



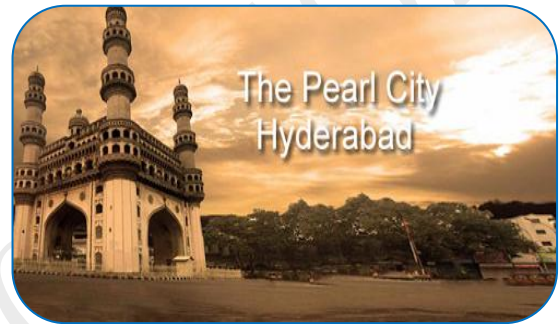
AN EMPIRICAL STUDY ON RETURNING INDIAN EXPATRIATES AND LIFESTYLE INCONGRUITY IN THE CITY OF PEARLS, HYDERABAD

Ms. Saba Inamdar

**Assistant Professor , Global Institute Of Engineering And Technology Moinabad (M),
R.R District, Hyderabad.**

ABSTRACT :

The role of society, culture and sub-culture plays a vital role in lifestyles. Indian culture being rich and diverse is different from the other cultures whether it's American or European or gulf. Research on the expatriate's issues related to work/organization or environmental influences in new working place has been done yet a little research is done on the issues related to returning expatriates. The returning expats goes through a series of changes, challenges, discomfort and dilemma while accepting the fact of parting with one culture eventually ending up in following an innovative mixed culture. This paper considers the city of pearls, Hyderabad as the product of complex interactions and interventions by a wide range of individuals from different lifestyle patterns. The sample revealed the fact that maximum expats returning are from gulf nations rather the western nations probably gulf being more of conservative economies. The incongruity of lifestyle faced by the returning crowd of NRI' though is melancholy for the expats but definitely created gaps and opened new markets having potential customers in the Hyderabad city.



KEYWORDS : Expatriate, lifestyle, incongruity, culture.

INTRODUCTION

The city of Hyderabad acquired the moniker 'City of Pearls in India' due to its booming pearl processing and trading industry that has been supplying the finest of pearl jewellery to India and the rest of the world for more than 400 years. In 1990' Mr. N. Chandrababu Naidu the then chief minister of the state focused on attracting investments from within and outside the country by transforming the city of pearls into the hub of information and technology. This transition phase did not attract much the people living in the city though it fascinated the foreign investors. The quality of work life, standard of living, potential for growth, quality education, less responsibilities and of course the tag of being a non-resident of India are few alluring facts that enticed the people to move abroad for earning livelihood. Sriram Balasubramanian, (2011) have broadly split these citizens living abroad into two distinct categories: The Never Return to India and The Now Return to India. The never return to India is that category which is glad to be moved from a third world country to a developed country assuming safer from a chaotic, unhygienic and polluted country where as the other category is more attached to the country and its culture wishing the same to be imbibed in their respective future generations. In this cycle of earning and living, politics and economic policies of countries plays a crucial role which sometimes forced the never to return to India category for a comeback creating reluctance accompanied by disability. When this kind of group makes a comeback the challenges they face

are more of mental rather situational because of the grudge and resistance carried within. In a study by Meg and John (1995) it was found that job autonomy and material life satisfaction were key predictors for both internal and external turnover tendencies. Arab countries which used to be the dream, target or goal for every graduate of Hyderabad to earn and support the family is no longer a destination due to hiked taxes on expatriates, high cost of living and concepts like saudization. The six Gulf States are now taking austerity measures a step further by introducing more taxes, ending their decades-old reputation for being tax havens. Though there are no specific numbers, anecdotal accounts point this out but a sudden spurt in number of admissions of the NRI wards in city schools and colleges have been observed in the recent trends.

LITERATURE REVIEW

For almost a decade now, India has occupied first place as the country that receives the largest amount of remittances, which has been about fifty billion US dollars since 2008 and represents a significant share of capital flow to India (Singh 2009, Ratha et al. 2011). The amounts remitted are difficult to track and to estimate precisely (Guha 2011), as well as the way in which they are actually spent (Singh 2006). However, household surveys that have been carried out regularly since the 1990s by the Centre for Development Studies in Kerala show, for instance, that the improvement, building or acquisition of a house is a major expense for migrant households (Zachariah et al. 2003: 220-236). Broadly two factors have been identified related to an expatriate firstly the lifestyle pattern, which they had earlier in a country they were living/working in and later variation in lifestyle pattern after returning to the home city i.e. Hyderabad for the present research. Devalued Indian rupee is one of the major reasons for people to move abroad for occupational needs as the difference amount allows an enough margin to enjoy and save, further better living standards ranks second as a reason for moving abroad with families. A better living standard includes factors like hygiene, safety, quality education, luxury car, air conditioned homes, approachability to brand and lifestyle products.

OBJECTIVES

1. To comprehend the basic differences in lifestyle patterns of abroad and Hyderabad city.
2. To discern factors resulting in the incongruity of lifestyles.
3. To study the impact of incongruity on returning NRI'.

SCOPE

The study is limited to the expatriates from the city of Hyderabad only. The study is related to the lifestyle issues faced by the expatriates after returning to the home city those have been settled abroad for many years and accustomed to a different lifestyle.

