

PROJECT REPORT

ON

**“EXPLORING THE INFLUENCE OF CULTURAL OPENNESS ON
CONSUMER ETHNOCENTRISM WITH SPECIAL REFERENCE TO
YOUTUBE VIDEO CONSUMPTION”**

*Submitted in partial fulfilment of the requirements for the award of degree of
Master of commerce of the University of Calicut*

Submitted by

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2022-2024

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2.	Title of the Thesis/paper	Exploring the influence of Cultural Openness on Consumer Ethnocentrism with Special Reference to YouTube Video Consumption		
3.	Name of the supervisor	Dr. Sefiya K M		
4.	Category	/ Master's Thesis		
5.	Department/institution	Research Department Of Commerce		
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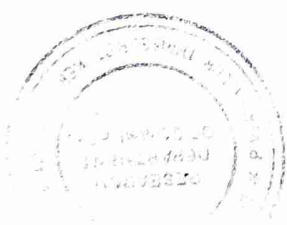


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This is to certify that the project report entitled “**EXPLORING THE INFLUENCE OF CULTURAL OPENNESS ON CONSUMER ETHNOCENTRISM WITH SPECIAL REFERENCE TO YOUTUBE VIDEO CONSUMPTION**” is a bonafide record of project work carried out by **THASNI K M** in partial fulfilment of her Master of Commerce of the University of Calicut.

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DECLARATION

I, **THASNI K M**, hereby declare that report entitled “**EXPLORING THE INFLUENCE OF CULTURAL OPENNESS ON CONSUMER ETHNOCENTRISM WITH SPECIAL REFERENCE TO YOUTUBE VIDEO CONSUMPTION**” is bonafide record of project work carried out by me under the supervision and guidance of **Dr. SEFIYA K M** Assistant Professor, M.E. S Asmabi College P. Vemballur. The information and data given in the report is authentic to the best of my knowledge.

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ACKNOWLEDGMENT

*First of all, I am thankful to **GOD**, the Almighty for all his blessings showered upon me throughout my life and his grace, I could successfully complete the project work.*

*I am especially thankful to my project guide **Dr. SEFIYA K.M**, Assistant Professor of Research Department of Commerce, M.E.S Asmabi College, for her timely advice & farsighted and reflective supervision throughout the study and for the preparation of the project report.*

*I wish to express my sincere gratitude to **Smt, CHITHRA P**, Head of the Research Department of Commerce, M.E.S Asmabi College for the valuable suggestions and help.*

*I express my sincere gratitude to **Dr. A. BIJU**, the Principal of M.E.S Asmabi College, P. Vemballur, for the supportive research environment he always sustained in the department.*

*I express my gratitude to **Mrs.SALIHA P. I**, the librarian of M.E.S Asmabi College, P. Vemballur, for her support and timely guidance.*

I am grateful to the selected respondents who cooperated with me at the time of the survey.

I wish to express my sincere gratitude to all my teachers and non- teaching staff, for their motivation, support and guidance throughout the preparation of this project.

Finally, I express my sincere thanks to my parents, friends and relatives for them constant support and encouragement throughout the preparation of this project report.

THASNI K M

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CHAPTER I
INTRODUCTION

1.1 INTRODUCTION

In today's globalized society, the relationship between culture and consumer behavior has become a focal point for both researchers and marketers. Central to this discussion is consumer ethnocentrism, the inclination of individuals to favor products from their own country over those from other nations. This preference significantly influences purchasing decisions and is especially pertinent in the digital age, where platforms like YouTube enable widespread exposure to global cultures.

This study seeks to investigate how exposure to diverse cultural content on YouTube shapes individuals' attitudes and behaviors, particularly regarding consumer ethnocentrism – the inclination to prefer domestic products to foreign ones, rooted in cultural identity and national pride. By examining the impact of cultural openness on consumer ethnocentrism within the context of YouTube video consumption, this research aims to illuminate a relatively unexplored aspect of consumer behavior in the digital era.

Ultimately, this study aims to uncover the mechanisms through which cultural openness, as reflected in YouTube consumption patterns, influences individuals' preferences for domestic or foreign content. By deciphering these dynamics, marketers, content creators, and policymakers can gain valuable insights to better tailor their offerings to meet the evolving needs and preferences of an increasingly diverse and interconnected consumer audience.

Consumer ethnocentrism (CE) influences whether consumers prefer domestic or foreign products, especially impacting their willingness to purchase foreign goods. (Silili & Karunaratna, 2014).

This research aims to examine Indian consumers' attitudes towards domestic and foreign products by exploring their ethnocentric tendencies. It seeks to identify the factors influencing these tendencies, their impact on preferences for domestic versus foreign products and services, and how perceived economic threat might affect the link between ethnocentrism and these attitudes. (Kumar, Fair Hurst, & Kim, 2011).

1.2 STATEMENT OF THE PROBLEM

Consumer ethnocentrism, commonly defined as the preference for products made domestically over those from foreign origins, has been extensively examined in marketing literature. Nevertheless, there has been limited exploration into how cultural openness influences consumer ethnocentrism, especially within the domain of online video consumption. Given the exponential growth of digital platforms like YouTube, which offer a plethora of content representing diverse cultural backgrounds, it is imperative for marketers and content creators to grasp how cultural openness affects consumer attitudes toward foreign content. This study aims to bridge this gap by investigating the correlation between cultural openness and consumer ethnocentrism in the context of YouTube video consumption.

1.3 OBJECTIVES OF THE STUDY

1. To assess the gender based differences in cultural openness and consumer ethnocentrism.
2. To examine the influence of age on cultural openness and consumer ethnocentrism.
3. To explore the correlation between cultural openness and consumer ethnocentrism.

1.4 SIGNIFICANCE OF THE STUDY

The importance of investigating how Cultural Openness Affects Consumer ethnocentrism, particularly in the context of YouTube video consumption, is to grasp how people's cultural inclinations influence their choices and actions in today's interconnected digital world. This exploration allows researchers to uncover how platforms such as YouTube shape cultural views, advocate for diversity, and possibly lessen biases. Such insights can guide marketers, content producers, and policymakers in crafting approaches that promote openness and inclusivity online, thus advancing cross-cultural comprehension and unity.

1.5 SCOPE OF THE STUDY

The scope of studying the influence of Cultural Openness on Consumer ethnocentrism concerning YouTube Video Consumption involves exploring how individuals' receptiveness to diverse cultures impact their inclination towards ethnocentrism, particularly within the realm of YouTube content consumption. This includes examining aspects like viewers' cultural backgrounds, content preferences, and engagement behaviors on the platform. The study was conducted in the Thrissur district, focusing on all age groups. The sample size of this study is 100.

1.6 HYPOTHESES

H1: There is no significant difference between male and female regarding cultural openness and consumer ethnocentrism.

H2: There is no significant difference in cultural openness and consumer ethnocentrism across different age groups.

H3: there is no significant correlation between cultural openness and consumer ethnocentrism.

1.7 REASEARCH METHODOLOGY

1.7.1 Research design

The study is descriptive and empirical in nature.

1.7.2 Type of data is used

Primary data for the study collected through questionnaires using Google form.

1.7.3 Tools for data collection

Questionnaires are used to collect the data.

1.7.4 Questionnaire construction

The questionnaire is constructed by using scales of previous studies. 5-point Likert scales were used for this study.

1.7.5 Population of the study

Consumers of YouTube videos constitute the population.

1.7.6 Sampling technique

Non probability sampling is used.

1.7.7 Sampling method

The convenience sampling method is used.

1.7.8 Sample size

The sample size is 100

1.7.9 Tools for data analysis

Independent sample t-test, ANOVA, correlation, percentage analysis was used for analyzing the data. The analyses were done using Jamovi 2.3.28

1.7.10 Period of the study

The study was conducted during the period between January 2023 to June 2024.

1.7.11 Variables used in the study

Consumer Ethnocentrism and cultural openness were variables used in the study.

1.8 LIMITATIONS OF THE STUDY

1. The study primarily focuses on the relationship between cultural openness and consumer ethnocentrism in the context of YouTube video consumption. However, there may be other factors or variables that could influence these constructs, which were not explored in this study.
2. The study appears to be cross-sectional, capturing data at a single point in time. A longitudinal study design could provide more insights into how cultural openness and consumer ethnocentrism may change or evolve over time, particularly in relation to exposure to diverse YouTube content.
3. The data collected through a structured questionnaire may be subject to response bias, where respondents provide socially desirable answers or responses that do not accurately reflect their true perceptions.

1.9 CHAPTERISATION

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Theoretical framework

Chapter IV: Data Analysis and Interpretation

Chapter V: Findings, Suggestion and Conclusion

CHAPTER II
REVIEW OF LITERATURE

2. REVIEW OF LITERATURE

1. **Wang (2023):** Explored the fusion of high art and popular culture through a detailed examination of Chinese hip-hop, investigating the taste preferences of young enthusiasts. Conducting 42 interviews, the research reveals a cultural openness to foreign influences, emphasizing the role of hybridity and innovation as markers of cultural capital within the Chinese middle class. Despite this openness, respondents strategically reject vulgar themes, aligning their hip-hop preferences with societal values of civility. The findings contribute to understanding how young Chinese hip-hop fans navigate global influences while shaping their taste in accordance with cultural authenticity and societal norms.
2. **Lee & Robb (2022):** Examined the relationships between cultural openness, world-mindedness (WMD), product-country image (PCI), and the purchase intentions of South African consumers, particularly regarding smartphones from South Korea and China. Utilizing a survey of 355 South African consumers, the research employs multivariate analysis and structural modelling to explore these dynamics. Findings reveal that cultural openness and WMD enhance PCI and intention to buy Korean smartphones, while only WMD influences these factors for Chinese smartphones. The study underscores PCI's significant impact on purchase intentions for both countries' products. These insights offer practical marketing strategies for businesses targeting the South African market and contribute to the understanding of the country-of-origin effect in a multicultural African context.
3. **Zdravković & Gašević (2022):** Investigated the effect of consumer ethnocentrism, cosmopolitanism, and cultural intelligence on consumer perception of foreign brands in the global market. The findings reveal a negative influence of ethnocentrism and positive effects of cosmopolitanism and cultural awareness on attitudes, leading to increased consumer loyalty to foreign brands. The research, conducted in Serbia, utilizes a survey method to gather quantitative data, successfully addressing the complex interplay of these factors. The identification of key drivers and the focus on cultural intelligence enrich the

understanding of global consumer behaviour, although a deeper exploration of specific cultural dimensions could enhance the paper's depth. Overall, the study contributes valuable insights for businesses navigating challenges in international markets.

- 4. Rathee et al. (2021):** Delved into YouTube's evolving significance as a pivotal platform for marketing and advertising in the digital realm. With a focus on assessing its impact as a marketing tool and understanding user behaviour towards advertisements, the researchers aimed to extract insights relevant across diverse industries. Employing a structured questionnaire distributed via Google Forms, they gathered data from 203 regular YouTube users through non-probability sampling, with SPSS version 23 facilitating rigorous data analysis. The findings highlight the effectiveness of YouTube ads, particularly those featuring memorable music and popular personalities, in capturing user attention. Regression analysis underscores the crucial link between user perception of ads and subsequent purchasing behaviour. These insights offer invaluable guidance for advertisers and marketers, emphasizing the need to create compelling ad content tailored to user preferences. Overall, the study provides a comprehensive understanding of YouTube's role in shaping consumer behaviour, offering actionable insights for digital marketing practitioners.
- 5. Singh & Gautam (2020):** Investigated factors influencing consumer ethnocentrism in North India (DELHI-NCR) using convenience sampling (325 participants) and SPSS 20.0 for analysis. Cultural openness strongly predicts ethnocentrism toward domestic brands, while collectivism has the weakest impact. Indian consumers exhibit ethnocentric tendencies and only gender (females) shows a significant relationship with consumer ethnocentrism, whereas age, education, and income do not. Limitations include the study's cross-sectional nature and its exclusive focus on the 'Savlon' brand, limiting generalizability to other brand categories.

6. **Maa et al. (2020):** Discussed a study examining the moderating role of personal cultural values in the relationship between consumer ethnocentrism, perceived product quality, and purchase intention in developing countries. With a cross-cultural approach involving Brazilian and Russian participants, the research reveals that personal cultural values significantly influence how consumers respond to ethnocentrism. The findings emphasize the importance of considering these values in marketing strategies, particularly for global-minded consumers, and recommend focusing on values related to openness to change and self-enhancement. This study contributes valuable insights for international marketers navigating cultural complexities in developing countries, advocating for tailored strategies aligned with global-minded perspectives.
7. **Erkaya (2019):** The study "Exploring Consumer Attitudes Towards Non-American Products: An In-depth Analysis" finding the effect of consumer ethnocentrism, cosmopolitanism, patriotism, collectivism, and cultural openness on non-American product purchase intention, aiming to fill a literature gap and emphasize understanding perception of domestic and imported products. Consumer ethnocentrism, patriotism, and collectivism negatively influence non-American product purchase intention, while cosmopolitanism and cultural openness have a positive impact, revealing nuanced dynamics in globalized markets. A self-administered survey in the USA ensures model reliability and validity. Multiple regression analysis is employed for hypothesis testing, providing a robust foundation for conclusions. Focusing on the US market adds context to understand consumer behaviour's in a unique cultural and economic setting.
8. **Gammoh et al. (2019):** Examined the employing institutional theory, investigates the impact of ethnocentrism and cultural openness on consumer evaluations of global, foreign, and local consumer culture brand positioning strategies for high-tech products. Empirical findings reveal asymmetrical cross-cultural effects, emphasizing the influence of consumer ethnocentrism in developed countries and cultural openness in developing ones. The research, conducted through experimental design in the USA and India, contributes

theoretically by addressing a gap in empirical evidence and managerially by offering insights for brand positioning in diverse global markets. Overall, it provides valuable guidance for academics, practitioners, and marketers.

