A CROSS-CULTURAL STUDY ON INDIVIDUALISM AND COLLECTIVISM AMONG INDIAN PEOPLE

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ABSTRACT
The word culture was identified in human societies by the social behavior and norms of people. A country’s identity could also be found by cultural aspects. It typically states the people’s way of living life by the broad customs and beliefs of a specific cluster of people at an exact span era. It is an overall view of the ethnic lifestyle of different people’s culture in different regions, country’s or sectors in the world. This paper is going to highlight the cultural dimension of individualism and collectivism of people surviving in India with different contextual cultures. It will be analyzed by descriptive research design through primary data collection method on the measurement scale basis. It will give a wholesome picture of the Indian people on individualism and collectivism cultural dimension. It also articulates the mindset, attitude, perception, the belief of individualistic and collectivist people in India of various cultures. The results would state the current scenario of Indian people living standard.

Key words: Indian culture, individualism, collectivism, society, elements.


1. INTRODUCTION
The people’s habitual, activity and style of living in a specific way forms a culture. It is comprised of gestures, languages, religions, family systems, marriages, clothing, festivals, food, dance, art, music, and crafts in general. There were different types of culture according to their country’s domain and regions. It was structured by the people from the tradition period to the existing period. Alteration in the culture also takes place often. Cross-cultural comparisons third form constitutes cross-cultural studies. Holocultural studies or comparative studies is another name for the cross-cultural studies. It assesses the behavior of humans and their culture. It is mostly applied in social sciences but predominantly in cultural anthropology and psychology. To designate a specific culture, cultural dimensions are used. It is the significant concepts or psychological dimensions. These dimensions are frequently showcased
in the intercultural communication or the cross-cultural communication-based research. The framework for cross-cultural communication is created by Hofstede's cultural dimensions theory, which was established by Geert Hofstede. He is a Dutch social psychologist and anthropologist by studying the interactions between cultures. His cultural dimensions theory state show the values of a people are related to their behavior with the effects of a society's culture by the factor analysis. The theory was built up with six cultural dimensions naming, the power that is equality vs. inequality, collectivism vs. individualism, uncertainty avoidance vs. uncertainty tolerance, masculinity vs. femininity, temporal orientation, and indulgence vs. restraint. Through the surveys conducted by IBM, a US-based technology and consulting firm, Hofstede collected the record for his data on the basis of world cultural values. This paper is going to highlight the cross-cultural view of Indian people on the individualism and collectivism dimension concept.

2. REVIEW OF LITERATURE

Abdel-Fattah E. Darwish and Gunter L. Huber (2003) studied the general acknowledgment of individual is man collectivism for European societies and Arabic socio cultures. They related these social angles in Egypt and Germany on the measurement basis. Their research also proves probable effects of cultural background on individual is mvs.collectivism, dissimilarities between German and Egyptian subjects in individualism and collectivism on vertical and horizontal views, and differences between male and female subjects’ individual is man collectivism in both the cultures.

Adital Ben-Ari and Yoav Lavee (2004) presents the familiarity of day-to-day stresses and strains with the cultural variations. By holding unlike cultural orientations with individualistic vs. collectivist and diverse socio-ethnic groups with Jews and Arabs, it instantaneously studies the experiences of regular difficulties among people. By the casual telephone number dialing to the 662 Jewish and 300 Arab Israeli respondents, the data were collected. Dissimilarities were found among individuals holding altered cultural orientations and associates of different ethnic attachments in self-related difficulties and family-related difficulties. A different formation of relationships among difficulty spheres in four groups of Ethnic Attachment multiplied by Cultural Orientation, producing a range from utmost usual individualists to most usual collectivists, and cultural transition found in between with groups were shown by the multicultural scaling analysis.

Carlos J. Torelli and Sharon Shavitt (2010) have done their paperwork with five studies by pointing out the formulation of power obliged cultural appropriate goals and constituted vital components of culture. These five studies prove that cultures foster altered views of what is need able and signifiable to do with power by the congregating proof. Personalized terms are related with an explanation of power by Vertical individualism stating that power is for advancing one’s personal status and prestige while socialized terms are linked with an explanation of power by horizontal collectivism depicting that the power is for benefiting and helping others. Apt uses of power, periodic remembrances about power, outlooks in the service of power goals, frameworks and ways in which power is used and shielded were shown by cultural variables to forecast beliefs. Cultural designing of power theories evidence are observed at both the individual level and the cultural-group level of analysis.

