

**Consumer Ethnocentrism and Purchase Intention:
A Multidimensional Analysis of Domestic Product Preference in Sri Lanka**

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ABSTRACT

Globalization has intensified competition between domestic and foreign products in emerging markets, making consumer ethnocentrism a critical factor influencing purchase decisions. This study examines the impact of five dimensions of ethnocentrism on Sri Lankan consumers' intention to purchase locally manufactured products: pro-sociality, cognition, insecurity, reflexiveness, and habituation. Utilizing the Consumer Ethnocentrism Extended Scale, a quantitative survey was conducted with 320 respondents across urban and semi-urban regions of Sri Lanka. Data was analyzed using multiple regression analysis to test the hypothesized relationships between ethnocentric dimensions and purchase intention. The findings reveal that ethnocentric pro-sociality, insecurity, reflexiveness, and habituation significantly and positively influence purchase intention

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toward domestic products, with habituation emerging as the strongest predictor. However, ethnocentric cognition did not demonstrate a significant effect, suggesting that emotional, behavioral, and socially driven motivations outweigh purely rational evaluations in the Sri Lankan context. These results validate the multidimensional nature of consumer ethnocentrism and highlight that moral duty, economic protection concerns, reflective decision-making, and habitual loyalty are key psychological mechanisms driving domestic product preference. The study offers theoretical contributions by extending scale validation to an emerging market and provides practical implications for marketers and policymakers seeking to leverage ethnocentric tendencies through patriotic appeals, cultural messaging, and campaigns emphasizing national economic development and social responsibility.

Keywords: CEESCALE, Consumer Ethnocentrism, Domestic Products, Purchase Intention, Sri Lanka

INTRODUCTION

Background of Study

Globalization has revolutionized consumer markets by expanding access to both domestic and foreign products. In Sri Lanka, traditional consumer lifestyles have shifted toward more contemporary and aspirational patterns, driven by rising income levels and improved education standards, which have increased purchasing power and widened consumption choices (Salman & Naeem, 2015). With the growing integration of global trade, Sri Lankan consumers now have access to a diverse range of domestic and international brands across multiple product categories (Batra et al., 2000).

While increased global product accessibility creates competition, it also raises questions about how consumers perceive and choose between local and foreign alternatives. Ethnocentrism is one of the most significant forces shaping such consumer choices, defined as a consumer's predisposition to favor domestic products over foreign ones (Wanninayake & Jayasinghe, 2019). Ethnocentric consumers emphasize national loyalty and economic protectionism by patronizing local businesses while excluding foreign products. Ethnocentrism shapes purchase intentions by evoking patriotism and reinforcing the belief that buying local goods protects the domestic economy.

In the Sri Lankan context, consumer ethnocentrism influences buying behavior in an increasingly competitive market, making it relevant for marketers and local manufacturers (De Silva et al., 2025). Understanding the dimensions and impact of ethnocentrism can help firms develop strategies that align with national pride and cultural values. While measures such as the Consumer Ethnocentrism Scale (CETSCALE) have been widely used to assess ethnocentric tendencies, more comprehensive multidimensional instruments like the Consumer Ethnocentrism Extended Scale (CEESCALE) offer insights into the various dimensions of ethnocentrism and their implications for consumer decision-making.

Research Problem

Despite the growing importance of ethnocentrism in emerging markets, limited empirical research has explored the application of CEESCALE in Sri Lanka, particularly concerning consumer purchase intentions for locally manufactured products. Earlier studies have focused on consumer ethnocentrism in developed and developing economies outside Sri Lanka (Batra et al., 2000). While some local research has acknowledged ethnocentrism's relevance to purchasing behavior, very little empirical investigation has employed

multidimensional scales such as CEESCALE to measure the role of ethnocentrism in shaping Sri Lankan consumers' buying intentions (De Silva et al., 2025). This gap limits both academic understanding and managerial ability to leverage consumer ethnocentrism as a competitive tool for indigenous producers.

Although globalization has provided Sri Lankan consumers with access to both local and imported products, it has intensified competition for local manufacturers. Consumer purchasing decisions are believed to be influenced by ethnocentric tendencies, whereby ethnocentric consumers prefer local products and avoid imported equivalents (Siamagka & Balabanis, 2015). Without understanding how different dimensions of ethnocentrism operate in Sri Lanka, policymakers and firms may struggle to harness consumer ethnocentrism to support domestic industries and maintain competitiveness.

Beyond its academic contribution, this research addresses practical challenges faced by Sri Lankan local manufacturers competing with imported alternatives in an increasingly globalized market. Understanding how ethnocentric tendencies shape purchase intention allows policymakers to design initiatives encouraging domestic consumption, while marketers can align branding strategies with national identity and social responsibility appeals. Therefore, this study benefits researchers seeking theoretical expansion, industry practitioners aiming to enhance local brand competitiveness, and policymakers focused on strengthening domestic economic resilience.

Research Questions

This study addresses the following questions:

1. Does ethnocentric pro-sociality impact customer purchase intention toward locally manufactured products?
2. Does ethnocentric cognition impact customer purchase intention toward locally manufactured products?
3. Does ethnocentric insecurity impact customer purchase intention toward locally manufactured products?
4. Does ethnocentric reflexiveness impact customer purchase intention toward locally manufactured products?
5. Does ethnocentric habituation impact customer purchase intention toward locally manufactured products?

