



**THE EFFECT OF ETHNOCENTRISM AND
PATRIOTISM ON CONSUMER PREFERENCE
SPECIAL REFERENCE TO HANDLOOM
PRODUCTS IN SRI LANKA.**

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ABSTRACT

Practitioners in marketing impulse of understanding consumer behaviors and attitudes than before. Consumer ethnocentrism is a belief held by customers that products manufactured in their home country are better than the foreign-country made products. Ethnocentric consumers believe that purchasing a local made product is one way to show their ethnocentrism to their home country. Consumer patriotism is the strong feelings of love and devotion towards one's own country, without a corresponding hostility towards other nations. Recent studies show radical changes in consumer's behavior. The consumer's enthusiasm towards foreign brands is declining. One explanation for such changes may be patriotic, nationalistic or ethnocentric behaviors of customers. Therefore, the objective of this study to identify the effect of ethnocentrism and patriotism on consumer preference for handloom products. A sample of 150 customers were randomly selected who bought handloom products from handloom outlets in Western Province. Multistage sampling technique is applied for the study. A self-developed questionnaire was used to collect primary data. Regression and correlation method use to analyze collected data. The study concluded that ethnocentrism and patriotism have a significant positive impact on the consumer preference. However, ethnocentrism is the key factor that effect mostly on consumer preference for handloom products. Further, findings conclude that handloom consumers in western province are ethnocentric to domestic handloom products according to the Consumer Ethnocentric Tendency Scale. Finally, the findings of this study will help to marketers to develop their marketing strategies.

Key Words – Consumer Ethnocentrism, Consumer Patriotism, Consumer Preference