's culture is superior to other cultures.

The main reason is that ethnic-centric consumers who prefer to consume local products instead of foreign ones want to boost the own country's economy as well as encourage local producers in that particular country. Consumer ethnocentrism is also one of the factors that can influence the purchase of national products over foreign products. Till date, there have been very few studies that have focused on the impact of consumer ethnicity on the purchase. Research on consumer ethnicity in India is still in its infancy. Such a study is needed in developing countries like India to advance the understanding of ethnocentrism in domestic marketing. Nowadays, consumers can use different products from other countries. Products from every country are readily available to enhance global competition. Therefore, it needs to survive in a competitive environment that has forced the local company to focus on understanding its target markets and its domestic buying intentions. This understanding of customer behavior helps marketers formulate appropriate marketing strategies.

Consumer ethnocentrism arises from the general psychological concept of ethnocentrism. Individuals with a gender-centric mindset see their group as superior to others who do not have a gender-centric mindset. They tend to evaluate other groups from their own point of view, they reject a group with a different approach or opinion. Ethno-consumerism also studies consumer perceptions of products from other countries, and ethnocentrism considers the purchase of products other than the local country to be inappropriate and unethical. The ethnic development of the consumer negatively affects the attitude of the consumer towards the imported products and the purpose of purchase. The causes and manifestations of ethnocentrism can take many different forms. One type of interpretation depends on the personality factor. Other forms are contextual or situational, such as losing a job due to cutting off intellectual competition from a neighboring country or group. The most dangerous negative aspects of ethnic centrisism often manifest themselves throughout history in the form of violent conflicts, wars and slavery.

The term "country of origin" refers to the country of manufacture or production or the plant that grows from it. The country that produces the product has an effect on the production situation and the trade mark. The product originates on the basis of the risk calculated for the product and serves as a strategic location for the

product in the market. The effect of the bucket is not related to the specific result and to the level of tension in the fabrication. Considering the strong relationship between the commercial image of the product and the country of origin, the maximum negative effects. And with that, to avoid the negative consumer about the product, it is necessary to relate the consumer's perception of the product to the source. It has an effect on the production of products and the determination of the original channels. Consumers choose the products that are bestowed on them at the expense of the product. Related to the trademark image and the origin of the structure based on operating concepts in the market.

Management from a customer perspective is important to establish an effective branding position. Therefore, the product in the market becomes important for the customers when the position of the brand is strong and the brand has a unique connection with other products. Brand equity is the primary goal that motivates marketers to market a particular product. Since the brand image is primarily based on the consumer's perspective, the marketer has very little control over this issue. The market position of product items varies according to individual characteristics, desired goals and customer values. However, external factors influence the position of the brand in the market. These factors include competition, social issues, and cultural issues in economics.

The image displayed by the origin of the product affects its quality according to the taste and preferences of the customer. This affects product reliability, product safety and product performance. If consumers products and personalities are similar, consumers develop a tendency to consume more products. When there is a large negative bias towards the country of origin of a particular product, consumption will decrease as consumers avoid consuming such products. Consumer decisions about the consumption of certain products have a negative or positive effect on the brand image. This shows the relationship between the brand image and the country of origin. Some countries have a high brand image while others have a low brand image, depending on the preferences of the customers and the taste of different products.

International positioning raises various challenges in the market. Most consumers in the market use the brand's country of origin in their assessment of new products in the market. When new products are introduced in the market, consumer attitudes towards purchasing that product depend on the place of manufacture and brand positioning of that product. In this case, brand image does not play a significant role in determining consumer preference. Consumers consider the country of origin when making their final decisions. Product images can be negatively affected when new products are introduced to the market. This happens before customers are familiar with the brand name.

This study examined the country in which a product is manufactured, its brand image, the product evaluation and consumer ethnocentrism. A comparison among the factors was made and the effectiveness of each factor was analyzed. A model was established that elaborates the relationships between the factors. This study is a progression from the study by Shimp & Sharma (1987) that develop the construct namely "Consumer Ethnocentric Tendencies Scale (CETSCALE)" and assessed the reliability, validity and dimensionality of the same in an American market. Consumers who are not ethnocentric they would like to evaluate products on their merits other than their country of origin (Shimp & Sharma, 1987).