Research Objectives

This study examines the effect of ethnocentrism on Sri Lankan consumers' purchase intention for domestically produced products, utilizing CEESCALE as a measurement instrument. The objectives of the research are:

1. To examine the impact of ethnocentric pro-sociality on customer purchase intention toward locally manufactured products.

2. To examine the impact of ethnocentric cognition on customer purchase intention toward locally manufactured products.
3. To examine the impact of ethnocentric insecurity on customer purchase intention toward locally manufactured products.
4. To examine the impact of ethnocentric reflexiveness on customer purchase intention toward locally manufactured products.
5. To examine the impact of ethnocentric habituation on customer purchase intention toward locally manufactured products.

Significance of Study

This study contributes to both theory and practice. Theoretically, it extends the understanding of consumer ethnocentrism by validating the multidimensional CEESCALE framework within the Sri Lankan context. By examining five distinct dimensions of ethnocentrism (pro-sociality, cognition, insecurity, reflexiveness, and habituation), the study provides insights into how different facets of ethnocentrism influence consumer behavior, contributing to the literature on consumer psychology and international marketing.

Practically, the findings offer guidance for local manufacturers, marketers, and policymakers. Understanding which dimensions of ethnocentrism predict purchase intention enables firms to design marketing strategies that leverage national pride, social responsibility, and cultural identity. For policymakers, the study provides insights that can inform initiatives aimed at supporting domestic industries and promoting local

consumption in the face of global competition. The validation of CEESCALE in Sri Lanka establishes a measurement tool for future research in similar emerging market contexts.

Arrangement of the Paper

The remainder of this paper is organized as follows: The Literature Review examines existing theoretical and empirical work on consumer ethnocentrism, its dimensions, and its relationship with purchase intention. The Methodology describes research design, sampling procedures, operationalization of variables, and data analysis techniques. The Data Analysis and Findings present the results of reliability, validity, and regression analyses. The Discussion interprets the findings in relation to existing literature and theoretical frameworks. The Conclusion summarizes key findings, acknowledges limitations, and suggests directions for future research.

LITERATURE REVIEW

Ethnocentrism

Consumer ethnocentrism is important in molding customers' preferences for locally created items because it represents the view that purchasing domestic goods benefits the local economy and is more socially responsible than buying foreign equivalents. Similarly, empirical data from Sri Lanka suggests that ethnocentrism impacts customer perceptions towards local vs imported milk powder products (Costa et al., 2021). More recent research from emerging countries like India and Indonesia shows that ethnocentrism increases customers' propensity to buy local organic food, cosmetics, and fashion goods (Clarissa & Aruan, 2023; Ramadania et al., 2023). Overall, these research show that ethnocentrism

increases customer attachment to domestic products, favorably impacting purchase intentions, and affective trust, rooted in emotional alignment with the brand (Wegren, 2023). According to empirical studies, customer ethnocentrism has a favorable influence on brand trust in locally created items. For example, Clarissa S & Aruan (2023) discovered that ethnocentric consumers in Pakistan placed more trust in domestic clothing brands due to perceived alignment with national values and they've reported similar findings in the Indonesian fashion market, particularly when local brands were perceived as high quality. Hong et al (2023) found that ethnocentric customers' emotional connection to domestic companies enhances brand trust.

Ethnocentric pro-sociality

Ethnocentric pro-sociality refers to the dimension of consumer ethnocentrism that reflects a moral and social responsibility to support domestic products in order to benefit the national economy and society. Consumers exhibiting pro-social ethnocentric tendencies perceive purchasing local products as a duty that contributes to preserving national identity, supporting local workers, and fostering economic well-being (Siamagka and Balabanis, 2015). This dimension emphasizes the ethical and prosocial motivations underlying buying behavior, rather than purely economic or habitual reasons. Empirical studies indicate that individuals with strong ethnocentric pro-sociality are more likely to exhibit positive attitudes and higher purchase intentions toward locally manufactured goods, as they view such behavior as socially commendable and morally justified (Siamagka and Balabanis, 2015). In the Sri Lankan context, pro-social ethnocentric consumers often prioritize local brands in categories such as skincare, apparel, and food, perceiving their purchase decisions as a means of contributing to national development and social welfare.

Ethnocentric Cognition

Ethnocentric cognition refers to the consumer belief system in which domestic products are perceived as inherently superior to foreign alternatives, often serving as a heuristic for evaluating quality (Siamagka and Balabanis, 2015). This dimension emphasizes the cognitive and evaluative aspects of consumer ethnocentrism, whereby individuals rely on the country of origin as a primary signal of product quality and trustworthiness. Consumers with high ethnocentric cognition tend to assume that locally manufactured goods meet higher standards, are more reliable, and better align with cultural and national expectations compared to imported products (Siamagka and Balabanis, 2015). Empirical studies indicate that this cognitive orientation significantly enhances purchase intention toward domestic products, as consumers prioritize informed and rational considerations that favor national goods Click or tap here to enter text.. In the Sri Lankan context, ethnocentric cognition manifests when consumers regard locally produced items, such as skincare and apparel, as superior and culturally appropriate, influencing their preference and purchase decisions.