9. Stein (2019): Explored the impact of subtitling, social identity, and consumer attitudes in foreign language video instruction, focusing on international companies' product display videos. The study, using a controlled experiment, found that subtitles significantly improved participant performance in building correctness. However, subtitles did not significantly influence overall video attitude or perceived difficulty. Social identity had no significant impact on foreign language attitude, and there was no clear correlation between foreign language attitude and video attitude. Participants with a high video attitude showed a low attitude towards subtitles. Overall, the research emphasizes the nuanced effects of these factors and provides insights for instructional video producers.

10. Karoui & Khemakhemb (2019): Investigated the Consumer Ethnocentrism in Tunisia: Unravelling Domestic Product Preferences The study investigates the correlation between consumer ethnocentrism (C.E) and willingness to purchase domestic products (W.B.D) in Tunisia. It explores the moderating effects of product country of origin (C.O.O) and conspicuous consumption (C.C) across developed and developing countries. Using a positivist approach, the research surveyed 152 individuals in Sfax, Tunisia, employing Structural Equation Modelling (SEM). Results indicate that product origin and conspicuous consumption levels, suggesting nuanced factors at play in Tunisia, influence the connection between consumer ethnocentrism and buying domestic products. A questionnaire-based survey with a positivist epistemological approach targeted 152 individuals in Sfax, Tunisia. Structural Equation Modelling (SEM) following Garbing and Anderson's two-step approach analysed the data, providing a robust examination of consumer attitudes towards domestic and international products. This research enhances understanding of consumption behaviours in developing countries, highlighting the intricate interplay between consumer ethnocentrism and domestic product preferences in Tunisia.

Emphasizing the impact of external factors like product origin and conspicuous consumption, the research adds to the body knowledge regarding consumer behaviour in developing nations.

11. Kist & Verboord (2018): Investigated YouTube's role in globalizing pop music, particularly focusing on cultural flows between Europe and Asia, specifically Japan and South Korea. Through empirical analysis of YouTube's music charts, the study finds a limited reduction in the global cultural gap. Notably, South Korean artists outshine the US and Japan in South-East Asian charts, highlighting the evolving dynamics of global music dissemination and the internet's impact on cultural centrality. The research employs a robust methodology, combining empirical analysis with a regional focus.

12. Ding & Shan (2017): Discussed a study on Consumer Ethnocentrism (CE) in China, examining its impact on product preferences, regional variances (North-South divide), and the moderating effects of age and education. Findings reveal low overall CE in China, with higher levels in second-tier Northern cities. The study suggests targeting young, educated consumers for effective market entry and emphasizes the importance of regional differences. Methodologically, street surveys in Shenyang and Shenzhen were employed, with caution about the limited scope. The research contributes to literature, emphasizing the role of domestic alternatives and challenging protectionist sentiments in China.

13. Park et al (2017): Explored Cultural Consumption on YouTube: An In-depth Analysis. Investigating global YouTube consumption across 58 countries, the study challenges assumptions of universal cultural convergence, examining how cultural values, language, GDP, and Internet penetration impact viewership. Using a six-month analysis of YouTube's top 50 videos in each country, the study employs an undisclosed algorithm considering views, downloads, and likes. It explores the relationship between cultural values and co-consumption, extending the cultural proximity hypothesis. Contrary to expectations, cultural values influence consumption more than technological capabilities. Cross-cultural convergence is prominent in cosmopolitan countries favouring individualism and power inequality, challenging the idea of automatic global cultural

homogenization. The research holds significance amid nationalist movements, emphasizing the interplay between technology and cultural diversity. Acknowledging cultural values' role in shaping YouTube consumption adds nuance to discussions about social media's impact on global culture. The study reveals the nuanced dynamics of cultural consumption, highlighting cultural values' influence on YouTube viewership. It challenges assumptions of universal convergence and advocates for considering cultural factors in discussions about social media's effects on global culture. The methodology provides a robust foundation for further exploration into the intricate relationship between technology, culture, and media consumption.

14. Cilingir & Basfirinci (2014): This study looks at how knowing where a product comes from affects what people in Turkey think about it. Turkey is a country that is not as developed. The research delves into the moderating effects of consumer ethnocentrism, product involvement, and product knowledge on the COO-product evaluation relationship, providing an original contribution. Employing a rigorous empirical approach, the study uses surveys or experiments for data collection and statistical analyses to understand the dynamics between COO cues, consumer ethnocentrism, product involvement, product knowledge, and product evaluation in the Turkish market. The research reveals that COO cues have a significant main effect on product evaluation. Consumer ethnocentrism, product involvement, and product knowledge individually do not influence the process, but they negatively moderate the COO-product evaluation relationship, suggesting a nuanced interplay. The study synthesizes COO, consumer ethnocentrism, product involvement, and product knowledge in a single model, offering a nuanced understanding of their interactive effects in an emerging market. The findings have implications for marketers and policymakers navigating product evaluation complexities in less-developed countries. This study adds a lot to what's already known by giving a new viewpoint on how products are judged in Turkey. It offers useful information for both academics and real-world use.

- 15. Jain & Jain (2013):** Investigated the challenges faced by foreign firms in gaining consumer acceptance in Indian markets, focusing on consumer ethnocentrism. Despite global trade changes, acceptance remains a hurdle. Indian consumers display moderate ethnocentrism with variations based on socio-psychological and demographic factors. The research methodology involves surveys, likely using quantitative and qualitative methods. The study emphasizes nuanced approaches for international marketers, offering valuable insights and suggesting future research avenues in addressing consumer ethnocentrism in evolving international trade.
- 16. Tsai et al. (2013):** Investigated the impact of the global financial crisis on consumer ethnocentrism in the United States and China. Surprisingly, American consumers exhibit higher ethnocentrism than their Chinese counterparts do, with nationalism identified as a significant factor in both countries. The research methodology involves data collection, likely utilizing established scales, and explores various factors influencing consumer ethnocentrism. Statistical analyses, possibly regression models or structural equation modelling, strengthen the understanding of relationships between variables. The study's temporal focus on the crisis adds depth to comprehending ethnocentric tendencies, emphasizing nationalism's enduring influence. Overall, the findings provide valuable insights for marketers and policymakers navigating diverse global markets.
- 17. Kumar et al. (2011):** Explored ethnocentric tendencies among Indian consumers and their influence on preferences for domestic vs. foreign products and services. The study identifies key findings, including a preference for domestic offerings, antecedents such as education and income, and the moderating role of perceived economic threat. With a sample of 800 consumers, the research employs structural equation modelling, focusing on soap and mobile phone service categories. The implications for marketers involve tailoring strategies based on socio-psychological factors, and the study significantly contributes to understanding consumer behaviour in India's retail market.

18. Kwon (2010): A Comprehensive Exploration of Public Preferences for Regional Economic Integration in East Asia This article aims to fill a gap in scholarly literature by investigating public preferences for regional economic integration in East Asia. Using economic and cultural theoretical approaches, the authors analyse data from the 2006 Chicago Council on Global Affairs-East Asia Institute survey to understand factors influencing public opinion. The study relies on empirical analysis of the survey data, employing both economic and cultural frameworks. The 2006 survey serves as a key tool for exploring the dynamics of public sentiment in East Asia, allowing the authors to draw meaningful conclusions. The research reveals significant insights into public preferences for regional economic integration. Economic and cultural factors emerge as pivotal influences, with positive views on economic globalization and cultural tolerance correlating with support for Northeast Asian economic integration. Security concerns related to Japan hinder integration, while positive perceptions of fair trade with China and anti-American sentiments boost support, emphasizing the context-specific nature of these preferences. This article is a noteworthy contribution to East Asian regional economic integration literature, focusing on the understudied area of public preferences. Through adept use of economic and cultural approaches and robust empirical analysis, the authors uncover the intricate factors shaping attitudes. The nuanced findings provide a comprehensive understanding, valuable for informing future research and policymaking in the region.

19. Graham (2009): Examined the correlation between cultural omnivorousness and music education in the United States. Using data from the Survey of Public Participation in the Arts 2002, the authors find a positive association between music education and cultural openness. They highlight the potential of music education in breaking symbolic boundaries, particularly among racial groups. The study also reveals discriminating effects on genre preferences, suggesting that cultural inclusivity may not uniformly extend to all social groups. Overall,

the study offers detailed insights into the complex interplay of music education, cultural omnivorousness, and societal dynamics in the USA.

- 20. Altintas & Tokol (2007):** Explored consumer ethnocentrism among Turkish consumers, investigating xenophobia, negative attitudes towards foreigners, and conservatism as antecedents. Using a web-based questionnaire with 540 participants, the study employs the CETSCALE and structural equation modelling, revealing xenophobia's primary role and highlighting conservatism's significant influence. Despite limitations, the large and representative sample enhances generalizability. The findings offer practical insights for international marketers, emphasizing the relevance of tailoring strategies according on the identified influential factors. The study contributes to consumer ethnocentrism literature, particularly within the context of Turkish consumers and the roles of xenophobia and conservatism.
- 21. Sharma (2006):** Delved into consumer ethnocentrism, examining its ties to cultural orientations in diverse countries and product categories. Objectives include investigating cultural influences, assessing relationships, ensuring measurement invariance, and exploring impacts on product-related variables. Utilizing data from China, India, UK, and USA, a mixed-methods approach reveals key findings, such as positive correlations with collectivism and masculinity. Nomological validity and cross-cultural measurement invariance are confirmed, underscoring the study's reliability. Implications emphasize the need for tailored strategies, and the conclusion highlights valuable insights into the global impact of consumer ethnocentrism.
- 22. Javalgi et al. (2005):** Investigated the factors influencing ethnocentrism among French consumers and its impact on attitudes towards imports and purchase intentions. Drawing on Sharma et al. (1995), it explores antecedents and moderators of consumer ethnocentrism, finding a moderate level among French consumers. Authors Sharma, Shrimp, and Shin's framework guides the research, emphasizing the multifaceted nature of ethnocentrism. Primary data from France reveals preferences for products from specific countries, with a notable moderating effect of product necessity on ethnocentrism's relationship with

attitudes toward importing. Overall, the study provides insights into nuanced dynamics, specific countries, and products influencing French consumers' purchasing decisions, contributing to the understanding of international trade consumer behaviour.

23. Balabanis et al. (2002): Extended the consumer ethnocentrism model from sociology to the services sector, investigating its applicability and exploring factors influencing attitudes toward foreign services. Building on Sharma et al.'s model, the research incorporates social–psychological antecedents and demographic factors. Findings support the model's generalizability but reveal variations in demographic and moderating factors across cultural contexts. Overall, the study enhances understanding of consumer ethnocentrism in the internationalized services sector, emphasizing its impact on attitudes and behaviour.

24. Watson (1999): Examined a study on consumer ethnocentrism and attitudes toward foreign products in New Zealand, particularly when there are no local alternatives available. The study based on a nationwide mail survey, discovers that people with high ethnocentrism tend to Favor products from culturally similar countries. Cultural similarity significantly influences evaluations, highlighting the importance for marketing strategies, particularly in regions with limited domestic choices. The study contributes to understanding cross-cultural consumer behaviour, offering theoretical insights and practical guidance for marketing managers. Overall, it unveils the nuanced dynamics shaping consumer preferences in diverse cultural contexts.

25. Ruyter et al. (1998): Explored consumer ethnocentrism in the international services sector by extending Sharma et al.'s model from products to services. It investigates social–psychological antecedents and demographic factors, along with moderating factors, to understand their impact on attitudes towards foreign services. While confirming the ethnocentric model's applicability in the services context, the findings reveal cultural influences, especially in demographic and moderating factors. The research employs a quantitative approach, using surveys and statistical analyses to validate the extended model. The study contributes

insights for marketers in the globalized service markets, emphasizing the importance of considering cultural contexts in understanding consumer behaviour.

CHAPTER III

THEORETICAL FRAMEWORK

3.1 ETHNOCENTRISM

Ethnocentrism is a deeply rooted tendency in human psychology where individuals judge other cultures based on their own standards and values. This bias often leads people to see their own cultural norms as superior, sometimes without even realizing it. This mindset can range from subtle preferences for familiar practices to outright discrimination against other cultural groups. The consequences of ethnocentrism are significant. It distorts perceptions of other cultures, hindering genuine understanding and cooperation between them. Ethnocentric individuals may overlook the richness and diversity of human cultures, viewing unfamiliar customs with suspicion or disdain. This can create barriers to effective communication and collaboration, perpetuating stereotypes and inequalities.

To address ethnocentrism, individuals must confront their biases and actively seek to appreciate cultural diversity. Embracing cultural relativism is key, as it recognizes the validity of different cultural practices within their own contexts. By fostering empathy and respect for cultural differences, we can work towards a more inclusive and harmonious global society.

Ethnocentrism is when people judge other cultures using their own cultural values, often leading them to believe their culture is better. This can cause prejudice, discrimination, and a lack of understanding for other cultures, making it harder for different groups to communicate and cooperate. Overcoming ethnocentrism is crucial for fostering cultural sensitivity, diversity, and harmony in society. Ethnocentrism is defined as a psychological tendency in individuals that can produce both positive and negative outcomes (Neuliep and McCroskey 1997). Ethnocentrism allows individuals to categorize others based on national or ethnic stereotypes and to judge them according to the values from their own country (Sharma 2006).

Ethnocentrism is the inherent tendency for individuals to view their own group as central, evaluate other social groups based on their own group's standards, and exhibit

bias towards those who share their culture while disregarding those who do not (Shrimp and Sharma 1987).