Daphna Oyserman, Heather M. Coon, and Markus Kemmelmeier (2002) analyzed whether Americans are found to be more individualistic and less collectivistic than associates of further sets. The authors briefed possible psychological inferences of individualism and collectivism, within-United States differences of IND-COL, meta-analyse cross-national, and looked over the proof for effects of IND-COL on the forms of self-concept, well-being.
cognition, and relationality. European Americans were identified both more individualistic by valuing on their personal independence and less collectivistic in groups less than others. But they were not identified more individualistic than Latinos or African Americans, and not be less collectivistic than Koreans or Japanese. Among Asians, only Chinese showed huge effects, being both less individualistic and more collectivistic. Moderate IND-COL effects were been self-concept and relationality, and enormous effects were formed by attribution and cognitive style.

Elise Trumbull and Carrie Rothstein-Fisch (2011) articulate a cultural framework of individualism or collectivism by describing their mainstream American peers was different with that of the Latino immigrant students’ achievement motivation. To exemplify how achievement motivation could be drawn near a more culturally responsive way, they presented examples from elementary teachers’ classroom-based research. Their findings came from Bridging Cultures which is from a teacher collaborative action research project.

Fauziah Noordin (2004) encompassed the managers’ level of individualism-collectivism in Malaysia and Australia. It also revealed that with the levels of vertical individualism, horizontal collectivism, and vertical collectivism, there was a significant difference between Malaysian and Australian managers. The results were found to be fascinating and it gives aid to managers in global contexts and recognizes cultural-driven differences in personal and interpersonal work-related conditions between and across nations of multinational and international organizations. It also discussed the organizations and directions for future research by the suggestions of the study findings.

Heinz-Dieter Meyer (2010) paper reports the question of how national culture impacts a nation’s understanding and run-through disability with the international differences in disability rates. To discover the relationship between culture and disability rates, he applied the well-established distinction between individualistic and collectivistic cultures. Hedebated and found support for the hypothesis that higher rates of disability were exhibited by the individualistic cultures. He added a cultural and institutional part to the description in the second part. While both the cultures esteemed assistance to the disabled, a rights-based approach to disability was produced only by the Western individualist tradition.

Maxim Voronov and Jefferson A. Singer (2002) judgmentally evaluated the aspect of individualism-collectivism (I-C) and states about the various uses in cross-cultural psychology. I-C research was characterized mostly by the insufficient conceptual clarity and a lack of systematic data in their discussion. As an outcome, the utility of I-C was formed by the question as an explanatory tool for cultural variation in behavior. As an expressive of a common trend in social psychology, they construed the weaknesses of research on I-C and proposed different proportions for cross-cultural research.

Meera Komarraju, Stephen J. Dollinger, and Jennifer L. Lovell (2008) explained conflict management styles with the role of horizontal and vertical individualism-collectivism. By interacting with colleagues, peers, friends, and family members, this study reconnoiter that the conflict management strategies were utilized with the horizontal-vertical aspect of individualism-collectivism. They also expanded the meaning of individualism-collectivism along with the horizontal and vertical aspects, introduced briefly about the conflict management styles, and then laid the basis for assimilating these paradigms.

Yu-TeTu, Shean-Yuh Lin, and Yu-Yi Chang (2011) paper tried to compare the cultural differences and similarities between Brazil, Russia, India, and China. These different evolutions understandings help the individuals to adjust their strategies when conducting
business in those areas. The study is superior to make genuine strides in learning between the BRIC and the international community. The dependent variable was taken as the individualistic-collectivist characteristic, and independent variables were the four distinct geographic regions. The findings showed a statistically significant difference between the individualist/collectivist attitudes among the BRIC.