Ethnocentric insecurity

Ethnocentric insecurity refers to consumers' perception that purchasing foreign-made products poses a threat to the domestic economy, employment, and overall national well-being (Siamagka and Balabanis, 2015). This dimension reflects the affective and evaluative concerns of consumers who associate foreign products with potential harm to local industries and social stability. Individuals with high ethnocentric insecurity are motivated to buy locally manufactured products as a means of protecting domestic jobs, sustaining

economic growth, and reducing dependency on imports (Siamagka and Balabanis, 2015). Empirical studies indicate that ethnocentric insecurity significantly increases consumers' intention to purchase domestic products, as the perceived economic and social risks of buying foreign goods shape their buying behavior (Siamagka and Balabanis, 2015). In the Sri Lankan context, this manifests in consumers prioritizing locally produced items, such as skincare and apparel, due to concerns about the impact of foreign imports on local employment and economic development.

Ethnocentric reflexiveness

Ethnocentric reflexiveness refers to the reflective and deliberative aspect of consumer ethnocentrism, where individuals consciously evaluate the social, economic, and moral implications of their purchasing decisions and choose domestic products as a result (Siamagka and Balabanis, 2015). This dimension emphasizes consumers' capacity for self-awareness and reasoned judgment in supporting local industries, often influenced by campaigns, media messages, or governmental initiatives that highlight the benefits of buying domestic goods (Siamagka and Balabanis, 2015). While prior research has established the positive relationship between ethnocentric reflexiveness and purchase intention in general contexts, there is a notable gap in empirical studies examining this dimension in the Sri Lankan consumer market, particularly in product categories such as skincare and apparel.

Ethnocentric Habituation

Ethnocentric habituation refers to the tendency of consumers to repeatedly purchase locally manufactured products out of habit, familiarity, or socially learned consumption patterns

(Siamagka and Balabanis, 2015). This dimension highlights the behavioral aspect of consumer ethnocentrism, where repeated engagement with domestic products over time reinforces routine buying behavior, often passed down through family or cultural traditions (Siamagka and Balabanis, 2015). Consumers exhibiting strong ethnocentric habituation do not necessarily make deliberate evaluations for each purchase; instead, their preference for local products becomes an automatic or default choice shaped by prior experiences and familiarity. Empirical studies indicate that ethnocentric habituation positively influences purchase intention, particularly in contexts where consumers have been exposed to local brands over time (Nguyen et al., 2008). However, there is a research gap in exploring how this habitual dimension operates in the Sri Lankan market, especially in product categories such as skincare and apparel, where brand loyalty and culturally transmitted consumption patterns may play a critical role in shaping sustained purchase behavior.

CEESCALE Study to Assess Ethnocentrism

Following the discovery that the CETSCALE was, the gap was filled with CEESCALE. lacking in a number of ways. Consequently, the term "ethnocentrism" was chosen to describe the new consumer the Consumer Ethnocentrism Extended Scale, or CEESCALE. The scale for CEESCALE was used a modified version of Churchill's paradigm from 1979. Innovative features counting sullied charitableness, purchasing dormancy, and social verifiability of advantages were added into the lengthy purchaser ethnocentrism idea and hence the CEESCALE. There are five dimensions (ethnocentric cognition, ethnocentric pro-sociality, and 17 indicators). ethnocentric weakness, ethnocentric reflexiveness, and ethnocentric adjustment) in CEESCALE. The creation of the CEESCALE placed a greater emphasis on consumer ethnocentrism was designed to encompass a wider range of

affective elements. to include all characteristics of consumer ethnocentrism and factors the expanded notion of consumer ethnocentrism was not available from CETSCALE. (CEESCALE) was made. Researchers are better able to identify individuals by using this new scale. ethnocentric customers and an improved instrument for anticipating consumer behavior Scientists are better ready to legitimize client suppositions toward both local and imported products since to the made scale's higher informative power.

Consumer Ethnocentrism & Purchase Intention

The impact of customer ethnocentrism varies from product to product, even within the same nation. market to another (Maduwanthi and Nismi, 2020). The ethnocentric design contrasts between due to psychological and other characteristics in various locations. Consumers in created countries pick homegrown products over imports, as per research by Wang and Chen (2004). However, researchers contend that this relationship is suspect in developing nations Notwithstanding, as per Karoui and Khemakhem's (2019) research, purchaser ethnocentrism has a positive influence on consumers' desire to purchase domestic goods in developing nations like Tunisia.

Although prior research confirms that consumer ethnocentrism influences purchase intentions across multiple product categories, existing studies remain fragmented, particularly within emerging economies. Most empirical work emphasizes general consumer attitudes rather than examining how ethnocentric dimensions operate within specific consumption contexts such as skincare, apparel, and food — industries that dominate domestic retail consumption in Sri Lanka. Furthermore, limited research applies multidimensional ethnocentrism frameworks like CEESCALE within South Asian markets. This gap restricts contextual understanding of how emotional, behavioral, and

cognitive ethnocentric drivers influence purchase intention. Addressing this limitation, the present study integrates multidimensional ethnocentrism theory with industry-relevant consumer behavior insights to provide a more comprehensive explanation of domestic product preference.

