



A STUDY ON THE EFFECT OF ETHNOCENTRIC BEHAVIOUR ON THE CONSUMPTION OF ENTERTAINMENT

First Author:

AMY ELIZABETH DANIEL, Student of MBA, Hindustan Institute of Technology and Science, Chennai.

Second Author:

DR. DENSINGH JOSHUA ISREAL, Associate Professor, Hindustan Institute of Technology and Science, Chennai

ABSTRACT

Consumption of entertainment worldwide is regional in nature. Every regional entertainment has content that reflects its society. It is the reflection of the people's behaviour in that community. All cultures enjoy their own form of entertainment, and culturally relevant entertainment tends to gain more attention.

The entertainment industry is much influenced by the belief system of the people. Both in traditional and modern times ethnocentric views have a direct influence on consumers' preference for entertainment. Ethnocentrism refers to the belief that one's own culture or ethnicity is superior to others and their strong connection with their culture and environment. Ethnocentrism can lead to a distorted perception of other cultures and can result in negative attitudes and behaviours towards people from other cultures. It can also contribute to cultural misunderstandings and conflicts. Ethnocentric behaviour can have a significant impact on how we consume our entertainment going forward. Consumers' views are influenced by the perspective they hold, it is either ethnocentric or global-centric. Ethnocentrism includes religion, language, nationalism, culture, and ideology that have an influence on our attitudes, beliefs, values, and behaviours. The study assumes that the individual consumption of entertainment is strongly influenced by ethnocentric beliefs. The stronger the cultural values of a society, the stronger its influence on an individual and their decision-making on the consumption of entertainment. This study examines how ethnocentrism and its factors, specifically religious ideologies and language orientation influence the preference for entertainment in India. Consumers are influenced to consume regional, national, and international entertainment.

Keywords: Entertainment, ethnocentric, culture, point of view, regional influence, religion.

INTRODUCTION

Growing up we were always taught to respect our traditions, customs, and values irrespective of the society we were brought up in. Those values inbuilt a sense of patriotism and loyalty in the minds of people. As they grow older, these values are adopted and applied in real-life

situations to determine choices in different aspects of our lives, out of many value systems that involve tradition, culture, customs, race, nationalism, and so on. Religion is a focal point in Indian heritage, in a country of over a lakh gods and belief systems. It would seem like every decision made goes through a filter of religious and superstitious beliefs. Another major ethnic identity and value system comes from the viewpoint of language, India having a language that dates back to one of the world's oldest languages- Sanskrit (since 1500 BCE). It is no surprise that Indians take the utmost pride in their language, heritage, culture, and religions. The same loyalty that drives religious values could also be the same patriotism that drives language preferences. India has 28 states, a variety of 21 modern Indian languages, and many different variations of the same language. It can be said that people hailing from different states would be most comfortable communicating in their state-spoken language.

People subject themselves to these beliefs and conform their traditions and thought processes to fit their religious identity. To know that certain people belong in a certain society, the language they speak would be the first indicator. Out of the many variables that affect the degree of ethnocentrism, this study comprehends the variables of language and religion. The mix-up of culture and religion over the years has favoured only certain sectors of society and this has pushed other societies away to not take part in traditional activities assuming it goes along with other religions. In the case of religion, there are negative repercussions, a study done by Jamil Farooqui in his study "The Ethnocentric Trends in Sociology: A Critical View"

"The economic, political, and social changes eroded further the hold of religion on the people. The church-state controversy, as well as the elites' use of religion to justify and maintain their positions and privileges, continued to alienate the people from religion. As new ideas and a more comfortable life gained ground among the masses, the influence of religion declined and the feudal lords and elites could no longer justify the traditional political and social order through religious mystique..."

(Farooqui, 1994)^[1] explains the veil that society used to hide, under the pretense of religions and traditions no longer worked. This information age is giving rise to new ideologies to demonstrate the progression in the intellectual information of the human race. This constant evolution of anthropological thinking patterns have changed the mindset of the society at large.