Ethnocentrism became significant in marketing when it was recognized as a potential factor influencing and shaping consumer behavior (Javalgi, Khare, Gross, & Schere, 2005). Ethnocentrism is the inclination of individuals to distinguish between different groups and view their own group as the central or most important one (e.g., Sharma et al., 1995; Jain and Jain, 2010).

3.2 CONSUMER ETHNOCENTRISM

Consumer ethnocentrism is a psychological tendency where consumers prefer products from their own country over foreign ones, driven by socio-cultural and economic beliefs. They perceive buying local goods as supporting their economy, creating jobs, and fostering growth. This mindset reflects economic patriotism and leads to favoring national brands.

However, ethnocentrism is not purely economic; it has cultural and emotional dimensions. Many consumers feel national pride and identity when buying local products, seeing it as a display of loyalty to their nation. This sentiment is especially pronounced during economic downturns or perceived threats from globalization.

Conversely, ethnocentric consumers may distrust foreign products, seeing them as inferior or harmful to their economy. This distrust can stem from stereotypes, lack of familiarity, or negative experiences. They may believe purchasing foreign goods contributes to trade deficits and job losses in their country.

Consumer ethnocentrism significantly influences purchasing behavior, affecting market trends and brand loyalty. Businesses operating in global markets must understand and address these attitudes. They may need to tailor marketing strategies to highlight local benefits or align with cultural values to gain acceptance. Consumer ethnocentrism is when people favor buying products from their own country or culture instead of those from foreign countries or cultures. This preference is usually influenced by patriotism,

nationalism, or the belief that their country's products are superior. It affects what people buy, their loyalty to certain brands, and their attitudes toward foreign goods. This bias can lead to hesitancy in purchasing imported items and a preference for local brands, even if foreign options might be just as good or better. The mindset of ethnocentric consumers is defined by values like loyalty, solidarity, and cooperation. These values generally influence their perception of foreign brands, aligning with the concept of cognitive consistency. (Singh & Gautam 2020).

Consumer ethnocentrism (CE) is one of the factors that can influence a consumer's decision to purchase domestic or foreign goods, particularly impacting their tendency to buy foreign products (Silili & Karunaratna, 2014). Consumer ethnocentrism refers to the tendency of consumers to avoid imported products, regardless of price or quality, due to nationalistic motivations. (Shankarmahesh, 2006).

3.3 FACTORS INFLUENCING CONSUMER ETHNOCENTRISM

1. Individual Factors

- **Demographics:**

Age: Older consumers are often more ethnocentric as they may have a stronger attachment to traditional values and a greater sense of national pride. They might also have lived through periods of economic or political uncertainty, reinforcing their preference for homegrown products.

Education Level: Individuals with a lower levels of education might exhibit higher ethnocentrism due to limited exposure to global perspectives and a stronger reliance on local cultural norms.

- **Personality Traits:**

Conservatism: Conservative individuals prefer maintaining traditional values and might perceive foreign products as a threat to these values.

Patriotism: Patriotic consumers feel a strong loyalty to their country and prioritize supporting domestic industries as an expression of their national pride.

Nationalism: Nationalistic individuals prioritize their nation over others and believe that supporting domestic products is essential to preserving national identity and economic independence.

- **Cultural Background:**

Cultural Ties: People deeply rooted in their culture and traditions are more likely to show ethnocentric tendencies as they perceive buying domestic products as a way to support and preserve their cultural heritage.

2. Socio-Psychological Factors

- **Social Identity:**

National/Cultural Group Identification: Individuals with a strong identification with their national or cultural group feel a sense of duty to support domestic products, as doing so reinforces their group identity and cohesion.

- **Group Norms:**

Influence of Social Group: The mindset and actions of family, friends, and peers can significantly shape an individual's consumer choices. If these social groups emphasize the importance of buying local, individuals are more inclined to embrace ethnocentric behaviors.

- **Perceived Threat:**

Threat to National Identity: When consumers perceive that foreign products threaten their national identity or cultural values, they become more ethnocentric as a defensive reaction.

Economic Threat: Concerns about foreign products harming the local economy or leading to job losses can heighten ethnocentric attitudes as consumers seek to protect their national economic interests.

3. Economic Factors

- **Economic Conditions:**

Economic Downturns: During periods of economic recession or high unemployment, consumers are more likely to support local products as a way to stimulate the domestic economy and preserve jobs.

- **Perceived Economic Impact:**

Impact on Local Economy: Beliefs that buying foreign products negatively affects the economy of the region and employment can lead to strong ethnocentric tendencies, as consumers aim to mitigate these perceived negative impacts by choosing domestic products.

4. Situational Factors

- **Marketing and Advertising:**

Nationalistic Campaigns: Marketing strategies that emphasize the benefits of buying local products, such as supporting the national economy or preserving cultural heritage, can significantly enhance ethnocentric tendencies among consumers.

- **Product Availability:**

Visibility of Domestic Products: The presence and visibility of domestic products in the market influence consumer choices. If domestic products are readily available and prominently displayed, consumers are more likely to prefer them over foreign alternatives.

- **Country of Origin Effect:**

Quality and Reliability Perceptions: Consumers' perceptions of the quality and reliability of products based on their country of origin can affect their choices. Positive biases toward domestic products or negative biases toward foreign products can lead to a preference for local goods. For example, if consumers believe that domestic products are of higher quality or more reliable, they will likely favor them over foreign ones.

3.4 ADVANTAGES OF CONSUMER ETHNOCENTRISM

1. Boosting Local Economy: When consumers opt for goods produced within their country, they contribute directly to the growth of local businesses and industries. This, in turn, creates more job opportunities, stimulating economic progress and stability. By supporting local businesses, individuals help to keep money circulating within their own communities, which can have far-reaching positive effects on the overall economy.

2. Cultural Heritage Preservation: Prioritizing products made in one's own country isn't just about economics; it's also about preserving cultural heritage. By choosing domestically made goods, consumers actively support and promote traditional craftsmanship and cultural identity. This helps to maintain unique cultural practices, traditions, and craftsmanship that might otherwise be overshadowed by mass-produced imports.

3. Perception of Superior Quality: Many consumers perceive domestically manufactured items as having superior quality, safety, and reliability compared to foreign alternatives. This perception often stems from factors such as stricter regulations and quality control measures in the country of production, and also sense of trust in locally sourced materials and manufacturing processes.

4. Nationalistic Pride: Opting for products made domestically fosters a sense of national pride and solidarity among consumers. By supporting local industries, individuals feel a stronger connection to their country's economy and contribute to its

overall well-being. This sense of pride can strengthen social bonds and patriotism, as people feel invested in the success of their own nation's businesses and industries.

5. Shielding against Globalization: Consumer ethnocentrism, or the preference for domestically produced goods, can act as a shield against the negative effects of globalization. In an increasingly interconnected world, the dominance of foreign goods can lead to cultural homogenization and a loss of local identity. By choosing products made within their own country, consumers help to preserve their cultural heritage and maintain a degree of autonomy in the face of globalization pressures.

3.5 DISADVANTAGES OF CONSUMER ETHNOCENTRISM

1. Limited Consumer Options:

Ethnocentric perspectives encourage consumers to favor domestic products over foreign ones, often due to a sense of national pride or loyalty. This bias limit consumer exposure to the vast array of global products and technological advancements available in the international market. As a result, consumers may miss out on superior products, innovative technologies, and unique items that could enhance their quality of life. The restricted variety can lead to suboptimal choices, as the best or most suitable products might not be produced domestically. This limitation can stifle consumer satisfaction and restrict access to potentially life-improving goods and services.

2. Increased Costs

Domestic products might be more expensive than their foreign counterparts due to various factors such as higher labour costs, stringent regulatory standards, and smaller economies of scale. When consumers choose or are compelled to purchase domestic products, they often face higher prices. Limited competition from international producers can exacerbate this issue, as domestic companies may not feel the pressure to lower prices or improve efficiency. The financial burden on consumers increases as they pay more for products that could be cheaper if imported, reducing their overall purchasing power and economic welfare.

3. Economic Inefficiencies

Consumer ethnocentrism can prompt protectionist policies, such as tariffs and subsidies, aimed at supporting domestic industries. While these measures might protect local jobs in the short term, they often lead to economic inefficiencies. Resources are diverted towards industries that may not be globally competitive, leading to a misallocation of capital, labour, and materials. Over time, this can result in lower productivity and stunted economic growth. Additionally, protected industries may lack the incentive to innovate or improve, diminishing their long-term viability and the country's economic competitiveness on the global stage.

4. Trade Frictions

When a country adopts ethnocentric consumption patterns and implements protectionist measures to support domestic products, it can provoke retaliatory actions from trading partners. Other nations might impose their own tariffs or restrictions on goods, leading to a cycle of escalating trade barriers. Such trade frictions can disrupt international supply chains, reduce market access for exporters, and increase the cost of goods for consumers. The overall effect is a decrease in global trade, harming both local and foreign economies by reducing efficiency, increasing prices, and lowering economic growth.

5. Missed Opportunities

By neglecting foreign products, consumers forgo the benefits of innovative technologies, unique cultural goods, and cost-effective alternatives that could improve their lives. Many foreign products offer advanced features, better performance, or greater value due to different approaches to design, manufacturing, and innovation. Additionally, exposure to diverse cultural products can enrich consumer experiences and foster a greater appreciation for global diversity. Ignoring these opportunities means consumers miss out on potentially transformative products and experiences that could lead to a higher standard of living and greater personal satisfaction.

3.6 CULTURAL OPENNESS

Cultural openness is the mind-set of being receptive, curious, and accepting of diverse cultures, beliefs, customs, and practices, demonstrating a readiness to actively participate in and gain knowledge from various cultural encounters, perspectives, and values. COP is characterized as a consumer's desire to delve into and comprehend foreign cultures and societies, going beyond simply consuming products and services from foreign or domestic sources. (Shimp and Sharma, 1987; Sharma et al., 1995).

Cultural openness is the readiness and capability of individuals or societies to understand, appreciate, and engage with cultures different from their own. It encompasses an openness to new ideas, experiences, and perspectives distinct from one's cultural background.

3.7 KEY ELEMENTS OF CULTURAL OPENNESS

- 1. Curiosity and Interest:** This involves a genuine eagerness to learn about different cultures, including their traditions, languages, customs, and worldviews.
- 2. Respect and Tolerance:** This is about valuing cultural diversity and showing respect for differences without judgment or prejudice.
- 3. Adaptability and Flexibility:** This entails adapting one's behavior and thinking to different cultural contexts, being open to changing one's own perspectives.
- 4. Empathy and Understanding:** This involves trying to see things from the perspective of other cultures, recognizing their emotional and social contexts.
- 5. Communication and Interaction:** Engaging in meaningful interactions with people from different cultures, and being aware of and adapting to different communication styles and norms.
- 6. Self-Awareness and Reflection:** Being aware of one's own cultural biases, reflecting on one's cultural identity, and being open to critique and change.

3.8 IMPORTANCE OF CULTURAL OPENNESS

In a interconnected world with frequent intercultural interactions, cultural openness fosters mutual understanding, reduces conflicts, and promotes social cohesion. It is crucial in diverse workplaces, international business, global education, and multicultural societies, enhancing cooperation, creativity, and innovation.

3.9 BENEFITS OF CULTURAL OPENNESS

1. Understanding and Empathy:

Experiencing various cultures allows people to step beyond their own experiences and see the world from different viewpoints. This understanding fosters empathy by helping individuals appreciate the challenges and joys others face. For example, living or traveling abroad or deeply engaging with cultural traditions can help one understand the values, beliefs, and customs that influence people's behaviors and decisions, making them more compassionate and sensitive to others' needs and feelings.

2. Tolerance and Respect:

Embracing cultural diversity challenges stereotypes and biases, often rooted in ignorance or a lack of exposure to various methods of life. By learning about and appreciating the distinctions and resemblances among cultures, individuals become more open-minded and respectful perceptive on individuals from diverse backgrounds. This increased tolerance helps reduce prejudice and discrimination, promoting a more inclusive and equitable society where everyone feels valued and respected.

3. Innovation and Creativity:

Collaboration among people from diverse cultural backgrounds brings a variety of ideas, perspectives, and problem-solving approaches. This diversity of thought can lead to innovative and creative solutions. For example, in a multicultural team, one person might use a method rooted in their cultural background, while another offers a different perspective. This blend of ideas can result in unique and effective solutions that might

not emerge in a more homogenous group. Many successful companies and research institutions recognize the value of diversity for driving innovation and breakthroughs.

4.Enriched Experiences:

Immersing oneself in cultural diversity enhances life experiences by exposing individuals to various cultural expressions, such as different cuisines, languages, artistic traditions, and customs. This exposure broadens one's horizons and deepens their appreciation for human creativity and ingenuity. For instance, tasting food from different parts of the world, learning a new language, or participating in traditional cultural festivals can be enriching, adding depth and variety to one's personal experiences and making life more vibrant and interesting.

5.Global Collaboration:

In our interconnected world, cultural openness is crucial for effective cross-border collaboration. Understanding and respecting cultural differences facilitate smoother interactions and more successful partnerships in business, science, and the arts. For example, in international business, cultural awareness can improve communication and negotiation, leading to better outcomes. In scientific research, diverse teams can make groundbreaking discoveries by combining different expertise and perspectives. In the arts, cultural exchange can inspire new forms of expression and cross-cultural projects.

6.Peaceful Coexistence:

Promoting dialogue and cooperation among different cultures is essential for peaceful coexistence. Understanding and appreciating each other's cultural backgrounds reduce the likelihood of misunderstandings and conflicts. Instead of seeing cultural differences as threats, individuals can view them as opportunities for learning and growth. This approach fosters a sense of global community and shared humanity, where diverse cultures coexist harmoniously. Initiatives like intercultural dialogues, cultural exchange programs, and collaborative projects help build bridges between communities, leading to a more peaceful and harmonious world.