Hypothesis Development

Ethnocentric pro-sociality reflects consumers' moral and emotional commitment to supporting their nation's economy by preferring locally manufactured products. It represents a socially responsible motive grounded in loyalty, altruism, and group identity (Prince et al., 2019). Recent studies confirm that ethnocentric consumers demonstrate stronger purchase intentions toward domestic products due to perceived moral duty and national pride (Jia et al., 2023; Sabina del Castillo et al., 2024). For instance, Jia et al., (2023) revealed that ethnocentrism mediates the effect of social norms on local purchasing intentions, while Castillo et al. (2024) showed that place identity reinforces this relationship. Similarly, Ramadania et al. (2023) and (Tie et al., 2025) found that pro-social ethnocentrism significantly increases preference for local brands across various product categories. Hence, ethnocentric pro-sociality serves as a key determinant influencing customers' purchase intention toward locally manufactured products.

H1: Ethnocentric pro-sociality has a significant impact on customer purchase intention towards locally manufactured products.

Ethnocentric cognition understood as consumers' beliefs, judgments and knowledge about the appropriateness and consequences of buying foreign versus domestic products exerts a significant influence on purchase intentions for locally manufactured goods. The classic

CETSCALE literature establishes ethnocentrism as a core predictor of domestic purchase behaviour (TA Shimp and Sharma, 1987), while more recent reconceptualizations emphasize cognition as a distinct CET dimension that shapes product evaluations (Wang and Chen, 2004). Empirical studies show that cognitive judgments about domestic product quality and the perceived economic impact of imports mediate the relationship between ethnocentric beliefs and purchase intention (Jia et al., 2023). Bibliometric and scale-review studies further confirm the salience of cognitive CET constructs in explaining country-of-origin effects and domestic preference (Tie et al., 2025). Consequently, isolating and measuring ethnocentric cognition provides a robust theoretical and empirical basis for hypothesizing a positive effect on customers' intention to buy locally manufactured products.

H2: Ethnocentric cognition has a significant impact on customer purchase intention towards locally manufactured products.

Ethnocentric insecurity is a feeling of threat held by consumers that foreign-made products would jeopardize the domestic economy, reduce employment opportunities, or destabilize national identity. A consumer ethnocentrism subdimension, ethnocentric insecurity compels consumers to opt for locally made products as a means of protecting domestic industries and ensuring economic equilibrium. Shimp & Sharma (1987) first employed the CETSCALE to define consumer ethnocentrism as those consumers who consider purchasing foreign products inappropriate or even unethical. Siamagka & Balabanis (2015) redefined the measure by identifying "ethnocentric insecurity" as the core factor representing the consumers' fear and perceived risk towards foreign products. Empirical studies investigating this problem rigorously discover that higher ethnocentric insecurity

enhances purchase intention for domestic products, as consumers seek to evade the assumed risk of patronizing a foreign economy (Siamagka and Balabanis, 2015). Meta-analyses and cross-cultural analyses also determine that such insecurity-based ethnocentrism is positively correlated with home country purchase intention in both developed and emerging economies (Jiménez Guerrero, 2025). In the instance of Sri Lanka, the same tendencies are evident for consumers who believe that shopping at local products such as skincare and apparel products contributes to economic development at the national level and employment generation, which further reaffirms the extensive scale impact of ethnocentric insecurity on purchase behavior.

H3: Ethnocentric insecurity has a significant impact on customer purchase intention towards locally manufactured products.

Ethnocentric reflexiveness represents the self-aware, reflective component of consumer ethnocentrism, where individuals consciously evaluate their own purchasing behaviour in light of national identity, cultural values, and moral responsibility toward domestic producers. Unlike ethnocentric insecurity, which is driven by perceived economic threats, ethnocentric reflexiveness stems from internalized social norms and moral reasoning that encourage consumers to support local industries (Siamagka and Balabanis, 2015) . This reflective process allows consumers to justify their preference for locally manufactured products as an expression of patriotism and social solidarity rather than mere protectionism. Shimp & Sharma (1987) originally argued that ethnocentric beliefs influence purchasing behaviour through moral and social considerations, positioning local buying as the “right” consumer choice. Subsequent empirical studies confirm that reflexive ethnocentrism where consumers intentionally choose domestic goods after evaluating the

social and ethical implications of their decisions positively predicts purchase intention for local products (Siamagka and Balabanis, 2015) . In emerging markets, including South and Southeast Asia, consumers often exhibit heightened reflexiveness due to growing awareness of national economic development and cultural preservation (Nguyen et al., 2008) . Within the Sri Lankan context, consumers' reflective evaluation of purchasing decisions aligns with the belief that supporting locally manufactured products such as home-grown skincare and apparel brands contributes to strengthening local employment, reducing import dependency, and fostering national pride. Therefore, ethnocentric reflexiveness acts as a significant psychological driver enhancing purchase intention toward locally manufactured products.

