



A Comprehensive Study of Buying Behaviour, Purchase Decision and Attitude Towards Socio-Economic Development of Foreign Students in Udaipur City

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ABSTRACT

Buying Behaviour relates to the attitude of consumers while making a purchase decision. Companies and markets make continuous efforts and spend their time and money on building strategies that lure consumers' intentions and preferences towards their products and market. The paper is an attempt to study and analyse the acts and behaviour of foreign students involved in preferring and buying products in Udaipur city. The study focuses on the various parameters and factors that drive them to take the purchase decision. Also their attitude towards socio-economic development and how their decisions can serve well to make a difference for the betterment of the society was studied.

KEYWORDS

buying behaviour, foreign students, purchase decision, socio-economic development

INTRODUCTION

The heritage and culture of India attracts people all around the world. Udaipur, known as 'Venice of the East' and 'Kashmir of Rajasthan' was named best city of the world in 2009 by Travel + Leisure. It has also become a hub of education as every year many students from foreign countries come to Udaipur for undertaking projects to address health, social, environmental and economic issues. As city's wealth is concentrated by a silver of the population and majority of people suffer from lack of supporting infrastructure which has led to undertake development prospects by foreign students who are supported by NGO'S.

The study presents how influence of culture, buying behaviour, preferences and purchase decision of the foreign students contributes towards socio-economic development for present and future generations. Whether the present debates regarding education, health, community development, women empowerment and the environment issues affect their buying attitude in Udaipur and bring a major contribution to the economy.

It studies their buying behaviour of different products which they seek to purchase in the midst of their project period under study while living in Udaipur.

The buying behaviour of the ultimate consumer originates from the preferences he makes for a particular product and continues till he makes purchase decision. Movement of students from their country of origin to India and a choice of Udaipur city as a centre to undertake projects in villages and underdeveloped vicinity is a remarkable effort. Spending time here for the projects from 1 month to a period of 1 year they need to make several purchase decisions as a part of their routine and also desire to capture the uniqueness of the place in the form of products and other items that speak about the rich culture and heritage of the place.

LITERATURE REVIEW

The primary and secondary studies conducted on country of origin effect on buying behaviour, effect of ethnocentrism and animosity among consumers and their purchase intentions towards the products were evaluated,

Edwin J. Nijssen, Susan P. Douglas and Paul Bressers discussed, If the consumers are interested in foreign travel, there is little chance of becoming ethnocentric and also will not evaluate foreign products negatively.

According to Han and Terpstra (1988) those consumers who familiarises the product with country of origin they develop a more strong purchase intentions and they tend to generalise their attitude within products.

Haubi (1996) Consumers do make certain cognitive evaluations of foreign products that affect their purchase intentions. Beliefs, attitudes and behavioural intentions are also affected by Country of origin information.

Rongbin Yanga, RoomaRoshneeRamsaranb, SantosoWibowoc, (2016), discussed that for consumers' purchase decision and their perception, country of origin is an important factor for consumers. This may affect consumer's brand loyalty, brand association, brand awareness and perceived quality and have an impact on the product's brand equity.

Sadra Tabassi, Pouyan Esmailzadeh and Murali Sambasivan (2012) Ethnocentrism is found as the most important determinant for consumer's intention

Dodds (1991) says that the consumer have higher purchase intention, his willingness to buy a product also becomes higher.

Hamzaoui and Merunka (2006), the beliefs and perceptions about countries which the consumers hold, influence their evaluations at the time of purchasing

Daniel Koh1 (2014) As negative emotions may overwhelm consumers, in order to build strong international brand image managers must become sympathizing partners to improve customer relationship.

RESEARCH METHODOLOGY

The research methodology adopted in this research study comprises of various steps

Objectives

1. To identify the most preferred product and buying place of foreign students in Udaipur city.
2. To determine the parameters and various factors affecting their purchase decision.

Research Design: A descriptive research design using survey methods was chosen to fulfil the objectives. A structured questionnaire was used.

Sample Design and Sample Selection: For the selection of the respondents purposive sampling method was used. As the study focussed on the foreign students, sample size of 40 foreign students was chosen who were working at different NGO's in the city.

Analytical tools Used: The data collected from the respondents by the help of a structured questionnaire was classified and calculated with the help of frequency distribution, Mean and Weighted Arithmetic mean for analysis. A five point scale was used whereby the respondents were asked to specify their preferences.

ANALYSIS AND FINDINGS

This section shall discuss analysis of primary data collected through structured questionnaire from 40 respondents (Foreign students) in Udaipur city.

Demographic Profile of Respondents

1.1 Gender of Respondents

Maximum numbers (N=40) 67.50% of respondents were female and rest 32.50% respondents were male.

