

Consumer Ethnocentrism and its Impact on Purchase Intention of Foreign Apparel Brands: Moderating Effect of Demographics

Shreya Gupta*

Research Scholar, University Business School, Panjab University, Chandigarh, INDIA

*Corresponding Author: Shreya Gupta

Received: 30-06-2024

Revised: 16-07-2024

Accepted: 08-08-2024

ABSTRACT

The main purpose of this study is to examine the level of consumer ethnocentrism i.e. to check for the presence of ethnocentrism among Indian consumers based on the foundation of the social identity theory, and to see if the ethnocentrism level varies across the demographic variables of gender, age, education and income levels. The study also aims to analyse the impact of ethnocentrism on the purchase intention of foreign apparel brands, along with analysing the impact of demographics as moderator variables in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands. The results indicated an overall existence of ethnocentrism among the respondents. The ethnocentrism level across the demographics showed that such levels varied across gender, education, and income but did not vary with regard to the age of the respondents. A significant negative relationship was found between consumer ethnocentrism and purchase intention of foreign apparel brands, with no demographic variable serving as a moderator in this relationship.

Keywords-- Consumer Ethnocentrism, Social Identity Theory, Purchase Intention, Foreign Apparels

vast number of local and foreign brand choices (Joshi, 2021).

The impact of globalization on numerous markets gained many researchers' attention to study the issues affecting consumers' preferences, attitudes, and behavior towards local and global brands (Diamantopoulos et al., 2019; Steenkamp, 2019). Along with rising globalization, there has been an increased focus on consumers' ethnocentric behavior that has attracted researchers worldwide to study the social, cultural and psychological effects of globalization (Sobol et al., 2018; Lee et al., 2021). The Indian market houses prominent global brands and multi-national organizations that face tough competition from domestic products and brands to win consumers over (Jain & Jain, 2013).

With marketplaces worldwide becoming interconnected and global, marketing research has paid much attention to Consumer Ethnocentrism (CE) in understanding its effect on consumers' product judgments, attitudes and buying intentions towards foreign products vis-a-vis domestic ones (Sharma et al., 1995; Verlegh, 2007; Wang & Chen, 2004; Zeugner-Roth et al., 2015). This trend is also apparent in the field of international marketing and consumer behavior, where the outlook of the consumers towards domestic and foreign products has been of interest for several years (Okechuku & Onyemah, 1999; Watson & Wright, 2000; Kaynak & Kara 2002; Solomon et al., 2012; Steenkamp, 2020). The international marketing literature also highlights that consumers often adhere to consumer ethnocentrism (CE), despite the proliferation of international brands (Sun et al., 2021).

I. INTRODUCTION

Indian markets were flooded with a plethora of foreign-owned brands even before independence. This interdependence between nations got augmented with the opening up of trade boundaries by the liberal trade policy introduced in 1991. Since then, economic borders have welcomed direct foreign investments in varied segments (Agarwal, 2022). Accelerating globalization, growing economic integration, and intensifying trade liberalization of the world's economies, resulted in an abundance of foreign products and services across local markets (Tintelnot, 2017), which in turn unlocked and exposed domestic and overseas marketers to superior market opportunities (Joshi, 2021). The foreign products not only provided competition to domestic goods but also provided consumers a platform for comparison and choice. Additionally, it presented consumers worldwide with a

II. LITERATURE REVIEW

2.1. Consumer Ethnocentrism

The origin of ethnocentrism is found in social psychology in the context of the study of ethnicities (groups of nations). William Graham Sumner (1906) was the first American psychologist to describe the idea of ethnocentrism in his work "Folkways: A Study of the Sociological Importance of Usages, Manners, Customs, Mores, and Morals" in 1906. Sumner (1906) characterized

ethnocentrism as “the technical name for this view of things in which one’s own group (referred to as in-group) is the centre of everything, and all others (referred to as out-group) are scaled and rated with reference to it.” Shimp and Sharma (1987) have been called the creators of the theory of consumer ethnocentrism in the scientific field. They consider consumer ethnocentrism to be a belief, i.e. a strong internal belief that the purchase of foreign products is wrong. The term ‘consumer ethnocentrism’ represent beliefs that consumers may hold about the ‘appropriateness, indeed morality, of purchasing foreign-made products’ (Shimp & Sharma, 1987, p. 280).

According to Balabanis and Diamantopoulos (2004), consumer ethnocentrism is defined as the application of ethnocentrism to the economic environment. It is “a means of differentiating consumer groups who prefer domestic goods over imported goods” (Spillan et al., 2007, p. 40). In the words of Adorno et al. (2019), ethnocentrism is a persistent personality trait of most individuals that forms part of their ideological understanding. Consistent with Adorno et al. (2019), Sharma et al. (1994, p. 27) conceptualize CE as ‘a trait-like property of individuals’ personalities’. For this reason, the literature widely identifies CE as a route to deciphering the inherent moral concerns that consumers might have about purchasing foreign or domestic products (Siamagka & Balabanis, 2015).

Research has demonstrated that ethnocentric consumers have a negative bias in their evaluation of foreign products and services and a positive bias in their preference for domestic products and services (Harrison-Walker, 1995). When ethnocentric consumers buy foreign products, they feel guilty for purchasing imported goods, which they perceive as a moral problem (Sharma et al., 1994). They believe that buying foreign products damages the domestic economy and increases unemployment, and that they are behaving unpatriotically, and consequently they prefer domestic products even if they think that foreign products are superior (Shimp & Sharma, 1987; Supphellen & Rittenburg, 2001). Ethnocentric consumers who think and act in this way are called high ethnocentric consumers (Douglas & Nijssen, 2003). Some consumers may be more tolerant of foreign products than high-ethnocentric consumers; they are called soft ethnocentric consumers. Although they prefer domestic products in general, they sometimes may favour buying specific foreign products (Chrysochoidis et al., 2007; Douglas & Nijssen, 2003).

Literature has identified CE as a consistent predictor of consumers’ preference for domestic over foreign products (Balabanis & Diamantopoulos, 2004). Certainly, by appealing to the preference of domestic product/service alternatives, consumers’ ethnocentric tendencies are reinforced (Wang et al., 2018). As such,

consumer ethnocentrism has been shown to positively affect consumers’ attitude, preference, and willingness to buy domestic products (Balabanis & Diamantopoulos, 2004; Dmitrovic et al., 2009; Shimp & Sharma, 1987), and to negatively affect their willingness to buy foreign products (Ettenson & Klein, 2005; Klein et al., 1998; Shankarmahesh, 2006; Shimp & Sharma, 1987).

2.2. Importance of Ethnocentrism in Marketing

Consumer ethnocentrism has attracted many researchers’ interest for a long time as a hot domain-specific topic in marketing (Shimp & Sharma, 1987). It is significant in numerous marketing research and implementation tactics for corporations and related agencies (Asavapatra et al., 2022). Defining the level of ethnocentrism is important for marketing strategies (Saffu & Walker, 2006). Based on the previous studies, consequently, it has become necessary to look at what consumer ethnocentrism is (Cho et al., 2021).

Ethnocentric values are seen as one of the critical factors that define consumers, because ethnocentrism explains the reasons why consumers buy both domestic and foreign products. Therefore, ethnocentrism is an advantage for domestic products and services, while it is the opposite for foreign goods and services (Sharma et al., 1994). Thus, businesses that plan to operate in foreign markets should take the strong ethnocentric tendencies of the local consumers into consideration (Demirel et al., 2021).

Companies mainly use consumer ethnocentrism as a marketing strategy to increase competitiveness (Batra et al., 2000; Kipnis et al., 2012). Despite the reduction in direct market protection strategies such as tariffs and import quota, indirect market protection strategies such as consumer ethnocentrism based strategies are growing (Lumb & Kuperman, 2012; Vida & Reardon, 2008). Furthermore, the international marketing literature shows that knowledge on consumer ethnocentrism is valuable when making decisions for global positioning and branding strategies (Alden et al., 2013).

Ethnocentrism is identified as an important factor affecting the consumer willingness to buy domestic versus foreign products (Wang & Chen, 2004). Classifying consumers on a continuum ranging from highly ethnocentric to non-ethnocentric (Durvasula et al., 1997; Vida & Fairhurst, 1999) helps marketers segment and target foreign markets more effectively.

The notion of consumer ethnocentrism has been considered a very useful tool to have an enhanced understanding of consumers’ thought processes while choosing domestic or overseas products. It has improved the understanding of how consumers compare national products with foreign products and how and why their judgments may be subject to various forms of bias and error (Joshi & Joshi, 2021). An understanding of

consumers' ethnocentric tendencies is useful in predicting their openness towards foreign brands, as well as the emphasis they place on national identity and pride (Thelen & Honeycutt, 2004).

Countries have been using consumer ethnocentrism to protect local industries from foreign competition while firms also devise marketing strategies to optimize such opportunities (Insead et al., 1991). For instance, countries and firms design "buy local" campaigns to trigger consumer ethnocentrism. Similarly, policymakers set import and export policies and strategies according to consumers' attitude toward domestic and foreign products (Insead et al., 1991). On the other hand, international and multinational firms develop marketing strategies to decrease or to bypass consumer ethnocentrism tendency (Batra et al., 2000; Kim & Heere, 2012).

2.3. Social Identity Theory

Ethnocentric consumers have a more favourable perception of domestic products (in-group) while developing prejudiced attitudes toward imported products (out-group) (Watson & Wright, 2000; Shankarmahesh, 2006). Social identity theory describes why individuals have more positive attitude toward their in-group and negative attitude toward their out-group (Tajfel, 1979).

From people's selective use of stereotypes to distinguish "us versus them", social psychologists Henri Tajfel and John Turner brought forth social identity theory (Tang et al., 2021). The social identity theory (SIT) is used as the theoretical foundation to underpin the study. The theory was developed to essentially understand discrimination, conflict and prejudice within inter-groups in the society (Hogg, 2016).

Social identity theory makes a clear distinction between a person's behavior toward the in-group and out-groups (for example, the home country as in-group and foreign countries as out-groups) (Zeugner-Roth et al., 2015). SIT consists of three processes - social categorization, social identification and social comparison. Social categorization proposes that individuals tend to categorize their social environment into categories to understand them. Once categorized, individuals will collectively define themselves based on specific unique characteristics or traits through the second process, which is social identification. Based on these characteristics or traits, these individuals form a group known as the "in-group" to source pride, self-esteem, self-image and belongingness. The final process; the social comparison is where the "in-group" compare themselves relative to "out-groups", leading to the "us versus them" mentality and attitude. The core of SIT is that members of a group tend to seek the perceived negative aspects of an out-group to enhance their self-image. This theory can explain the behavior of group members towards another group (Latif & Talib, 2020).