II. LITERATURE REVIEW

Shimp & Sharma (1987), argues that while a large number of American consumers are willing to consider foreign-made goods as an alternative to domestic products, some consumers refuse to buy imported products and influence other consumers to do the same, claiming that imported goods puts Americans out of work, hurts the economy negatively, and is patriotic. They developed a construction called the "Consumer Ethnocentric Tendencies Scale (CETSCALE)" to measure consumer ethnicity among Americans. They found ethnocentric trends and whether home buying and use would be prudent in future promotions. Consumer ethnocentrism will provide a meaningful basis for market segmentation.

Akdogan et al. (2012), a proposed study in Turkey to examine the impact of consumer ethnicity and consumer hostility towards U.S. products and whether the impact is mediated by consumer loyalty. They used a 17-item likert scale called CETSCALE on a 7-point scale and conducted a survey on 500 respondents. They found that consumer animosity increased for the consumer ethnicity sample (Turkish consumer). The study also found that both consumer ethnicity and hostility have a negative effect on repurchase. According to the results, customer loyalty may not be an important factor in mediating between customer animosity and the purpose of repurchase towards US products.

Alsughair Abdulrahman (2015), a proposed study to provide an integrated review of the antecedents and consequences of consumer racism. An integrated structure and a detailed summary table are provided in the four categories, including socio-psychological, political, economic and demographic. It can be used by international marketing managers for their segmentation and target marketing strategies. This literature survey provides an integrated framework for timely review and current research on consumer ethnicity, its predecessors and results. This study contributes to the marketing discipline by integrating a large body of research on an important international marketing topic.

Cheng Lu Wang Zhen Xiong Chen, (2004), proposed study to examine the central roles and clear use of quality judgment of domestic products in relation between the ethnic centrality of consumers and the desire to purchase domestic products in the context of a developing country, namely the People's Republic of China. The total sample size was 800 and the sample was surveyed through personal visits to four major cities in China. They used a 17-item likert scale called CETSCALE on a 17 point scale. The results support the assumption that the effect of ethnicity on consumers' desire to buy household products is weaker when consumers view them as inferior, or when consumers have high clear consumption values.

C. Min Han and Chen Guo (2018), a proposed study to investigate how the value of consumer ethnocentrism (CET) and ethnocentric marketing affects consumer buying intentions for domestic and foreign brands in China. This study examines how the consumer value of individualism and collectivism (IC) affects racial preference behavior. They conducted an online survey in Shanghai with a customer panel of 400 individuals, 200 each for students and office workers. They conducted an experimental study on 220 Chinese people using fictional advertisements for four walking shoe brands and three smart phone brands. The study found that CET value has a moderate effect on consumer buying intentions for foreign brands, while it has a strong impact on consumer purchases of domestic brands. In addition, the findings suggest that ethnic advertising may not promote the purchase of a local brand, but may discourage the purchase of a foreign brand. More significantly, individualistic consumers were found to show greater preference for foreign brands and their brand preferences were less affected by CET value and ethnic advertising.

Du Yu (2014), argued that it is necessary to investigate the causes of CE and its effects on attitudes and behavior among Chinese consumers. They found that consumer agility had a positive effect on the CE of young consumers, although they gradually became more liberal, and collectivism had a relatively strong effect on their CE. They also found that CE has a strong influence on the intent to purchase mobile phones and home appliances, but not on automobiles. This experimental result means that the purpose of purchasing CE has a different effect depending on the category of product. This means that people cannot predict the positive impact of CE on the purpose of purchasing all products.

Maxon Marina Tomic et al. (2019), argued that with the globalization of markets, consumers are increasingly facing a wide range of domestic and foreign products. One of the elements influencing local purchasing choices compared to foreign products is consumer racial attitudes. The main purpose is to determine the drivers of regular purchases of domestic wine using the extended model of consumer ethnocentrism of the theory of planned behavior. A total of 315 Croatian wine

buyers approached through a face-to-face survey using a systematic sample. The data were analyzed using structural equation modeling by partial list squares. They found that consumer ethnicity has a strong and positive effect on attitudes towards local liquor purchases, while attitudes have a partial moderation effect on the relationship between consumer ethnicity and local wine buying intentions. They found that the trend has the strongest effect on the intention to buy domestic wine, while the intention is the strongest predictor of regular purchase of domestic wine.