H4: Ethnocentric reflexiveness has a significant impact on customer purchase intention towards locally manufactured products.

Ethnocentric habituation reflects the repetitive and ingrained behavioural tendency of consumers to prefer locally produced goods due to long-standing socialization patterns, cultural exposure, and purchasing routines. Unlike ethnocentric insecurity or reflexiveness, which are affective and cognitive in nature, habituation arises from habitual loyalty to domestic products developed through cultural familiarity and consistent consumption experiences (Siamagka and Balabanis, 2015). This dimension suggests that consumers often internalize local buying behaviour as a routine or default choice, rather than a deliberate or emotionally charged decision. Shimp & Sharma (1987) first highlighted that ethnocentrism can become embedded within consumers' behavioural norms, creating habitual preferences for domestic products. Later studies reinforced that such habitual ethnocentric orientations significantly shape purchase intentions, as repeated exposure to

local products enhances perceived trust, quality assurance, and emotional attachment (Siamagka and Balabanis, 2015). Moreover, research in emerging economies shows that consumers' habitual inclination to "buy local" is strengthened by national marketing campaigns and cultural traditions that valorize local production (Nguyen et al., 2008). In the Sri Lankan context, ethnocentric habituation manifests through consumers' sustained patronage of local brands such as skincare, food, and apparel products passed down through family and community practices. Consequently, this habitual preference fosters a stable and enduring intention to purchase locally manufactured products, underscoring the behavioural significance of ethnocentric habituation in shaping consumer decision-making.

H5: Ethnocentric habituation has a significant impact on customer purchase intention towards locally manufactured products.

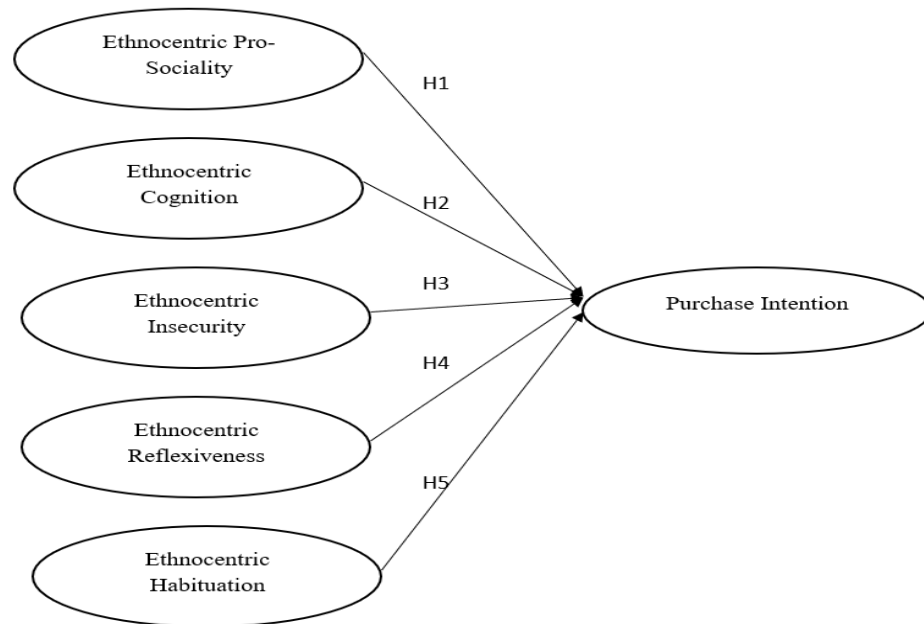


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

This study was structured in accordance with the Research Onion framework developed by (Saunders et al., 2016) ensuring methodological rigor and philosophical coherence. The research was grounded in a positivist philosophy, emphasizing objectivity, measurement, and empirical validation of theoretical relationships between ethnocentrism and consumers' purchase intention towards locally manufactured products. A deductive approach was adopted, as the study sought to test hypotheses derived from established theoretical models of consumer ethnocentrism. Consistent with the positivist stance, a quantitative research strategy was employed to facilitate the collection of numerical data suitable for statistical analysis and hypothesis testing. The study utilized a survey method as the principal data collection technique, enabling the systematic gathering of standardized responses from a representative sample of Sri Lankan consumers. A cross-sectional time horizon was selected, allowing the research to capture consumer perceptions and behavioural tendencies at a specific point in time. Finally, the study applied statistical analytical techniques, including regression and correlation analyses, to examine the causal relationships among variables, thereby ensuring methodological alignment with the philosophical and strategic layers of the research design.

Sampling Procedure

The study employed a quantitative survey-based approach, and thus the sampling procedure was carefully designed to ensure representativeness and statistical reliability. The target population comprised Sri Lankan consumers who purchase or have the potential

to purchase locally manufactured products across categories such as skincare, apparel, and food. Given the absence of a complete sampling frame for all local product consumers, a non-probability convenience sampling technique was adopted, which is appropriate for behavioural and attitudinal studies where respondents are selected based on accessibility and willingness to participate (Malhotra, 2015). A sample size of 320 respondents was determined using Krejcie and Morgan's (1970) sample size determination table, which specifies that for an unknown population size or populations exceeding 1,000,000, a sample of approximately 384 is sufficient to achieve a 95% confidence level with a 5% margin of error. This sample size ensures adequate statistical power for the application of inferential analyses such as regression and structural equation modeling (Hair et al., 2017). Data were collected through an online and in-person questionnaire administered to diverse respondents across key urban and semi-urban regions in Sri Lanka to enhance representativeness. This sampling design ensured both feasibility and the robustness necessary to generalize the findings within the Sri Lankan consumer context.