Balabanis et al. (2019) identified the social identity theory (SIT) as the most dominant theoretical explanations on how and why consumers prefer domestic brands. The SIT explains why consumers engage in favourable evaluations and preferential responses towards specific brands (Rambocas & Mahabir, 2021).

2.4. Social Identity Theory and Consumer Ethnocentrism

A broadly used theoretical framework to explain CE is the social identity theory, which suggests that individuals tend to express biased opinions towards out-group members due to dissimilarities (Tajfel & Turner, 1986; Zeugner-Roth et al., 2015). Balabanis et al. (2019) applied this theory to global and domestic products assuming that consumers' strong identification with their home country leads them to protect their country's balance of trade and employment by preferring domestic brands.

The SIT's in-group versus out-group concepts are related to CE. Consumers' preference for choosing "home" over foreign products implies the "in-group and out-group" formation of SIT (Tajfel & Turner, 1986) and "us versus them" (Klein, 2002; Shimp & Sharma, 1987). SIT indicates that people put extra effort into their group to stand out from others (Tajfel & Turner, 1986). As a result, each person begins to favour their group (country) and reject out-group products (foreign products) (Mishra et al., 2022). According to Huang et al. (2010) the concept of consumer ethnocentrism is based on the logic of social identity, thus social identity theory can be useful to illustrate the cause of consumer ethnocentrism (Huang et al., 2008).

Ethnocentric tendencies that are rooted in social identity theory (Balabanis et al., 2019) measure consumers' general beliefs towards purchasing foreign products which involve the decency of purchasing them (Shimp & Sharma, 1987; Klein et al., 1998). In line with social identity theory, consumer ethnocentrism provides people with a sense of belonging to a group while also offering them a frame of reference for appropriate or inappropriate purchasing behavior; going hand in hand with a consumers' economic motive for in-group bias (Siamagka & Balabanis, 2015).

Similarly, consumer ethnocentrism is also based on social ties, as ethnocentric individuals seek a sense of belonging to their domestic group. Ethnocentrism thus leans strongly on social identity theory (Tajfel, 1959; Tajfel & Turner, 1979), which espouses the basic idea that the social category (e.g., nationality, religion, language, physical features or accent) to which one belongs defines who one is (Hogg et al., 1995).

2.5. Consumer Ethnocentric Tendency Scale (CETSCALE)

Shimp and Sharma (1987, p. 280) applied an innovative concept of ethnocentrism to the marketing field by introducing consumer ethnocentric tendency (CET) as,

“a unique economic form of ethnocentrism that captures the beliefs held by consumers about the appropriateness and, indeed, morality of purchasing foreign-made products.”

CETSCALE is arguably the most tested instrument to measure ethnocentrism; it has been used in multiple studies as applied to various countries, respondent samples, and product types (Stepchenkova, 2022). It consists of 17 items that are collected under a single dimension and measured on a Likert scale. At the initial stage of scale development, there were 180 items measuring seven dimensions: “(1) consumer ethnocentric tendencies, (2) price-value perceptions, (3) self-interest concerns, (4) reciprocity norms, and (5) rationalization-of-choice, (6) restrictions-mentality, and (7) freedom-of-choice views” (Shimp and Sharma, 1987, p. 281). After scale purification along with reliability and validity test, the unidimensional 17-item CETSCALE was finalized and was further tested in four dimensions.

The literature has extensively used the CETSCALE to measure consumer ethnocentrism (Javalgi et al., 2005; Šmaižiene & Vaitkiene, 2014; Seitz & Roosen, 2015; Garcia-de-Frutos & Ortega-Egea, 2015; Luthy, 2015; Cheah & Shimul, 2018), which Shimp and Sharma (1987) developed in the context of US consumers. However, various authors have used short forms of the scale, which they also found to be reliable and valid: Šmaižiene and Vaitkiene (2014) used 12 items; Supphellen and Grønhaug (2003), 11 items; Raškovic et al. (2016), 10 items; Josiassen et al. (2011), 6 items; Vida et al. (2008), 4 items; and Dmitrovic et al. (2009), 3 items.

CETSCALE was revalidated to measure the ethnocentric tendencies of consumers of different locations, like Russia (Good & Huddleston, 1995), the U.S (Sharma et al., 1995), Belgium, Great Britain, Greece (Baumgartner & Steenkamp, 1998), Turkey (Kucukemiroglu, 1999; Kaynak & Kara, 2002), the U.K (Balabanis & Diamantopoulos, 2004), France (Javalgi et al., 2005), Ghana (Bamfo, 2012), Maldives (Cazacu, 2016), Estonia and Slovenia (Parts & Vida, 2013) and Mauritius (Ramsaran, 2015).

Mixed results have been obtained when the CETSCALE is tested for dimensionality (Kibret & Shukla, 2021). Some studies indicate CETSCALE as one-dimensional while others show it as multidimensional. For example, Sharma et al. (1995) concluded that consumer ethnocentrism is a three-dimensional construct, consisting of patriotism, prejudice, and socio-economic. Similarly, Pentz et al., (2013) and John and Brady (2011) concluded that consumer ethnocentrism is a multidimensional construct. On the other hand, Luque-Martó et al. (2000) and Spillan (2015) indicated that CETSCALE is a one-dimensional construct. Shimp and Sharma’s (1987)

research, in particular, proposed a unidimensional construct for CE that remains the most widely used today.

This scale has been tested in consumer behavior studies and is a useful tool to correlate studies along with demographic and psychographic measures (Rodríguez & Bolzmann, 2021). The CETSCALE has become one of the most used scales in the literature (Reardon et al., 2005) as it has been validated in different cross-cultural contexts (e.g., Spillan et al., 2007).

2.6. *Developed vs Developing Countries*

Consumer Ethnocentrism has been extensively researched for developed (Evanschitzky et al., 2008; Camarena et al., 2011; Balabanis & Siamagka, 2017; Fernandez-Ferrín et al., 2018; Casado et al., 2020) and developing/emerging countries (Huddleston et al., 2001; Dmitrovic et al., 2009; Schnettler et al., 2011; Šmaižiene & Vaitkiene, 2014; Garbatjuk & Parts, 2015; Raškovic et al., 2016). The level of CE could change depending on the nature of the market under investigation, such as emerging markets versus developed markets (Mukucha & Jaravaza, 2021).

Some studies show that consumers living in a developing country behave differently from consumers living in a developed country (Strizhakova & Coulter, 2015; Gammoh et al., 2019). Research indicates that consumers in emerging economies are inclined to perceive imported foreign goods as being of higher quality than local goods; whereas the perceptions are the converse for developed countries, where locally produced items are much more preferred (Zebal & Jackson, 2019). Consumers in developing countries may desire to mimic western consumer practices and lifestyles and purchase western brands (Narang, 2016).

However, past research primarily focused on ethnocentrism, especially in developed countries (Souiden et al., 2018). Extant research has also indicated that CE in developing countries is less evident than in developed countries (Karoui & Khemakhem, 2019). CE in India has been found to differ from other countries, like the United States, South Korea and China (Bawa, 2004). Resultantly, researchers have lately conducted studies to understand CE, specifically in the Indian context (Bandyopadhyay, 2014; Jain & Jain, 2013; Kumar et al., 2013).

2.7. *Purchase Intention*

Fishbein and Ajzen (1975) suggested that “If one wants to know whether or not an individual will perform a given behavior, the simplest and probably the most efficient thing one can do is to ask the individual whether he intends to perform that behavior”. Similarly, Bagozzi (1983) explained that “intentions constitute a wilful state of choice where one makes a self-implicated statement as to a future course of action.”

Purchase intention is defined in various ways in the existing literature. Rossiter and Percy (1998) defined

purchase intention as “the consumer’s self-instruction to purchase the brand or take another relevant purchase related action.” Mirabi et al. (2015) also stated that purchase intention is “a situation where a consumer tends to buy a certain product in certain condition.” It is the attitudes and perceptions that consumers have toward a particular product; and the degree to which consumers plan to purchase the product in the future (Vuong & Giao, 2020). In addition, Ghosh (1990) and Chang and Wildt (1994) stated that consumers’ purchase intention is commonly considered as an indicator of actual purchase of consumers as well (Chiew et al., 2014; Dachyar & Banjarnahor, 2017; Wu & Hui, 2016).

Purchase intention can be defined as the probability or plan to buy a specific product in which the final decision relies heavily on and will be made by the customers (Dehghani & Tumer, 2015). A higher level of purchase intention will lead to a higher probability of purchasing the product, but the low level of intention to purchase does not necessarily mean that the customer will not buy the product (Wang & Tsai, 2014). It is the likelihood that a consumer will buy a certain product (Dodds et al., 1991); the higher the PI, the greater the purchase probability. The purchase decision is a complicated process and generally relates to the customers’ attitude, perception, and behaviour (Mirabi et al., 2015).

Purchase intention is an effective way to predict buying behaviour (Sagheb et al., 2020). Marketing managers, practitioners, and researchers widely use this construct to understand consumers’ willingness to make a purchase decision (Vuong & Giao, 2020). According to Ajzen (2011) purchase intention is a good indicator of future consumer behaviour. Several studies, such as Chandon et al. (2005) use purchase intention as a proxy measure for purchasing behavior. In general, intention plays an important role on how people behave (Vuong & Giao, 2020). Since purchase intentions are more predictive of behaviors, segmenting markets and using purchase intentions may be more appropriate. (Rodríguez & Bolzmann, 2021).

2.8. Ethnocentrism and Purchase Intention

Several kinds of literature have investigated ethnocentrism, attitude, and purchase intention, such as the studies of Akdoğan et al. (2012); Blazquez-Resino et al. (2021); Erdogan and Uzkurt (2010); Guo and Zhou (2017); Ishii (2009); Maksan et al. (2019); Shoham et al. (2016) and others. Ethnocentrism has been cited in the literature as a significant factor influencing purchase intent, particularly for items or services produced by people in one’s own country (Bizumic, 2018; Dogan & Yaprak, 2017; Suryaningsih, 2020).

Ethnocentricity influences the formation of consumer attitudes toward foreign products, their purchase

intentions and their decisions about whether to buy domestic versus foreign made products (Herche, 1992; Reardon et al., 2005; Altintas & Tokol, 2007). In 1987, Shimp and Sharma (1987) devised a consumer ethnocentrism scale and investigated the degree to which ethnocentrism influences consumer purchase intention.

2.9. Product Categories

Consumer ethnocentrism is also related to the product category (Balabanis & Siamagka, 2017; Akbarov, 2021). Empirical findings indicate that the global effect on brand preference varies across several product categories (Makri, 2019). Evanschitzky et al. (2008); Mockaitis et al. (2013); and Balabanis and Siamagka (2017) found that the effect of consumer ethnocentrism may vary according to the product category. Consumers with similar levels of consumer ethnocentrism tend to discriminate across products that come from the same country (Gammoh et al., 2019). Consumer ethnocentrism may have different impacts, depending on the products (Chrysochoidis et al., 2007; Garcia-de-Frutos & Ortega-Egea, 2015; Ding, 2017). Jimenes-Guerrero et al. (2014) advocated for the inclusion of product category in the survey items as a means of securing unidimensionality of CETSCALE.

