

Local Brands through Ethnic Perspectives: Evidence from Selected Ethnic Communities of Assam

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Abstract: Market ethnography has emerged as an emerging domain of academic inquiry. This study endeavors to elucidate the perceptions of distinct ethnic communities regarding local brands. Employing an exploratory research design coupled with the initial immersion technique, the study was conducted among three prominent ethnic groups in Assam namely the Rabhas, Bodos, and Mishings. A representative sample of 400 respondents from each community was meticulously chosen via the convenience sampling method. Local confectionaries were utilized as stimuli for the research. To capture the respondents' perceptions, attitudinal statements were crafted and administered through a structured interview schedule. The collected data were subsequently processed using Multiple Discriminant Analysis to derive insightful conclusions. The findings unveiled nuanced perceptions across the three communities. The Rabha community regards local brands as notably fresh, deeply intertwined with familial traditions, and preferred for their bespoke availability. The Bodo community, on the other hand, associates local brands with cultural heritage and predominantly utilizes them during festive occasions. Whereas, the Mishing community perceives local brands as widely embraced, easily accessible, and economically viable within their socio-cultural milieu. The study offers invaluable insights for marketers, paving the way for informed policymaking and strategic communication efforts to effectively promote local brands within these specific ethnic cohorts.

Keywords: Brand, Ethnic, Luxurious, Local, National, Perception

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