“...The above discussion deals with two different views on the matter of the MoI at South Africa schools. However, using a MoI such as English that teachers are not proficient in or that the learners do not understand can significantly obstruct learning. Pre-service teachers’ attitudes towards using English as the MoI and their degree of ethnocentrism could also affect learning within multilingual classrooms. Therefore, in this article, preservice teachers’ attitudes and ethnocentrism regarding language-in-education issues were investigated as possible variables that could affect their classroom practice and learner performance...”

A study done by Joyce West, University of Pretoria (**West, 2021**)^[2] observes the attitude towards using English as the Medium of Instruction (MoI) within a multilingual environment and if it affects ethnocentrism.

The ethnocentric belief is one's own cultural or ethnic group is superior to others, it is the tendency to judge other cultures, beliefs, and practices by the standards of one's own culture. Ethnocentrism can lead to a distorted perception of other cultures and can result in negative attitudes and behaviours towards people and practices from other cultures. New media and entertainment have brought the world together in unimaginable ways. In India, ethnocentrism can be seen in the way people often discriminate against individuals belonging to different castes, religions, languages, or ethnicities. This has led to social and economic inequality and has hindered the country's progress toward becoming a truly inclusive and diverse nation.

In time this bled over into all aspects of entertainment including cinema, television, music, literature, and so on. Unconsciously this became a social block that led certain parts of society to believe that it is wrong to be involved in other customs, triggering their ethnocentric behaviour. As the national language is Hindi almost all entertainment forms are in Hindi and at least 90% of the population is familiar with this, but this excludes the 10% that cannot enjoy the entertainment.

However, India has also been greatly influenced by the idea of a global village, which refers to the idea that the world is becoming increasingly interconnected and interdependent due to advances in communication and transportation technology. This idea has led to increased cultural exchange and has helped to break down barriers between different countries and cultures.

India has embraced this idea of a global village by promoting cultural exchange programs and encouraging its citizens to travel abroad and experience other cultures. This has helped to foster a greater understanding and appreciation for other cultures and has contributed to India's growth and development on a global scale, they are working towards becoming a more inclusive and diverse society. By promoting cultural exchange and embracing diversity, India is poised to become a leader in the global community.

LITERATURE REVIEW

Research on the effect of ethnocentric behaviour on the consumption of entertainment has yielded mixed results. While some studies have found a negative relationship between ethnocentrism and entertainment consumption, others have found no relationship or even a positive relationship. In this study, we will study the effects of ethnocentric behaviour on different aspects of entertainment consumption.

A study by **(Riefler & Diamantopoulos, 2007)**^[3] found that ethnocentrism had no effect on the consumption of international television programming and that individual experiences are the root for personal preferences.

a study by **(Hennig-Thurau & Hansen, 2000)**^[4] found that ethnocentric consumers were less likely to consume foreign music.

It is worth noting that the relationship between ethnocentrism and entertainment consumption may also depend on the type of entertainment being consumed. While some studies suggest that ethnocentrism may have a negative effect on the consumption of foreign entertainment, the relationship is not always clear-cut and may depend on various factors.

An study done by **(Kumar et al., 2011)**^[5] finds that the Indian youth of today that have not been exposed to India's freedom-struggle movement have been influenced by the western world through media such as television channels, movies and the internet as opposed to the older generations who are conservative thinkers and therefore don't lean toward western world views.

OBJECTIVES

This study aims to understand the relationship between the variables pertaining to ethnocentric behaviour particularly the variables of religion and language.

Hypothesis 1 (H1): To identify the role of ethnocentrism in the consumption of entertainment

Hypothesis 2 (H2): To study the demographic profile of the ethnocentric consumers

Hypothesis 3 (H3): To analyse the degree of relationship between the ethnocentric factors influencing the consumption of different types of media

RESEARCH METHODOLOGY

To attain the information and objectives an online google questionnaire was sent out to over 100 candidates with a sample size of 116 participants. A qualitative method of study is adopted to get an accurate value of the degree of ethnocentric behaviour in the consumption of media.

This study is aimed to measure responses through correlational, regression analysis, chi-square analysis, H-Test's and U-Test's. Through these research methods we find out if the following data analysed is homogeneous in nature by performing said tests.