Despite contrary results over how ethnocentric consumers may behave in their consumption, there is evidence to show that some ethnocentric consumers do not denigrate, and may even prefer, foreign products over domestic products, depending on product categories (Klein et al., 2006; Sharma et al., 1995). Further, Josiassen et al. (2011) proved that although highly ethnocentric consumers hold positive attitudes toward domestic goods, they also purchase imported substitutes and vice versa. This notion is dependent on the country-of-origin effect, product category, and cosmopolitanism (Balabanis & Diamantopoulos, 2004; Makrides et al., 2021). For instance, highly ethnocentric consumers may concurrently like foreign wine and dislike imported cameras (Niros et al., 2022).

Global brands, in contrast to local brands, are more appealing for publicly visible goods such as clothing (Goldsmith et al., 2012) because they have a higher value in terms of prestige and are associated with status (Makri, 2019). Clothing and technology products are more socially visible and may have more prestige value than products in other categories (Kumar et al., 2009; Nunes & Arruda Filho, 2018).

Agarwal (2022) studied consumer ethnocentrism across hair care and skin care products (shampoo, hair oil, hair colour, soap, cream, and face-wash). Niros et al. (2022) conducted a study on FMCG goods (detergent, sunscreen and hygiene products). Christian and Wang (2022) studied CE and consumption setting in the context of foreign wine market. Mishra and Saxena (2022) conducted study across low end consumer goods, including

toys, plastic items, electric goods, accessories etc. Stepchenkova (2022) applied CETSCALE in tourism context. Witek-Hajduk and Grudecka (2022) measured consumer purchase intention across the product category of durable goods (washing machine). Demirel et al. (2021) studied the role of CE in the context of taxis vs Uber. Akbarov (2021) studied ethnocentrism across six product categories – clothing, food, technological, cleaning, construction and medical products. Latif and Talib (2020) conducted the study across services (bookstores, supermarket stores, and franchised restaurants) and food and beverage industry (flour, cooking oil and packaged drinks). Chaudhry et al. (2020) checked the impact of consumer ethnocentrism (CE) and animosity on brand image (BI) and brand loyalty (BL) of Indian made cosmetic products in Pakistan.

Bannor and Abele (2021) analysed the effect of consumer ethnocentrism as well as other factors on the purchase of labelled regional agricultural products together with the readiness to purchase the labelled regional products at a premium price in German. A study in the Czech Republic revealed a strong positive stance of consumer ethnocentrism on the purchase of domestic yoghurt (Orth & Firbasova, 2002). Concisely, Gineikiene (2016) found consumers having a positive ethnocentric behaviour towards domestic products such as yoghurt, apple, bread and tomatoes because of health and a natural feel. Likewise, other empirical studies revealed a positive link between consumer ethnocentrism and the buying of regional agricultural products (Zeren et al., 2020; Salman & Naeem, 2015; Vadhanavisala, 2014; Almi, 2011; Cutura, 2006; Acharya & Elliott, 2003).

Egea and Frutas (2021) studied consumer ethnocentrism on consumers' reluctance to buy and ownership of products from a specific product category (apparel) and foreign country (China). Sun et al (2021) investigated whether positive and negative e-WOM enhance or weaken consumer ethnocentrism and brand equity towards domestic and foreign smart phone brands. Bartikowski et al (2021) studied how nationalistic appeals affected foreign luxury brand reputation in the context of luxury car brand market. Kusumawardani (2021); Lee et al. (2020) conducted their studies across smartphone brands.

Following a recent study on consumer ethnocentrism by Balabanis et al. (2017), Cho et al. (2021) included ten product categories to control for the effect of product categories – laptops, cameras, cell phones, refrigerators, washing machines, cars, shoes, beer, clothing, coffee. Cvirik (2021) explored consumer ethnocentrism and patriotism impact on evaluation and preferences to domestic products in six product categories (dairy and meat products, fruit and vegetables, clothes, electronics and motor vehicles).

Li and Xie (2021) investigated the impact of country-of-origin (COO) cues, country-related affect (CRA) and country-related product associations (CRPA) on consumers' intention to purchase hotel services. Ashaduzzaman et al. (2021) studied acculturation and apparel store loyalty among immigrants in western countries. Prasastyo et al (2020) conducted the study across electronic products (TV, Refrigerator, AC, and Washing Machine) while Oh et al. (2020) considered imported retail services for their study. Hence, future research could replicate this research with other product categories and different markets and product origins (Kusumawardani & Yolanda, 2021).

Accordingly, the study chose apparels as the product category based on the frequency table of the product categories made from the literature review of 44 relevant papers shortlisted after following the systematic search strategy.

PRODUCT CATEGORY	AUTHOR AND YEAR	FREQUENCY
Video Game	Asavapatra et al., (2022)	1
Food/ Fast food/ Food and beverage	Safeer et al., (2022); Akbarov (2021); Latif and Talib (2020)	3
Shoes	Safeer et al., (2022)	1
Apparel/ Clothing/Clothes/ Luxury fashion brands	Safeer et al., (2022); Akbarov (2021); Egea and Frutas (2021); Cvirik (2021); Rambocas and Mahabir (2021); Ashaduzzaman et al. (2021); Chakraborty and Sadachar (2020); Ma et al., (2020)	6
Technology	Akbarov (2021)	1
Cleaning	Akbarov (2021)	1
Construction	Akbarov (2021)	1
Medical	Akbarov (2021)	1
Services/ Tourism sector/ Uber vs Taxis/ Hotel services	Latif and Talib (2020); Stepchenkova (2022); Demirel et al. (2021); Li and Xie (2021)	4
FMCG goods/ Hair care and skin care products	Niros et al. (2022); Agarwal (2022)	2
Wine	Christian and Wang (2022)	1
Low end consumer goods	Mishra et al., (2022)	1

Durable goods/ Electronics	Witek and Grudecka (2022); Prasastyo et al. (2020)	2
Cosmetics	Chaudhry et al. (2020)	1
Agricultural Products/ Dairy and meat, fruits n vegetables	Bannor and Abele (2021); Cvirik (2021)	2
Smart phones/ Mobile phone brands/ Chinese brand smartphones	Sun et al., 2021; Lee et al. (2020); Kusumawardani (2021)	3
Luxury Car market/ Automobiles/ Motor vehicle	Bartikowski et al (2021); Belbağ (2021); Cvirik (2021)	3

Table 1: Product Category Frequency Table

2.10. Demographics

Different demographic segments behave differently, so it is important to understand these segments from both academic and managerial perspectives. Baron and Kenny (1986) stated that the moderators change the strength and direction of an independent-dependent relationship. In marketing studies, demographic variables (e.g. gender, age, personal income, marital status) often appear as moderators (Walsh et al., 2008; Pérez & del Bosque, 2015; Henrique & Augusto de Matos, 2015; Antony et al., 2018; Prayag, 2019) and these variables differentiate consumers' decision-making in terms of their purchase behavior and/or intentions (Chiu et al., 2017; Henrique & Augusto de Matos, 2015; Tiruwa et al., 2018; Gilal et al., 2018b). Akbarov (2021) studied the impact of demographic variables as a moderator in the relationship between consumer ethnocentrism and purchase behavior.

Gender has been studied by many experts. Studies by Evanschitzky et al. (2008); Josiassen et al. (2011); and Wang and Chen (2004) found that gender has a significant influence on CE and pro-domestic purchase behaviour. Sharma et al. (1995) concluded that women are more ethnocentric than men. The authors Bruning (1997); and Lesakova (2016) also ended up with a similar research result. Josiassen et al. (2011) argued that women are more likely to be future-oriented in their interpersonal relationships as compared to men, and consequently, are more likely to be loyal in attitudes and behaviors. Females tend to be more ethnocentric than men (Rambocas & Mahabir, 2021). A study by Bannister and Saunders (1978) showed that men in Britain achieved a higher degree of ethnocentrism than women. Caruana and Magri (1996);

and Balabanis et al., (2001) did not show a link between gender and ethnocentrism based on their quantitative research. Similarly, Keillor et al. (2001); Brodowsky et al. (2004) and Matic (2013) found no considerable relation between gender and consumer ethnocentrism. But, Balabanis and Diamantopoulos (2004); Han (1990), Kaynak and Kara (2002) recorded considerable gender differences.

The creators of the phenomenon of consumer ethnocentrism, Shimp and Sharma (1987), have observed differences in the degree of ethnocentrism based on age. They concluded that younger consumers are less ethnocentric than the older ones. With respect to age, studies by Hamelin et al. (2011), Josiassen et al. (2011), and Zeugner-Roth et al. (2015) found the impact of age on CE to be significant. Caruana and Magri (1996); and Klein and Ettensoe (1999) agreed with the statement, and they reached the same results based on empirical research. With regard to age, older consumers tend to use more information and are more careful when they consider purchasing products from foreign countries compared to their younger counterparts (Leonidou et al., 1999). Researchers like Lee et al. (2003); Balabanis et al. (2004); and Matic (2013) identified the older generation to be more ethnocentric. Rambocas and Mahabir (2021) study findings supported a strong relationship between age and CE tendencies. More specifically, the authors concluded that older consumers are more likely to favour locally produced goods over imported ones because of higher ethnocentric tendencies.

Newer studies such as Grundey and Bakowska (2008) and Lesakova (2016) have also shown the tendency of older consumers to be more ethnocentric. However, some authors consider this conclusion to be ambiguous. Sharma et al. (1995) did not show a significant statistical link between age and consumer ethnocentrism. Few researchers like Sharma et al. (1995) and Festervand (1985) found no substantial relation between age and consumer ethnocentrism. Based on qualitative research, Schooler (1971) concluded that age has a negative attitude towards ethnocentrism. The age limits of the segments are different for different authors, often undefined, which may be the reason for the differentiation of the results.

The study of the difference in the level of formal education obtained and the degree of consumer ethnocentrism has been the subject of research in several studies (Čvirik et al., 2022). Evanschitzky et al. (2008) and Kumar et al. (2011) found that education level was also significantly related to CE. Sharma et al. (1995) concluded in a sample of American consumers that consumers with higher education are less ethnocentric. The authors Kaynak and Kara (2002) came to similar conclusions. Concerning education, highly educated consumers tend to be more open minded, universal, and informative when purchasing

imported products, because they are more likely to be exposed to foreign cultures during their studies and/ or training (Ahmed & d'Astous, 2008; Sharma et al., 1995). Indeed, there is evidence (e.g., Nijssen & Douglas, 2004) showing that more educated consumers tend to be more favourably predisposed toward foreign countries when making their purchasing decisions and put less emphasis on national-related buying motives, compared to their less educated counterparts (Sharma et al., 1995). Balabanis et al. (2001) did not show a link between the factor and consumer ethnocentrism. Researchers like Brodowsky et al. (2004) found no considerable relation between education level and consumer ethnocentrism.