LIMITATIONS

As the study has been taken out on a small cluster it cannot be taken as an accurate result. The small sample size shows limited generalizability of the research. The more the size of the sample the more accurate would have been the results and easy to generalize the picture of lifestyle of abroad influencing on expatriates returning to Hyderabad on exit.

INSTRUMENT DESIGN

Research tool

A structured questionnaire is framed with close ended and open ended questions catering to all the areas of study. Questionnaire is in accordance with the study, divided into two sections with required explanations to each question to receive appropriate answers.

Technique of survey and data collection

As sample size is relatively small questionnaire method is used through online questionnaire forms to reach a diversified population. Questions are framed in simple language as minimum qualified sample could also easily answer without confusion or hitch.

Tool for data analyzing

The collected data from questionnaire through primary source (respondents) have been represented with tables and based on analysis necessary conclusions have been generated.

DATA ANALYSIS AND INTERPRETATION

The data has been collected with the help of a structured questionnaire and has been analyzed and interpreted with the help of tables with relevant interpretations. Logical conclusions are drawn on the basis of findings.

Table 1: Lifestyle pattern

S no.	Comparative lifestyle	Response	
		Yes (In percentage)	No (In percentage)
1	Similar lifestyle	65	35
2	Increase in the lifestyle	49	51
3	Changed eating habits	49	51
4	Accustomed to air conditioners	60	40
5	Mode of conveyance	55	45
6	Brand consciousness	43	57

Interpretation:

From table 1 it can be understood that in almost all the criteria's of comparative comparison of lifestyle the response is nearly 50%. To start with the maintenance of similar lifestyle 65% agreed where as 35% disagreed. People are peculiarly accustomed to the lifestyle patterns that they strive hard at least to maintain the existing patterns. Further 49% agreed on increase in the standards of lifestyle as every returning expatriate is hustling every day to grow and develop unlike the laid back attitude of a typical resident of Hyderabad. Next being change in eating habits which of course is obvious with the change in the place, different country and so different cuisines resulting in the percentages to be 49% and 51% for yes and no respectively. The basic necessities of a developed nation are on the verge of luxuries in a developing nation same is the case in use of air conditioners at home, private conveyance and brand consciousness among the returning expatriates contributing to 60%, 55%, and 43% agreed upon respectively.

Table 2: Changed lifestyle pattern

S no.	Difficulty in preferences	Response		
		Always (In percentage)	Sometimes (In percentage)	Never (In percentage)
1	Preferred property	35	51	14
2	Preferred household items	11	51	38
3	Preferred retail store	8	35	57
4	Approach to favorite food outlet	19	43	38
5	Affordability of air conditioning	11	78	11
6	Preferred mode of conveyance	8	51	41
7	Preferred brands	5	65	30

Interpretation:

In Table 2 the findings of cognitive content shows the distress among returning expatriates trying to settle down back in native city after getting habituated to a different lifestyle pattern. Whenever a family shifts then there exists huge chaos among family members whether two or three or four, they struggle in different phases, objects, or habits and everything and everybody is to be handled collectively and more important undisputedly. If mediocrity of life is strained then issues magnify, few such conventional aspects identified are Preferred property, Preferred household items, Preferred retail store, Affordability of air conditioning, Preferred mode of conveyance, and Preferred brands about which the respondents agreed on as always difficult when back to Hyderabad 35%, 11%, 8%, 19%, 11%, 8%, and 5% respectively. On the other side more than half i.e. 51%, 51%, 35%, 43%, 78%, 51%, and 65% agreed that they find it difficult only sometimes, this shows that the city is growing and developing so as to cater international customers by satisfying customer especially an expatriate's daily needs and basic necessities. Finally 14%, 38%, 57%, 38%, 11%, 41% and 30% gave a completely negative response to the same set of questions respectively. Among all the negatives only difficulty to find preferred retail store nearby is the topmost. Though Indian retail industry is the fifth largest in the world but the results show that there is still more potential existing and can be explored to cater demand of not only locals or foreigners but also locals returning from foreign nations.

FUTURE RESEARCH

The research findings reveal the fact that most of the returning expats are from gulf and very few from western and eastern nation's the reason being forced exit by gulf nations whereas available loopholes or alternatives to either extend the visa or get the citizenship in other nations. The addiction of western and eastern nation's lifestyles are harder to break when compared to the lifestyle of an average earning expat from gulf.

CONCLUSION

It is an arduous journey for any expatriate habituated with one lifestyle to mould to a different. The expatriates are not categorized as either returning from west or gulf instead as a potential customer vulnerable to the market tactics of shrewd entrepreneurs. These expatriates are habituated to shop everything under single roof right from branded items to high class lifestyle products. The global market players identified the gap created by pseudo sellers in the existing market in the field of retail business, furniture business, hospitality business, and luxury customized products there by extended the market by raising the benchmarks. The returning expatriates bring with them forex, investments, more purchasing capacity and a raised standard of living and that is appreciated by the market of Hyderabad and efforts are made to satisfy the customer paving way towards economic development of the city of pearls with a perfect blend of tradition and technology.

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Ms. Saba Inamdar

Assistant Professor , Global Institute Of Engineering And Technology Moinabad (M), R.R District, Hyderabad.