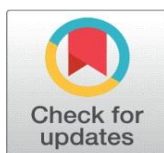
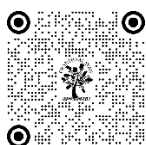


# A STUDY ON ETHNOCENTRIC ATTITUDE OF SOJOURNER WHILE IN THE HOST COUNTRY AND HOME COUNTRY

S. Vignesh<sup>1</sup>, Dr. R. S. Thangeswari<sup>2</sup>

<sup>1</sup>Full-Time Ph. D Research Scholar (Reg No 21212101011001), PG and Research Department of Commerce, Kamaraj College, Thoothukudi, (Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu) Tamilnadu, India

<sup>2</sup>Associate Professor and Head, PG and Research Department of Commerce, Kamaraj College, Thoothukudi, (Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu) Tamilnadu, India



## ABSTRACT

In this study, the researcher examines the state of consumer ethnocentrism of non-immigrants in India. The spotlight of this study is to find out the consumers' ethnocentric tendencies, especially among those foreign students who reside in India during the research study time. To collect primary data from the respondent questionnaires were used. For the betterment of education every academic year India acquires many students from different nations. When purchasing any goods in India, what will their priority will be? With the view to find the answer to this question, the researcher develops this study. Due to LPG we the consumers are enjoying goods from various countries. Foreign goods are available in the Indian market. Ethnocentrism means providing priority to the ethno goods i.e., own nation goods. This research will enlighten the fact whether foreign students are ethnocentric or not in their host country.

## DOI

[10.29121/shodhkosh.v5.i6.2024.2142](https://doi.org/10.29121/shodhkosh.v5.i6.2024.2142)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Copyright:** © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.

**Keywords:** Ethnocentrism, Sojourner, International Perspective, Behavior



## 1. INTRODUCTION

India is one of the largest markets in the world which consists variety of consumers and any company focuses on its product line without any restriction. Factors like different regions, religions, languages, cultures, beliefs, norms, communities, castes, etc. make India unique for marketers. A host of foreign-branded goods are now easily available in the Indian market. The concomitant decrease in import duties of goods has paved the way for the entry of companies among others, from Germany, France, the US, Korea, Japan, and China (Kinra, 2006).

Since Indian markets are filled with foreign companies as well as domestic company goods, there is fair trade competition between them. It is their marketing strategies that attract customers. However, MNC companies shall not affect ethnocentric consumers' buying behavior, and domestic companies shall not affect xenocentric consumers' buying behavior. Both are contradicted with each other.

In this study, the researcher examines the state of consumer ethnocentrism of non-immigrants in India. The spotlight of this study is to find out the consumers' ethnocentric tendencies, especially among those foreign students who reside in India during the research study time.



To collect primary data from the respondents questionnaires were used by the researcher. For the betterment of education every academic year India acquires several students from different nations. While purchasing any goods in India, what will their priority be? With the view to find the answer to this question, the researcher develops this study.

## 2. OBJECTIVES OF THE STUDY

- The primary objective of the study is to measure the ethnocentric tendency of non-immigrants in India.
- To study the perceived risks and problems faced by nonimmigrant consumers in India
- The secondary objective of the study is to analyze the researcher's assumption that place of living won't affect the ethnocentric attitude of ethnocentric consumers.
- To test the assumption that there is no significant relationship between place of residence and ethnocentric attitude.

## 3. RESEARCH METHODOLOGY

The research regarding consumer buying behavior would fall under descriptive research because this study just wants to draw the picture of the topic as what are the factors that influence consumers to shop in India This study adopts a quantitative method. According to Creswell, time is a vital attribute for decision-making while selecting research methods. Saunder, Lewis, and Thornhil suggest that quantitative research can be faster as compared to qualitative, as it is possible to forecast the schedule, whereas qualitative can be relatively long in duration. Normally research projects are done for academic purposes and are time-limited. Hence quantitative approach has been adopted.

