



MAURITIUS RESEARCH COUNCIL

HALF-DAY SEMINAR

MRC Unsolicited Research Grant Scheme:

*An Evaluation of the Degree of Consumer
Ethnocentrism in Mauritius*

*Presented by: Dr (Mrs) R R Ramsaran-Fowdar
University of Mauritius*

PROGRAMME

Venue: Mauritius Research Council

Date: 5th December 2007

Time: 09:30 hours

Mauritius Research Council

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An Evaluation of the Degree of Consumer Ethnocentrism in Mauritius

Synopsis

Global trade has changed significantly and has created substantial market opportunities for firms operating in different parts of the globe. Most of these firms are providing variety in their products at competitive prices. Standards of living and lifestyles of consumers are improving worldwide and the increased use of the internet implies that consumers are now being exposed to a wider range of foreign products than earlier. Thus increased globalisation has attracted interest in country-of-origin and consumer ethnocentrism research and how they affect decision-making.

Both domestic and foreign firms need to understand consumers' perceptions and evaluations of foreign products against domestic ones. Researchers in marketing have started investigating consumer behaviour in crosscultural/national settings more than before. However, despite this increased interest, studies that examine the product perceptions and judgements of consumers in developing countries and newly emerging economies are relatively scarce.

Objectives

- ❖ To evaluate the degree of consumer ethnocentrism in Mauritius;
- ❖ To examine the perceptions of Mauritian consumers towards imported products versus domestic products for different product categories;
- ❖ To examine if these perceptions differed for specific countries from which we import products;
- ❖ To examine if differences in perceptions are based on demographic variables;
- ❖ To relate attitudes towards foreign products/local products made in a joint venture/licensing agreement to the level of consumer ethnocentrism;
- ❖ With consumer ethnocentrism as the focal construct, to identify homogeneous market segments sharing similar lifestyles.

PROGRAMME

09:15 – 09:30	Registration of Participants
09:30 – 09:35	Welcome Address <i>Dr A Suddhoo, Executive Director, Mauritius Research Council</i>
09:35 – 09:40	Address <i>Prof S Jugessur, Chairman Mauritius Research Council</i>

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09:40 – 10:30	Presentation of Research Findings <i>Dr (Mrs) R R Ramsaran-Fowdar University of Mauritius</i>
10:30 – 10:50	Questions and Answers <i>(Fielded by the Research Team)</i>
10:50 – 11:00	Vote of Thanks <i>Dr H Neeliah, Research Officer, Mauritius Research Council</i>
11:00	TEA BREAK