

A Study on Impact of Consumer Ethnocentrism on Willing to Purchase with Mediating Role of Perceived Value (Special Reference to Dairy Industry in Sri Lanka)

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Consumer Ethnocentrism directly influence to the appearances and characteristics of the consumer. Consumer ethnocentrism emphasizing competitive business trends in dairy product sector in Sri Lankan market. With a current scenario the improvement of global economy consumers of around the world increase exposed foreign products and increasing purchase choices. However global economy intensified foreign competition for domestic manufacturers in motivating and protection domestic buyers. Recent studies exposed that consumer's interest towards foreign dairy brands was decreasing. One clarification for such changes may be nationalistic or ethnocentric behaviors of consumers. Hence future dairy companies face effect of the perceived value problems of the parent brand. However, lack of research attention has been given on the impact of consumer ethnocentrism on willing to purchase the dairy products where perceived value playing the mediatory role. Thus it identified knowledge gap and empirical gap and however this research study covered this gap by providing evidence to encourage get purchasing decisions of consumer's. In accordance by the above considerations this study develops a model to identify the impact of consumer ethnocentrism on willing to purchase products mediated by perceived value in dairy product sector in Sri Lanka. Data were collected from 200 dairy product consumers from Southern Province using multistage sampling and convenient sampling techniques. Further, data was analyzed using descriptive statistics, coefficient correlation analysis, regression analysis, and mediator analysis based on the research objectives and hypothesis developed. According to the findings there is positive impact of consumer ethnocentrism on willing to purchase and partially mediation exists with the PV. These results provide both knowledge and managerial implications, and as well suggestions some further research areas for future research.

Keywords: Consumer Ethnocentrism; Willing to purchase; Perceived Value