With regard to income, consumers with a higher income tend to have more international experience through extensive traveling, greater affordability to buy foreign goods, and higher accessibility to international media (Nijssen & Douglas, 2004; Samiee et al., 2005). High-income consumers are less biased against foreign products. In addition, high-income consumers may view foreign products as a source of prestige due to their rarity and exclusivity and use them as a source of self-expression (Hung et al., 2021). The middle-class consumers of India exhibit the least ethnocentrism as they spend a substantial amount of their disposable income on Western brand products, including apparel (Kumar et al., 2011). Lower-class consumers generally showed, regardless of their ethnocentrism, low attitudes, and shopping intentions toward foreign retailers (Aljukhadar et al., 2021). Han (1990), De Ruyter et al. (1998) and Keillor et al. (2001) identified that income has no substantial relation with consumer ethnocentrism. Josiassen et al. (2011) discovered no relation between income and CE.

III. RESEARCH METHODOLOGY

3.1. Conceptual Model

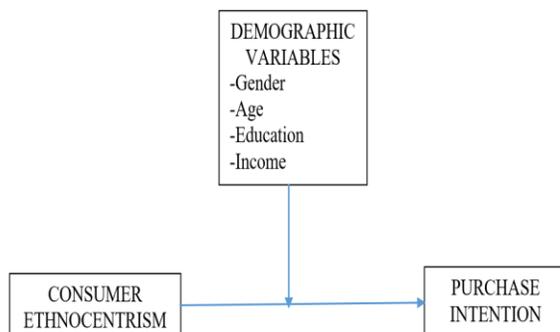


Figure 1: Conceptual Model

3.2. Operationalization of Constructs

Consumer ethnocentrism is studied using the original 17 item Consumer Ethnocentrism Tendencies

Scale (CETSCALE), developed by Shimp and Sharma 1987. Purchase intention is studied using the 5 item scale developed by Spears and Singh 2004.

3.3. Research Questions

3.3.1. What is the level of consumer ethnocentrism?

3.3.2. Does the level of consumer ethnocentrism varies across demographic variables?

3.3.3. What is the impact of consumer ethnocentrism on purchase intention of foreign apparel brands?

3.3.4. What is the impact of demographic variables as moderator in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands?

3.4. Hypotheses

Research Question - Does the level of consumer ethnocentrism varies across demographic variables?

Hypothesis 1: Females exhibit significantly higher ethnocentric tendencies than males.

Hypothesis 2: Older consumers exhibit significantly higher ethnocentric tendencies than younger consumers.

Hypothesis 3: Consumers with lower education levels exhibit significantly higher ethnocentric tendencies than consumers with higher education levels.

Hypothesis 4: Lower income level consumers exhibit significantly higher ethnocentric tendencies than consumers with higher income levels.

Research Question: What is the impact of consumer ethnocentrism on purchase intention of foreign apparel brands?

Hypothesis 5: Consumer Ethnocentrism has a significant negative impact on purchase intention of foreign apparel brands.

Research question: What is the impact of demographic variables as moderator in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands?

Hypothesis 6: Gender moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

Hypothesis 7: Age moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

Hypothesis 8: Education moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

Hypothesis 9: Income moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

3.5. Research Design

In this research, descriptive research design is used to fulfil the purpose of the study.

3.6. Data Collection

3.6.1. Secondary Data

Various sources like websites, journals, articles, thesis, and books are considered for the study.

3.6.2. Primary Data

Primary data is collected with the help of a structured and non-disguised questionnaire containing questions on consumer ethnocentrism and purchase intention, measured using 7-point Likert scale, along with questions seeking demographic information.

3.7. Sampling

3.7.1. Sampling Size

The sample size for the study is 100 responses.

3.7.2. Sampling Frame

Convenience and snowball sampling under non-probability sampling technique is used for the purpose of data collection.

3.8. Data Analysis

To meet the first objective of the study i.e., to measure the level of consumer ethnocentrism, mean and grand mean are computed. To meet the second objective i.e. to analyze how the level of consumer ethnocentrism varies across demographic variables, independent sample T-test and one way ANOVA are used using SPSS (Statistical Package for Social Sciences) software. To meet the third objective i.e. to analyze the impact of consumer ethnocentrism on purchase intention of foreign apparel brands, SEM (structural Equation Modelling) is applied using Smart PLS software. To meet the fourth objective of analyzing the impact of demographics as moderator in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands, Daniel Soper significance of the Difference between Two Slopes Calculator is used for gender, while moderation techniques in Smart PLS are used for the other three demographic variables- age, education and income.

IV. DATA ANALYSIS AND RESULTS

4.1. Demographic Characteristics of the Sample

Table 2 presents the demographic characteristics of the sample. The majority of the respondents in the study are female (66%), 55% of the respondents belong to the age group of 23-27 years, and majority i.e. 58% respondents held post-graduate degree over bachelor's or doctorate degree. 32% of the respondents belonged to the income group of less than 5 lakh category while 23% of the respondents belonged to the higher income group of more than 15 lakh category.

VARIABLES	CATEGORY	FREQUENCY
Gender	Male	34
	Female	66
	Total	100
Age	18-22 years	26
	23-27 years	55
	28-32 years	9
	33 and above	10
	Total	100
Education	Bachelor's Degree	31
	Post-graduate Degree	58
	Doctorate Degree	11
	Total	100
Income	Less than 5 lakh	32
	5 lakh-10 lakh	27
	10 lakh-15 lakh	18
	More than 15 lakh	23
	Total	100

Table 2: Demographic Characteristics

4.2. Level of Consumer Ethnocentrism

Mean scores were computed to know the level of ethnocentrism among consumers. As a 7-point Likert-type scale was used for this research, 4 was determined to be the mid-distance between the extreme values on the scale (1 and 7). A value of less than 4 was considered to denote a low level of consumer ethnocentrism and above 4 was considered a high level of consumer ethnocentrism. Respondents with an average score of 4 for consumer ethnocentrism were not taken into consideration.

59% respondents had ethnocentrism level of more than the average 4, while 36% had ethnocentrism level below the average of 4. The individual mean scores of the 17 CET statements across 100 respondents, showed that out of 100 responses, 59% responses displayed mean score of more than 4, while only 39% responses had the mean score of less than 4, highlighting the presence of ethnocentrism among majority of the respondents.

To compute the overall ethnocentrism level, the grand mean value was computed. Its value - 4.2715 indicated an overall existence of ethnocentrism among consumers.

4.3. Level of Consumer Ethnocentrism across Demographic Variables

Hypothesis 1: Females exhibit significantly higher ethnocentric tendencies than males.

The hypothesis tests if the level of consumer ethnocentrism differs across gender. Participants were divided into two groups (Group 1: Male; Group 2: Female). The independent sample T-test results suggested that the level of consumer ethnocentrism significantly differed across gender ($t=-1.996$, $p=0.049$, $p\text{ value}<0.05$).

Moreover the mean scores highlighted that females (4.4340) showed more ethnocentric tendencies over males (3.9550), thus **accepting the hypothesis 1**.

Hypothesis 2: Older consumers exhibit significantly higher ethnocentric tendencies than younger consumers.

The hypothesis tests if the level of consumer ethnocentrism differs across age. Participants were divided into four groups (Group 1: 18-22 years; Group 2: 23-27 years; Group 3: 28-32 years; Group 4: 33 and above). One way Anova results suggested that ethnocentrism does not vary with regard to age of the respondents ($F=0.149$, $p=0.930$, $p\text{ value}>0.05$). **Hence Hypothesis 2 is not accepted.**

Hypothesis 3: Consumers with lower education levels exhibit significantly higher ethnocentric tendencies than consumers with higher education levels.

The hypothesis tests if the level of consumer ethnocentrism differs across education level. Participants were divided into three groups (Group 1: Bachelor's Degree; Group 2: Post-graduate Degree; Group 3: Doctorate Degree). One way Anova results suggested that ethnocentrism varies significantly with regard to the education levels ($F=3.543$, $p=0.036$, $p\text{ value}<0.05$).

But the study gave different results over the previous studies as with the increase in the level of education, the ethnocentrism level also increased which is a contradiction to the previous studies with mean score highest in doctorate (4.8930), followed by post-graduate (4.3489) and bachelor's degree respondents (3.9051). **Hence Hypothesis 3 is not accepted.**

Hypothesis 4: Lower income level consumers exhibit significantly higher ethnocentric tendencies than consumers with higher income levels.

The hypothesis tests if the level of consumer ethnocentrism differs across income levels. Participants were divided into four groups (Group 1: Less than 5 lakh; Group 2: 5 lakh-10 lakh; Group 3: 10 lakh-15 lakh; Group 4: More than 15 lakh). One way Anova results suggested that ethnocentrism varies significantly with regard to the income levels ($F=4.284$, $p=0.007$, $p\text{ value}<0.05$).

Lower income groups (4.7500) are more ethnocentric than the other income groups with least ethnocentrism among income group of more than 15 lakh (3.7212). **Accordingly Hypothesis 4 is accepted.**

4.4. Impact of Consumer Ethnocentrism on Purchase Intention of Foreign Apparel Brands

Hypothesis 5: Consumer Ethnocentrism has a significant negative impact on purchase intention of foreign apparel brands.

Structural Equation Modelling (SEM) was applied in Smart PLS 3 software for the purpose of reporting the reliability, validity, model fit indices, along with the path analysis.

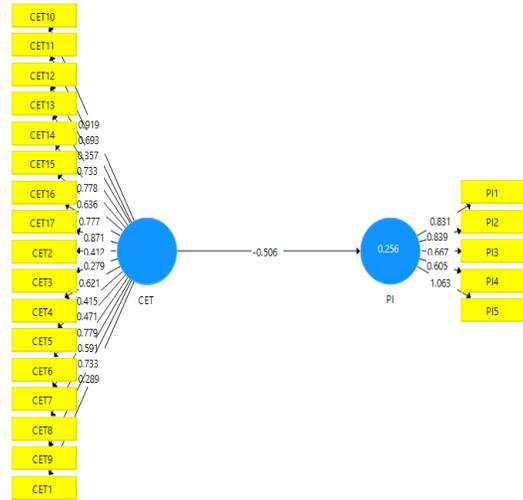


Figure 2: Structural Equation Model

Reliability

The Cronbach Alpha for both consumer ethnocentrism (0.92) and purchase intention (0.91) met the required criteria as it was more than 0.7. Accordingly, the composite reliability also met the required criteria with 0.91 values with both consumer ethnocentrism and purchase intention scale. The average variance extracted for consumer ethnocentrism was 0.41, while it was 0.67 for the purchase intention scale.

