

Impact of consumer ethnocentrism on purchase intention of clothes among Sri Lankan youngsters

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Abstract

Ethnocentrism is a widely used word in circles where ethnicity, inter-ethnic relations and related social issues are concern. Many global marketers treat consumer ethnocentrism as an essential factor which influences on consumer purchase decisions. Since termination of these civil war situations consumers' purchase intention did also seem to change. Objective of the study is to identify the impact of consumer ethnocentrism on Sri Lankan youngsters' purchase intention of clothes. Ethnocentrism was empirically distinct from out-group negativity and mere in-group positivity. In-group preference, superiority, purity, and implicativeness are measures and attitudes regarding consumer ethnocentrism. A survey was employed to collect data using a structured questionnaire from 100 youngsters following convenience sampling. The hypotheses have been tested by using linear regression and chi-square. Results suggest that the impact between consumer ethnocentrism and Sri Lankan youngsters' purchase intention of clothes is positive. Superiority and purity show a significant impact on the consumer ethnocentrism and Sri Lankan youngsters' purchase intention of clothes. However, preference and implicativeness have negative impact on consumer ethnocentrism and purchasing intention of clothes. This study provides valuable insights to cloth retailers to boost their industry. The application of Consumer ethnocentrism with the right attributes will be able to identify clear market segments. Cloth retailers will be able to promote their brands based on ethnocentric appeal.

Keywords: *Consumer ethnocentrism, preference, purity, purchasing intention, superiority.*