3.10 YOUTUBE

YouTube is an internet-based platform where individuals can watch, upload, and distribute videos. Established in 2005, it has grown into one of the most visited sites globally. YouTube hosts a diverse array of content, spanning music videos, instructional guides, personal vlogs, documentaries, comedy clips, and beyond. In essence, YouTube serves as a primary destination for entertainment, learning, and interpersonal connections, drawing billions of users globally on a regular basis. YouTube serves as a popular social platform where registered users can connect with each other through subscriptions. These subscriptions notify users about updates in both social interactions and content from the channels they follow (Mirjam Wattenhofer, Roger Wattenhofer, & Zack Zhu 2012).

Social media links individuals to their lifestyles through a variety of documentaries and offers information about different countries. It impacts adolescents' lives with a mix of beneficial and detrimental effects. Students use social media for learning, enjoyment, and creativity (Dr. Rathee, Dr. Rajain, & Ms. Tejaswini, 2021).

CHAPTER IV

DATA ANALYSIS AND

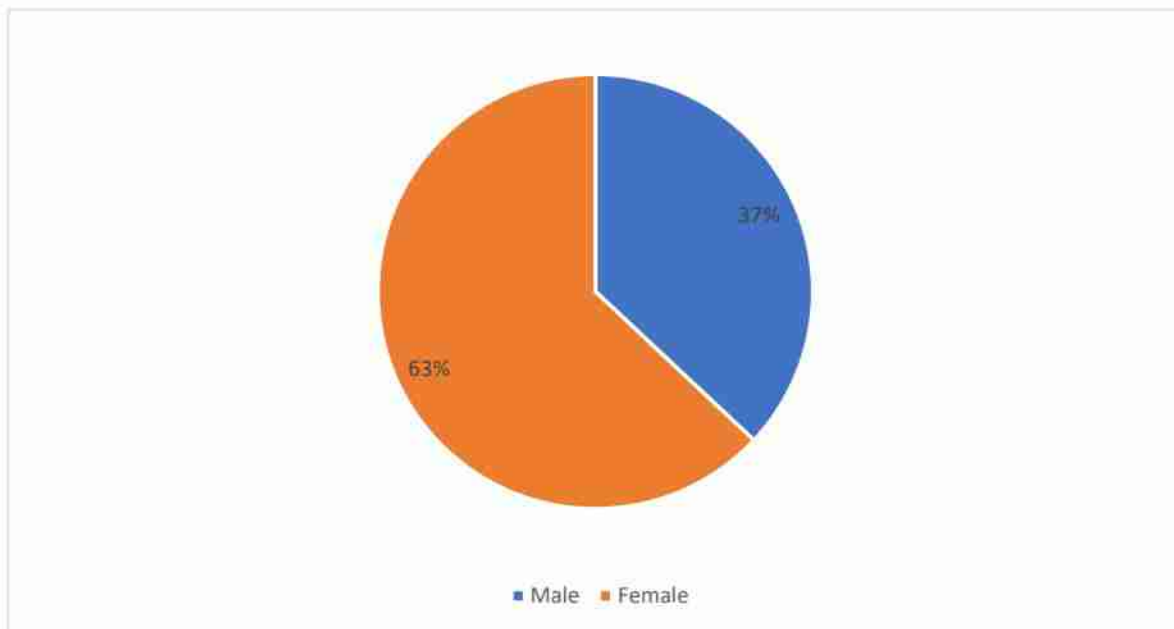
INTERPRETATION

4.1 Tables shows the Gender wise classification of the respondents

Particulars	Number of respondents	Percentage
Male	37	37
Female	63	63
Total	100	100

Source: Primary data

4.1 Graph shows the Gender wise classification of the respondents



INTERPRETATION

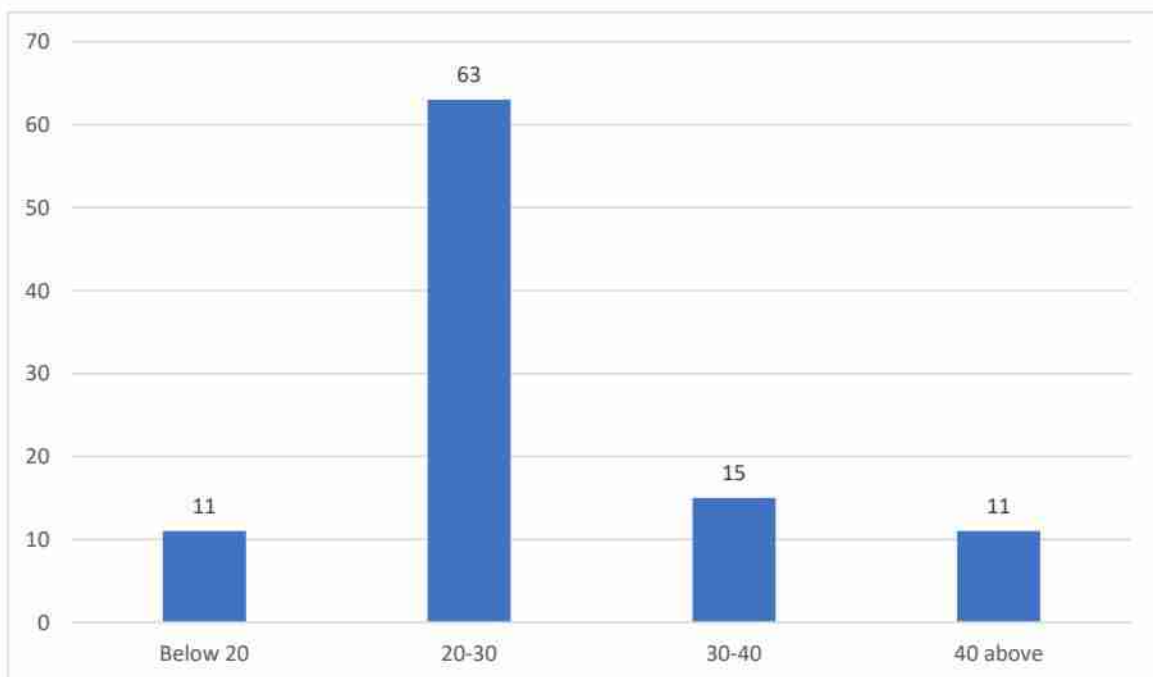
63% of the respondents are females and 37% of the respondents are males.

4.2 Table shows the age group of respondents

Age group	Number of respondents	Percentage
Below 20	11	11
20-30	63	63
30-40	15	15
40 above	11	11
Total	100	100

Source: Primary data

4.2 Graph shows the age group of respondents



INTERPRETATION

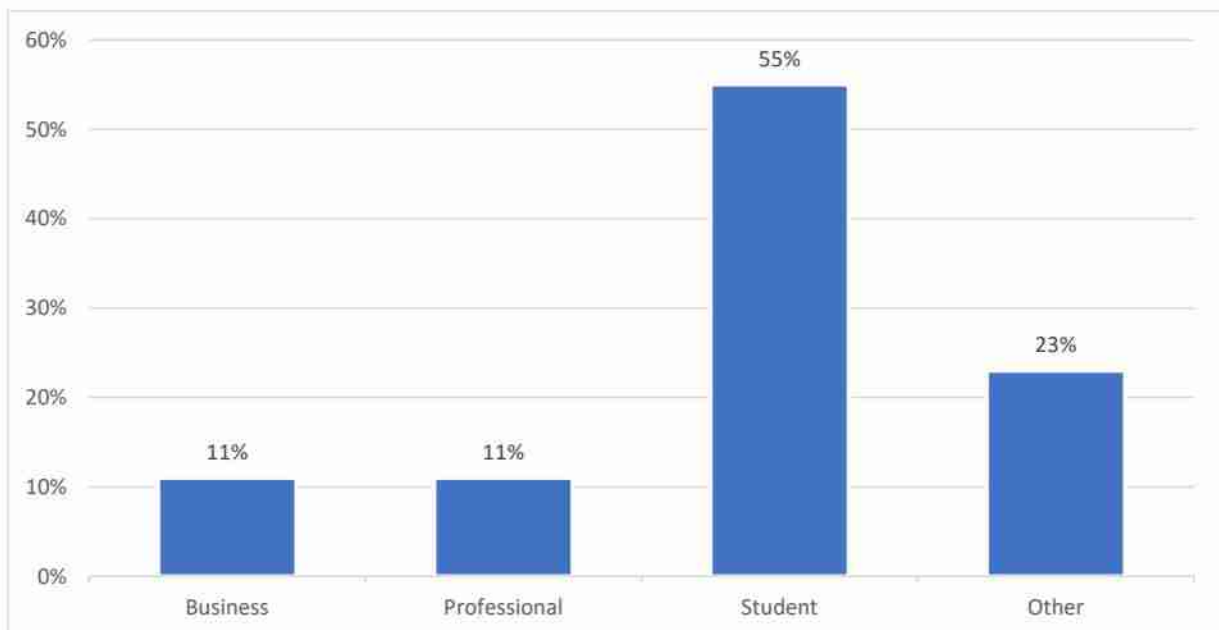
This data illustrates the breakdown of respondents according to their age groups. The largest portion, constituting 63%, belongs to the 20-30 age range, while 15% fall within the 30-40 age bracket. Additionally, 11% of respondents are below 20 years old, and likewise, 11% are aged 40 and above.

4.3 Table shows the occupation of respondents

Occupation of respondents	Number of respondents	Percentage
Business	11	11
Professional	11	11
Student	55	55
Others	23	23
Total	100	100

Source: Primary data

4.3 Graph shows the occupation of respondents



INTERPRETATION

This data displays how respondents are distributed across various occupations. The largest group, comprising 55%, consists of students, while both business professionals and professionals account for 11% each. Moreover, 23% belong to the “Others” category.

4.4 Table shows the average frequency of Watching YouTube Video's

Particulars	Number of respondents	Percentage
0-2 hours a day	48	48
3-5 hours a day	26	26
6-7 hours a day	25	25
More than 7 hours a day	1	1
Total	100	100

Source: Primary data

4.4 Graph shows the average frequency of Watching YouTube Video's



INTERPRETATION

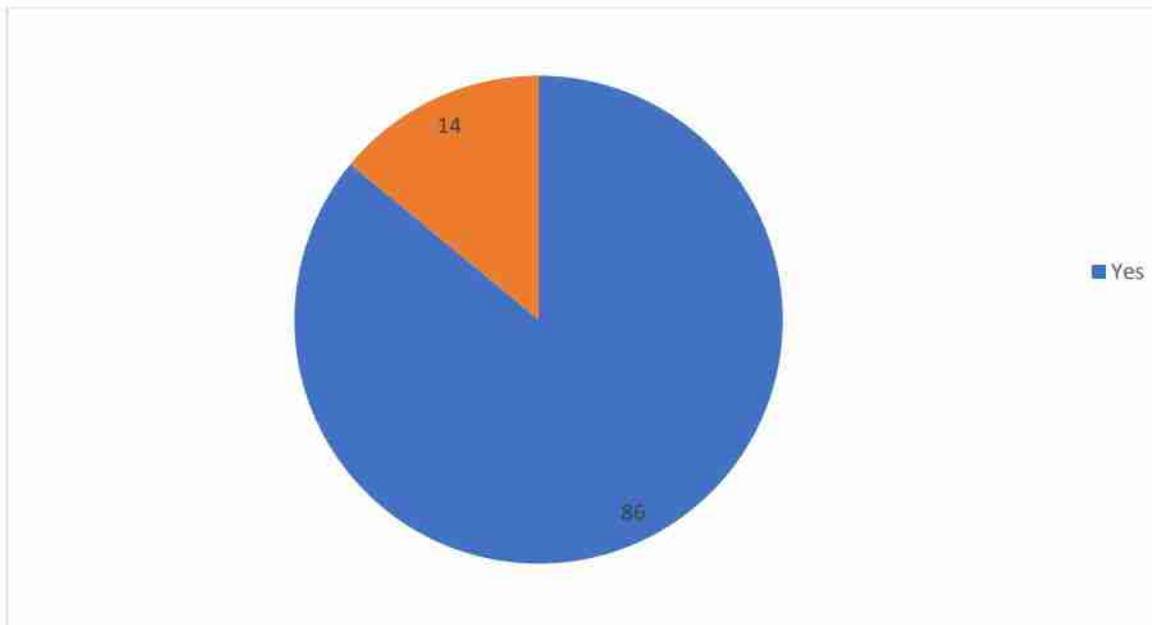
The data shows how respondents divide their daily YouTube viewing time. Almost half (48%) watch YouTube for 0-2 hours daily, with 26% spending 3-5 hours and another 25% dedicating 6-7 hours. Surprisingly, just 1% watch for over 7 hours daily. This indicates diverse engagement levels with YouTube among those surveyed.