Validity

Fornell-Larcker criteria and HTMT was used to report discriminant validity. Both the criteria was met. HTMT value reported was 0.46.

Path Analysis

The study reported an R square of 0.26. The path analysis showed a significant negative relationship (-0.506) between consumer ethnocentrism and purchase intention of foreign apparel brands ($T=5.16$, $p=0.00$, $p<0.05$). **Accordingly hypothesis 5 is accepted.**

4.5. The Impact of Demographic Variables as Moderator in the Relationship between Consumer Ethnocentrism and Purchase Intention of Foreign Apparel Brands

Hypothesis 6: Gender moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

Daniel Soper significance of the Difference between Two Slopes Calculator was used to analyze the impact of gender as a moderator variable. The results indicated that gender had no moderating effect in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands ($T=1.181$, $p=0.240$, $p \text{ value}>0.05$). **Accordingly hypothesis 6 is not accepted.**

Hypothesis 7: Age moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

The results indicated that age had no moderating effect in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands ($p=0.51$, $p \text{ value}>0.05$). **Accordingly hypothesis 7 is not accepted.**

Hypothesis 8: Education moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands

The results indicated that education had no moderating effect in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands ($p=0.46$, $p \text{ value}>0.05$). **Accordingly hypothesis 8 is not accepted.**

Hypothesis 9: Income moderates the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands

The results indicated that income had no moderating effect in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands ($p=0.18$, $p \text{ value}>0.05$). **Accordingly hypothesis 9 is not accepted.**

V. DISCUSSION

The contribution of this paper to the literature is threefold. First, the findings of this study provide insights regarding consumer ethnocentrism and its impact on purchase intention of foreign apparel brands. In the literature, there are gaps on this topic related to this region. Second, this research reveals that how consumer ethnocentrism varies in accordance with the demographic profile of the respondents. Third, this study is one of the scarce studies that examined the moderating effect of demographic variables on the relationship between consumer ethnocentrism and purchase intention.

As per the findings of the study, consumers do hold a level of ethnocentrism that makes them favor their products over the foreign products, and that ethnocentrism level also holds a significant negative relationship with the intention to purchase foreign apparel brands. The results stated that the level of ethnocentrism varied across gender, education and income but did not vary across the age criteria. Females are found to be more ethnocentric than males, consumers with higher education are found to be more ethnocentric than consumers with relatively lower

education levels, which is in contrast to the findings of the previous studies. Also, lower income groups displayed more ethnocentrism than the other income groups. Considering the moderation effect, the demographic variables did not serve as a moderator in the relationship between consumer ethnocentrism and purchase intention of foreign apparel brands.

VI. IMPLICATIONS FOR FUTURE RESEARCH

This research and its findings have a number of implications for both domestic and foreign firms. The domestic firms can appeal to the ethnocentrism perspective to gain a competitive advantage and the foreign firms can use such information to take better allocation decisions. Also, as the effect of ethnocentrism have different results for firms operating in different sectors, firms need to know its impact on their products, rather than the general effect. Accordingly, the product category needs due consideration. The firms also need to carefully understand the demographics of their target market in order to study how their approach can vary depending on their gender, age, education, income levels etc.

VII. LIMITATIONS OF THE STUDY

There are several limitations to this study. First, the sample consisted of fewer males, higher people in the age group of 23-27 years, higher post-graduate degree holders and higher number of low income group respondents as compared to the number of females, other age groups, education and income levels. Accordingly, the sample structure could be modified for generalizability and inclusiveness. Second, the use of convenience and snowball sampling means that caution should be exercised in generalizing this study's findings to the entire Indian population. Third, the study showed different results in the context of education criteria with higher education level consumer displaying higher level of ethnocentrism which in turn needs validation. Fourth, the study considered only one product category of foreign apparels brands, accordingly future studies can show how ethnocentrism varies across different product categories. Fifth, none of the demographic variables acted as a moderator in the relationship between consumer ethnocentrism and purchase intention, thus paving way for further testing.

REFERENCES

- [1] Acharya, C. & Elliott, G. (2003). Consumer ethnocentrism, perceived product quality and choice—An empirical investigation. *Journal of*

- International Consumer Marketing*, 15(4), 87-115.
- [2] Adorno, T., Frenkel-Brenswik, E., Levinson, D. J. & Sanford, R. N. (2019). *The authoritarian personality*. Verso Books.
- [3] Agarwal, K. (2022). Ownership based ethnocentrism tendencies: Its antecedents and impact on domestic-owned/foreign-owned product purchase of Indian consumers. *SCMS Journal of Indian Management*, 19(1).
- [4] Ahmed, S. A. & d'Astous, A. (2008). Antecedents, moderators and dimensions of country-of-origin evaluations. *International Marketing Review*.
- [5] Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & Health*, 26(9), 1113-1127.
- [6] Akbarov, S. (2021). Consumer ethnocentrism and purchasing behavior: moderating effect of demographics. *Journal of Islamic Marketing*.
- [7] Akdoğan, M. Ş., Özgener, Ş., Kaplan, M. & Coşkun, A. (2012). *The effects of consumer ethnocentrism and consumer animosity on the re-purchase intent: The moderating role of consumer loyalty*.
- [8] Aljukhadar, M., Boeuf, B. & Senecal, S. (2021). Does consumer ethnocentrism impact international shopping? A theory of social class divide. *Psychology & Marketing*, 38(5), 735-744.
- [9] Almli, V. L., Verbeke, W., Vanhonacker, F., Næs, T. & Hersleth, M. (2011). General image and attribute perceptions of traditional food in six European countries. *Food Quality and Preference*, 22(1), 129-138.
- [10] Altıntaş, M. H. & Tokol, T. (2007). Cultural openness and consumer ethnocentrism: An empirical analysis of Turkish consumers. *Marketing Intelligence & Planning*.
- [11] Antony, R., Khanapuri, V. B. & Jain, K. (2018). Customer expectations and moderating role of demographics in fresh food retail: A study among Indian consumers. *International Journal of Retail & Distribution Management*.
- [12] Ashaduzzaman, M., Jebarajakirthy, C., Das, M. & Shankar, A. (2021). Acculturation and apparel store loyalty among immigrants in Western countries. *Journal of Marketing Management*, 37(5-6), 488-519.
- [13] Bagozzi, R. P. (1983). A holistic methodology for modeling consumer response to innovation. *Operations Research*, 31(1), 128-176.
- [14] Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32(1), 80-95.
- [15] Balabanis, G., Diamantopoulos, A., Mueller, R. D. & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. *Journal of International Business Studies*, 32(1), 157-175.
- [16] Balabanis, G. & Siamagka, N. T. (2017). Inconsistencies in the behavioural effects of consumer ethnocentrism: The role of brand, product category and country of origin. *International Marketing Review*.
- [17] Balabanis, G., Stathopoulou, A. & Qiao, J. (2019). Favoritism toward foreign and domestic brands: a comparison of different theoretical explanations. *Journal of International Marketing*, 27(2), 38-55.
- [18] Bamfo, B. A. (2012). Consumer attitude toward products made in Ghana. *Global Journal of Business Research*, 6(1), 39-46.
- [19] Bandyopadhyay, S. (2014). Country-of-origin perceptions, consumer ethnocentrism, and product evaluations in the Indian market. *International Journal of Business and Social Science*, 5(9).
- [20] Bannister, J. P. & Saunders, J. A. (1978). UK consumers' attitudes towards imports: the measurement of national stereotype image. *European Journal of Marketing*, 12(8), 562-570.
- [21] Bannor, R. K. & Abele, S. (2021). Consumer characteristics and incentives to buy labelled regional agricultural products. *World Journal of Entrepreneurship, Management and Sustainable Development*, 17(4), 872-888.
- [22] Baron, R. M. & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.
- [23] Bartikowski, B., Fastoso, F. & Gierl, H. (2021). How nationalistic appeals affect foreign luxury brand reputation: A study of ambivalent effects. *Journal of Business Ethics*, 169(2), 261-277.
- [24] Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E. & Ramachander, S. (2014). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. In: *Cultural Psychology*. pp. 83-96. Psychology Press.
- [25] Bawa, A. (2004). Consumer ethnocentrism: CETSCALE validation and measurement of extent. *Vikalpa*, 29(3), 43-58.

- [26] Belbağ, A. G. (2021). Diversity and consumer dispositions towards foreign countries in an emerging market. *International Journal of Emerging Markets*.
- [27] Bizumic, B. (2018). Effects of the dimensions of ethnocentrism on consumer ethnocentrism: An examination of multiple mediators. *International Marketing Review*.
- [28] Blazquez-Resino, J. J., Gutierrez-Broncano, S., Jimenez-Estevez, P. & Perez-Jimenez, I. R. (2021). The effect of ethnocentrism on product evaluation and purchase intention: The case of extra virgin olive oil (EVOO). *Sustainability*, 13(9), 4744.
- [29] Brodowsky, G. H., Tan, J. & Meilich, O. (2004). Managing country-of-origin choices: competitive advantages and opportunities. *International Business Review*, 13(6), 729-748.
- [30] Brunning, E. (1997). Country of origin, national loyalty and product choice. *International Marketing Review*, 14(1), 59-74.
- [31] Camarena, D. M., Sanjuán, A. I. & Philippidis, G. (2011). Influence of ethnocentrism and neophobia on ethnic food consumption in Spain. *Appetite*, 57(1), 121-130.
- [32] Caruana, A. (1996). The effects of dogmatism and social class variables on consumer ethnocentrism in Malta. *Marketing Intelligence & Planning*.
- [33] Casado, L. A., Sánchez, J., Ibáñez-Zapata, J. Á. & Liébana, F. J. (2020). How consumer ethnocentrism modulates neural processing of domestic and foreign products: A neuroimaging study. *Journal of Retailing and Consumer Services*, 53, 101961.
- [34] Cazacu, S. (2016). Preference for domestic goods: a study of consumer ethnocentrism in the Republic of Moldova. *Ecoforum Journal*, 5(1).
- [35] Chakraborty, S. & Sadachar, A. (2020). Predicting Indian consumers' purchase intention from Western apparel brands. *Journal of Fashion Marketing and Management: An International Journal*.
- [36] Chandon, P., Morwitz, V. G. & Reinartz, W. J. (2005). Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 69(2), 1-14.
- [37] Chang, T. Z. & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science*, 22(1), 16-27.
- [38] Chaudhry, N. I., Ali Mughal, S., Chaudhry, J. I. & Bhatti, U. T. (2020). Impact of consumer ethnocentrism and animosity on brand image and brand loyalty through product judgment. *Journal of Islamic Marketing*.
- [39] Cheah, I. & Shimul, A. S. (2018). Consumer ethnocentrism, market mavenism and social network analysis. *Australasian Marketing Journal (AMJ)*, 26(3), 281-288.
- [40] Chiu, J. L., Bool, N. C. & Chiu, C. L. (2017). Challenges and factors influencing initial trust and behavioral intention to use mobile banking services in the Philippines. *Asia Pacific Journal of Innovation and Entrepreneurship*.
- [41] Cho, Y. S., Chung, J. B. & Shim, H. E. (2021). How do Korean respond to Japanese Retailers? *Journal of Distribution Science*, 19(10), 87-97.
- [42] Christian, J. E. & Wang, D. (2022). Bias behind closed doors: Chinese consumers' perception of foreign wines. *Journal of Consumer Behaviour*.
- [43] Chryssochoidis, G., Krystallis, A. & Perreas, P. (2007). Ethnocentric beliefs and country-of-origin (COO) effect: Impact of country, product and product attributes on Greek consumers' evaluation of food products. *European Journal of Marketing*, 41(11/12), 1518-1544.
- [44] Čutura, M. (2006). The impacts of ethnocentrism on consumers' evaluation processes and willingness to buy domestic vs. imported goods in the case of Bosnia and Herzegovina. *South East European Journal of Economics and Business*, 54-63.
- [45] Čvirik, M. (2021). The impact of consumer ethnocentrism and the patriotism on judgement for selected domestic products: The case of Slovakia. *Central European Business Review*, 10(3), 1.
- [46] Čvirik, M., Naďová Krošláková, M., Milić Beran, I., Capor Hrosik, R. & Drábik, P. (2022). Influence of health-conscious consumer behaviour on consumer ethnocentrism during the COVID-19 pandemic. *Economic Research-Ekonomska Istraživanja*, 1-17.
- [47] Dachyar, M. & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946-966.
- [48] Darby, M. R. & Karni, E. (1973). Free competition and the optimal amount of fraud. *The Journal of Law and Economics*, 16(1), 67-88.
- [49] De Ruyter, K., Van Birgelen, M. & Wetzels, M. (1998). Consumer ethnocentrism in international services marketing. *International Business Review*, 7(2), 185-202.
- [50] Dehghani, M. & Tumer, M. (2015). A research on effectiveness of Facebook advertising on

- enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597-600.
- [51] Diamantopoulos, A., Davvetas, V., Bartsch, F., Mandler, T., Arslanagic-Kalajdzic, M. & Eisend, M. (2019). On the interplay between consumer dispositions and perceived brand globalness: Alternative theoretical perspectives and empirical assessment. *Journal of International Marketing*, 27(4), 39-57.
- [52] Ding, Q. S. (2017). Chinese products for Chinese people? Consumer ethnocentrism in China. *International Journal of Retail & Distribution Management*.
- [53] Dmitrovic, T., Vida, I. & Reardon, J. (2009). Purchase behavior in favor of domestic products in the West Balkans. *International Business Review*, 18(5), 523-535.
- [54] Dodds, W. B., Monroe, K. B. & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307-319.
- [55] Dogan, M. & Yaprak, A. (2017). Self-construal and willingness to purchase foreign products: The mediating roles of consumer cosmopolitanism and ethnocentrism. In *Creating Marketing Magic and Innovative Future Marketing Trends*, pp. 1499-1511. Springer, Cham.
- [56] Douglas, S. P. & Nijssen, E. J. (2003). On the use of "borrowed" scales in cross-national research: A cautionary note. *International Marketing Review*.
- [57] Erdogan, B. Z. & Uzkuurt, C. (2010). Effects of ethnocentric tendency on consumers' perception of product attitudes for foreign and domestic products. *Cross Cultural Management: An International Journal*.
- [58] Ettenson, R. & Klein, J. G. (2005). The fallout from French nuclear testing in the South Pacific: A longitudinal study of consumer boycotts. *International Marketing Review*.
- [59] Evanschitzky, H., Wangenheim, F. V., Woisetschläger, D. & Blut, M. (2008). Consumer ethnocentrism in the German market. *International Marketing Review*.
- [60] Fernández-Ferrín, P., Calvo-Turrientes, A., Bande, B., Artaraz-Miñón, M. & Galán-Ladero, M. M. (2018). The valuation and purchase of food products that combine local, regional and traditional features: The influence of consumer ethnocentrism. *Food Quality and Preference*, 64, 138-147.
- [61] Festervand, T. A., Lumpkin, J. R. & Lundstrom, W. J. (1985). Consumers Perceptions of Imports- An Update and Extension. *Akron Business and Economic Review*, 16(1), 31-36.
- [62] Fishbein, M. & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, 10(2).
- [63] Evanschitzky, H., Wangenheim, F. V., Woisetschläger, D. & Blut, M. (2008). Consumer ethnocentrism in the German market. *International Marketing Review*.
- [64] Gammoh, B. S., Koh, A. C. & Okoroafo, S. C. (2019). Positioning strategies of high-tech products: Cross-cultural moderating effects of ethnocentrism and cultural openness. *Journal of Product & Brand Management*.
- [65] García-de-Frutos, N. & Ortega-Egea, J. M. (2015). An integrative model of consumers' reluctance to buy foreign products: do social and environmental country images play a role? *Journal of Macromarketing*, 35(2), 167-186.
- [66] Garmatjuk, K. & Parts, O. (2015). Consumer ethnocentrism in Estonian skin care products market. *Procedia-Social and Behavioral Sciences*, 213, 610-615.
- [67] Ghosh, A. (1990). *Retail management*. Dryden Press. Fort Worth: Chicago, IL, USA.
- [68] Gilal, F. G., Zhang, J., Gilal, R. G. & Gilal, N. G. (2020). Linking motivational regulation to brand passion in a moderated model of customer gender and age: an organismic integration theory perspective. *Review of Managerial Science*, 14(1), 87-113.
- [69] Gineikiene, J., Schlegelmilch, B. B. & Ruzeviciute, R. (2016). Our apples are healthier than your apples: Deciphering the healthiness bias for domestic and foreign products. *Journal of International Marketing*, 24(2), 80-99.
- [70] Goldsmith, R. E., Flynn, L. R. & Clark, R. A. (2012). Materialistic, brand engaged and status consuming consumers and clothing behaviors. *Journal of Fashion Marketing and Management: An International Journal*.
- [71] Good, L. K. & Huddleston, P. (1995). Ethnocentrism of Polish and Russian consumers: are feelings and intentions related. *International Marketing Review*.
- [72] Guo, G. & Zhou, X. (2017). Consumer ethnocentrism on product judgment and willingness to buy: A meta-analysis. *Social Behavior and Personality: An International Journal*, 45(1), 163-176.
- [73] Grundey, D. & Bakowska, S. (2008). Consumer economics: brand awareness among Polish consumers. *Transformations in Business & Economics*, 7(14).

- [74] Hamelin, N., Ellouzi, M. & Canterbury, A. (2011). Consumer ethnocentrism and country-of-origin effects in the Moroccan market. *Journal of Global Marketing*, 24(3), 228-244.
- [75] Han, C. M. (1990). Testing the role of country image in consumer choice behaviour. *European Journal of Marketing*, 24(6), 24-40.
- [76] Harrison-Walker, L. J. (1995). The relative effects of national stereotype and advertising information on the selection of a service provider: an empirical study. *Journal of Services Marketing*.
- [77] Henrique, J. L., & De Matos, C. A. (2015). The influence of personal values and demographic variables on customer loyalty in the banking industry. *International Journal of Bank Marketing*.
- [78] Hogg, M. A., Terry, D. J. & White, K. M. (1995). A tale of two theories: A critical comparison of identity theory with social identity theory. *Social Psychology Quarterly*, 255-269.
- [79] Hsu, J. L. & Nien, H. P. (2008). Who are ethnocentric? Examining consumer ethnocentrism in Chinese societies. *Journal of Consumer Behaviour: An International Research Review*, 7(6), 436-447.
- [80] Huang, Y. A., Phau, I. & Lin, C. (2010). Effects of animosity and allocentrism on consumer ethnocentrism: Social identity on consumer willingness to purchase. *Asia Pacific Management Review*, 15(3), 359-376.
- [81] Huddleston, P., Good, L. K. & Stoel, L. (2001). Consumer ethnocentrism, product necessity and Polish consumers' perceptions of quality. *International Journal of Retail & Distribution Management*.
- [82] Hung, K., Ren, L. & Qiu, H. (2021). Luxury shopping abroad: what do Chinese tourists look for? *Tourism Management*, 82, 104182.
- [83] Insead, D. N., Norman, G., & Core, J. F. T. (1991). Attitudes towards foreign products and international price competition. *Canadian Journal of Economics*, 1-11.
- [84] Ishii, K. (2009). Nationalistic sentiments of Chinese consumers: The effects and determinants of animosity and consumer ethnocentrism. *Journal of International Consumer Marketing*, 21(4), 299-308.
- [85] Jain, S. K. & Jain, R. (2013). Consumer ethnocentrism and its antecedents: An exploratory study of consumers in India. *Asian Journal of Business Research*, 3(1), 1-18.
- [86] Jiménez-Guerrero, J. F., Gázquez-Abad, J. C. & Linares-Agüera, E. D. C. (2014). Using standard CETSCALE and other adapted versions of the scale for measuring consumers' ethnocentric tendencies: An analysis of dimensionality. *BRQ Business Research Quarterly*, 17(3), 174-190.
- [87] Javalgi, R. G., Khare, V. P., Gross, A. C. & Scherer, R. F. (2005). An application of the consumer ethnocentrism model to French consumers. *International Business Review*, 14(3), 325-344.
- [88] John, A. & Brady, M. P. (2011). Exploration of the dimensionality of the consumer ethnocentric tendencies scale in Mozambique. *Journal of African Business*, 12(1), 114-132.
- [89] Joshi, R. N. & Joshi, Y. C. (2021). Construction and validation of Indian consumer ethnocentrism scale: The ice-scale. *Gadjah Mada International Journal of Business*, 23(2), 173-192.
- [90] Josiassen, A., Assaf, A. G. & Karpen, I. O. (2011). Consumer ethnocentrism and willingness to buy: Analyzing the role of three demographic consumer characteristics. *International Marketing Review*.
- [91] Kaynak, E. & Kara, A. (2002). Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism. *European Journal of marketing*.
- [92] Keillor, B. D., D'Amico, M. & Horton, V. (2001). Global consumer tendencies. *Psychology & Marketing*, 18(1), 1-19.
- [93] Kibret, A. T. & Shukla, A. (2021). Is Consumer ethnocentrism scale, CETSCALE, applicable in Africa? *Journal of Global Marketing*, 34(5), 353-371.
- [94] Kim, C. & Heere, B. (2012). Consumers from Emerging Markets: Perceptions and Attitudes toward Global Sporting Brands. *Sport Marketing Quarterly*, 21(1).
- [95] Klein, J. G. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of International Business Studies*, 33(2), 345-363.
- [96] Klein, J. G., Ettenson, R. & Krishnan, B. C. (2006). Extending the construct of consumer ethnocentrism: when foreign products are preferred. *International Marketing Review*.
- [97] Klein, J. G. & Ettensoe, R. (1999). Consumer animosity and consumer ethnocentrism: An analysis of unique antecedents. *Journal of International Consumer Marketing*, 11(4), 5-24.
- [98] Klein, J. G., Ettenson, R. & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89-100.