DATA ANALYSIS AND INTERPRETATION

HYPOTHESIS 1 (H1): To identify the role of ethnocentrism in the consumption of entertainment

Table 1:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.167	.137	1.01586

Table 2:

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.941	4	5.735	5.557	.000 ^b
	Residual	114.548	111	1.032		
	Total	137.488	115			

a. Dependent Variable: Q1

Table 3:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.002	.313		12.797	.000
	I enjoy entertainment that's not in my native language.	-.310	.088	-.348	-3.539	.001
	Consuming entertainment in a language other than my own affects my emotional involvement.	.022	.074	.027	.305	.761
	I actively seek out entertainment that not in my native language.	.081	.084	.093	.968	.335
	Consuming entertainment in a language other than my own can be a way to learn and understand different cultures.	-.172	.111	-.153	-1.556	.123

a. Dependent Variable: Q1

Interpretation:

The values taken for the regression analysis to identify the role of ethnocentrism in the consumption of entertainment $R = 0.408$ indicates the correlation between the independent variable (IV) and the dependant variable (DV). It shows positive correlation between existing between IV and DV, the R value 0.167 explains the relationship between them. The F table is significant and the P value is less than 0.05 therefore it shows significance. The variables chosen for this analysis fits the model.

Out of the 4 independent variables ‘I enjoy entertainment that’s not in my native language’ has the significant influencing relationship with the dependant variable. So we conclude that dependant variable, the entertaining factors such as movies, TV series, music, literature and live drama performances have the influencing factors in the consumers entertainment even though it is not in their native language. So people are interested to see the entertainment factors in other languages too.

HYPOTHESIS 2 (H2): To study the demographic profile of the ethnocentric consumers

Table 4:

	Movies	TV series	Music	Literature	Live drama performances	I avoid consuming entertainment that has excessive use of vulgar content because it goes against my religious values
Kruskal-Wallis H	4.284	4.776	7.650	6.867	7.149	9.660
df	4	4	4	4	4	4
Asymp. Sig.	.369	.311	.105	.143	.128	.047

a. Kruskal Wallis Test

b. Grouping Variable: Age

Interpretation:

The variables taken for the analysis are entertainment factors such as movies, TV series, music, literature and live drama performances versus age as a demographic variable. Our null hypothesis has been rejected as the P value is 0.047.

My research hypothesis is age has a significant relationship with the entertainment consumption factors. This is factual because based on the age group people will go for a variety of entertainment factors.

Table 5:

	Watching movies in theatres goes against my religion
Mann-Whitney U	1452.500
Wilcoxon W	2442.500
Z	-.798
Asymp. Sig. (2-tailed)	.425

a. Grouping Variable: Gender

Interpretation:

So the variables taken for analysis is ‘gender’ with ‘watching movies in theatres goes against my religion’. So the respondents opinion about these two have been taken for this analysis. Here the P value is 0.425 which is more than 0.05 so null hypothesis is accepted. There is no significant relationship between gender and watching movies in theatres that goes against their religion.

It confirms the real time truth, that no one has those connotations about watching movies against our religion. Both male and female don’t have significant differences about this testing variable.

Table 6:

	Consuming entertainment in a language other than my own can be a way to learn and understand different cultures.	Consuming entertainment from a different religious background than my own can be a way to learn and understand different cultures.
Kruskal-Wallis H	.179	1.720
df	1	1
Asymp. Sig.	.672	.190

a. Kruskal Wallis Test

b. Grouping Variable: Occupation

Interpretation:

For this analysis I have taken demographic variable occupation by comparing with the variables ‘consuming entertainment in a language other than my own can be a way to learn and understand different cultures’ and ‘consuming entertainment from a different religious background than my own can be a way to learn and understand different cultures’, here occupation in both testing variables value of P is more than 0.05 so null hypothesis is accepted.

There is no significant relationship between occupation of the respondent and their opinion about consumption of entertainment in other language or watching entertainment from other religious background.