The inclusion of respondents across skincare, apparel, and food consumption contexts was intentional, as these industries represent high-frequency purchase categories where domestic alternatives actively compete with imported products. While convenience sampling introduces potential selection bias, efforts were made to diversify respondents across urban and semi-urban demographics to reduce homogeneity. This approach enhances representational breadth while acknowledging that non-probability sampling limits generalizability an issue addressed in the study limitations.

Operationalization

The study operationalized the key constructs by adapting validated scales from prior research. Purchase intention was measured using three items assessing consumers' frequency and planned intention to buy locally manufactured products, rated on a 5-point Likert scale (Kumar & Kim, 2009). Ethnocentrism was measured as a multidimensional construct comprising four dimensions: ethnocentric pro-sociality (5 items), ethnocentric cognition (3 items), ethnocentric insecurity (3 items), ethnocentric reflexiveness (3 items), and ethnocentric habituation (3 items), with items capturing moral obligation, perceived quality, perceived economic threat, reflective attitudes, and habitual consumption, respectively (Siamagka and Balabanis, 2015). All items were assessed on a 5-point Likert scale ranging from 'strongly disagree' to 'strongly agree,' ensuring consistency across constructs and facilitating quantitative analysis of the relationships between ethnocentric dimensions and consumers' purchase intention toward locally manufactured products.

Data Collection and Data Analysis Techniques

Data were collected through a structured questionnaire distributed among Sri Lankan consumers who purchase locally manufactured products. The responses were analyzed using SPSS software. Descriptive analysis was used to summarize respondent profiles and key variables, while Pearson's correlation analysis examined the relationships among variables. To test the hypotheses and determine the impact of ethnocentric dimensions ethnocentric insecurity, reflexiveness, and habituation on consumers' purchase intention, multiple regression analysis was conducted.

DATA ANALYSIS AND FINDINGS

Data collected from 320 Sri Lankan consumers revealed distinct behavioral and attitudinal patterns linking ethnocentric dimensions to purchase intention. Rather than isolated descriptive statistics, analysis focused on identifying relational trends demonstrating how emotional, habitual, and reflective ethnocentric drivers collectively shape domestic product preferences.

Reliability

The reliability analysis in Table 1 shows that all constructs in the research have strong internal consistency, with Cronbach's Alpha values above the suggested 0.7. The study found significant correlations between ethnocentric pro-sociality ($\alpha = 0.816$), ethnocentric cognition ($\alpha = 0.753$), ethnocentric insecurity ($\alpha = 0.876$), ethnocentric reflexiveness ($\alpha = 0.970$), ethnocentric habituation ($\alpha = 0.939$), and purchase intention ($\alpha = 0.870$).

Table 1: Reliability of Variables

Variable	Cronbach Alpha
Ethnocentric pro-sociality	0.816
Ethnocentric cognition	0.753
Ethnocentric insecurity	0.876
Ethnocentric reflexiveness	0.970
Ethnocentric habituation	0.939
Purchase intention	0.870

Validity

Table 2 demonstrates the validity of the constructs used in the research of ethnocentrism's influence on purchase intention for domestic items. KMO values are more than 0.5, suggesting eligibility for factor analysis (Kaiser, 1970), and the Bartlett's Test of Sphericity is significant (p Value = 0.000), demonstrating interrelatedness. The constructs have high reliability ($CR > 0.7$) and convergent validity ($AVE > 0.5$), indicating their robustness for further research.

Table 2: Validity of Variables

Variable	KMO	Approx.	BTS	AVE	CR
	➤ 0.5	Chi-square	< 0.05	>0.5	➤ 0.7
Ethnocentric pro-sociality	0.756	153.548	0.000	0.539	0.853
Ethnocentric cognition	0.778	714.500	0.000	0.664	0.736
Ethnocentric insecurity	0.735	183.593	0.000	0.600	0.807
Ethnocentric reflexiveness	0.806	220.574	0.000	0.741	0.866
Ethnocentric habituation	0.786	187.659	0.000	0.628	0.715
Purchase intention	0.615	295.17	0.001	0.718	0.848

Multiple Regression Analysis

To analyze the impact of dimensions of ethnocentrism on purchase intention to buy domestic products multiple linear regression analysis was conducted.

Table 3: Model summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.582 ^a	.338	.322		1.83870

a. Predictors: (Constant), EPS, EC,EI,ER,EH,PI

The model summary shows that the dimensions of ethnocentrism (Ethnocentric pro-sociality, Ethnocentric cognition, Ethnocentric insecurity, Ethnocentric reflexiveness and Ethnocentric habituation) have a meaningful influence on consumers' purchase intention to purchase domestic products. The R value of 0.582 indicates a moderate positive relationship, while the R Square of 0.338 shows that 33.8% of the variation in purchase intention is explained by the model. The Adjusted R Square of 0.322 confirms that even after accounting for the number of predictors, the model remains reliable and explains 32.2% of the variance. Overall, the results suggest that ethnocentrism contributes significantly to shaping consumers' purchase intention.

