



De La Salle University – Dasmariñas

The Perception of Indian Businessmen  
in Dasmariñas, Cavite on their Filipino clients

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Presented by

Jade Anne A. Camello

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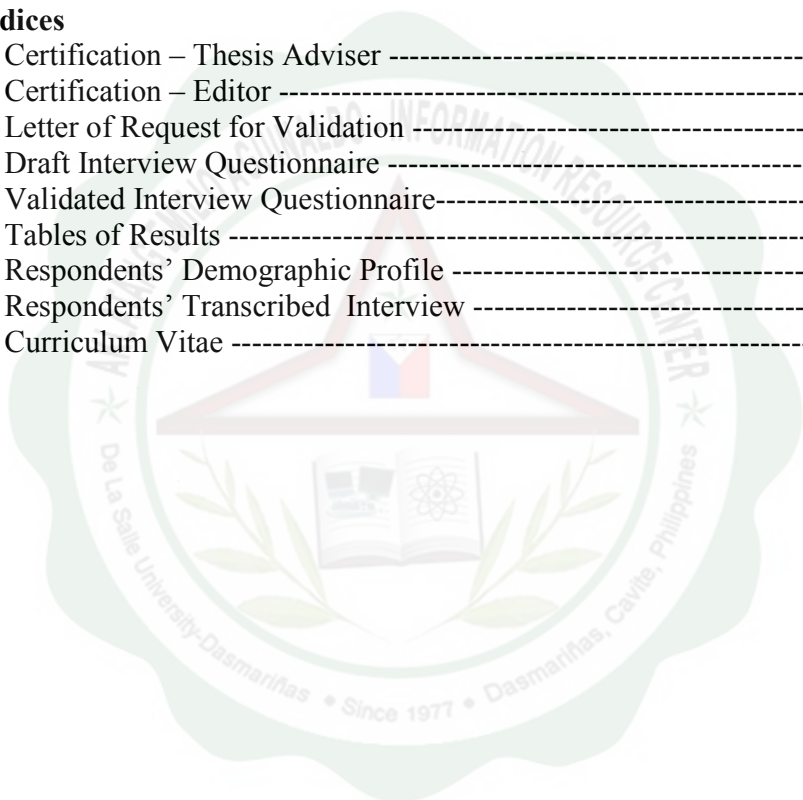


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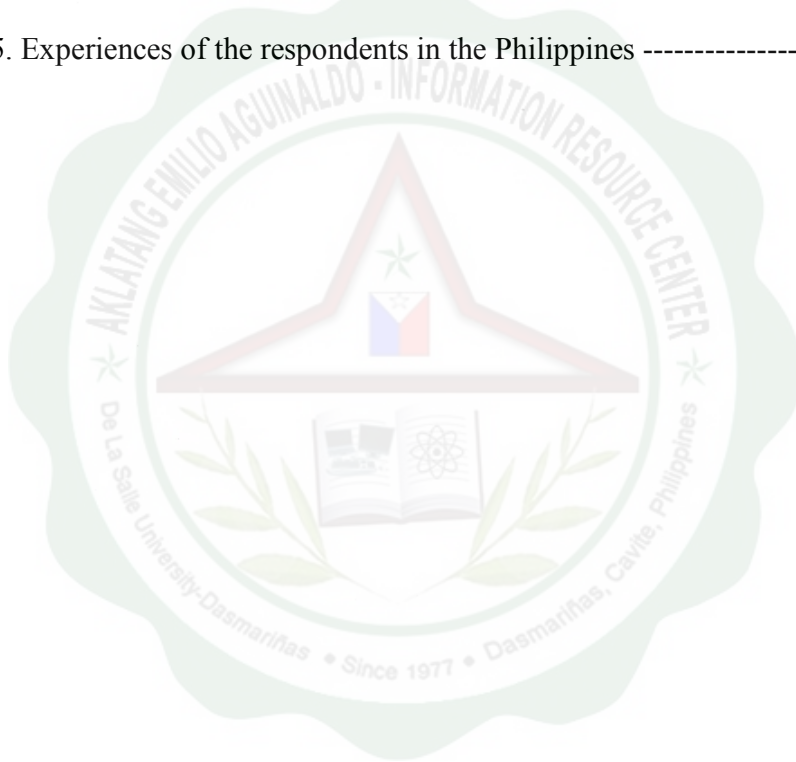
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### **Abstract**

The general objective of this study is to know the Perception of Indian Businessmen in Dasmariñas, Cavite on their Filipino Clients. The participants of this study are male Indians with age ranging from 18 to 45 years, during their stay here in the Philippines. Participants are natural born citizens of India who have just migrated to the Philippines, particularly staying within the area of Dasmariñas, Cavite.

The study used a descriptive method. The respondents were chosen through purposive sampling, and were chosen from the recommendation of close foreigner friends. A validated interview guide was used by the researcher in this study. Initial interview was conducted to keep the respondents informed of the very purpose of the study and good friendship was established by the researcher to build rapport. After the initial and final interview, analysis technique was used, wherein the researcher used a profile and table to analyze the summary of data. The implication of the result from the respondents is to have a clear view and understanding regarding their status here in the Philippines and the dilemma that they had encountered before. The implication of this study is to avoid generalization in both Filipino and foreigners' perception. In this study, "foreigner" pertains to Indians. Their perception was based on their experiences with their Filipino clients during their stay here in the Philippines. Social information processing is how the respondents' interaction and relation to their clients changed their perception.