Table 7:

	Consuming entertainment in a language other than my own affects my emotional involvement.
Kruskal-Wallis H	.430
df	3

Asymp. Sig.	.934
a. Kruskal Wallis Test	
b. Grouping Variable: Educational Qualification	

Table 8:

Consuming entertainment in a language other than my own can be a way to learn and understand different cultures.

Kruskal-Wallis H	4.051
df	3
Asymp. Sig.	.256
a. Kruskal Wallis Test	
b. Grouping Variable: Educational Qualification	

Interpretation:

Here the socio demographic variable I have taken is educational qualification with the testing variable ‘Consuming entertainment in a language other than my own affects my emotional involvement’ and ‘Consuming entertainment in a language other than my own can be a way to learn and understand different cultures’, the null hypothesis is accepted. There is no significant relationship between testing and grouping variable of educational qualification.

Whatever the qualification of the respondents, they never have any emotional involvement and irrespective of their qualification, they watch entertainment other than their own languages.

HYPOTHESIS 3 (H3): To analyse the degree of relationship between the ethnocentric factors influencing the consumption of different types of media

Table 9:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.635 ^a	8	.006

Likelihood Ratio	22.596	8	.004
Linear-by-Linear Association	12.588	1	.000
N of Valid Cases	116		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .66.

Interpretation:

Ethnocentric factors such as religious background with entertainment factors consumption such as movies, TV series, music, literature, live drama performances, with these 2 variables measured significance is found.

In this P value is less than 0.05 so it indicates that there is a significant relationship between ethnocentric factors and entertainment factors.

Table 10:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.900 ^a	4	.298
Likelihood Ratio	4.758	4	.313
Linear-by-Linear Association	.594	1	.441
N of Valid Cases	116		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.66.

Interpretation:

In the chi-square tests the variables taken here are measured and the P value is greater than 0.05 so there is no significance between these 2 variables.

The likelihood of the ratio for these variables is 0.313, null hypothesis is accepted in this case. So watching movies in theatres does not have a relationship irrespective of the gender of the person.

These results conclude and confirm what the study’s objectives aim to determine that there is a significant relationship when it comes to religion, language and entertainment.

PRACTICAL IMPLICATIONS

Some practical and societal implications to consider on ethnocentric behaviourism are to promote learning new languages to expand their cultural horizons. To provide subtitles and translations while watching movies, T.V shows, etc, to make it more inclusive and attract and attract a wider audience. To foster cultural exchange to travel and develop a more understanding overview. To promote diversity in media representation which can help challenge stereotypes and increase cultural awareness. And finally, to acknowledge the role of religion and their contribution shaping towards cultural diversity.

The Theoretical implication are:

1. Social identity theory, it suggests that individuals develop their sense of identity and self-worth through their social groups. Individuals may be more likely to exhibit ethnocentric behaviour when their sense of identity is threatened by exposure to different cultures.
2. Intergroup contact theory suggests that positive interactions between members of different groups. It can reduce prejudice and discrimination and can facilitate positive intergroup contact and reduce ethnocentric behaviour.
3. Cultural hegemony refers to the dominance of one culture over others, it contributes to cultural hegemony
4. Linguistic relativity suggests that language can shape our perceptions of the world. Individuals who speak multiple languages may have a more nuanced understanding of cultural differences.
5. Cultural capital refers to the knowledge, skills, and cultural experiences that individuals can use to gain social status and cultural legitimacy and promote social mobility

CONCLUSION

After conducting a study on the effect of ethnocentric behaviour on the consumption of entertainment, it can be concluded that there is a significant relationship between the two variables. Both factors religion and language can significantly influence an individual's attitude towards cultural diversity and their willingness to consume entertainment form different cultures.

Religion can have a powerful impact on ethnocentric behaviour. Some religions emphasize the superiority of their own beliefs and practices over those of other cultures, which can lead to a close-minded attitude towards entertainment from other cultures. This can be especially true for individuals who are deeply religious and see their faith as a core part of their identity.