3. RESEARCH GAP
The above literature reviews were congested in identifying the cultural differences existed by individualistic versus collectivistic dimension of their own countries, regions, or by comparing their native countries with that of the other countries. The works of literature were also carried out this dimension in their papers by relating and making the scaling measurement on the parts of individualism and collectivism which were defined as vertical individualism, horizontal individualism, vertical collectivism and horizontal collectivism. They also have done their studies with classroom-based research work and cross-cultural psychological study work.

As of till now, the studies were conducted in remote countries as well as in India but not by comparing the attitude of Indian states people. So this specific paperwork entails for ascertaining the personality level of Indian people those who are living in the states on the individualism and collectivism trait. It conveys about how the persona differs from state to state of the people surviving in the Indian country. It further delineates the characteristic of gender, studying, working, and business people in India.

4. INDIAN CULTURE
Basically, culture is the people’s lifestyle which was followed from the tradition era to the modern era. There were many cultures surviving on the worldwide. This paper attempts to identify the individualism and collectivism cultural dimension among the Indian people. The oldest culture in the world is the Indian culture. It has complied with huge population diversity. So we could find enormous cultures within India itself according to the various states, religions, and caste being obtained. Their culture is valued on the gestures by touching feet of elders and Namaste, greets the guests with well care and respectful, fasting for religious occasions, practicing yoga and meditation to improve body, mental, spiritual being and health, reciting vedic mantras for holy events, clothes involve dhoti, kurta, salwarkameez, sari, sherwani, and turban, handicraft covers carpets, pottery, textiles, and jute table mats, arts consist of paintings, rangoli, plastic arts, and textile arts, architectures embrace rock-cut temples of Mahabalipuram, Thanjavur, and Kanchipuram, religions include Hinduism, Sikhism, Jainism, Islam, Christianity, Zoroastrians, Judaism, and Buddhism, cuisines contain spices, rice, tandoori roti, nan, kulcha, idli, sambarvada, upma, dosa, and sweet dishes contain roshogollas, sandesh, and sweet curd, marriages account with love and arranged marriages, family structure embody joint family and nuclear family, languages include Sanskrit, English, Hindi, Bengali, Tamil, Telugu, Marathi, Urdu, Gujarati, and Punjabi, dances consist of classical dances like bharatnatyam, kathakali, kathak, Manipuri, and folk dances like gaur dance, chhau dance, bihu dance, dumhal dance, padayani dance, dallukunitha dance, and dandiya dance, music amount toghazals, shayari, and folk music, movies compose bollywood, kollywood, mollywood,and tollywood, national festivals cover independence day, republic day, gandhijayanti, and religious festivals include diwali, holi, durga puja, dussehra, vasantpanchami, eid, guru nanakjayanti, mahavirjyanti, buddhapurnima, Christmas, and new year, and celebrations comprise women’s day, teacher’s day, children’s day. India is rich in its history, diversity, and heritage.
5. INDIVIDUALISM
An individualism state about the personal attributes of one’s individual. In detail, it describes their individual views, how they want to be and how they are. Like how one introduce them in an interview process. It talks about their free will, aims, race, exclusive talents, confidentiality, wishes, and necessities. In simple terms, it can be denoted from its original heading ‘individual = I’, which typically states the same meaning by replacing with the pronoun word. Individual characters lean towards being independent or their own choice of leading the life for themselves. But it is very poor in bothering about other individuals. It doesn’t give much importance to others as it gives to oneself.

6. COLLECTIVISM
The word collectivism portrays an individual’s genre of living to be or work in a group or team by giving prominence to the other members. From the title, it is identified that ‘collective = we’, which normally depicts as a plural collective nouns like ‘group’, ‘team’, ‘family’, ‘crew’ etc. Rather than being separate-able or not to be dependable, some people desire to live their life with others by being and working in groups or teams. It maintains peace and cordial relationships among the people since there were plentiful members in a group. There is no chance that the people would be isolated in a team. Work can be shared among the people so it lessens the burden of the work. Simultaneously it also doesn’t take the person to a pressurized or stressful state. Though it contemplates for each and everyone’s life, it keeps the people under a single party rule.

One of the Hofstede’s cultural dimension concepts is this individualism and collectivism. It speaks about the personality of the one whether the people are individualistic or collectivistic. It concludes the element by telling which will be more essential for the people, culture, society, country or even a nation.