## 4. DATA COLLECTION

Primary data plays an important role in the field of analytics. Secondary data plays an important role in base preparation. The primary data was collected from the respondents directly with the help of web-based questions in Google Forms through a cloud-based data manner. The secondary data was collected from books journals and websites.

## 5. DATA PROCESSING

The survey link was disseminated through email and social media. we have 149 responses in a spreadsheet which are being organized and analyzed by a colleague who specializes in such data analysis we decided to use Google Forms. Because it seemed quite easy to build the questionnaire overall the team thinks it is a good resource and worked just fine we needed.

## 6. SAMPLING TECHNIQUE

The data has been collected in Chennai which is the fourth largest Metropolitan City in India. The sampling technique is the choice of a subset of people from among the huge population. A purposive sampling technique under non-probability has been adopted. This type of sampling involves the researcher using their judgment to select a sample that is most useful to the purpose of the research. The Population of the research is non-immigrant in India and keeping in view the limitation of time and resources it was decided to take the sample of 149 respondents. An interview schedule was designed specially to find out the factors influencing consumer buying behavior significantly among the sojourners in India during the period of the study. In this study, a simple percentage analysis was used for this analysis. To test the hypothesis chi-square test was used.

## 7. ETHNOCENTRIC ATTITUDE OF RESPONDENTS

The following table 1.1 shows the ethnocentric attitude of respondents

**Table No 1.1: Ethnocentric attitude of respondents**

ETHNOCENTRIC CONSUMER ATTITUDE	MEAN	SD	STATUS
1. In My Country people should always buy domestic-made products instead of imports.	3.872	3.472	AGREE
2. Only those products that are unavailable in my country should be imported.	3.691	3.328	NEUTRAL
3. Buy domestic-made products. Keeps my country working?	3.765	3.374	NEUTRAL
4. Domestic products, first, last, and foremost.	3.671	3.279	NEUTRAL
5. Purchasing foreign-made products is not my country peoples attitude.	3.443	3.104	NEUTRAL
6. It is not right to purchase foreign products	3.275	2.976	NEUTRAL
7. A real country folks should buy domestic-made products.	3.685	3.275	NEUTRAL
8. We should purchase products manufactured in our country instead of letting other countries get rich off us.	3.698	3.318	NEUTRAL

9. It is always best to purchase domestic products.	3.597	3.225	NEUTRAL
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	3.705	3.318	NEUTRAL
11. My country's people should not buy foreign products, because this hurts my country's business and causes unemployment.	3.497	3.147	NEUTRAL
12. Restriction should be put on all imports.	3.47	3.091	NEUTRAL
13. It may cost me in the long run but I prefer to support domestic products.	3.765	3.352	NEUTRAL
14. Foreigners should not be allowed to put their products in our markets.	3.463	3.122	NEUTRAL
15. Foreign products should be taxed heavily to reduce their entry into my country.	3.577	3.24	NEUTRAL
16. We should only buy abroad what we cannot buy in our home country.	3.893	3.485	AGREE
17. In My country consumers who purchase products made in other countries are responsible for putting their fellow nationality out of work.	3.638	3.263	NEUTRAL

Source: Primary Data

## 8. INTERPRETATION

From the above table 1.1, all 17 statements, estimating consumers' attitudes to their country products got higher approval from the respondents (the mean ranges from 2.75 to 3.80). This confirms that the respondents' attitudes towards reliability, the naturalness of their ethnic products, and their prices are more positive than negative.

## 9. TESTING HYPOTHESIS

The following null research hypothesis has been taken for the study. With collected data analysis was made by using the chi-square method for testing the hypothesis.

**'H<sub>0</sub>: There is no significant relationship between place of resident and ethnocentric attitude.'**

The following table 1.2 shows respondents' ethnocentric attitudes from an international perspective.

