Tomas Bata University in Zlín
Faculty of Management and Economics

Doctoral Thesis

CONSUMER ETHNOCENTRISM AS A STRATEGIC TOOL FOR DEVELOPING DOMESTIC BRAND EQUITY IN DEVELOPING COUNTRIES

SPOTŘEBITELSKÝ ETNOCENTRISMUS JAKO STRATEGICKÝ NÁSTROJ PRO ROZVOJ HODNOTY DOMÁCÍCH ZNAČEK V ROZVOJOVÝCH ZEMÍCH

Author: Wanninayake Mudiyanselage Chandrarathna Bandara
                   Wanninayake,   B.Sc. MBA

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Supervisor: Assoc.Prof. Ing. Miloslava Chovancová, CSc.

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This work is dedicated to my wife Thakshila Kumari and our two Daughters, Nethmi Arkarsha and Inuki Ayansa.

ABSTRACT

"Ethnocentrism often entails the belief that one's own race or ethnic group is the most important and/or that some or all aspects of its culture are superior to those of other groups". Therefore, consumer ethnocentrism represents the beliefs entertained by consumers about the appropriateness, and indeed the morality of purchasing locally made products. Many researchers in this area have focused on the antecedents of consumer ethnocentrism from different perspectives such as socio-psychological, economic and political etc. Furthermore, they have investigated the moderating and mediating factors in generating consumer ethnocentric tendencies and the brand loyalty of domestic brands. Along with increased nationalism and heavy emphasis laid on cultural and ethnic identity, consumer ethnocentrism will be a potent force in the global business environment in the years to come. Hence, in order for domestic firms to develop branding strategies, it is advantageous to understand the antecedents of consumer ethnocentrism and to investigate the nature of the impact and relative importance of those factors in creating consumer ethnocentric tendencies in domestic customers.

The main objective of this study is to create new model for domestic brand equity. For this purpose, the researcher examines the antecedents of consumer ethnocentric tendencies and its impact on building local brand equity in Sri Lanka in order to provide evidence for when, where, and under what conditions domestic firms should leverage this concept in local brand building. The study adopted the positivist quantitative approach. At the initial phase of the study, an exploratory research was carried out with the purpose of determining the scope of study and the research context. In the second phase, a survey was conducted among 760 consumers who represented each ethnic sub-group of Sri Lanka with the assistance of a structured questionnaire. Personal interviews were carried out by experienced enumerators and subsequently an e-mail campaign was also employed for the purpose of data collection. The sample was selected based on the multilevel mixed sampling method and the study mainly focused on the Fast Moving Consumer Goods (FMCG) sector. Furthermore, a structural equation model (SEM) was the principle data analysis technique employed. However; hierarchical regression, independent t test, one way ANOVA test etc. were additionally used together with relevant descriptive statistics for a comprehensive analysis of the empirical results. The finding of the study does not only contribute to theory, but also, it provides guidelines for brand managers of domestic companies to change their strategic direction of brand management in the face of global competition and to suggest policy decisions to local governments.

ABSTRAKT

„Etnocentrismus často znamená přesvědčení, že vlastní rasa nebo etnická skupina je nejdůležitější, a/nebo že některé nebo všechny aspekty jedné kultury jsou nadřazené jiným skupinám"; proto spotřebitelský etnocentrismus představuje přesvědčení spotřebitelů, že je vhodné a morální nakupovat produkty, které jsou vyrobeny v místě spotřeby. Mnoho výzkumníků zabývajících se touto problematikou se zaměřovalo na antecedenty spotřebitelského egocentrismu, které rozlišují z pohledu sociálně psychologického, ekonomického, politického apod. Dále zkoumali moderující a mediační faktory, které vyvolávají tendence k spotřebitelskému etnocentrismu a loajalitě k tuzemským značkám. Spolu se zvyšujícím se nacionalismem a velkým důrazem kladeným na kulturní a etnickou identitu bude spotřební etnocentrismus mocnou silou, ovlivňující globální podnikatelské prostředí příštích let. Proto, aby tuzemské firmy mohly rozvíjet brandingové strategie, je nezbytné porozumět antecedentům spotřebitelského egocentrismu a prozkoumat dopad a relativní důležitost těchto faktorů.

Hlavním cílem této studie je vytvoření nového modelu pro vytváření hodnoty domácích značek. Za tímto účelem autor zkoumal antecedenty tendencí spotřebitelského egocentrismu a jejich vliv na budování hodnoty domácích značek na Srí Lance, s cílem odhalení důkazů kdy, kde a za jakých podmínek by měly domácí firmy využít tohoto konceptu při budování lokálních značek. Pro tuto studii byl přijat pozitivistický kvantitativní přístup. V počáteční fázi studie byl proveden explorační výzkum za účelem determinování rozsahu studie a koncepce výzkumu. Ve druhé fázi studie bylo pomocí strukturovaného dotazníku provedeno šetření mezi 760 spotřebiteli, kteří reprezentovali jednotlivé etnické sub-skupiny na Sri Lance. Osobní interview byla prováděna prostřednictvím zkušených tazatelů a ke sběru dat byla využita, k tomuto účelu zorganizovaná, e-mailová akce. Vzorek byl vybrán víceúrovňovou metodou vzorkování a studie byla zaměřena hlavně do sektoru rychloobrátkového spotřebního zboží (FMCG). Pro hlavní analýzu dat bylo využito modelu (SEM) strukturální rovnice. Kromě toho bylo k výpočtům použito hierarchické regrese, nezávislého t-test, testu ANOVA aj., společně s relevantními výpočty deskriptivní statistiky pro komplexní analýzu empirických výsledků. Závěry získané z této studie nejsou přínosné pouze pro teorii, ale poskytují rovněž návod brand manažerům domácích firem, jak změnit strategii vůči globální konkurenci a jaké doporučit návrhy pro rozhodování lokálních samospráv.