4.5 Table shows the Preference for YouTube Content from Home Country

Particulars	Number of respondents	Percentage
Yes	86	86
No	14	14
Total	100	100

Source: Primary data

4.5 Graph shows the Preference for YouTube Content from Home Country



INTERPRETATION

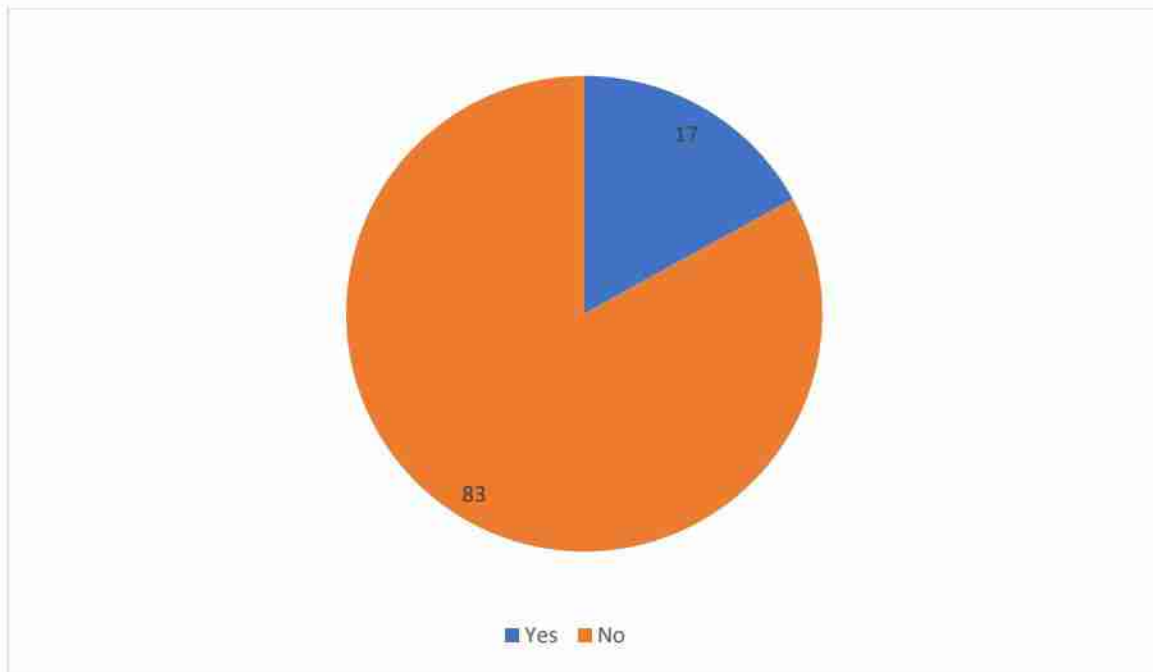
The data suggests that the majority of respondents, totalling 86%, prefer YouTube content from their home country as their top choice. In contrast, 14% expressed a preference for content from other countries. In summary, the majority of participants favour content originating from their own country on YouTube.

4.6 Table shows the Willingness to Engage with Foreign YouTube Content

Particulars	Number of respondents	Percentage
Yes	17	17
No	83	83
Total	100	100

Source: Primary data

4.6 Graph shows the Preference for Domestic YouTube Content



INTERPRETATION

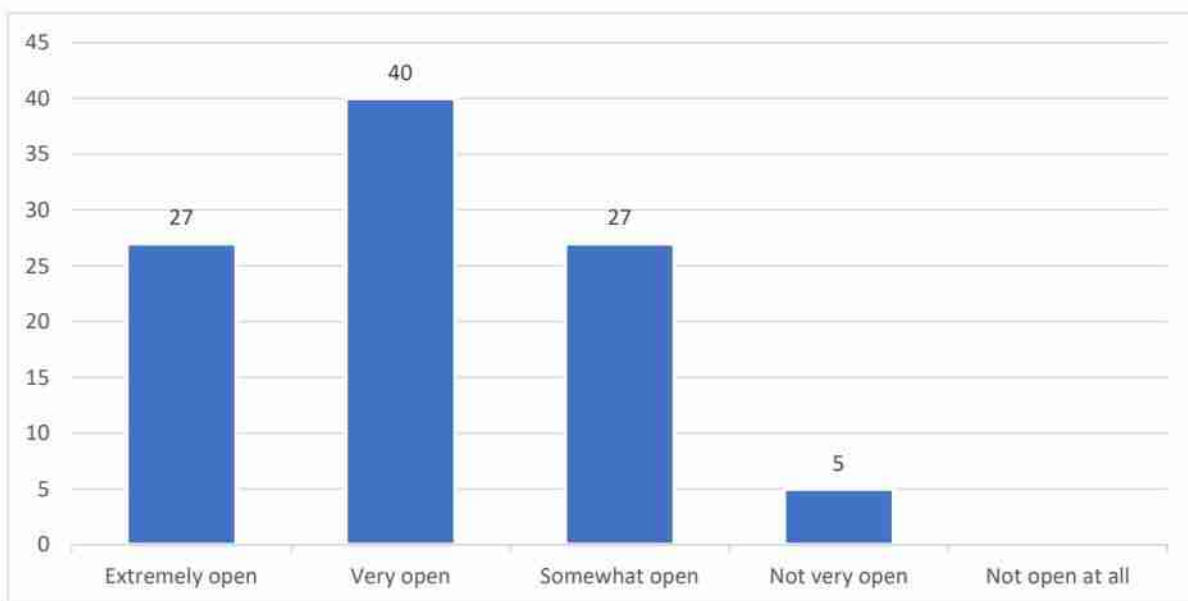
The data reveals how respondents engage with YouTube content from foreign countries. A mere 17% actively avoid such content, while the overwhelming majority, 83%, do not. Essentially, most respondents do not make a deliberate effort to avoid watching YouTube content from foreign countries.

4.7 Table shows the Attitude towards Exploring Other Cultures

Particulars	Number of respondents	Percentage
Extremely open	27	27
Very open	40	40
Somewhat open	27	27
Not very open	5	5
Not open at all	1	1
Total	100	100

Source: Primary data

4.7 Graph shows Attitude towards Exploring Other Cultures



INTERPRETATION

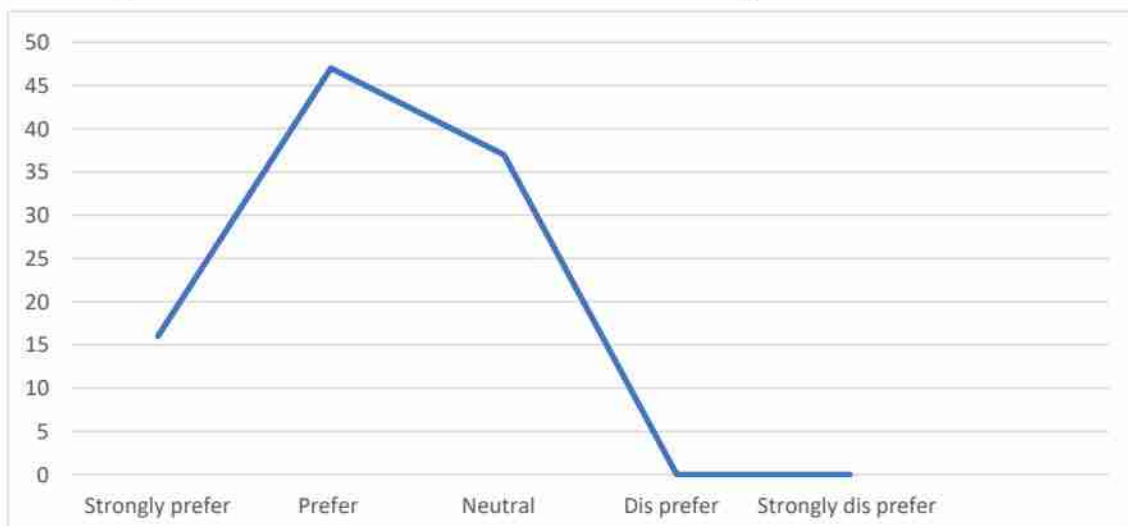
The data reveals respondents' receptiveness to exploring and valuing diverse cultures. A substantial majority, totalling 67% (27% extremely open and 40% very open), displayed considerable openness. Another 27% expressed a moderate level of openness, while merely 6% (5% not very open and 1% not open at all) indicated less openness. In summary, most respondents show a willingness to embrace and appreciate cultural diversity.

4.8 Table shows the Preference for Culturally Aligned YouTube Content

Particulars	Number of respondents	Percentage
Strongly prefer	16	16
Prefer	47	47
Neutral	37	37
Dis prefer	0	0
Strongly dis prefer	0	0
Total	100	100

Source: Primary data

4.8 Graph shows the Preference for Culturally Aligned YouTube Content



INTERPRETATION

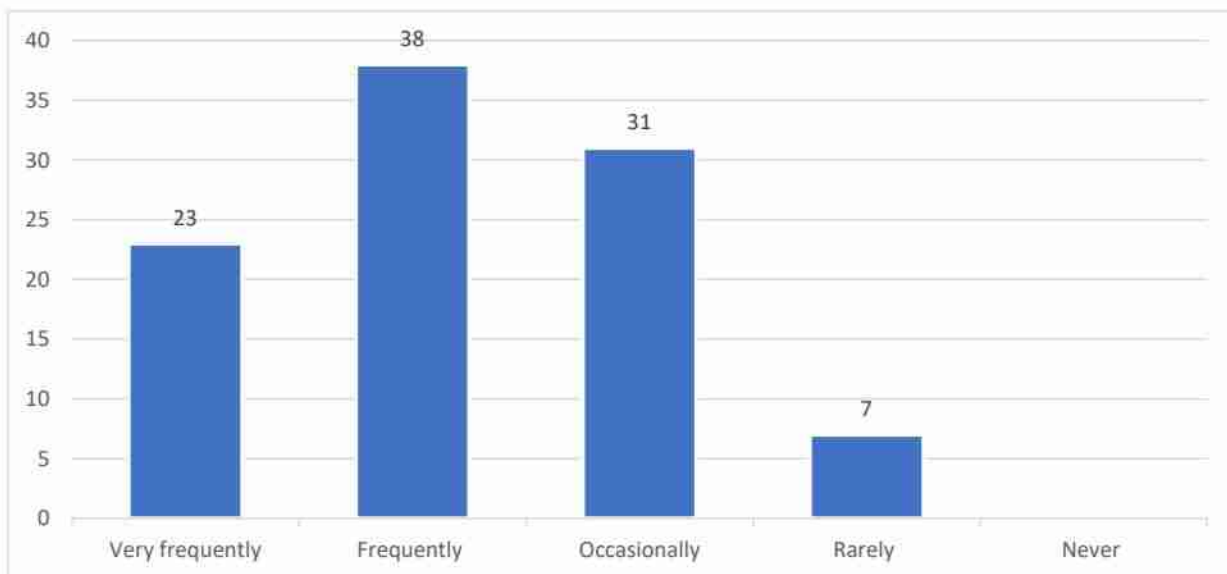
The data reflects respondents' inclinations towards YouTube content that resonates with their cultural background. A substantial majority, totalling 63% (16% strongly prefer and 47% prefer), showed a preference for such content. Moreover, 37% remained neutral, indicating a leaning neither towards nor against culturally aligned content. Notably, none of the respondents indicated a dis preference, implying a widespread favourability towards culturally aligned content. In summary, most respondents either strongly prefer or prefer YouTube content that mirrors their cultural background.

4.9 Table shows the Engagement with Diverse YouTube Content

Particulars	Number of respondents	Percentage
Very frequently	23	23
Frequently	38	38
Occasionally	31	31
Rarely	7	7
Never	1	1
Total	100	100

Source: Primary data

4.9 Graph shows the Engagement with Diverse YouTube Content



INTERPRETATION

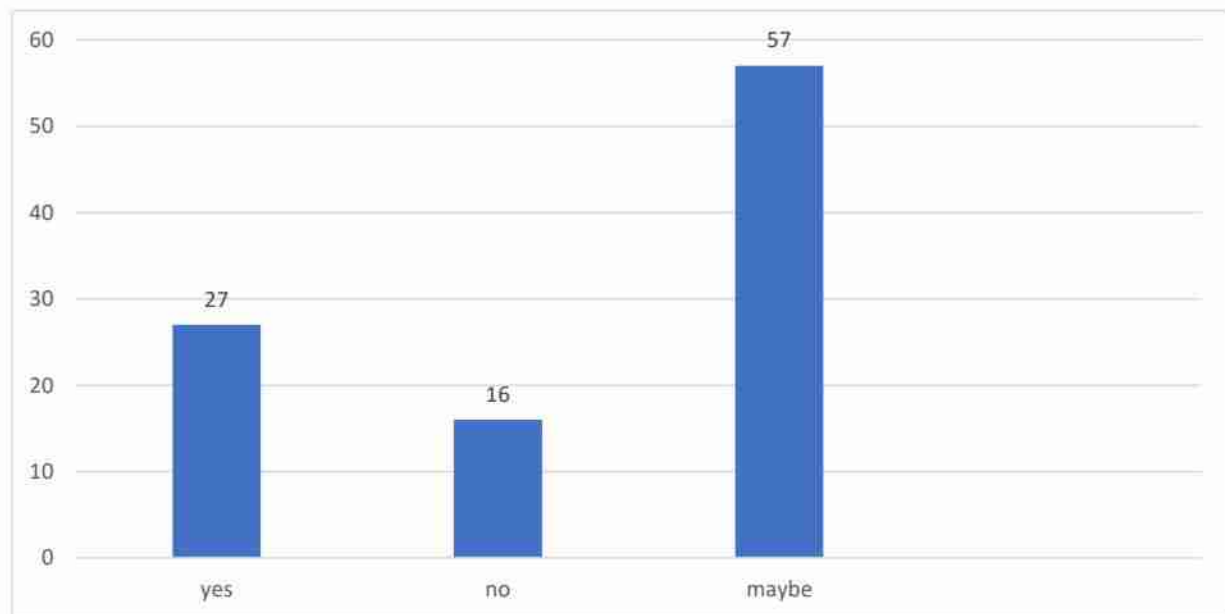
The data demonstrates how often respondents interact with international or culturally diverse content on YouTube. A considerable majority, comprising 61% (23% very frequently and 38% frequently), engage with this content regularly. Furthermore, 31% indicated occasional engagement, while smaller percentages mentioned rare (7%) or no engagement (1%). In summary, most respondents interact with international or culturally diverse content on YouTube, albeit with different levels of frequency.