**Table No 1.2. Respondents' ethnocentric attitude under international perspective**

	Ethnocentric in Host Country	Non-Ethnocentric in Host Country	Total
Ethnocentric in Home Country	63	51	114
Non-Ethnocentric in Home Country	13	22	35
Total	76	73	149

Source: Primary Data

## 10. CHI-SQUARE TEST CALCULATION

Level of Freedom = 0.05: Degree of Freedom (N-1) = 4-1 = 3: Critical Value = 7.82: Calculated chi square value < Critical Value: 3.52 < 7.82. From the calculation, it can be concluded that there is no significant relationship between the place of residence and the ethnocentric attitude of consumers. Ethnocentric consumers always play the role of ethnocentric consumers, no matter where they live.

## 11. MAJOR INSIGHTS

The goal of this thesis was to synthesize the current literature on the nonimmigrant consumer ethnocentrism tendency and to estimate the size of these relationships between the home country and the host country.

Generally, sojourners visit India for three major causes, i.e. education, tourism, and employment. It was observed that 60 % of respondents are visiting India for education, 21% of the respondents are visiting India for employment purposes and 18% of the respondents are visiting India for tourism purposes.

Irrespective of the place of residence ethnocentric consumers are acting as an ethnocentric consumers. The majority 76% and 51% of the consumers are ethnocentric in their home country and host country respectively. The most impact factor that induces them to act accordingly is good quality goods at a reasonable cost. They are addressing the same positive factors both in the home and host country. Making the goods available at a similar price is one of the strategies of MNC Company. Here it is evident that consumers are their loyal brands here in India also at a reasonable cost.

From the study, it was observed that estimating consumers' attitudes to their country products got higher approval of the respondents (the mean ranges from 2.75 to 3.80). This confirms that the respondents' attitudes towards reliability,

the naturalness of their ethnic products, and their prices are more positive than negative. It was found that there is no significant relationship between consumer ethnocentrism and the place of residence of the consumer.

## **12. SUGGESTIONS**

Nonimmigrant consumers in India are not ethnocentric when there is no availability of their country's goods when there is a high price over the product and when they are satisfied with Indian company goods. Here it is suggested that the Indian government may impose a high tax on foreign company goods and enrich the quality of the domestic company goods. It was found that there is a chance for capturing market share in any country by capturing the loyal nonimmigrants in India. After their stay in India, they will look over Indian company goods in their country market, so that we can enlarge the market size of Indian company goods.

## **13. CONCLUSION**

The research proves that the majority of the respondents are country-loyal irrespective of the place they are residing. This research paper has given a study of the patterns of nonimmigrant consumer behavior (restricted to India). It has helped to understand better the minds of the consumer while purchasing products from international designer brands giving relevance to the Country of origin. It also explores Indian attitudes towards foreign brands. The data from the study suggests positive ethnocentrism in nonimmigrants provided they get good quality brands at considerable price.

## **CONFLICT OF INTERESTS**

None.

## **ACKNOWLEDGMENTS**

None.

## **REFERENCES**

- Erdogan, B. Zafer. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291-314.
- Evanschitzky H., Wangenheim F., Woisetschläger D., Blut M. (2008). "Consumer ethnocentrism in German market", *International Marketing Review*, 25 (1): 7-32.
- Klein J.G., Ettenson R., Krishnan. B.C., 2006, Extending the construct of consumer ethnocentrism: when foreign products are preferred, *International Marketing Review*, 23 (3), 304-321.
- Makanyeza, C. & Du Toit, F., 2016, 'Measuring consumer ethnocentrism: An assessment of reliability, validity, and dimensionality of the CETSCALE in a developing market', *Journal of African Business* 17(2), 188-208. <https://doi.org/10.1080/15228916.2016.1138270>.
- Ngueyn T.D., Nguyen T.T.M., Barret.N.J., 2008, Consumer ethnocentrism, cultural sensitivity and intention to purchase local products – evidence from Vietnam, *Journal of Consumer Behavior*, 7, 88-100.