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LIST OF ABBREVIATIONS

BA   Brand awareness
BINE   Belief of improving national economy
BL   Brand loyalty
BSSO   Brand association
CBBE   Consumer base brand equity
CE   Consumer ethnocentrism
CET   Consumer ethnocentric tendencies
CFA   Confermatory factor analysis
COL   Collectivism
CON   Conservatism
COS   Cosmopolitanism
CSR   Coperate social responsibility
DOG   Dogmatism
EC   Economic competitiveness
EFA   Exploratory factor analysis
FMCG   Fast moving consumer goods
GG   Belief towards good governance
GP   Trust of gvt policies supporting to domestic companies
IQOL   International quality of life orientation
MAT   Materialism
MNC   Multi natinal company
NI   National identity
PAT   Patriotism
PP   Propaganda
PQ   Perceived quality
SEM   Structural equation method
WM   World mindedness

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EXTENDED ABSTRACT

In the global context, multinational brands aggressively perform against domestic brands, except in a very few scenarios. Even though governments of some countries use tariff and non-tariff barriers to control the arrival of international brands in the local market, multinational companies gain access to those markets by using strategies in connection to the liberalization and deregulation process of globalization. Therefore, it is particularly important to find new strategies to develop local brands over multinational companies. Most of the researchers in consumer behavior are interested in investigating the possibility of using consumer ethnocentrism as a strategic tool to develop local brand equity. Even though consumer ethnocentrism initially developed as a sociological phenomenon, later it became a psychological concept connected to consumer personality theories. Today, consumer ethnocentrism has become a very popular phenomenon in consumer behavior and brand management. Even though previous researchers have made considerable attempts to empirically examine the aforesaid concept in different contexts, there is not sufficient empirical and theoretical evidence to specify the ways of stimulating consumer ethnocentrism of local customers to veer their mindset towards local brands in developing countries such as Sri Lanka. Therefore, this study attempts to fill those empirical and theoretical research gaps.

Accordingly, the main objective of this study is to create a new model for domestic brand equity in developing countries. For this purpose, the researcher examines the antecedents of consumer ethnocentric tendencies and their impact on building local brand equity in Sri Lanka in order to provide evidence for when, where, and under what conditions domestic firms should leverage this concept in local brand building. The conceptual framework for the study was developed based on an extensive literature survey of the respective areas. Eight socio-psychological antecedents of CE and five economic and political antecedents of CE were initially identified as independent variables of the first phase of the research model. Furthermore, in the first phase of the model, demographic variables and ethnic affiliations were considered as controlling variables. In the second phase of the model, consumer ethnocentric tendencies were considered as an independent variable and the dimensions of domestic brand equity were considered as a dependent variable that was subject to the moderating effect of ethnic affiliation. Accordingly, seven major testable hypotheses were developed with the purpose of exploring the relationship among the constructs of the conceptual model.

This study adopted the positivist quantitative approach consisting of two stages. In the first stage, the author conducted an exploratory research to achieve an in-depth understanding of the research scope and to select product categories that were to be investigated. Therefore, it consists of a recall test among 30 customers

who were randomly selected. Key informant interviews were conducted among 10 industry experts and selected academic experts in consumer psychology in addition to an extensive review of secondary data. Thus, the researcher identified 10 Fast Moving Consumer Goods (FMCG) brands for which domestic alternatives are available, and for which local brands attempt to make ethnocentric brand appeals. Those brands were initially selected from an accredited FMCG brands list from the "Mawbima Lanka Padanama". However, the top 10 brands were determined based on the results of a recall test. The measurement criteria for each construct in the model were selected based on the validated models and scales from past studies in different contexts. Furthermore, a pilot survey was carried out with the purpose of finalizing the measurement scales in the questionnaire based on the reliability of each scale.

