



INFLUENCE OF XENOCENTRISM ON PURCHASE INTENTIONS OF THE CUSTOMERS IN THOOTHUKUDI CITY

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ABSTRACT:

As globalization continues to shape customer preferences and behaviours, the phenomenon of xenocentrism emerges as a significant factor influencing purchase decisions. Consumer segments in different countries have generated a propensity to prefer imported products regardless of price and accessibility. This tendency of foreign products can be found in developing and emerging countries as well as in developed countries. When customers exhibit xenocentrism, they may more likely to choose products or services from foreign countries over local options and may perceive products from other countries as having higher quality compared to local one. This perception can develop from various factors like reputation, brand image or even cultural biases. This study aims to explore the impact of xenocentrism on customers' perception of product quality, brand image and prestige associated with foreign products. Understanding xenocentrism allows the domestic businesses to develop their products, create effective marketing strategies, enter into new markets and gain a competitive advantage. The aim of this research is to find out the influence of Xenocentrism which affects the customers buying behaviour. This study also analyses the Xenocentric mindset of the customers and the reason for this Xenocentric buying behaviour. This study will examined how Xenocentrism influence customers' choice, preference, purchase behaviour towards country origin products.

KEYWORDS: Xenocentrism, Customers' purchase behaviour, Foreign products preference, Foreign culture, Customers intentions.

INTRODUCTION:

Xenocentrism is derived from the greek root word Xeno, pronounced, “Zee-No” which means “Stranger” or “Foreign guest”. Xenocentrism is the opposite of ethnocentrism, referring to the preference for or idealization of foreign cultures, values, and products over one's own. It involves valuing external perspectives and often involves a critical view of one's own culture. Xenocentrism can influence various aspects of society, such as consumer choices, aesthetics, and societal norms. Xenocentrism can influence customers' purchase intentions in several ways. Individuals affected by xenocentrism may be drawn to foreign products or brands due to a perceived superiority or uniqueness associated with goods from other cultures. The appeal might be rooted in the belief that foreign products possess higher quality, style, or innovation compared to those from their own culture. Additionally, the desire to adopt foreign trends or conform to global standards can drive customers influenced by xenocentrism to choose products aligned with international preferences. Marketing strategies emphasizing the exotic or sophisticated nature of foreign offerings can further enhance the impact of xenocentrism on consumer choices. Xenocentrism shapes purchase intentions by fostering a preference for foreign products perceived as superior, stylish, or aligned with global trends. This study examines of how individuals' preferences for foreign cultures, values, and products impact their decision-making process when making purchases. This study seeks to explore the psychological and socio cultural factors underlying xenocentrism and its potential implications on consumer behavior. By investigating the ways in which xenocentrism shapes perceptions of product desirability, quality, and appeal, the research aims to contribute valuable insights to the field of marketing and consumer studies. Understanding the dynamics between xenocentrism and purchase intention is crucial for businesses and marketers aiming to navigate the complexities of a globalized marketplace.

OBJECTIVES:

- To identify the xenocentric factors which influence the customers’ purchasing behaviour.
- To know the customers’ expectations towards Indian products.
- To analyse the reasons for the failure of Indian origin brands.
- To offer various suggestions for the improvement of domestic brands.
- To figure out the strategies adopted by the foreign brands.



- To examine the relationship between influence of origin of product and frequency of their purchase.
- To know the relationship between foreign products superiority and level of support towards local products.

RESEARCH METHODOLOGY:

Sampling Design	Convenience Sampling
Period of Study	January – March 2024
Data Used	Primary and Secondary
Test for analysis	Percentage Analysis Method Garrett Ranking Techniques Likert scaling Techniques Chi –Square Test

LIMITATIONS OF THE STUDY:

Though best efforts were taken to minimise the limitations, still the study is not free from limitations. Therefore limitations are

1. The study covers only the city of Thoothukudi. So the results may not applied to other areas.
2. The whole population of respondents could not be approachable.
3. While collecting primary data biasedness of respondents in answering the questions was abarrier.
4. Reliability and accuracy of the study depends on the respondents’ openness and trueness towards answering each question in the questionnaire.

RESULTS AND DISCUSSION:

Frequency of purchase influenced by foreign culture

Opinion	No .of Respondents	Percentage (%)
Rarely	22	18
Occasionally	56	47
Frequently	24	20
Always	18	15
Total	120	100

Source: Primary Data

Inference: It is inferred from the above table that 18% of the respondents are rarely purchase products from foreign brands influenced by foreign culture, 47% occasionally, 20% frequently and 15% always.

Thus the majority of the respondents i.e.,47% are occasionally purchase products from foreign brands influenced by foreign culture.

Opinion about foreign products superiority

Opinion	No. of Respondents	Percentage (%)
Not at all	9	7
A Little	26	22
Moderately	60	50
A Lot	25	21
Total	120	100

Source: Primary Data

Inference: The above table infers that 7% of the respondents are not at all believe that foreign made products are superior to local products, 22% little, 50% moderately, 21% a lot.

Thus the most of the respondents i.e., 50% moderately believe that foreign made products are superior to local products.

Opinion about perceived product quality of certain countries

Opinion	No .of Respondents	Percentage (%)
Yes	108	90
No	12	10
Total	120	100

Source: Primary Data

Inference: It is inferred from the above table that 90% of the respondents associate certain countries with high product quality and 10% of the respondents are not.

Thus the majority of the respondents i.e., 90% associate certain countries with high product quality.