7. STATEMENT OF THE PROBLEM
The character is the first and foremost important for each and everyone’s life. A personality of the people is assessed by the behavior and attributes. The good temperament builds the people’s lives in a smoother way. It is the primary measurement to check the reliability of an individual. Anethical charisma helps the people to stay wherever and forever in one’s life. It is the supreme skills which have to be maintained every time to get a fortified perpetual life. The introspection can be done for oneself or even for a group of people. When the people need privacy, they are said to be as individualistic personalities. If they prefer to be in groups, they were named as collectivistic personalities. The personality of the people ascertains the country’s culture too in order to find out how the people will resemble in terms of gender and working sectors. This study’s purpose is to evaluate whether the cultural dimension of the Indians is individualism or collectivism on the basis of gender, studying, working, business people and with the states.

8. OBJECTIVES OF THE STUDY
The further down itemized points were the objectives of this study:

- The study defines the cultural dimension of India by stating whether individualism or collectivism country.
- It describes how the trait differs among the Indians on the basis of states.
- It evaluates the personality of the Indians on the whole measurement with a gender category, studying, working and business people.
9. RESEARCH METHODOLOGY
The survey has made in India which is called as the second largest population country. It has ranked great in diversity and secularism. It is so opulent in its culture too. The Indian people enduring from the ancestors’ period to the modern period will be very stern in following the customs and beliefs for religious or any other occasions. But as of now, a majority of the Indian population have assimilated to the western culture. It is because of the person’s predilections varying and feeling cozy in other cultural norms. The people’s culture can be acknowledged with the personality source too. Hence, this paper finds out whether the Indian people tumble under individualistic or collectivistic measurement. The study is based on a descriptive research design. The population for this study encompasses the people active in India. The sampling unit of the paper confines with the Indian people's age, gender, religion, state and whether the person is studying, working or doing business. The sample size of the paper covers with 103 respondents. The survey was collected according to the people convenience for the need of the study. So the paper is prepared up with a convenient sampling technique. The data were collected from the current people surviving in the Indian country. It compacts with the primary data source collection method by the questionnaire through Google survey forms which were shared with friends, family, and colleagues.

10. TOOLS USED FOR THE STUDY
The below tools were used for the study:
- The questionnaire was designed through Google forms.
- The analyses were done by Google Spreadsheets.

11. LIMITATIONS OF THE STUDY
There were four restrictions on the study which are as follows:
- The responses to the study were given only by 103 respondents.
- It does not include all the states of the Indian country. Only a few states people were responded to the study.
- Only from 11 to 50 years, people have responded to the study.

12. DATA ANALYSIS AND INTERPRETATION
The analysis has been done by Google Spreadsheets. The tables and interpretations were as follows.

<table>
<thead>
<tr>
<th>Items</th>
<th>Categories</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
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<td>Age</td>
<td>11-20</td>
<td>11</td>
<td>11.0</td>
</tr>
<tr>
<td></td>
<td>21-30</td>
<td>88</td>
<td>88.0</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>3</td>
<td>3.0</td>
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<tr>
<td></td>
<td>41-50</td>
<td>1</td>
<td>1.0</td>
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<tr>
<td>Gender</td>
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</tr>
<tr>
<td></td>
<td>Male</td>
<td>45</td>
<td>45.0</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Occupation</th>
<th>Business</th>
<th>5.0</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Studying</td>
<td>77.0</td>
</tr>
<tr>
<td></td>
<td>Working</td>
<td>21.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>Christianity</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Hinduism</td>
<td>83.0</td>
</tr>
<tr>
<td></td>
<td>Islam</td>
<td>5.0</td>
</tr>
<tr>
<td></td>
<td>Jainism</td>
<td>4.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>AP</th>
<th>21.0</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KA</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>KL</td>
<td>10.0</td>
</tr>
<tr>
<td></td>
<td>MP</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>OD</td>
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</tr>
<tr>
<td></td>
<td>TL</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>TN</td>
<td>66.0</td>
</tr>
<tr>
<td></td>
<td>WB</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Source: Primary Data

**Interpretation**

The above demographic profile of the respondents’ table points out that majority of the people were from the age falling to 21-30 category which simultaneously displays that studying people were more in number as according to this age group of people was high. On the basis of gender, most of them come under the female class. Maximum of the people living in the Indian country belong to the Hindu religion. Hence, this study’s respondents were also hugely from the Hindu religion. Here, many of the respondents were hailing from the state of Tamil Nadu.