4.10 Table shows the Comparison of YouTube Content: Foreign vs. Home Country

Particulars	Number of respondents	Percentage
Yes	27	27
No	16	16
Maybe	57	57
Total	100	100

Source: Primary data

4.10 Graph shows the Comparison of YouTube Content: Foreign vs. Home Country



INTERPRETATION

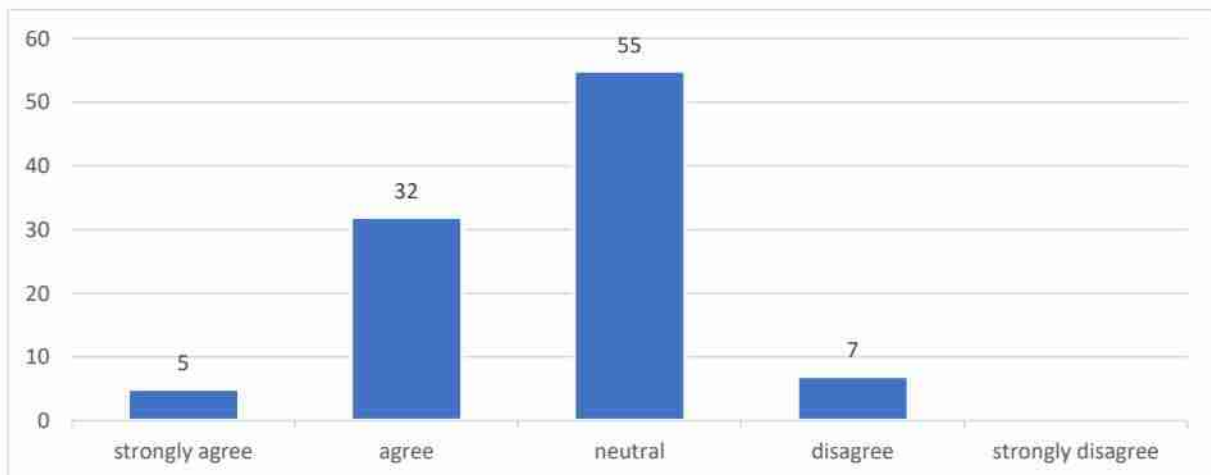
The data reveals respondents' views on whether YouTube content and services from foreign countries match up to those from their home country. The majority, accounting for 57%, remained unsure, choosing "Maybe." In contrast, 27% felt that foreign content and services are comparable ("Yes"), while 16% disagreed ("No"). Overall, respondents' opinions differ regarding the equivalence of YouTube content and services between foreign countries and their home country.

4.11 Table shows the Belief in Home Country's Work Ethic in YouTube Content Creation

Particulars	Number of respondents	Percentage
Strongly agree	5	5
Agree	32	32
Neutral	55	55
Disagree	7	7
Strongly disagree	1	1
Total	100	100

Source: primary data

4.11 Graph shows the Belief in Home Country's Work Ethic in YouTube Content Creation



INTERPRETATION

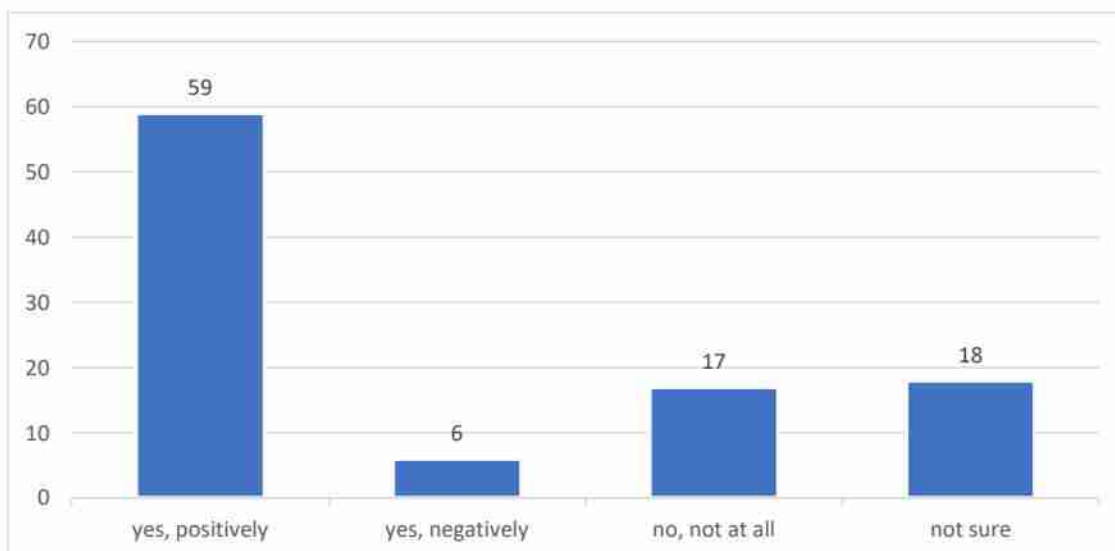
The data reflects respondents' views on whether their home country's YouTube content creators are the hardest working in the industry. The majority, at 55%, remained neutral on this belief. Meanwhile, 32% agreed, with 5% strongly agreeing. In contrast, a smaller proportion disagreed (7%), with just 1% strongly disagreeing. Overall, opinions differ among respondents regarding the work ethic of their home country's YouTube content creators.

4.12 Table shows the Impact of Global YouTube Access on Cultural Perspective

Particulars	Number of respondents	Percentage
Yes, positively	59	59
Yes, negatively	6	6
No, not at all	17	17
Not sure	18	18
Total	100	100

Source: Primary data

4.12 Graph shows the Impact of Global YouTube Access on Cultural Perspective



INTERPRETATION

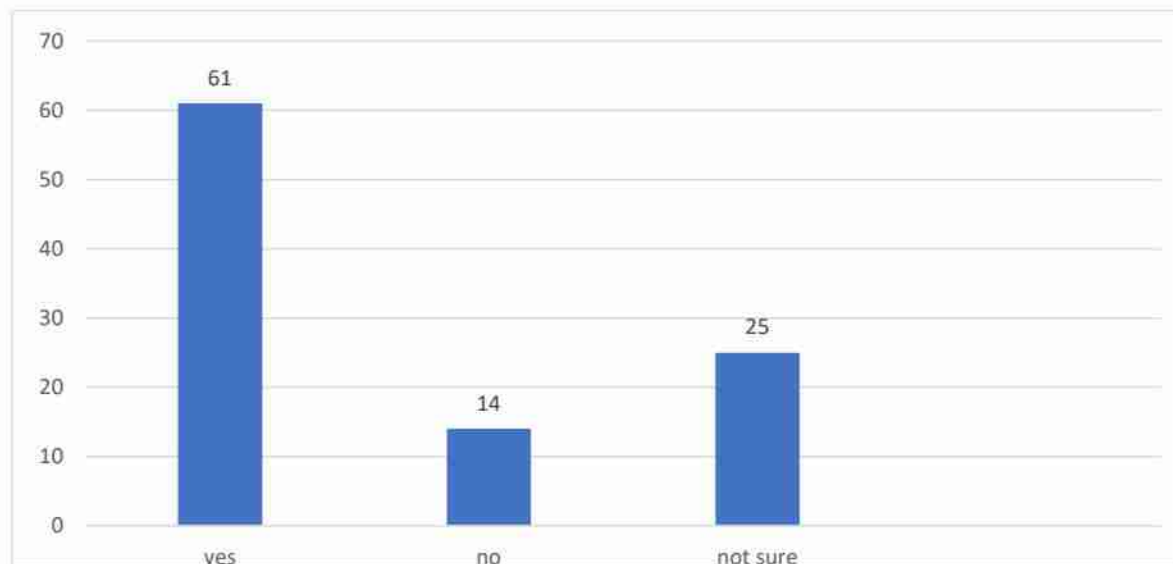
The data reflects respondents' views on whether global access to YouTube has affected their cultural perspective or consumer preferences. A large majority, totalling 59%, feel that it has positively influenced them. In contrast, only 6% perceive a negative impact. Meanwhile, 17% stated that YouTube accessibility has not affected them, while 18% are uncertain. Overall, respondents hold varied opinions on how global YouTube access has shaped their cultural perspective and consumer choices.

4.13 Table shows the Trends in YouTube Consumer Behaviour and Cultural Bias

Particulars	Number of respondents	Percentage
Yes	61	61
No	14	14
Not sure	25	25
Total	100	100

Source: Primary data

4.13 Graph showing the Trends in YouTube Consumer Behaviour and Cultural Bias



INTERPRETATION

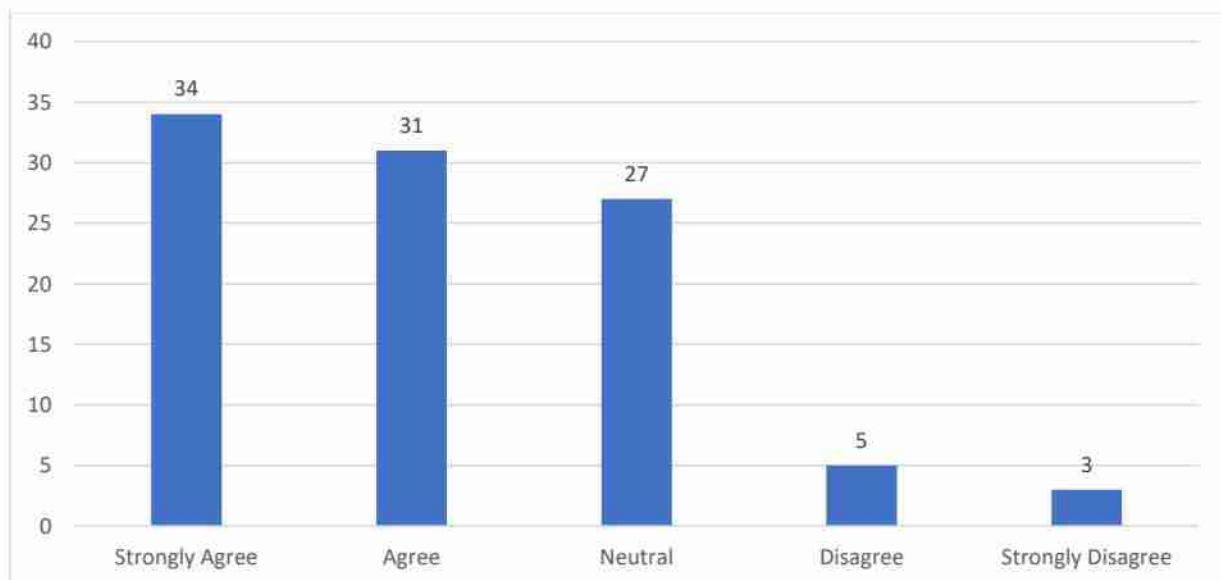
The data suggests that respondents are aware of patterns in YouTube consumer behaviour that could be influenced by cultural bias. Most, accounting for 61%, acknowledged observing these trends. Conversely, only 14% stated they have not noticed such patterns. Additionally, 25% expressed uncertainty about the connection. Overall, respondents demonstrate different levels of awareness regarding the potential relationship between YouTube consumer behaviour and cultural bias.

Table 4.14 Table shows the cultivating global connections

Particular	No. Of respondents	Percentage
Strongly Agree	34	34
Agree	31	31
Neutral	27	27
Disagree	5	5
Strongly Disagree	3	3
Total	100	100

Source: Primary data

Graph: 4.14 Graph showing the cultivating global connections



Interpretation

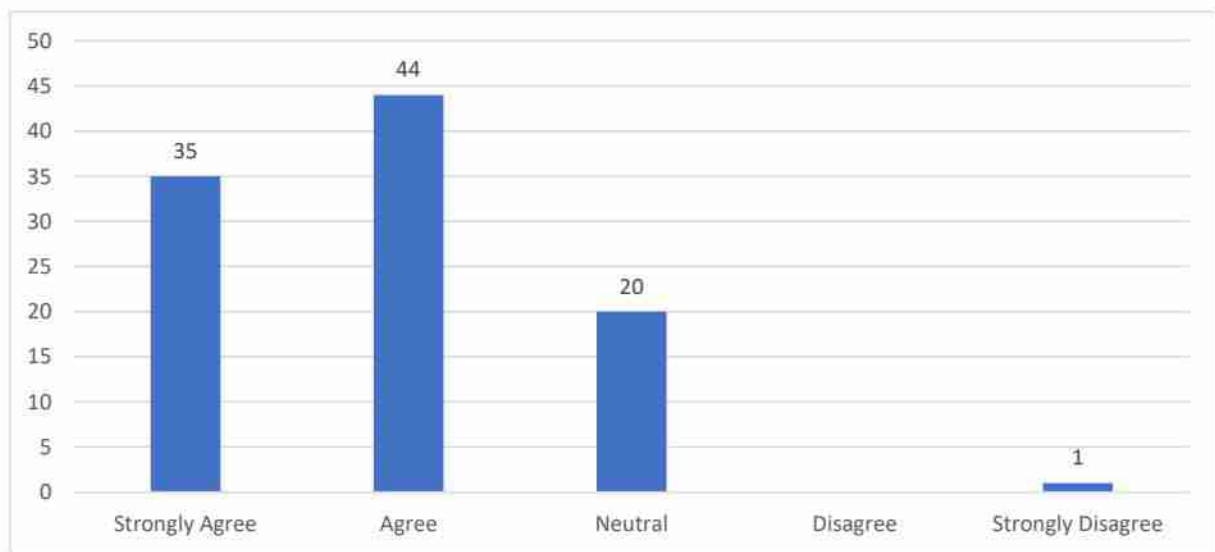
The data indicates that most respondents (65%) have positive attitudes toward interacting with people from foreign countries, with 34% strongly agreeing and 31% agreeing. A notable portion (27%) is neutral, while a small minority (8%) holds negative views. Overall, there is a strong inclination towards openness and engagement with individuals from other countries.