III. RESEARCH METHODOLOGY

There are some research gaps in studying the concept of consumer ethnocentrism in the past; with particular reference to its demand for “vocal for local aspects” of present. Many studies have been conducted to study general intentions towards consumer ethnocentrism but it become older now. The aim of this research study is to study general as well as personal intentions towards consumer ethnocentrism. The study based on the belief that the general intentions and personal intentions towards consumer ethnocentrism may be different among individuals.

Problem Statement: Nowadays the construct of consumer ethnocentrism has received large attention among marketing practitioners and researchers in national as well as international. However in India, research on consumer ethnocentrism is still in its infancy, there is a need to conduct more research on consumer ethnocentrism in order to study consumers’ purchasing intention towards domestic products.

Research Objectives:

- a. **Primary objective:** To study of purchasing attitude with reference to consumer ethnocentrism in Surat region.
- b. **Secondary objective:** To study customer perception towards factors affecting while purchasing consumer durables.

Research Design: Research design is a description of the research plan, structure and implementation. Try searching in the form of a research survey. Here this research study is descriptive, attempts to study customer ethnocentrism attitude in Surat region. A structured questionnaire was used to collect data for the survey.

Sampling Design

- **Population of the study:** The target population was people residing in the Surat region.
- **Sampling method:** The non-probability convenience sampling method was used.

- **Sampling area:** Surat region.
- **Study size & population:** The sample comprised 250 consumers.
- **Sampling Method:** Structured questionnaire was developed through literature study. The respondents in the sample were given a questionnaire included CETSCALE (the original scale replaced by references to India). The respondents were asked to indicate their extent of agreement with various statements describing ethnocentric attitude on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).
- **Method of Data Collection**
 - a. **Primary data collection:** Total 250 consumers from Surat region surveyed for the study to know their attitude towards consumer ethnocentrism or favoring domestic products while purchasing.
 - b. **Secondary data collection:** Secondary data was collected through the literature study and internet. It includes books, journals, websites, previous research theses, and published and unpublished materials consisting of brochures, pamphlets, brochures, manual notes, project reports etc.

Instrument design and measures: The structured questionnaire include demographic variables included gender, age, education, income and area of residence, personal intentions towards consumer ethnocentrism, general intention of the respondents towards consumer ethnocentrism. Instrument contains the 17 statements scale developed by Shimp and Sharma (1987) for studying consumer ethnocentrism into a measurable construct was used. All items for this scale were measured using a seven-point Likert-type scale in which 1 = strongly disagree and 7 = strongly agree.

Data analysis: Appropriate SPSS statistical tools and techniques were used for the research study. Thus, accurate statistical tests like reliability analysis mean study and frequency study was used after the data collection. SPSS was used for statistical analysis of data.

IV. DATA ANALYSIS AND FINDINGS

Reliability Analysis: -

Reliability refers to the fact that if the scale gives consistent results, if the measurement is repeated several times another way to look at the reliability is that two people, who are similar in terms of construction criteria, should meet the same score. Analysis on reliability is called reliability analysis. Reliability analysis is determined by obtaining the proportion of systematic variation in the scale, which can be done by determining the connection between the scores obtained

from different administrations of the scale. Thus, if the connection in the reliability analysis is also high, the scale gives consistent results and is therefore reliable.

Cronbach was concerned with the reliability criteria for the test or instrument that can be obtained from a single administration that offers practical difficulties in obtaining test-retest data and he later tested equivalence criteria as opposed to tests such as test stability (lack of change over time). Is (whether different sets of test items will give the same measurement results) Does the analysis of the two parts give comparable results.

The minimum allowable value for Cronbach's Alpha CA 0.70; Below this value the internal consistency of the normal range is low, meanwhile, the maximum expected value is 0.90; This value is considered as redundancy or duplication above is an alpha value between 0.80 and 0.90 is usually preferred.

It is important to note that the value of alpha is directly influenced by the number of items that make up the scale.