- [99] Krautz, C. & Hoffmann, S. (2018). Cross-cultural application of a practice-oriented acquiescence measure. *International Marketing Review*.
- [100] Kucukemiroglu, O. (1999). Market segmentation by using consumer lifestyle dimensions and ethnocentrism: An empirical study. *European Journal of Marketing*.
- [101] Kumar, A., Fairhurst, A. & Kim, Y. K. (2011). Ethnocentric tendencies of Indian consumers: impact on preference for domestic versus foreign products. *The International Review of Retail, Distribution and Consumer Research*, 21(4), 323-341.
- [102] Kumar, A., Fairhurst, A. & Kim, Y. K. (2013). The role of personal cultural orientation in consumer ethnocentrism among Indian consumers. *Journal of Indian Business Research*.
- [103] Kumar, A., Lee, H. J. & Kim, Y. K. (2009). Indian consumers' purchase intention toward a United States versus local brand. *Journal of Business Research*, 62(5), 521-527.
- [104] Kusumawardani, K. A. & Yolanda, M. (2021). The Role of Animosity, Religiosity, and Allocentrism in Shaping Purchase Intention through Ethnocentrism and Brand Image. *Organizations and Markets in Emerging Economies*, 12(2), 503-525.
- [105] Kwon, H. H. & Lee, C. W. (2011). The influences of perceived brand quality and ethnocentrism on consumption patterns of a global sports brand: the case of Korean college students. *International Journal of Sports Marketing and Sponsorship*.
- [106] Latif, S. A. & Talib, A. N. (2020). An examination of ethnic-based consumer ethnocentrism and consumer animosity. *Journal of Islamic Marketing*.
- [107] Lee, H. M., Chen, T., Chen, Y. S., Lo, W. Y. & Hsu, Y. H. (2020). The effects of consumer ethnocentrism and consumer animosity on perceived betrayal and negative word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*.
- [108] Lee, W. N., Hong, J. Y. & Lee, S. J. (2003). Communicating with American consumers in the post 9/11 climate: An empirical investigation of consumer ethnocentrism in the United States. *International Journal of Advertising*, 22(4), 487-510.
- [109] Leonidou, L. C., Hadjimarcou, J., Kaleka, A. & Stamenova, G. T. (1999). Bulgarian consumers' perceptions of products made in Asia Pacific. *International Marketing Review*.
- [110] Lert-asavapatra, P., Jernsittiparsert, K., Whangmahaporn, B. & Suwunnamek, O. (2022). Ethnocentrism in the virtual world: When nationalism influences purchase intention in video game. *Social Space*, 22(1), 161-180.
- [111] Lesáková, D. (2016). Ethnocentric behaviour in the Slovak population: do Slovaks purchase Slovak dairy products? *Ekonomický Časopis*, 64(08), 795-807.
- [112] Li, D., & Xie, L. (2021). Country-of-origin cues: effects of country-related affect and product association on consumer responses to hospitality firms. *International Journal of Contemporary Hospitality Management*.
- [113] Luque-Martínez, T., Ibáñez-Zapata, J. A. & Del Barrio-García, S. (2000). Consumer ethnocentrism measurement-An assessment of the reliability and validity of the CETSCALE in Spain. *European Journal of Marketing*.
- [114] Luthy, M. R. (2001). Consumer ethnocentrism and international trade agreements: The view from generation X. In: *Strategies and Organizations in Transition*. Emerald Group Publishing Limited.
- [115] Ma, J., Yang, J. & Yoo, B. (2020). The moderating role of personal cultural values on consumer ethnocentrism in developing countries: The case of Brazil and Russia. *Journal of Business Research*, 108, 375-389.
- [116] Makri, K., Papadas, K. K. & Schlegelmilch, B. B. (2018). Global-local consumer identities as drivers of global digital brand usage. *International Marketing Review*.
- [117] Makrides, A., Kvasova, O., Thrassou, A., Hadjielias, E. & Ferraris, A. (2021). Consumer cosmopolitanism in international marketing research: a systematic review and future research agenda. *International Marketing Review*.
- [118] Maksan, M. T., Kovačić, D. & Cerjak, M. (2019). The influence of consumer ethnocentrism on purchase of domestic wine: Application of the extended theory of planned behaviour. *Appetite*, 142, 104393.
- [119] Matic, M. (2013). The impact of demographic and socio-psychological factors on consumers ethnocentric tendencies in Croatia. *Economic research-Ekonomska Istraživanja*, 26(3), 1-14.
- [120] Mirabi, V., Akbariyeh, H. & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- [121] Mishra, S., Saxena, G. & Chatterjee, R. (2022). Battle between psychological ownership and consumer animosity to influence consumers' buying behavior: a moderated mediation

- model. *Asia Pacific Journal of Marketing and Logistics*, (ahead-of-print).
- [122] Mockaitis, A. I., Salciuviene, L. & Ghauri, P. N. (2013). On what do consumer product preferences depend? Determining domestic versus foreign product preferences in an emerging economy market. *Journal of International Consumer Marketing*, 25(3), 166-180.
- [123] Muhamad, N. & Razak, R. C. (2004). Consumer Ethnocentrism: The relationship with domestic products evaluation and buying preferences. *International Journal of Management Studies*, 11, 29.
- [124] Mukucha, P. & Jaravaza, D. C. (2021). Global Fast Food Brands: The Role of Consumer Ethnocentrism in Frontier Markets. *The Journal of Industrial Distribution & Business*, 12(6), 7-21.
- [125] Narang, R. (2016). Understanding purchase intention towards Chinese products: Role of ethnocentrism, animosity, status and self-esteem. *Journal of Retailing and Consumer Services*, 32, 253-261.
- [126] Nijssen, E. J. & Douglas, S. P. (2004). Examining the animosity model in a country with a high level of foreign trade. *International Journal of Research in Marketing*, 21(1), 23-38.
- [127] Nunes, G. S. & Arruda Filho, E. J. M. (2018). Consumer behavior regarding wearable technologies: Google Glass. *Innovation & Management Review*.
- [128] Niros, M. I., Niros, A., Pollalis, Y. & Ding, Q. S. (2022). Effective marketing strategies for global FMCG brands during COVID-19 pandemic crisis. *International Marketing Review*, (ahead-of-print).
- [129] Oh, E., Lee, J. & Shin, M. M. (2020). An investigation of Korean consumers' service quality perception of imported retail services: Implications of consumer ethnocentrism. *Global Business & Finance Review (GBFR)*, 25(1), 33-47.
- [130] Okechuku, C. & Onyemah, V. (1999). Nigerian consumer attitudes toward foreign and domestic products. *Journal of International Business Studies*, 30(3), 611-622.
- [131] Ortega-Egea, J. M. & García-de-Frutos, N. (2021). Mapping the influence of country-of-origin knowledge, consumer ethnocentrism, and perceived risk on consumer action against foreign products. *Journal of Consumer Behaviour*, 20(5), 1164-1178.
- [132] Orth, U. R. & Firbasova, Z. (2002). Ethnocentrism and consumer evaluations of Czech made yoghurt. *Zemедelska Ekonomika-Praha-*, 48(4), 175-182.
- [133] Parts, O. & Vida, I. (2013). The effects of cosmopolitanism on consumer ethnocentrism, product quality, purchase intentions and foreign product purchase behavior. *American International Journal of Contemporary Research*, 3(11), 144-155.
- [134] Pentz, C., Terblanche, N. S. & Boshoff, C. (2013). Measuring consumer ethnocentrism in a developing context: An assessment of the reliability, validity and dimensionality of the CETSCALE. *Journal of Transnational Management*, 18(3), 204-218.
- [135] Percy, L. & Rossiter, J. R. (1997). *Advertising communications and promotion management*. McGraw-Hill.
- [136] Pérez, A. & Del Bosque, I. R. (2015). How customers construct corporate social responsibility images: Testing the moderating role of demographic characteristics. *BRQ Business Research Quarterly*, 18(2), 127-141.
- [137] Prasastyo, K. W., Surachman, S., Rofiq, A. & Sumiati, S. (2020). Does Indonesian millennial consider customer ethnocentrism and consumer's aspiration on buying intentions? *Opción: Revista de Ciencias Humanas y Sociales*, (27), 6.
- [138] Prayag, G., Hosany, S., Taheri, B. & Ekiz, E. H. (2019). Antecedents and outcomes of relationship quality in casual dining restaurants: The mediating effects of relationship quality and moderating roles of gender. *International Journal of Contemporary Hospitality Management*.
- [139] Rambocas, M. & Mahabir, J. M. (2021). The effects of consumers' cultural sensitivity, ethnocentrism and demographical characteristics on attitude toward luxury fashion brands in Trinidad and Tobago. *Journal of Fashion Marketing and Management: An International Journal*.
- [140] Ramsaran, R. (2015). The country-of-origin effect on perceptions of imported and domestic products in a developing country. *International Journal of Business and Social Science*, 6(9), 14-24.
- [141] Rašković, M., Ding, Z., Škare, V., Došen, Đ. O. & Žabkar, V. (2016). Comparing consumer innovativeness and ethnocentrism of young-adult consumers. *Journal of Business Research*, 69(9), 3682-3686.
- [142] Reardon, J., Miller, C., Vida, I. & Kim, I. (2005). The effects of ethnocentrism and economic development on the formation of brand and ad attitudes in transitional economies. *European Journal of Marketing*.