Table 1.1 Gender of Respondents

Gender	N	Percentage
Male	13	32.50
Female	27	67.50
Total	40	100

Age of Respondents

The age of respondents varied between 18-25 years.

2.1 Preferred Product in Udaipur Market

For this, respondents were asked to mark their preference on 5 point rating scale. The degree of scale was set from 1 to 5 (5 denotes highly preferred, whereas, 1 is the Least preferred).

In addition following criteria is used for analysis part:-

The score among 1.00-1.80 means Least Preferred

The score among 1.81-2.60 means slightly Preferred

The score among 2.61-3.40 means Neutral

The score among 3.41-4.20 means Preferred

The score among 4.21-5.00 means Highly Preferred

Table 2.1

Items	Handicrafts		Packaged Food		Personal Care		Clothing	
	N	%	N	%	N	%	N	%
Highly Preferred	17	42.50	0	0	0	0	16	40.00
Preferred	15	37.50	0	0	10	25.0	14	35.00
Neutral	8	20.00	15	37.50	12	30.0	6	15.00
Slightly Preferred	0	0	14	35.0	12	35.0	2	5.00
Least Preferred	0	0	11	27.50	6	15.0	2	5.00
Total	40	100	40	100	40	100	40	100
Mean Score	4.22		2.10		2.65		4.00	
Result	Highly Preferred		Slightly Preferred		Neutral		Preferred	

The mean score 4.22 reveals that respondents highly prefer handicrafts item in Udaipur market and are inclined towards it. Mean score is received as 2.10 for packaged food which shows that respondents slightly prefer the packaged food here. Mean score of 2.65 projects that respondents' attitude towards preference for personal care products is neutral.

Mean score 4.0 shows that clothing is preferred in this market by the foreign students.

3.1 Respondents' Preference under Handicrafts Items

It is seen from the table that respondents have preference for Paintings (Mean 4.05) and Pottery (Mean 3.72) as they have deep interest in the culture and heritage of the country. Leather goods (Mean 3.72) and Embroidery items (Mean 2.05) are slightly preferred.

Table 3.1

Items	Paintings		Leather goods		Pottery		Embroidery items	
	N	%	N	%	N	%	N	%
Highly Preferred	16	40.0	8	20.0	2	5.00	4	10.0
Preferred	14	35.0	14	35.0	10	25.0	16	40.0
Neutral	7	17.5	6	15.0	14	35.0	12	30.0
Slightly Preferred	2	5.0	6	15.0	10	25.0	8	20.0
Least Preferred	1	2.5	6	15.0	4	10.0	0	0
Total	40	100	40	100	40	100	40	100
Mean Score	4.05		2.25		3.72		2.05	
Result	Preferred		Slightly Preferred		Preferred		Slightly Preferred	

4.1 Respondents' Preference under Clothing

It is showcased that traditional wear (Mean 3.9) was the preferred attire as they can feel the taste of culture in it. Casual wear is also preferred (Mean 3.72). They are neutral for indo-western wear (Mean 2.75) and are least interested in western wear (Mean 1.8) despite of being from western countries.

Table 4.1

Clothing	Traditional Wear		Western Wear		Indo Western Wear		Casual Wear	
	N	%	N	%	N	%	N	%
Highly Preferred	15	37.5	2	5.0	2	5.0	13	32.5
Preferred	13	32.5	2	5.0	8	20.0	11	27.5
Neutral	6	15.0	2	5.0	13	32.5	8	20.0
Slightly Preferred	5	12.5	14	35.0	12	30.0	8	20.0
Least Preferred	1	2.5	20	50.0	5	12.5	0	0
Total	40	100	40	100	40	100	40	100
Mean Score	3.9		1.8		2.75		3.72	
Result	Preferred		Least Preferred		Neutral		Preferred	

5.1 Respondents' Preference under Personal Care

The results from the table depict that the respondents are not much interested in Personal care products in Udaipur. The analysis shows a clear view as respondents are neutral for body wash and perfumes & deodorants whereas they slightly prefer hair care and cosmetics in the market but that to a little extent.

Table 5.1

Category	Body Wash		Hair Care		Perfumes & Deodorants		Cosmetics	
	N	%	N	%	N	%	N	%

Highly Preferred	2	5.0	0	0	0	0	0	0
Preferred	12	30.0	4	10.0	12	30.0	6	15.0
Neutral	18	45.0	8	20.0	16	40.0	12	30.0
Slightly Preferred	6	15.0	16	40.0	6	15.0	18	45.0
Least Preferred	2	5.0	12	30.0	6	15.0	4	10.0
Total	40	100	40	100	40	100	40	100
Mean Score	3.15		2.22		2.85		2.50	
Result	Neutral		Slightly Preferred		Neutral		Slightly Preferred	

6.1 Respondents' Preference under Packaged Food

Respondent choice towards packaged food shows that chips (Mean 3.9) and preserved food items (Mean 3.42) are preferred by the respondents. They have a neutral outlook towards biscuits & cookies (Mean 2.87) whereas slightly prefer the Packaged fast food (Mean 2.47).