The alpha coefficient of Cronbach is both an innate property of the response patterns of the population studied, without any typical ladder in itself; It is possible, the alpha value varies depending on the population in the scale: therefore, in studies where there is a scale the alpha coefficient of the Cronbach is more reliable when calculated on a scale of twenty items or less. The main criteria that are measured. Alpha value has good relevance in other studies.

Reliability Statistics

Cronbach's Alpha .827, N of Items 57

Alpha values were described as excellent (0.93-0.94), strong (0.91-0.93), reliable (0.84-0.90), strong (0.81), fairly high (0.76-0.95), high (0.73-0.95), good (0.71-0.91), Relatively High (0.70-0.77), Slightly Low (0.68), Reasonable (0.67-0.87), Relevant (0.64-0.85), Average (0.61-0.65), Acceptable (0.58-0.97), Acceptable (0.45 -0.98)), adequate (0.45-0.96), unsatisfactory (0.4-0.55) and low (0.11).

Frequency study

In present, Do you consider "country of origin" at the time of taking purchasing decision?

YES	199
NO	51
TOTAL	250

From the above data, it can be interpreted that majority consumers are likely to consider country of origin image while making purchasing decisions.

Primary objective: Th primary objective is to study of purchasing attitude with reference to consumer ethnocentrism in Surat region.

From the table no 2 (**CETSCALE Statements**) it can be interpreted that for some statements customers' responses are not near to agree or strongly agree. Statements listed below for which their responses are near to neutral or agree.

- Any person purchasing foreign-made products is considering as non-Indian.
- It is not right to purchase foreign products, because it puts Indians out of jobs.
- Curbs and restrictions should be put on all imports.
- Foreigners should not be allowed to put their products on our markets.
- Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work.

From the table no-3 (**Statements for personal purchase intention**) consisting statements for personal intentions to purchase domestic product, it can be interpreted that for some factors customers' were not near to agree or strongly agree. Statements listed below for which their responses are near to neutral or agree.

- I will ready to wait till Indian brands available again in case of non availability.
- I will refuse to purchase a product without knowing its country of origin.
- If product is less expensive, then i will never look for country of origin.

Secondary objective: To study customer perception towards factors affecting while purchasing consumer durables.

To know this scale on factors importance is given, where 1= highly unimportant and 7= highly important.

From the table no-4 (**Factors affecting purchase of consumer durables**) it can be interpreted that factors like price, quality, easy availability, availability of after sales services and previous experience held most important while making purchase decisions.

Other findings:

A. Which source of purchasing you mostly prefer?

Local shops	137
Online purchasing	32
Super markets	39
Specialized stores	42

From the above data, can interpret that majority people likely to purchase product from local shops compare to other source of purchasing.

B. Which brand of consumer durables you are using?

From the table no-5 (**Brand preference for purchasing consumer durables**), it can be interpreted that for consumer durable products majority consumer using foreign brands. It is a major point of study to know the factors behind their buying decisions with regards to foreign brands.

C. Give your preference on factors for comparing products based on country of origin.

From the table no-6 (**Factors affecting favoring Indian and foreign products**), it can be interpreted that for only two factors namely “quality” and “brand image and reputation” consumer believes that foreign products are more preferential compare to Indian products.

V. CONCLUSION

This study examines general motives as well as individual motives towards consumer ethnicity. Researchers try to study important factors from a consumer perspective when buying consumer durables. Here the researcher tries to know the opinion from the personal and general point of view towards the domestic product. The researcher concludes that consumer responses to some statements of general purpose and personal purpose are close to being neutral or agreeable. The modern marketer and the government should ensure the interests of consumers, or create a conducive environment to promote domestic products. The study also found that people in the Surat region also agreed to favor local products.

VI. THE FUTURE SCOPE OF THE STUDY

Future research studies will be conducted to find out the relationship between high level of consumer ethnicity and consumers with more favorable response in favor of Indian products. The positive correlation between consumer racism and perceptions for products produced in India can be explained in the context of racism. Future studies are also proposed to study whether the purchasing process, consumers with a high level of ethnicity more often search for country-origin brand and manufacturer name.