Language also plays a role in shaping attitudes towards cultural diversity. Individuals who speak multiple languages and are comfortable navigating different linguistic and cultural contexts are often from diverse sources. Conversely, individuals who are monolingual and have limited exposure too other languages and cultures may be more likely to exhibit ethnocentric behaviour and view other cultures as inferior.

However, it is important to note that these factors do not necessarily determine an individual's attitude towards cultural diversity and consumption of entertainment from different cultures. Most socio demographic factors due to ethnocentric influence on behaviour will not have a homogenous relationship as determined to prove. Since experience comes with age, past behaviours are influenced by age, the conservative mindset that grows stagnant with age. Education, exposure to different cultures, and personal beliefs and values can also play a significant role in shaping attitudes towards cultural diversity and consumption and entertainment.

In conclusion, while religion and language can impact ethnocentric behaviour and attitudes towards cultural diversity, they are not the only factors at play. Encouraging education and exposure to diverse cultures can help to reduce ethnocentric behaviour and promote a more open-minded and inclusive approach to consuming entertainment. By recognizing and addressing this behaviour, individuals can broaden their horizons and enrich their lives through the appreciation of diverse forms of entertainment.

REFERENCES

1. Farooqui, J. (1994). Ethnocentric Trends in Sociology: A Critical View. *American Journal of Islam and Society*, 11(2), 183–199. <https://doi.org/10.35632/ajis.v11i2.2427>
2. West, J. (2021). Pre-service teachers' attitudes and ethnocentrism regarding language-in-education issues. *Journal for Language Teaching = Ijenali Yekufundzisa Lulwimi = Tydskrif Vir Taalonderrig*, 55(1), 175–201. <https://doi.org/10.4314/jlt.v55i1.8>
3. Riefler, P., & Diamantopoulos, A. (2007). Consumer animosity: A literature review and a reconsideration of its measurement. *International Marketing Review*, 24(1), 87–119. <https://doi.org/10.1108/02651330710727204>
4. Hennig-Thurau, T., & Hansen, U. (2000). Relationship Marketing—Some Reflections on the State-of-the-Art of the Relational Concept. In T. Hennig-Thurau & U. Hansen (Eds.), *Relationship Marketing* (pp. 3–27). Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-662-09745-8_1
5. Deb, M., & Sinha, G. (2015). Impact of culture on religiosity, cosmopolitanism and ethnocentrism. *Asia Pacific Journal of Marketing and Logistics*, 28(1), 56–72. <https://doi.org/10.1108/APJML-12-2014-0173>
6. He, Y., Wang, J., & Choi, B.-R. (2021). Religious Participation: Does It Matter for Sustainable Culture and Entertainment Consumption? *Sustainability*, 13(14), Article 14. <https://doi.org/10.3390/su13147999>
7. Kaynak, E., & Kara, A. (2001). An examination of the relationship among consumer lifestyles, ethnocentrism, knowledge structures, attitudes and behavioural tendencies: A

comparative study in two CIS states. *International Journal of Advertising*, 20(4), 455–482. <https://doi.org/10.1080/02650487.2001.11104906>

8. Kumar, A., Fairhurst, A., & Kim, Y.-K. (2011). Ethnocentric tendencies of Indian consumers: Impact on preference for domestic versus foreign products. *The International Review of Retail, Distribution and Consumer Research*, 21(4), 323–341. <https://doi.org/10.1080/09593969.2011.595496>
9. Kumar, A., Fairhurst, A., & Kim, Y.-K. (2013). The role of personal cultural orientation in consumer ethnocentrism among Indian consumers. *Journal of Indian Business Research*, 5(4), 235–250. <https://doi.org/10.1108/JIBR-02-2013-0018>
10. Taylor, D. M., & Jaggi, V. (1974). Ethnocentrism and Causal Attribution in a South Indian Context. *Journal of Cross-Cultural Psychology*, 5(2), 162–171. <https://doi.org/10.1177/002202217400500202>
11. University of Delhi, Jain, S. K., Jain, R., & University of Delhi. (2013). Consumer Ethnocentrism and Its Antecedents: An Exploratory Study of Consumers in India. *Asian Journal of Business Research*, 3(1). <https://doi.org/10.14707/ajbr.130001>