Table 6.1

Items	Chips		Biscuits & Cookies		Preserved items		Fast Food	
	N	%	N	%	N	%	N	%
Highly Preferred	16	40.0	7	17.5	7	17.5	2	5.0
Preferred	12	30.0	7	17.5	12	30.0	7	17.5
Neutral	6	15.0	8	20.0	14	35.0	7	17.5
Slightly Preferred	4	10.0	10	25.0	5	12.5	16	40.0
Least Preferred	2	5.0	8	20.0	2	5.0	8	20.0
Total	40	100	40	100	40	100	40	100
Mean Score	3.9		2.87		3.42		2.47	
Result	Preferred		Neutral		Preferred		Slightly Preferred	

7.1 Respondents' Preference for the place of purchase

7.1.1 Preferred place to buy Handicrafts

The results from the table reflect the attachment of the respondents towards the old city which is the heart of Udaipur market. Old city with mean score 4.6 is highly preferred. Even the NGO units like Sadhana are being preferred by them with a mean score of 3.72. The respondents slightly prefer shopping malls and online purchase for handicrafts.

Table 7.1.1

Place	Old City		Shopping Mall		NGO Units		Online Purchase	
	N	%	N	%	N	%	N	%
Highly Preferred	28	70.0	4	10.0	16	40.0	4	10
Preferred	9	22.5	4	10.0	9	22.5	2	5
Neutral	2	5.0	6	15.0	6	15.0	4	10
Slightly Preferred	1	2.50	10	25.0	6	15.0	12	30
Least Preferred	0	0	16	40	3	7.5	18	45
Total	40	100	40	100	40	100	40	100
Mean Score	4.6		2.25		3.72		2.05	
Result	Highly Preferred		Slightly Preferred		Preferred		Slightly Preferred	

7.1.2 Preferred place to buy Clothing

The table shows old city as the most preferred destination to buy clothing (Mean 4.5) Respondents again slightly prefer NGO units (Mean 2.52). They are neutral towards

shopping malls (Mean 2.52) and least preference is given to online purchase (Mean 1.75) for clothing.

Table 7.1.2

Place	Old City		Shopping Mall		NGO Units		Online Purchase	
	N	%	N	%	N	%	N	%
Highly Preferred	26	65.0	8	20.0	4	10.0	0	0
Preferred	10	25.0	16	40.0	7	17.5	4	10.0
Neutral	2	5.0	4	10.0	9	22.5	4	10.0
Slightly Preferred	2	5.0	10	25.0	16	40.0	10	25.0
Least Preferred	0	0	2	5.0	4	10.0	22	55.0
Total	40	100	40	100	40	100	40	100
Mean Score	4.5		2.95		2.52		1.75	
Result	Highly Preferred		Neutral		Slightly Preferred		Least Preferred	

7.1.3 Preferred place to buy personal care and packaged food items.

It is observed from the table below that respondents' preference for the retail stores is higher (62.5%) than preference for the shopping malls (37.5%).

Table 7.1.3

Place	N	Percentage
Retail Stores	25	62.5
Shopping Malls	15	37.5
Total	40	100

8.1 Parameters influencing the Selection of Products for purchase

H01: Price of Product is one of the most preferred factors affecting purchase decision of foreign students.

H11: Price of Product is not the most preferred factors affecting purchase decision of foreign students.

Respondents were asked to indicate the relative importance to the parameters that influence the selection of products for purchase on five point scale starting from very high priority (5) to very low priority (1). Results are drawn with the help of weighted arithmetic mean. In order to calculate total weighted score, the numbers of respondents who have given importance from 5 to 1 are multiplied by 5 to 1 respectively. The mean score is calculated by dividing the total score by total number of weights (i.e. 15). The analysis of results is presented in further sections by this method.

Table 8.1 shows that, the Price and Quality as the most influencing factor in the selection of products for purchase with a weighted mean score of 11.86 followed by Value for money (Weighted Mean score = 11.0). Hygiene and satisfaction level occupied 3rd priority with a Weighted Mean score of 10.40, followed by accessibility with a weighted mean score of 10.26. The factor eco-friendly with weighted mean score 9.80 and packaging with weighted mean 7.53 followed the sequence. Brand name came to be the lowest priority parameter with weighted mean score of 7.20.