The further tables will be scrutinizing the study’s necessity that whether Indian culture is an individualistic or a collectivistic dimension by concentrating on the main domains and working on the same with the gender, state, studying, working and business basis.

In the measurement scale rating questions, the respondents have massively given their rates to the statement, “I like my privacy” which deliberately describes that people need privacy for them with the rating as 5 i.e., strongly agree. When compared with the leftover questions, this statement has secured very high with 46.6% from 48 respondents. The remaining questions have given the rating as 4 i.e., agree has the next high mostly with the preceding statement. So, the study complies by taking the privacy question statement as a base, has it only constitutes the entire research by stating that the people given the rates to the question as 5 and 4 i.e., strongly agree and agree has an individualism and 2 and 1 i.e., disagree and strongly disagree rates has a collectivism. And rating 3 is said to be neutral among all.
Table 2 Individualism and Collectivism on the Basis of Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>I like my privacy</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>22</td>
<td>24</td>
<td>58</td>
</tr>
<tr>
<td>Male</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>15</td>
<td>23</td>
<td>45</td>
</tr>
<tr>
<td>Grand Total</td>
<td>3</td>
<td>4</td>
<td>12</td>
<td>37</td>
<td>47</td>
<td>103</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation
From the above table, it portrays that 58 members belong to the female category and the remaining 45 members belong to the male category with the overall of 103 respondents. Both of the genders has given the highest ratings as 5 and 4 i.e., strongly agree and agree to the privacy statement. It clearly tells that, both the males and females are willing to maintain their privacy. So the gender shows that the individualistic personalities are more in number and collectivistic personalities are less in number as the respondents’ rates were 2 and 1 i.e., disagree and strongly disagree.

Table 3 Individualism and Collectivism on the Basis of Studying, Working and Business People

<table>
<thead>
<tr>
<th>Occupation</th>
<th>I like my privacy</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Studying</td>
<td>2</td>
<td>4</td>
<td>7</td>
<td>29</td>
<td>35</td>
<td>77</td>
</tr>
<tr>
<td>Working</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Grand Total</td>
<td>3</td>
<td>4</td>
<td>12</td>
<td>37</td>
<td>47</td>
<td>103</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation
From table 3, it illustrates that studying people were very eager to sustain privacy than compared with the business and working people as the number of responses were less in these two occupations. Though the people were less in these two occupations, still the candidates belong to be individualistic than to be under collectivistic.

Table 4 Individualism and Collectivism on the Basis of States

<table>
<thead>
<tr>
<th>State</th>
<th>I like my privacy</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AP</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>6</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>KA</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>KL</td>
<td>0</td>
<td>0</td>
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<td>10</td>
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</tr>
<tr>
<td>MP</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>1</td>
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<tr>
<td>OD</td>
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<tr>
<td>TL</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>TN</td>
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<td>3</td>
<td>8</td>
<td>25</td>
<td>28</td>
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</tr>
<tr>
<td>WB</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
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</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>4</td>
<td>12</td>
<td>37</td>
<td>47</td>
<td>103</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation
Table 4 gives a picture of Indian people’s culture on the basis of states. The enormous responses were from the states of Andhra Pradesh, Kerala and Tamil Nadu and least number
of responses were from the remaining states of Karnataka, Madhya Pradesh, Odisha, Telangana and West Bengal. However, all the state people immensely pertain to the dimension of individualism than on collectivism.

13. FINDINGS
The study has been finalized with the cultural dimension that current people living in the Indian country come under the sort of individualistic dimension. This is analyzed on the basis of gender, state, studying, working and business people. Both the male and female aspirants were found to be individualistic personalities as they have given a high rating to the privacy statement. The same individualism magnitude exists with the studying, working and business people and even among the states too. The dimension of individualism does not vary in these three purviews of the people. It remains to be stable and static by nature for all the three areas.