Table: 4.15 Table shows the interest in learning about other countries

Particular	No. Of respondents	Percentage
Strongly Agree	35	35
Agree	44	44
Neutral	20	20
Disagree		
Strongly Disagree	1	1
Total	100	100

Source: primary data

Graph: 4.15 Graph showing the interest in learning about other countries



Interpretation

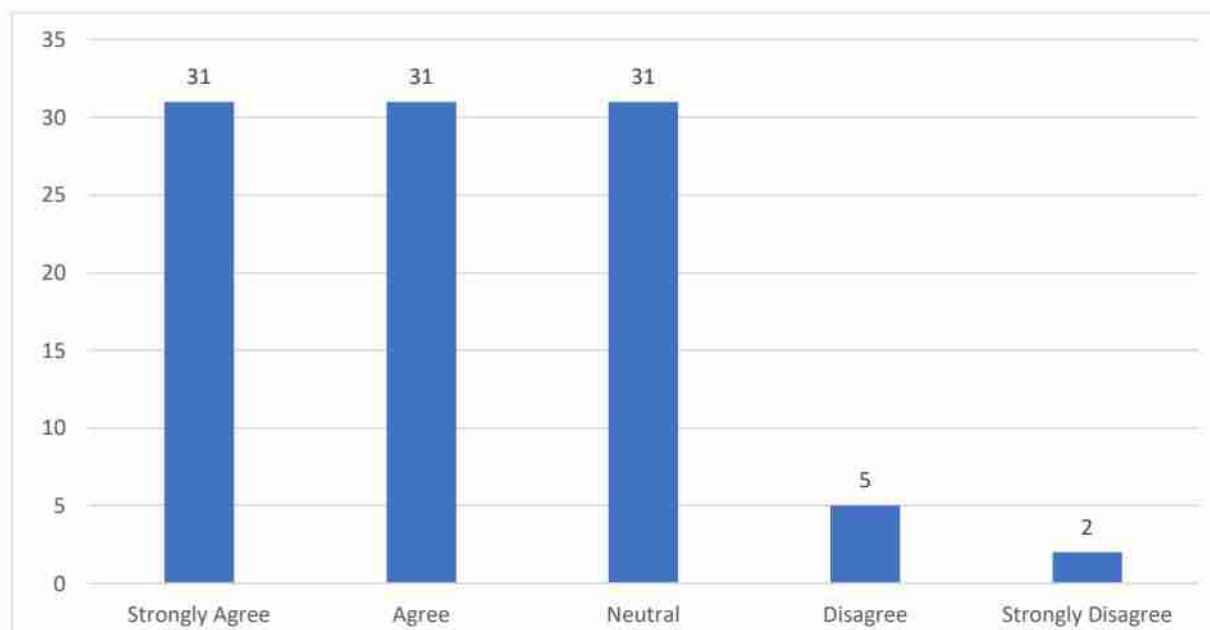
The data shows that 79% of respondents have positive views, with 35% strongly agreeing and 44% agreeing. Meanwhile, 20% are neutral, and only 1% strongly disagrees. Overall, the respondents exhibit predominantly favorable attitudes.

Table: 4.16 Table shows the enjoyment in interacting with foreigners

Particular	No. Of respondents	Percentage
Strongly Agree	31	31
Agree	31	31
Neutral	31	31
Disagree	5	5
Strongly Disagree	2	2
Total	100	100

Source: primary data

Graph: 4.16 Graph showing the enjoyment in interacting with foreigners



Interpretation

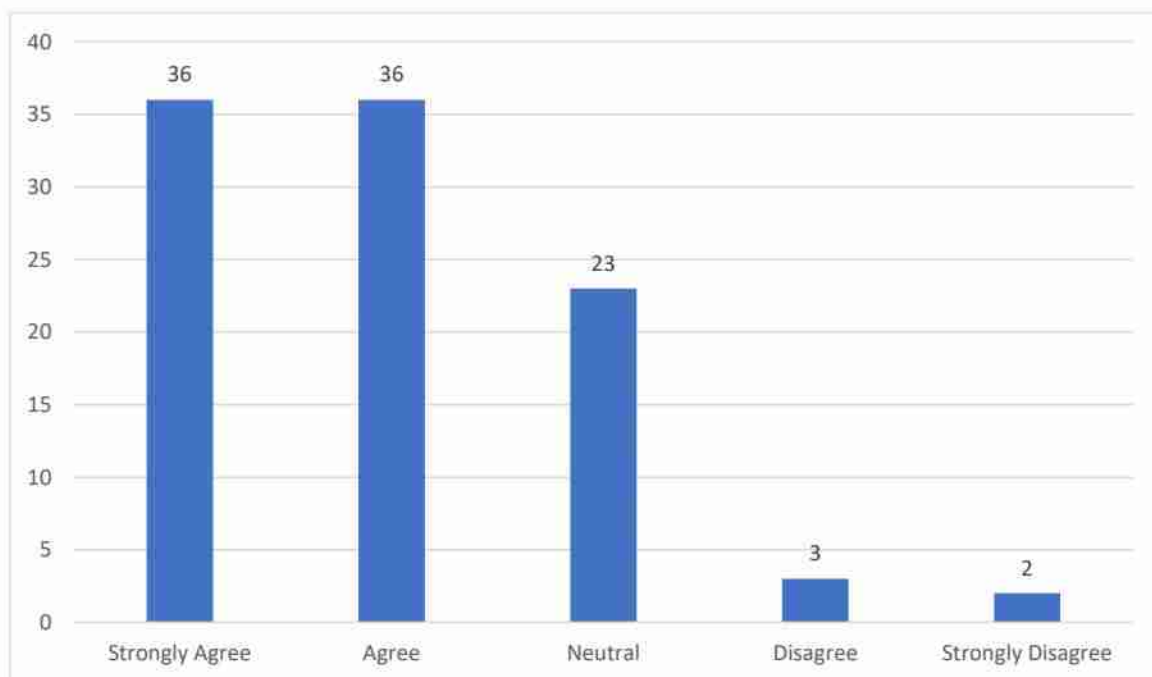
The data shows that 62% of respondents have a positive attitude, 7% have a negative attitude, and 31% are neutral, indicating the statement is generally well-received but many are indifferent.

Table: 4.17 Table Shows the interest in learning foreign cultures & customs

Particular	No. Of respondents	Percentage
Strongly Agree	36	36
Agree	36	36
Neutral	23	23
Disagree	3	3
Strongly Disagree	2	2
Total	100	100

Source: primary data

Graph: 4.17 Graph showing the interest in learning foreign cultures & customs



Interpretation:

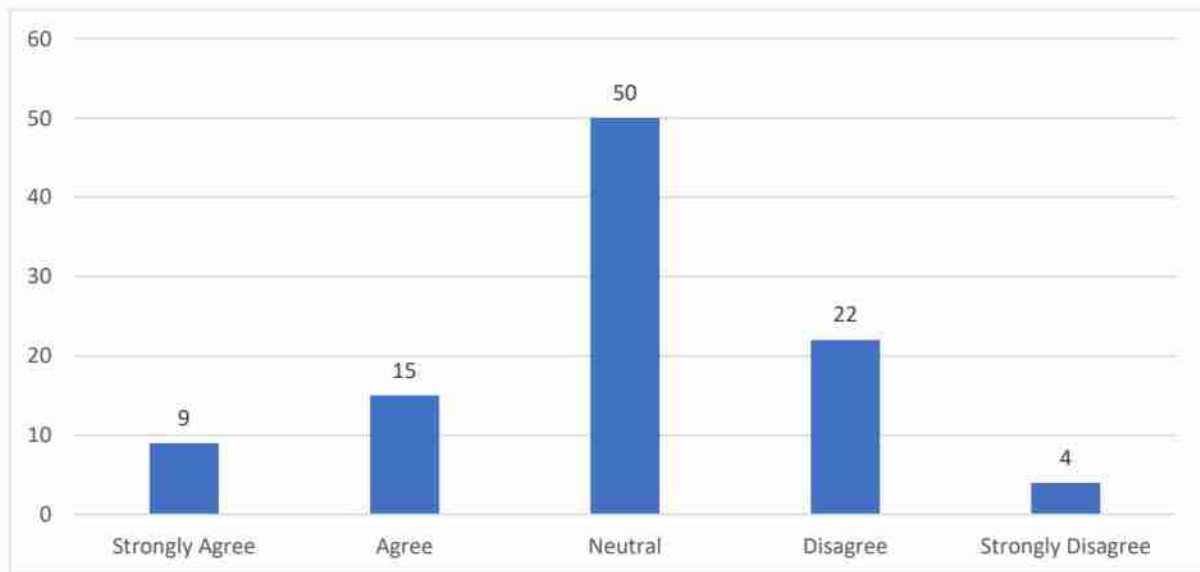
Overall, the data reveals that 72% of respondents have a positive attitude towards the statement, 5% have a negative attitude, and 23% are neutral. This implies that although the statement is largely well-received, a considerable number of respondents remain indifferent.

Table: 4.18 Table shows the preference for foreign vs. Domestic YouTube content

Particular	No. Of respondents	Percentage
Strongly Agree	9	9
Agree	15	15
Neutral	50	50
Disagree	22	22
Strongly Disagree	4	4
Total	100	100

Source: Primary data

Graph: 4.18 Graph showing the preference for foreign vs. Domestic YouTube content



Interpretation

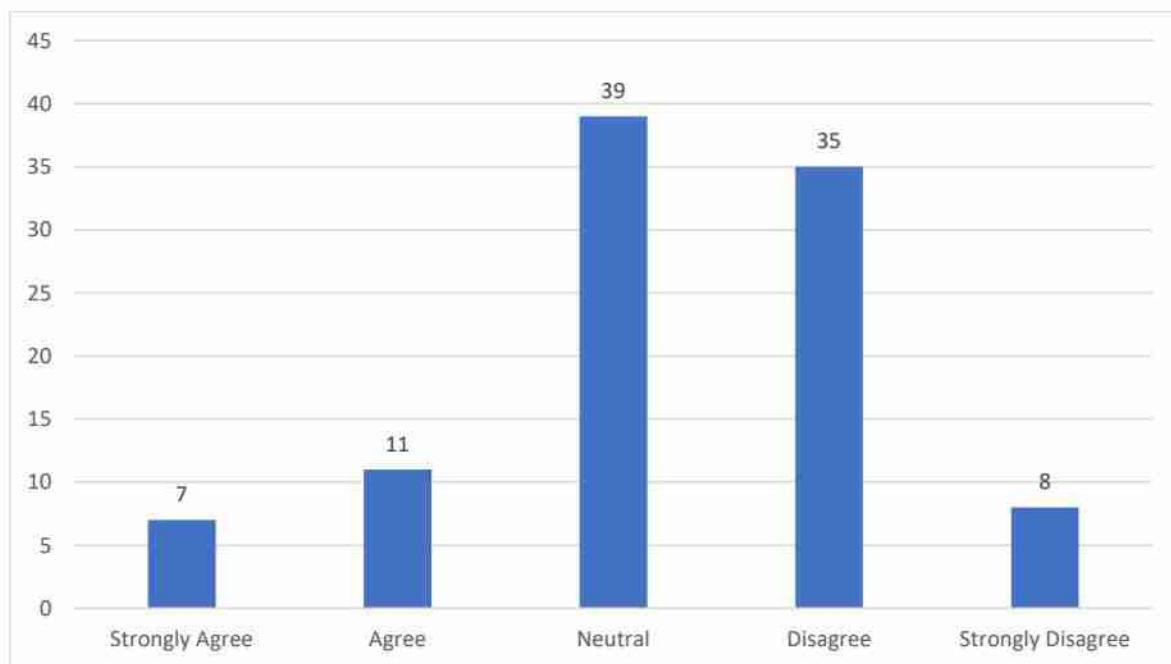
The data shows mixed opinions: 24% of respondents view the statement favorably, 26% unfavorably, and 50% are neutral, indicating indifference or uncertainty. This suggests the statement does not strongly resonate with most people, indicating a need for more information or discussion to sway the neutral respondents.

Table: 4.19 Table shows the support for YouTube videos made in India

Particular	No. Of respondents	Percentage
Strongly Agree	7	7
Agree	11	11
Neutral	39	39
Disagree	35	35
Strongly Disagree	8	8
Total	100	100

Source: Primary data

Graph: 4.19 Graph showing the support for YouTube videos made in India



Interpretation

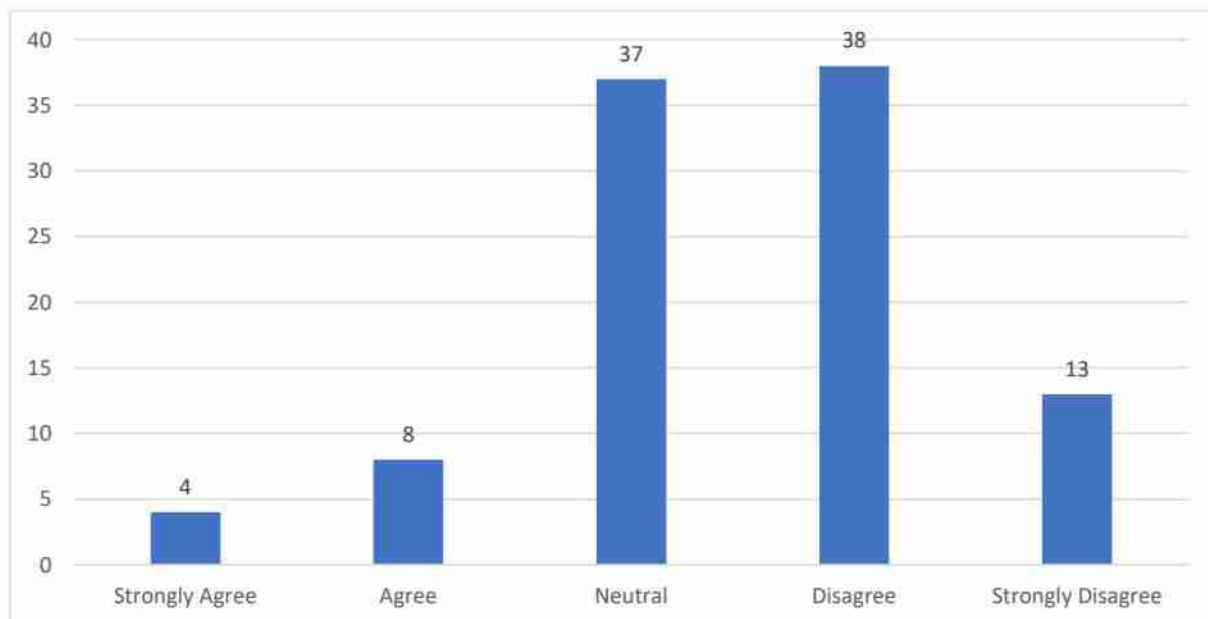
The data reveals varied opinions, 18% of respondents hold a positive perception, 43% have an unfavorable view, and 39% remain neutral. The high percentage of neutral respondents suggests the statement doesn't strongly impact the majority, indicating a need for more information or discussion to influence these undecided individuals.

