

The Effect of Ethnocentrism and Patriotism on Consumer Preference (Special Reference to Handloom Products in Sri Lanka)

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Practitioners in marketing impulse of understanding consumer behaviors and attitudes than before. Consumer ethnocentrism is a belief held by consumers 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 the 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 showed that consumer's enthusiasm towards foreign brands was declining. One explanation for such changes may be patriotic, nationalistic or ethnocentric behaviors of consumers. Therefore, the objective of this study to identify the effect of ethnocentrism and patriotism on consumer preference for handloom products. A sample of 150 consumers was randomly selected from handloom outlets in Western Province. Cluster sampling technique was applied for the study. Primary data was collected through a questionnaire. Regression and correlation techniques were used to analyze the collected data. The study concluded that consumers in Western Province was ethnocentric to domestic handloom products according to the Consumer Ethnocentric Tendency Scale. Further, findings concluded that ethnocentrism and patriotism have positive effect on consumer preference for handloom products. However, ethnocentrism was the mostly effect on consumer preference. Finally, the findings of this study will help to marketers to develop their marketing strategies.

Keywords: Consumer Ethnocentrism, Consumer Patriotism, Consumer Ethnocentric Tendency Scale