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TABLE NO-1: RESPONDENTS' PROFILE

GENDER	Fre	OCCUPATION	Fre
Male	128	Self employed	18
Female	122	Professional	120
AGE		Student	33
Less than 20	22	Businessman	15
21-25	73	Housewife	3
26-30	56	Service	62
31-35	55	FAMILY SIZE	
36-40	27	Less than or equal to 3	28
41-45	13	4-6	199
46-50	2	6-9	14
More than 51	2	More than or equal to 10	18
EDUCATION LEVEL		RESIDENT AREA	
Less than or equal to HSC	33	Urban	161
Graduate	92	Semi-urban	59
Post graduate	101	Rural	39
Doctorate	33		
MARRITAL STATUS			
Married	110		
Unmarried	149		

TABLE NO-2: GETSCALE STATEMENTS

CETSCALE Statements	Mean
Indian people should always buy India-made products instead of imports.	5.80
Only those products that are unavailable in the India should be imported.	5.64
Buy India-made products is strategy to keep India working.	5.34
Indian products, first, last, and foremost.	5.13
Any person purchasing foreign-made products is considering as non-Indian.	4.06
It is not right to purchase foreign products, because it puts Indians out of jobs.	4.21
A real Indian should always buy India-made products.	5.25
We should purchase products manufactured in India instead of letting other countries get rich off us.	5.67
It is always best to purchase Indian products.	5.99
There should be very little trading or purchasing of goods from foreign countries unless out of necessity.	5.68
Indians should not buy foreign products, because this hurts Indian business and causes unemployment.	4.95
Curbs and restrictions should be put on all imports.	4.93
Even if it may cost me in the long-run but I prefer to support Indian products.	5.27
Foreigners should not be allowed to put their products on our markets.	4.40
Foreign products should be taxed heavily to reduce their entry into Indian market.	5.40
We should buy from foreign countries only those products that we cannot obtain within our own country.	5.81
Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work.	4.33

TABLE NO-3: STATEMENTS FOR PERSONAL PURCHASE INTENTION

Statements for personal purchase intention	Mean
I would like to use only Indian brand regularly.	5.76
I will prefer Indian brands as my first choice.	5.61
I will not buy other brands if Indian brand is available at the store.	5.99
I would like to recommend only Indian brand to my friends and family members.	5.66
I will ready to wait till Indian brands available again in case of non availability.	4.31
I will shift from using foreign brands products to Indian brands products.	5.87
Before making purchases, now i will look for country of origin of the product.	5.75
I will ready to purchase Indian brand goods, even if available with the high price.	5.40
When a lot of equivalent products are available, I would prioritize to purchase the Indian product.	5.61
I will trust brand instead of its place of origin.	5.12
I will refuse to purchase a product without knowing its country of origin	4.95

If product is less expensive, then i will never look for country of origin.	4.20
I feel that, Products made in India are usually a good value for the money.	5.83
If the quality of products is the same, I will buy Indian products.	6.26

TABLE NO-4: FACTORS AFFECTING PURCHASE OF CONSUMER DURABLES

Factors	Mean
Price of the product	5.62
Credit facility	4.40
Country of origin effect	4.75
Quality	6.25
Easy availability	5.59
Demonstration	4.87
Brand Image	5.37
Spokesperson	3.33
Promotional Offers	4.51
Availability of after sales services	5.92
Recommendations from others	4.88
Reputation of the manufacturer	5.41
Past Experience	5.92

TABLE NO-5: BRAND PREFERENCE FOR PURCHASING CONSUMER DURABLES

	Major brand preferences for	Not using product
Air-conditioner	LG, Lloyd	86
Refrigerators	LG, Samsung, Whirlpool	10
Washing machine	IFB, LG, Samsung, Whirlpool	73
Microwave oven	IFB, LG, Samsung	145
Television	LG, Samsung, Sony	0
Mobile	Redmi, Samsung, Vivo	0
Laptop	Dell, HP, Lenovo	64
Digital camera	Canon, Sony	163
Audio Speaker	JBL, Intex, Sony	121

TABLE NO-6: FACTORS AFFECTING FAVORING INDIAN AND FOREIGN PRODUCTS

Factors	Indian Products	Foreign Products
Price	204	55
Quality	134	125
Discount and offers	197	62
Brand image and reputation	121	138
Celebrity endorsement	195	64
After sales services	196	63
Credit facility	198	61

Authors Profile

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