Table: 4.20 Table shows the opposition to watching foreign YouTube videos

Particular	No. Of respondents	Percentage
Strongly Agree	4	4
Agree	8	8
Neutral	37	37
Disagree	38	38
Strongly Disagree	13	13
Total	100	100

Source: Primary data

Graph: 4.20 Graph showing the opposition to watching foreign YouTube videos



Interpretation

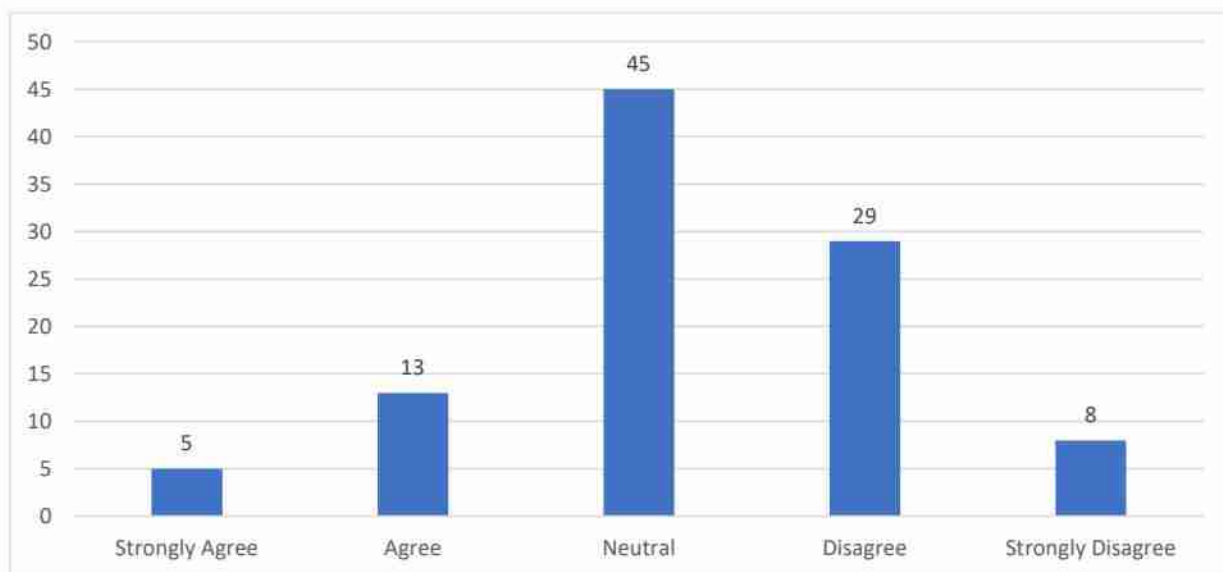
The data reveals varied opinions, 12% have a favorable view, 51% have an unfavorable view, and 37% are neutral. The high neutral percentage indicates the statement does not strongly impact most respondents, suggesting a need for more information or discussion to influence these undecided individuals.

Table: 4.21 Table shows the supporting Indian talent by avoiding

Particular	No. Of respondents	Percentage
Strongly Agree	5	5
Agree	13	13
Neutral	45	45
Disagree	29	29
Strongly Disagree	8	8
Total	100	100

Source: primary data

Graph: 4.21 Graph showing the supporting Indian talent by avoiding



Interpretation

The data reveals varied opinions, 18% have a favorable view, 37% have an unfavorable view, and 45% are neutral. The high percentage of neutral respondents indicates the statement does not strongly impact most people, suggesting a need for more information or discussion to influence these undecided individuals.

H01: There is no significant difference between male and female regarding cultural openness and consumer ethnocentrism

Table: 4.22 Table shows the gender based difference in cultural openness and consumer ethnocentrism

independent sample t test

Variable	Gender	N	Mean	Std. Deviation	T-Value	P-Value
Cultural Openness	Male	37	4.3446	0.81085	3.815	0.000
	Female	63	3.7381	0.74111		
Consumer Ethnocentrism	Male	37	2.7230	0.71876	-1.940	0.055
	Female	63	3.0476	0.85532		

Interpretation:

The table presents findings on gender differences in cultural openness and consumer ethnocentrism. For cultural openness, there is a significant difference between males and females ($t(98) = 3.815, p = 0.000$). Males ($M = 4.3446, SD = 0.81085$) scored higher than females ($M = 3.7381, SD = 0.74111$). Conversely, for consumer ethnocentrism, no significant difference was found ($t(98) = -1.940, p = 0.055$). The mean score for males ($M = 2.7230, SD = 0.71876$) was lower than for females ($M = 3.0476, SD = 0.85532$).

H02: There is no significant difference in cultural openness and consumer ethnocentrism across different age groups.

Table: 4.23 Table shows the influence of age on cultural openness and consumer ethnocentrism.

Descriptives

		N	Mean	Std. Deviation	Std. Error
cultural openness	Below 20	11	4.0000	0.88741	0.26756
	20 - 30	63	3.8690	0.84225	0.10611
	30 - 40	15	4.3833	0.59662	0.15405
	Above 40	11	3.8864	0.78552	0.23684
	Total	100	3.9625	0.81833	0.08183
consumer ethnocentrism	Below 20	11	2.9091	0.50340	0.15178
	20 - 30	63	3.0079	0.90581	0.11412
	30 - 40	15	2.8500	0.78944	0.20383
	Above 40	11	2.5909	0.50340	0.15178
	Total	100	2.9275	0.81904	0.08190

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
cultural openness	Between Groups	3.286	3	1.095	1.669	0.179
	Within Groups	63.011	96	0.656		
	Total	66.297	99			
consumer ethnocentrism	Between Groups	1.748	3	0.583	0.865	0.462
	Within Groups	64.664	96	0.674		
	Total	66.412	99			

Interpretation:

The p-values for the F tests regarding age's influence on cultural openness (0.179) and consumer ethnocentrism (0.462) suggest that differences among age groups in both perceptions are not statistically significant. This implies that respondents across different age groups tend to share similar perceptions in both cultural openness and consumer ethnocentrism. Thus, we accept the null hypothesis, indicating no statistically significant variation in either cultural openness or consumer ethnocentrism based on age.

H03: there is no significant correlation between cultural openness and consumer ethnocentrism

Table: 4.24 showing correlation between cultural openness and consumer ethnocentrism

Correlations			
		cultural openness	consumer ethnocentrism
cultural openness	Pearson Correlation	1	-0.263**
	Sig. (2-tailed)		0.008
	N	100	100
consumer ethnocentrism	Pearson Correlation	-0.263**	1
	Sig. (2-tailed)	0.008	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The table shows the correlation between cultural openness and consumer ethnocentrism. The Pearson correlation coefficient between cultural openness and consumer ethnocentrism is -0.263, which indicates a moderate negative correlation between the two variables. This means that as cultural openness increases, consumer ethnocentrism tends to decrease, and vice versa. The correlation is statistically significant at the 0.01 level (2-tailed), with a p-value of 0.008 for both Variables.

CHAPTER V

FINDINGS, SUGGESTIONS AND

CONCLUSION

FINDINGS

1. Most of the respondents are female (63%)
2. The highest number of respondents comes under the category of age between 20-30 (63%)
3. Majority of the respondents are students (55%).
4. 48% of respondents spend 0-2 hours watching YouTube daily.
5. The majority of participant's favour content originating from their own country on YouTube.
6. Most respondents show a willingness to embrace and appreciate cultural diversity.
7. Most respondents interact with international or culturally diverse content on YouTube, albeit with different levels of frequency.
8. Overall, respondent's opinions differ regarding the equivalence of YouTube content and services between foreign countries and their home country.
9. The study indicates varying perspectives among respondents regarding the influence of their home country's work ethic on YouTube content creation. While a significant number agree that it has a positive impact, there are dissenting opinions present, reflecting the nuanced nature of perceptions on this issue.
10. Majority of the respondents perceive global YouTube access as having a positive impact on cultural perspectives, suggesting it enhances cross-cultural understanding and exchange. but the study also acknowledges uncertainty and negative views in a sizeable minority.
11. Majority of respondents demonstrate different levels of awareness regarding the potential relationship between YouTube consumer behaviour and cultural bias.
12. By analysing Gender, differences were found in cultural openness, with males exhibiting higher scores than females, indicating a greater inclination towards embracing diverse cultures.
13. The research reveals that respondents across different age groups tend to share similar perceptions in both cultural openness and consumer ethnocentrism. There is no significant difference in cultural openness and consumer ethnocentrism across different age groups.

14. the study reveals a moderate negative correlation between cultural openness and consumer ethnocentrism, which implies that as individuals become more open and receptive to diverse cultures, their preference for domestic products over foreign ones tends to decrease. Conversely, higher levels of consumer ethnocentrism are associated with lower levels of cultural openness.

SUGGESTIONS

1. Content creators and marketers should consider catering to the preference for culturally familiar content while also promoting cultural diversity and openness.
2. Platforms like YouTube should explore ways to encourage and facilitate cultural exploration and exchange, fostering greater understanding and appreciation for diverse cultures.
3. Educational initiatives and campaigns could be implemented to raise awareness about the benefits of cultural openness and mitigate the potential negative impact of consumer ethnocentrism.
4. Further research could be conducted to investigate the underlying factors influencing cultural openness and consumer ethnocentrism, as well as the specific impact of YouTube content consumption on these aspects.

CONCLUSION

The study revealed a complex interplay between cultural openness and consumer ethnocentrism in the context of YouTube video consumption. While respondents exhibited a preference for culturally familiar content, there was also a notable openness towards exploring diverse cultures and engaging with international content on YouTube. However, opinions varied regarding the equivalence of YouTube content and services between their home country and foreign countries.

Demographic factors such as gender played a role, with males displaying higher levels of cultural openness compared to females. Interestingly, age did not significantly influence cultural openness or consumer ethnocentrism. The negative correlation between cultural openness and consumer ethnocentrism suggests that as individuals become more open to diverse cultures, their tendency towards ethnocentric consumer behavior diminishes.

Overall, the findings show how important it is to understand and addressing the nuances of cultural preferences and biases, particularly in the digital age where platforms like YouTube facilitate global cultural exchange. By promoting cultural openness and mitigating consumer ethnocentrism, businesses, content creators, and policymakers can foster a more inclusive and culturally diverse environment, ultimately benefiting both consumers and society as a whole.

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APPENDIX

QUESTIONNAIRE

EXPLORING THE INFLUENCE OF CULTURAL OPENNESS ON CONSUMER ETHNOCENTRISM WITH SPECIAL REFERENCE TO YOUTUBE VIDEO CONSUMPTION

Name:

1. Gender

- Male
- Female

2. Age

- Below 20
- 20 - 30
- 30 – 40
- Above 40

3. Occupation

- Business
- Professional
- Student
- Other

4. How frequently you watch YouTube videos on average?

- 0 – 2 hours a day
- 3 – 5 hours a day
- 6 – 7 hours a day
- More than 7 hour a day

5. Is YouTube content from your home country your first & foremost choice?
 - Yes
 - No
6. Do you actively avoid watching YouTube content from foreign countries?
 - Yes
 - No
7. How open are you to exploring & appreciating cultures different from your own?
 - Extremely open
 - Very open
 - Somewhat open
 - Not very open
 - Not open at all
8. To what extent do you prefer content on YouTube that aligns with your own cultural background?
 - Strongly prefer
 - Prefer
 - Neutral
 - Disprefer
 - Strongly disprefer
9. How frequently do you engage with international or culturally diverse content on YouTube?
 - Very frequently
 - Frequently
 - Occasionally
 - Rarely
 - Never
10. Do you think youtube content and services from foreign countries comparable to those from your home country?

- Yes
- No
- Maybe

11. I hold the belief that my home country has the hardest working people in the YouTube content creation industry?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. Has the worldwide accessibility of YouTube influenced your cultural perspective or preferences as a consumer?

- Yes, positively
- Yes, negatively
- No, not at all
- Not sure

13. Have you noticed any trends in consumer behaviour on YouTube that may be linked to cultural bias?

- Yes
- No
- Not sure

14. Statement regarding cultural openness

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I engage in opportunities to meet people from other countries					
I like to learn more about other countries					

I enjoy meeting & interacting with people from foreign countries					
I like to learn about foreign cultures & customs					

15. Statement regarding consumer Ethnocentrism

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Watching YouTube videos from foreign creators is uncharacteristic of your home country's content					
A real Indian should always choose YouTube videos made in India					
It is not right to watch YouTube videos from foreign countries					
Avoiding foreign youtube videos helps support Indian content creators and prevent potential unemployment in your home country					