Table 4: ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	210.914	3	70.305	20.795	.000 ^b
Residual	412.459	122	3.381		
Total	623.373	125			

The ANOVA results show that the regression model is statistically significant, with an F value of **20.795** and a significance level of **p = .000**. The F value indicates how well the set of independent variables collectively predicts the dependent variable. An F value of 20.795 is substantially high, demonstrating that the model explains a significant amount of variance in purchase intention compared to the unexplained variance. The significance value ($p < 0.001$) confirms that this result is statistically meaningful, indicating that the combined effects of the dimensions of ethnocentrism contribute significantly to predicting consumers' intention to buy domestic products.

Table 5: Coefficient Table

	Model	Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	9.842	1.941		5.070	.000
	Ethnocentric pro-sociality	.504	.117	.387	4.299	.000
	Ethnocentric cognition	-.098	.054	-.148	-1.822	.071
	Ethnocentric insecurity	.422	.106	.336	4.002	.000
	Ethnocentric reflexiveness	.517	.118	.298	4.005	.000
	Ethnocentric habituation	.691	.128	.491	4.912	.001

a. Dependent Variable: PI

According to the Table 5 the results show that Ethnocentric Pro-sociality has a positive and significant effect on purchase intention ($B = 0.504$, $\beta = 0.387$, $p < 0.001$), indicating that consumers who feel a social responsibility to support local products are more likely to intend to buy them. Ethnocentric Insecurity also shows a significant positive influence ($B = 0.422$, $\beta = 0.336$, $p < 0.001$), suggesting that feelings of insecurity or distrust toward foreign products strengthen consumers' intention to choose domestic alternatives. Similarly, Ethnocentric Reflexiveness ($B = 0.517$, $\beta = 0.298$, $p < 0.001$) and Ethnocentric Habituation ($B = 0.691$, $\beta = 0.491$, $p = 0.001$) both significantly predict purchase intention, implying that habitual loyalty and reflective thinking toward local products increase consumers' likelihood of purchasing them. In contrast, Ethnocentric Cognition shows a negative but statistically non-significant effect ($B = -0.098$, $p = 0.071$), indicating that cognitive beliefs alone do not substantially influence purchase intention in this model. Overall, the results suggest that emotional, behavioral, and socially driven forms of ethnocentrism strongly encourage consumers to prefer domestic products, while purely cognitive evaluations do not significantly shape their purchase intentions.

Table 6: Summary of Hypothesis Testing

Hypothesis	Decision
H1 Ethnocentric pro-sociality has a significant impact on customer purchase intention.	Accepted
H2 Ethnocentric cognition has a significant impact on customer purchase intention.	Rejected

H3 Ethnocentric insecurity has a significant impact on customer purchase intention. Accepted

H4 Ethnocentric reflexiveness has a significant impact on customer purchase intention. Accepted

H5 Ethnocentric habituation has a significant impact on customer purchase intention. Accepted

DISCUSSION

The findings of the study provide strong empirical support for the multidimensional influence of ethnocentrism on Sri Lankan consumers' intention to purchase locally manufactured products. Indeed, results show that four of the five dimensions of ethnocentrism—ethnocentric pro-sociality, insecurity, reflexiveness, and habituation—significantly predict purchase intention, pointing toward the emotional, behavioral, and socially driven grounds of consumer ethnocentrism. These findings also resonate with the broader ethnocentrism literature, which has long indicated that consumers' preference for domestic products is often driven by moral duty, national pride, and protective attitudes toward the local economy (Shimp & Sharma, 1987; Siamagka & Balabanis, 2015). Consistent with previous studies conducted in emerging markets (Shimp & Sharma, 1987), the research at hand supports the fact that Sri Lankan consumers possess high ethnocentric tendencies, which significantly influence their domestic purchasing behavior.

Ethnocentric pro-sociality appeared, first, as the most significant predictor of purchase intention, emphasizing consumers' moral obligation and social responsibility in making

purchase decisions. This is consistent with literature suggesting that consumers regard the act of buying domestic products as a patriotic act and thus consider it a way of helping native workers and contributing to national development (Batra et al., 2000; Salman and Naeem, 2015). Other studies such as Castillo et al., (2024) and Ramadania et al. (2023) also suggest that pro-social motivations, including national solidarity, have a positive influence on consumers' purchase intention across product categories. The strong effect found in the Sri Lankan context suggests that consumers regard buying local products, such as skincare and apparel, as a means of contributing to the improvement of national economic welfare and, hence, the continued relevance of pro-social ethnocentrism in driving purchasing behavior.