Ranking of Reasons for the failure of Indian origin brands

Reasons	1	2	3	4	5	6	7	8	9
Lack of marketing and promotions	4050	690	1240	560	350	176	152	62	247
Outdated technology	1620	4209	1364	224	250	-	190	31	38
Lack of standard quality	2349	1725	2852	336	200	220	38	124	-
Lack of customer service	405	552	682	3192	550	352	304	155	133

Wrong market positioning	162	276	372	784	2850	528	342	186	190
Inadequate market research	81	207	124	616	650	2552	342	465	152
High prices	162	207	372	336	500	792	2242	279	133
Not addressing actual customer needs	486	276	248	168	250	484	570	1829	247
Refurbished Products	405	138	186	504	400	176	380	589	1140

Source: Primary Data

Total Score	Mean Score	Rank
7527	62.73	III
7926	66.05	I
7844	65.37	II
6325	52.71	IV
5690	47.42	V
5189	43.24	VI
5023	41.86	VII
4558	37.98	VIII
3918	32.65	IX

Inference: The above table infers that the respondents ranked outdated technology as I followed by Lack of standard quality, Lack of marketing and promotions, Lack of customer service, Wrong market positioning, Inadequate market research, High Prices, Not addressing actual customer needs, Refurbished products.

Thus, Outdated Technology is ranked as I for the failure of Indian Origin Brands.

Chi-squareTest of Significance between Perceived superiority and Level of support towards local products

Null Hypothesis (Ho):

There is no significant relationship between perceived superiority and level of support towards local products.

Alternative Hypothesis (H1):

There is a significant relationship between perceived superiority and level of support towards local products.

$$\chi^2 = \Sigma ((O - E)^2 / E)$$

Perceived Superiority /Level of support	Very Likely	Neutral	Very Unlikely	It depends on the product	Total
Not at all	5	4	0	0	9
A little	6	11	1	8	26
Moderately	9	27	3	21	60
A lot	2	7	2	14	25
Total	22	49	6	43	120

Rows& Column	O	E	(O - E)²	((O - E)² / E)
R1C1	5	1.65	11.22	6.8
R1C2	4	3.68	0.102	0.028
R1C3	0	0.45	0.203	0.45
R1C4	0	3.23	10.43	3.23

R2C1	6	4.76	1.54	0.324
R2C2	11	10.6	0.16	0.015
R2C3	1	1.3	0.09	0.069
R2C4	8	9.32	1.74	0.19
R3C1	9	11	4	0.36
R3C2	27	24.5	6.25	0.255
R3C3	3	3	0	0
R3C4	21	21.5	0.25	0.01
R4C1	2	4.58	6.66	1.45
R4C2	7	10.21	10.30	1.01
R4C3	2	1.25	0.56	0.45
R4C4	14	8.96	25.4	2.83
				17.47

The Chi-Square Calculated Value = 17.47

Degree of freedom (df) = (c-1)(r-1)

$$= (4-1)(4-1)$$

$$= (3)(3)$$

$$df = 9$$

Table Value: $\chi^2_{0.05} = 16.9$

Inference: The table value for 9 degrees of freedom at 5% level of significance is 16.9. It is found that the calculated value i.e., 17.47 is greater than the table value. Therefore, the Null Hypothesis (Ho) is rejected. Hence it is concluded that there is a significant relationship between perceived superiority and level of support towards local products.

FINDINGS:

- From the data collected 47% of the respondents Occasionally purchase products from foreign brands influenced by foreign culture.
- The most of the respondents i.e., 61% of them have chosen a product specifically because it was associated with a foreign culture.

- From the data collected, 50% of the respondents are moderately believe foreign made products are superior to local products.
- It is evident that the respondents have indicated that “Outdated Technology” was the top priority among reasons for the failure of Indian Origin Brand and so has been ranked first with the highest Garrett mean score of 66.05.
- It is observed from the Chi-square test that there is a significant relationship between Foreign products superiority and level of support towards local products.

SUGGESTIONS:

- ✓ Domestic product manufacturers should focus on quality and should update with technological features . This is only possible with R&D.
- ✓ Customers perceived that foreign products are unique; Concentration should be given on product uniqueness and features that differentiate local products from foreign ones. At this juncture, Domestic seller should adopt suitable marketing strategies like customisation, sustainability and heritage.
- ✓ In order to break the influence of product origin on perceived quality, a clear correlation between price and quality for local products, showing that their higher prices reflect superior quality and craftsmanship.
- ✓ Local product Manufactures should invest in quality assurance measures to ensure that domestic products meet international standards, addressing concerns about perceived quality.
- ✓ Customers should educate about the benefits of supporting domestic industries, including the advantage on the economy, job opportunities and cultural identity.

CONCLUSION:

In this competitive business world, it is important for the businesses to understand the customer buying behaviour. Understanding the customer buying behaviour is challenging one. Understanding the factors that influence the consumer’s purchasing decisions will help the business to identify customers exact needs and wants and to create products and services that meet their needs and desires.

Perceived Quality, Technological features, Attractive advertisements, Social Status, Brand Loyalty influence customer and induce them to buy foreign origin products. Admiring other countries ideas, values, culture, beliefs than their own, resulted in



discouraging local manufacturing products, reduce interest in local origin products and degrading one own country's values, beliefs, ideas. Xenocentrism foster challenges to the local manufacturing industries and increase a healthy competition between local company and a foreign company in a Global business. Local businesses should improve products quality, update with latest technology in order to sustain their businesses in the long run.

It is important for the developing economies to maintain a balance between cross cultural understandings. The impact of Xenocentrism is both positive and Negative. It encourages openness to diversity and can lead to innovation. This research study can be concluded based on the idea that Xenocentrism influencing customer purchase intentions and explain their purchase behaviour towards foreign branded products influenced by foreign culture.

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