Table 8.1

Weights	5	4	3	2	1	Total	Weighted Total	Weighted Avg.	Rank
Preference Level	Highly Preferred	Preferred	Neutral	Slightly Preferred	Least Preferred				
Factors	Highly Preferred	Preferred	Neutral	Slightly Preferred	Least Preferred	Total	Weighted Total	Weighted Avg.	Rank
Brand Name	6	6	12	2	14	40	108	7.20	7
Price	20	18	2	0	0	40	178	11.86	1
Packaging	3	7	16	8	6	40	113	7.53	6
Quality	26	12	0	0	0	40	178	11.86	1
Accessibility	10	20	6	2	2	40	154	10.26	4
Hygiene	10	20	7	2	1	40	156	10.40	3
Eco-friendly	9	17	8	4	2	40	147	9.80	5
Satisfaction Level	16	10	8	6	0	40	156	10.40	3
Value for Money	17	15	4	4	0	40	165	11.0	2

With respect to the hypothesis it can be observed that price has secured first position according to the weighted arithmetic mean score which leads to the acceptance of null hypothesis so it can be concluded that Price of Product is one of the most preferred factors affecting purchase decision of foreign students.

9.1 Factors Affecting Purchase Decision

H02: Fellow Students' Choice is one of the most influencing factors affecting purchase decision of foreign students.

H12: Fellow Students' Choice is not the most influencing factors affecting purchase decision of foreign students.

The results from table 8.1 reveals that the most influencing factor which bound the foreign students to make their purchase decision in Udaipur market is Indian culture (Weighted Mean 11.40) followed by their own culture (Weighted Mean 11.26). Women empowerment issues (Weighted Mean 9.53) were also given importance while making purchase decision. Community development (Weighted Mean 9.4) was also concerned. Environmental issues (Weighted Mean 8.73) graded 5th priority. Respondents own need and convenience (Weighted Mean 8.26) also affected their purchase to an extent ranking 6th. The factor fellow students' choice (Weighted Mean 7.46) also didn't remain uncovered but low preference with 7th rank in the list. The respondents didn't pay much heed towards their area of study (Weighted Mean 4.86) being the lowest preference while making a purchase decision.

Table 9.1

Weights	5	4	3	2	1	Total	Weighted Total	Weighted Avg.	Rank
Preference Level	Highly Preferred	Preferred	Neutral	Slightly Preferred	Least Preferred				
Factors	Highly Preferred	Preferred	Neutral	Slightly Preferred	Least Preferred	Total	Weighted Total	Weighted Avg.	Rank
Your Own Culture	17	15	8	0	0	40	169	11.26	2
Area of Study	2	2	5	9	22	40	73	4.86	8
Indian Culture	24	7	5	4	0	40	171	11.4	1
Fellow Students' Choice	1	6	19	12	2	40	112	7.46	7
Environmental Issues	5	17	7	6	5	40	131	8.73	5
Women Empowerment Issues	6	19	9	4	2	40	143	9.53	3

Community Development	6	17	11	4	2	40	141	9.4	4
Your own need & Convenience	0	15	14	11	0	40	124	8.26	6

With respect to the second hypothesis it can be observed that fellow students' choice has secured seventh position according to the weighted arithmetic mean score which leads to the rejection of null hypothesis so it can be concluded that Fellow Students' Choice is not the most influencing factors affecting purchase decision of foreign students.

CONCLUSION

The study revealed many interesting facts and practical observation of the buying behaviour, purchase decision and attitude of foreign students in Udaipur city. It concludes that the respondents not being native to India still are close to Indian soil. Along with the influence of Indian culture they also remain akin to their own culture while making choices. They are fond of handcraft items and clothing in the market. It seems they are keen to try out something new which they seem expensive or don't find easily in their country. The effect of ethnocentrism was seen to a little extent but animosity was hardly seen among them. They are more attached to the old city where they get a wide variety of stuff at cheap prices instead of big malls and online purchase. This seems they are price conscious, believes in value for money, prefer high quality at low prices and are also concerned about their satisfaction level. Some of them also prefer to buy from NGO Units where females from urban slums and rural areas are given vocational training to make handicrafts and clothing. The idea is to encourage their handwork and design and promote women empowerment This attitude of these students depict that they are concerned about women empowerment issues, community development programs and through their attitude contributing to the socio- economic development of the place.

LIMITATIONS

The sample size taken for the study as 40 respondents might not be the adequate representation of the population. It was difficult to find the foreign students undergoing projects at different NGO'S in Udaipur city at a particular period of time. Though the findings of the study are well defined but if the inflow of these students is even more and if their period of stay in Udaipur is for long, future researches in this area may concentrate on their contribution towards the socio-economic development of the place in a vast manner.

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