In contrast, ethnocentric cognition did not have a significant effect on purchase intention. This contradicts several earlier studies that have stressed cognitive beliefs, such as perceptions of quality superiority of domestic products, as strong predictors of buying behavior (Tie et al., 2025; Wang and Chen, 2004). This could be explained by the fact that Sri Lankan consumers may not hold the belief that local products are always superior in quality to foreign ones; rather, their purchase decisions seem more emotionally and socially situated. The latter deviation points to an important contextual insight: in markets where foreign products are often perceived as aspirational or higher status, cognitive evaluations alone cannot drive purchase intention. Hence, the nonsignificant role of ethnocentric cognition underlines that emotional and habitual drivers are more influential than rational judgments within the Sri Lankan consumer environment.

Findings related to ethnocentric insecurity show a significant positive effect on purchase intention, which proves that concerns over economic threats and job loss due to foreign

imports encourage consumers to prefer domestic alternatives. Furthermore, this result strongly corroborates Shimp & Sharma, (1987) theoretical arguments and the empirical work of Siamagka & Balabanis, (2015), emphasizing insecurity as one of the main causes of ethnocentric behavior. Moreover, recent cross-cultural research has confirmed that perceived economic risks associated with foreign products increase appreciably when consumers prefer domestic products, which has been supported by Guerrero, (2025). The same may apply in the Sri Lankan case, where import dependence remains high in a number of categories, and, therefore, this insecurity seems to reinforce protectionism in the domestic purchase intention of the consumers.

The results also revealed that ethnocentric reflexiveness has a significant impact on purchase intention, suggesting that consumers consciously and deliberately reflect on the social, cultural, and moral implications of their purchasing decisions. This finding supports the conceptualization of reflexiveness as a thoughtful process in which the consumer will consider the wider ramifications of their choices (Siamagka and Balabanis, 2015). Consistent with previous research evidence (Nguyen et al., 2008) , this study confirms an emergent trend among Sri Lankan customers toward more reflective decision-making, informed by nationalistic values and a growing awareness of economic self-sufficiency.

Finally, ethnocentric habituation had the strongest effect among all dimensions, explaining that habitual loyalty and long-term familiarity with local products have a central role in shaping purchase intention. This result is consistent with literature indicating that habitual buying behavior is a strong predictor of consumer choices, especially in markets where consumption patterns have been culturally transmitted (Nguyen et al., 2008; Siamagka and Balabanis, 2015). In Sri Lanka, many consumers have become accustomed to domestic

brands as a result of family traditions and long-term brand familiarity, therefore making local products a default or routine choice.

IMPLICATIONS OF THE STUDY

Theoretical Implications

This study makes an important theoretical contribution by validating the multidimensional CEESCALE framework within the Sri Lankan consumer context, demonstrating that ethnocentric behavior is not uniform but shaped by distinct emotional, behavioral, and reflective components. The findings strengthen existing ethnocentrism theory by confirming that pro-sociality, insecurity, reflexiveness, and habituation significantly predict purchase intention, while cognitive beliefs do not a deviation from classical CET literature. This suggests that in emerging markets, consumer ethnocentrism is driven more by emotional and habitual mechanisms than by rational product evaluations. The study therefore expands the theoretical understanding of how different facets of ethnocentrism influence purchase intention and offers deeper insights into the psychological foundations of local product preference.

Practical Implications

The results offer several actionable insights for marketers, policymakers, and local manufacturers. Since pro-sociality and insecurity strongly influence purchase intention, promotional campaigns should emphasize national pride, economic development, and the social responsibility of buying local products. The significant effects of reflexiveness and habituation suggest that long-term brand familiarity and culturally rooted buying routines

can be leveraged through consistent branding, domestic product endorsements, and educational campaigns highlighting the benefits of supporting local industries. As cognitive beliefs are not strong predictors, improving perceptions of quality alone may be insufficient; instead, marketers should combine quality messaging with emotional, patriotic, and community-oriented appeals to effectively strengthen consumers' intention to purchase locally manufactured products.

CONCLUSION, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The study demonstrates that emotional, behavioral, and socially grounded ethnocentric dimensions particularly pro-sociality, insecurity, reflexiveness, and habituation significantly influence Sri Lankan consumers' intention to purchase domestic products. Habituation emerged as the strongest predictor, suggesting that repeated exposure and cultural familiarity play a critical role in sustaining local consumption patterns. These findings confirm that ethnocentrism operates as a multidimensional psychological mechanism shaping purchase behavior beyond purely rational evaluations.

Despite its contributions, several methodological limitations should be acknowledged. The use of convenience sampling may introduce response bias and restrict generalizability beyond the sampled population. Self-reported measures may also be influenced by social desirability tendencies. Additionally, the cross-sectional design prevents causal inference. Future studies could address these limitations through probability sampling, longitudinal designs, and mixed method approaches to capture deeper behavioral insights.

Future studies can extend this research by exploring ethnocentrism in other emerging or developed markets to compare cross-cultural effects. Researchers could also examine additional mediating or moderating factors, such as perceived product quality, social influence, or eco-consciousness, to better understand the mechanisms linking ethnocentrism to purchase intention. Longitudinal studies could provide deeper insights into how ethnocentric attitudes evolve over time and their long-term impact on consumer behavior. Furthermore, qualitative research could complement quantitative findings by exploring the underlying motivations and emotional drivers of ethnocentric purchasing decisions in more depth.

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