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ABSTRACT

A Comparison of the Purchasing Patterns and Level of Price Consciousness between Afro-Trinidadians and Indo-Trinidadians

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Afro-Trinidadians and Indo-Trinidadians are numerically the two largest ethnic groups in Trinidad. Local social scientists have often said that these groups because of their differing histories, are very different from each other in terms of their lifestyles, culture, political affiliations and so forth. This study investigated another aspect of Afro-Trinidadian - Indo-Trinidadian relations, namely, consumer behaviour.

Primary data for the study were collected through the use of a structured questionnaire administered by mail. Six hundred Afro- and Indo-Trinidadian students were randomly selected and used as the medium for getting the questionnaire to the relevant person in their respective household to complete. Eleven hypotheses were proposed and tested through the use of various statistical techniques including MANOVA and Log Linear Likelihood Chi-Square tests.

The results seem to indicate that the two ethnic groups share similar purchasing patterns. The changing economic situation in the country, increasing levels of education and the increasing number of women in the workforce may be reasons for the similarity in the purchasing and subsequently consumption patterns between the groups. The findings seem to suggest that the stereotypical images associated with Afro- and Indo-Trinidadians are just myths passed on from one generation to the next without any objective evidence.