14. RECOMMENDATIONS
India was prescribed to be an individualistic dimension or a collectivistic dimension or both individualistic and collectivistic dimension by the statements, research works, and illustrations which were defined and stated in the books, literature reviews, articles, journals, periodicals, websites etc. With this present study, it is found that Indian culture was an individualistic dimension. As the paper comprises less number of sample sizes, it could not interpret the overall dimension of India. Thus, I would recommend doing further research by collecting a large amount of sample size which could accumulate more information to ascertain the people living in the Indian cultural dimension.

15. CONCLUSIONS
It could be concluded that the Indian people have a tendency to uphold seclusion extremely. Rather than being under collectivism dimension, the people want to be in individualistic dimension desperately. According to the people, solitude plays a wide role than being in groups. For the individualistic persons, isolation is a common thing and ultimate goal to be well-maintained. When people need to be set apart in collectivistic working culture it would not help them much more to collaborate with others. Hence, people should have the capability to make themselves dynamic for both the situational dimensions wherever it is indispensable to ensure a peaceful life.

APPENDICES
A brief description of the questionnaire taken for this study:

The first 6 questions dealt with the demographic profile of Indian citizens. And these questions were structured by the author. But the remaining questions that are from 7 to 21 were taken from the article named, “Rethinking Individualism and Collectivism: Evaluation of Theoretical Assumptions and Meta-Analyses” which pacts with the first 7 items on individualism and the next 8 items on collectivism. These questions were framed by the 5 points Likert scale measurement basis.

The below questionnaire was given to the Indian respondents through the Google survey forms and their answers were analyzed and interpreted for the purpose of the study.
A Cross-Cultural Study on Individualism and Collectivism Among Indian People

1. What is your name?
2. Mention your gender.
   - Male
   - Female
3. Which age group you belongs to?
   - 11-20
   - 21-30
   - 31-40
   - 41-50
   - 51-60
   - 61 and above
4. State your occupation.
   - Studying
   - Working
   - Business
5. Select your Indian Religion.
   - Hinduism
   - Christianity
   - Sikhism
   - Islam
   - Jainism
   - Buddhism
   - Zoroastrianism
6. Name your state.

Rate the Following Questions Based on the Below Agreement
1 - STRONGLY DISAGREE; 2 - DISAGREE; 3 - NEITHER AGREE NOR DISAGREE;
4 - AGREE; 5 - STRONGLY AGREE;
7. I tend to do my own thing, and others in my family do the same.
   - 1
   - 2
   - 3
   - 4
   - 5
8. I take great pride in accomplishing what no one else can accomplish.
   - 1
   - 2
   - 3
   - 4
   - 5
9. It is important to me that I perform better than others on a task.
   - 1
   - 2
   - 3
   - 4
   - 5
10. I am unique - different from others in many respects.
    - 1
    - 2
    - 3
    - 4
    - 5
11. I like my privacy.
   - 1
   - 2
   - 3
   - 4
   - 5

12. I know my weaknesses and strengths.
   - 1
   - 2
   - 3
   - 4
   - 5

13. I always state my opinions very clearly.
   - 1
   - 2
   - 3
   - 4
   - 5

14. To understand who I am, you must see me with members of my group.
   - 1
   - 2
   - 3
   - 4
   - 5

15. To me, pleasure is spending time with others.
   - 1
   - 2
   - 3
   - 4
   - 5

16. I would help, within my means, if a relative were in financial difficulty.
   - 1
   - 2
   - 3
   - 4
   - 5

17. I make an effort to avoid disagreements with my group members.
   - 1
   - 2
   - 3
   - 4
   - 5

18. Before making a decision, I always consult with others.
   - 1
   - 2
   - 3
   - 4
   - 5

19. How I behave depends on who I am with, where I am, or both.
   - 1
   - 2
   - 3
   - 4
   - 5
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20. I have respect for the authority figures with whom I interact.
   - 1
   - 2
   - 3
   - 4
   - 5

21. I would rather do a group paper or lab than do one alone.
   - 1
   - 2
   - 3
   - 4
   - 5

REFERENCES