- [143] Rodríguez, I. E. & Bolzmann, L. G. (2021). The relationship of consumer ethnocentrism, purchase intention, and lifestyle in first-generation bicultural ethnic groups. *Journal of Small Business Strategy*, 31(1), 20-38.
- [144] Safeer, A. A., Zhou, Y., Abrar, M. & Luo, F. (2022). Consumer Perceptions of Brand Localness and Globalness in Emerging Markets: A Cross-Cultural Context. *Frontiers in Psychology*, 13.
- [145] Saffu, K. & Walker, J. (2006). An assessment of the CETSCALE in a developing country: the Ghana case. *Journal of African Business*, 7(1-2), 167-181.
- [146] Sagheb, M. Z., Ghasemi, B. & Nourbakhsh, S. K. (2020). Factors affecting purchase intention of foreign food products: An empirical study in the Iranian context. *British Food Journal*, 122(5), 1485-1504.
- [147] Salman, M. & Naeem, U. (2015). *The impact of consumer ethnocentrism on purchase intentions: local versus foreign brands*.
- [148] Samiee, S., Shimp, T. A. & Sharma, S. (2005). Brand origin recognition accuracy: its antecedents and consumers' cognitive limitations. *Journal of international Business studies*, 36(4), 379-397.
- [149] Sanchez-Villar, J. & Bigne, E. (2020). Developing a blog trust scale via an international Delphi panel. *European Research on Management and Business Economics*, 26(3), 134-144.
- [150] Schnettler, B., Miranda, H., Lobos, G., Sepulveda, J. & Denegri, M. (2011). A study of the relationship between degree of ethnocentrism and typologies of food purchase in supermarkets in central-southern Chile. *Appetite*, 56(3), 704-712.
- [151] Schooler, R. (1971). Bias phenomena attendant to the marketing of foreign goods in the US. *Journal of International Business Studies*, 71-80.
- [152] Seitz, C. C. & Roosen, J. (2015). Does consumer ethnocentrism influence product knowledge? *Food Quality and Preference*, 43, 113-121.
- [153] Shankarmahesh, M. N. (2006). Consumer ethnocentrism: an integrative review of its antecedents and consequences. *International Marketing Review*.
- [154] Sharma, S., Shimp, T. A. & Shin, J. (1994). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37.
- [155] Shimp, T. A. & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289.
- [156] Shoham, A., Gavish, Y. & Rose, G. M. (2016). Consequences of consumer animosity: A meta-analytic integration. *Journal of International Consumer Marketing*, 28(3), 185-200.
- [157] Siamagka, N. T. & Balabanis, G. (2015). Revisiting consumer ethnocentrism: review, reconceptualization, and empirical testing. *Journal of International Marketing*, 23(3), 66-86.
- [158] Šmažienė, I. & Vaitkienė, R. (2014). Consumer ethnocentrism and behavior in a market of dietary supplements. *Procedia-Social and Behavioral Sciences*, 156, 463-467.
- [159] Sobol, K., Cleveland, M. & Laroche, M. (2018). Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers. *Journal of Business Research*, 82, 340-353.
- [160] Solomon, M., Russell-Bennett, R. & Preville, J. (2012). *Consumer behavior*. Pearson Higher Education AU.
- [161] Souiden, N., Ladhari, R. & Chang, L. (2018). Chinese perception and willingness to buy Taiwanese brands: The role of ethnocentrism and animosity. *Asia Pacific Journal of Marketing and Logistics*.
- [162] Spears, N. & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of current issues & research in advertising*, 26(2), 53-66.
- [163] Spillan, J. E. & Harcar, T. (2012). Chilean consumers' ethnocentrism factors and their perception regarding foreign countries products. *Journal of Marketing Development and Competitiveness*, 6(1), 34-55.
- [164] Spillan, J. E., Kucukemiroglu, O. & de Mayolo, C. A. (2008). Profiling Peruvian consumers' lifestyles, market segmentation, and ethnocentrism. *Latin American Business Review*, 8(4), 38-59.
- [165] Steenkamp, J. B. (2019). The uncertain future of globalization: Implications for global consumer culture and global brands. *International Marketing Review*.
- [166] Steenkamp, J. B. E. (2020). Global brand building and management in the digital age. *Journal of International Marketing*, 28(1), 13-27.
- [167] Steenkamp, J. B. E. & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. *Journal of consumer research*, 25(1), 78-90.

- [168] Stepchenkova, S. (2022). Comparative analysis and applicability of GENE, CETSCALE, and TE ethnocentrism scales in tourism context. *Current Issues in Tourism*, 1-18.
- [169] Strizhakova, Y. & Coulter, R. A. (2015). Drivers of local relative to global brand purchases: A contingency approach. *Journal of International Marketing*, 23(1), 1-22.
- [170] Suh, T. & Kwon, I. W. G. (2002). Globalization and reluctant buyers. *International Marketing Review*, 19(6), 663-680.
- [171] Sumner, W. G. (1906). *Folkways: Sociological importance of usages, manners, customs, mores and morals*. 1959 Reprint.
- [172] Sumner, W. G. (2019). *Folkways: A study of the sociological importance of usages, manners, customs, mores, and morals*. Good Press.
- [173] Sun, Y., Gonzalez-Jimenez, H. & Wang, S. (2021). Examining the relationships between e-WOM, consumer ethnocentrism and brand equity. *Journal of Business Research*, 130, 564-573.
- [174] Supphellen, M. & Grønhaug, K. (2003). Building foreign brand personalities in Russia: the moderating effect of consumer ethnocentrism. *International Journal of Advertising*, 22(2), 203-226.
- [175] Suryaningsih, I. B. (2020). Co-shopper and price moderation in the influence of tourist ethnocentrism and brand images on purchase intention. Herche, J. (1992). A note on the predictive validity of the CETSCALE. *Journal of the Academy of Marketing Science*, 20(3), 261-264.
- [176] Tajfel, H. (1959). Quantitative judgment in social perception. *British Journal of Psychology*, 50(1), 16-29.
- [177] Tajfel, H. (1979). Individuals and groups in social psychology. *British Journal of Social and Clinical Psychology*, 18(2), 183-190.
- [178] Taifel, H. & Turner, J. C. (1986). The social identity theory of intergroup behavior. *Psychology of Intergroup Relations*, 2, 7-24.
- [179] Tajfel, H., Turner, J. C., Austin, W. G. & Worchel, S. (1979). An integrative theory of intergroup conflict. *Organizational Identity: A Reader*, 56(65), 9780203505984-16.
- [180] Tang, H. L., Liu, X. & Fu, Q. (2021). Assessing measurement invariance of the CETSCALE in Guangxi, China. *Asia Pacific Journal of Marketing and Logistics*.
- [181] Tintelnot, F. (2017). Global production with export platforms. *The Quarterly Journal of Economics*, 132(1), 157-209.
- [182] Tiruwa, A., Yadav, R. & Suri, P. K. (2018). Moderating effects of age, income and internet usage on Online Brand Community (OBC)-induced purchase intention. *Journal of Advances in Management Research*.
- [183] Ulker-Demirel, E., Yuruk-Kayapinar, P. & Kayapinar, O. (2021). The role of consumer ethnocentrism on boycott behaviour: What if a domestic business behaves egregiously? *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 38(4), 354-368.
- [184] Vadhanavisala, O. (2014). Ethnocentrism and its influence on intention to purchase domestic products. *AU Journal of Management*, 12(2), 20-30.
- [185] Verlegh, P. W. (2007). Home country bias in product evaluation: the complementary roles of economic and socio-psychological motives. *Journal of International Business Studies*, 38(3), 361-373.
- [186] Vida, I., Dmitrović, T. & Obadia, C. (2008). The role of ethnic affiliation in consumer ethnocentrism. *European Journal of Marketing*.
- [187] Vuong, B. N. & Khanh Giao, H. N. (2020). The impact of perceived brand globalness on consumers' purchase intention and the moderating role of consumer ethnocentrism: An evidence from Vietnam. *Journal of International Consumer Marketing*, 32(1), 47-68.
- [188] Walsh, G., Evanschitzky, H. & Wunderlich, M. (2008). Identification and analysis of moderator variables: Investigating the customer satisfaction-loyalty link. *European Journal of Marketing*.
- [189] Wang, C. L. & Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: testing moderating effects. *Journal of Consumer Marketing*.
- [190] Wang, Y. H. & Tsai, C. F. (2014). The relationship between brand image and purchase intention: Evidence from award winning mutual funds. *The International Journal of Business and Finance Research*, 8(2), 27-40.
- [191] Wang, W., He, H., Sahadev, S. & Song, W. (2018). UK consumers' perceived risk of buying products from emerging economies: A moderated mediation model. *Journal of Consumer Behaviour*, 17(3), 326-339.

- [192] Watson, J. J. & Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European Journal of Marketing*.
- [193] Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K. & Ishak, N. (2014). Consumers' perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research*, 3(2), 378.
- [194] Witek-Hajduk, M. K. & Grudecka, A. (2022). Does the developed-country brand name still matter? Consumers' purchase intentions and ethnocentrism and materialism as moderators. *Journal of Product & Brand Management*.
- [195] Wu, S. I. & Chang, H. L. (2016). The model of relationship between the perceived values and the purchase behaviors toward innovative products. *Journal of Management and Strategy*, 7(2), 31-45.
- [196] Zebal, M. A. & Jackson, F. H. (2019). Cues for shaping purchase of local retail apparel clothing brands in an emerging economy. *International Journal of Retail & Distribution Management*.
- [197] Zeren, D., Kara, A. & Arango Gil, A. (2020). Consumer ethnocentrism and willingness to buy foreign products in emerging markets: Evidence from Turkey and Colombia. *Latin American Business Review*, 21(2), 145-172.
- [198] Zeugner-Roth, K. P., Žabkar, V. & Diamantopoulos, A. (2015). Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A social identity theory perspective. *Journal of International Marketing*, 23(2), 25-54.

APPENDIX: QUESTIONNAIRE

SECTION 1: CONSUMER ETHNOCENTRISM

- Indian people should always buy Indian made products instead of imports.
- Only those products that are unavailable in India should be imported.
- Buy Indian made products, keep India working.
- Indian products, first, last, and forever.
- Purchasing foreign made products in un-Indian.
- It is not right to purchase foreign products, because it puts Indians out of jobs.
- A real Indian should always buy Indian made products.

- We should purchase products manufactured in India instead of letting other countries get rich off us.
- It is always best to purchase Indian products.
- There should be very little trading or purchasing of goods from other countries unless out of necessity.
- Indians should not buy foreign products, because this hurts Indian businesses and causes unemployment.
- Curbs should be put on all imports.
- It may cost me in the long-run but I prefer to support Indian products.
- Foreigners should not be allowed to put their products on our markets.
- Foreign products should be taxed heavily to reduce their entry into India.
- We should buy from foreign countries only those products that we cannot obtain within our own country.
- Indian consumers who purchase products made in other countries are responsible for putting their fellow Indians out of work.

SECTION 2: PURCHASE INTENTION

Please describe your purchase intention towards foreign apparel brands:

- Never/Definitely
- Definitely do not intend to buy/Definitely intend
- Very low/High purchase intent
- Definitely not buy it/Definitely buy it
- Probably not/Probably buy it.

SECTION 3: DEMOGRAPHIC VARIABLES

- Gender
 - Male
 - Female
- Age
 - 18-22 years
 - 23-27 years
 - 28-32 years
 - 33 and above
- Education
 - Bachelor's Degree
 - Post-graduate Degree
 - Doctorate Degree
- Annual Family Income
 - Less than 5 lakh
 - 5 lakh-10 lakh
 - 10lakh-15 lakh
 - More than 15 lakh