In the second stage of the study, a survey was conducted among 760 consumers who represented each ethnic sub-group of Sri Lanka. Samples were selected with the use of the multilevel mixed sampling method. A structured questionnaire was used as the data collection instrument and the data was collected via personal interviews carried out by experienced enumerators in 10 districts that were randomly selected. Subsequently, an e-mail campaign was conducted among randomly selected e-mail subscribers in one of the reputed commercial e-mail data bases of Sri Lanka. The Structural equation model (SEM) was the principle data analysis tool. In addition; hierarchical regression, independent t test, one way ANOVA test etc. were further used together with relevant descriptive statistics for a comprehensive analysis of the empirical results. The findings of the study contributed new scientific knowledge to the existing theory. The study has drawn special attention to consumer ethnocentrism as an important phenomenon for researching in different contexts. Furthermore, it has contributed to developing a comprehensive conceptual model in understanding consumer ethnocentrism and in providing guidelines for carrying out in-depth analyses of this phenomenon for future studies. In the practical aspect, this study provides guidelines for brand managers of domestic companies to change their strategic direction in the face of global competition. Also, the outcome of the study will help to provide directions to local governments in adjusting their economic policies in order to develop strong local economies by the strengthening of domestic firms.

ROZŠÍŘENÝ ABSTRAKT

V globálním kontextu, s výjimkou velmi mála scénářů, jsou nadnárodní značky agresivními protihráči tuzemských značek. Třebaže vlády některých zemí regulují příliv mezinárodních značek na domácí trh pomocí celních i necelních bariér, nadnárodní společnosti získávají přístup na tyto trhy prostřednictvím strategií liberalizace a deregulace globalizace. Proto je zvláště důležité hledat proti převaze nadnárodních společností nové strategie podporující rozvoj domácích značek. Značná část výzkumníků zabývajících se chováním spotřebitelů se zajímá o možnosti využití spotřebitelského etnocentrismu coby strategického nástroje rozvoje hodnoty lokálních značek. I když byl spotřebitelský etnocentrismus původně vyvinut jako sociologický fenomén, později se stal psychologickým konceptem spjatým s teoriemi osobnosti spotřebitele. Dnes se stal spotřebitelský etnocentrismus velmi populárním fenoménem chování spotřebitelů a managementu značky. Třebaže dřívější výzkumníci prováděli značná empirická zkoumání výše uvedené koncepce v různých kontextech, neexistují dostatečné empirické ani teoretické důkazy stanovení způsobů pro stimulaci spotřebitelského egocentrismu k nasměrování zájmu místních zákazníků směrem k místním značkám v rozvojových zemích jako je Srí Lanka. Proto se tato studie snaží vyplnit tyto empirické a teoretické mezery výzkumu.

V souladu s tím, je hlavním cílem této studie vytvoření nového modelu pro rozvoj hodnoty domácích značek. Za tímto účelem autor zkoumal antecedenty tendencí spotřebitelského egocentrismu a jejich vliv na budování hodnoty domácích značek na Srí Lance, s cílem odhalení důkazů kdy, kde a za jakých podmínek by měly domácí firmy využít tohoto konceptu při budování lokálních značek. Koncepční rámec studie byl vytvořen na základě rozsáhlého literárního výzkumu daných oblastí. Pro první fázi výzkumného modelu bylo identifikováno osm sociálně psychologických antecendentů spotřebitelského etnocentrismu (SE) a pět ekonomických a politických antecendentů SE jako nezávisle proměnných. Kromě toho, v první fázi modelu, byly uvažovány demografické proměnné a proměnné etnické příslušnosti jako kontrolní proměnné. Ve druhé fázi modelu, tendence spotřebitelského egocentrismu, byly uvažovány jako nezávisle proměnná a dimenze hodnoty domácích značek byly uvažovány jako závisle proměnná, která byla předmětem zmírňujícího efektu etnické příslušnosti. V souladu s tím, bylo naformulováno sedm hlavních testování schopných hypotéz za účelem prozkoumání vztahu mezi konstrukty koncepčního modelu.

Pro tuto studii byl přijat pozitivistický kvantitativní přístupu sestavený ze dvou fází. V první fázi provedl autor explorační výzkum pro dosažení hlubšího porozumění výzkumu a jeho rozsahu, a výběr produktových kategorií, které měly být zkoumány. Proto se skládá z recall testu provedeného mezi 30 náhodně

vybranými zákazníky. Kromě rozsáhlého zkoumání sekundárních dat byla provedena, k získání klíčových informací, interview s 10 experty z průmyslu a vybranými akademickými odborníky z oblasti psychologie spotřebitele. Tak autor identifikoval 10 značek v sektoru rychloobrátkového spotřebního zboží (FMCG), ke kterým existují místní alternativy, a pro které se místní značky snaží dosáhnout etnocentrického apelu. Značky byly původně vybrány z akreditovaného seznamu FMCG značek „Mawbima Lanka Padanama"; nicméně, těchto 10 značek bylo určeno na základě výsledků recall testu. Kritéria měření pro každý konstrukt modelu byla vybrána na základě validních modelů a škál z předchozích studií v rozdílných kontextech. Mimoto byla provedena pilotní studie za účelem finalizace měřící škály v dotazníku založeného na spolehlivosti každé škály.

Ve druhé fázi studie bylo provedeno šetření mezi 760 spotřebiteli, kteří zastupovali jednotlivé etnické podskupiny na Sri Lance. Vzorky byly vybrány na základě víceúrovňové metody sběru vzorků. Strukturovaný dotazník byl použit jako nástroj sběru dat, a údaje byly shromážděny prostřednictvím osobních pohovorů prováděných zkušenými tazateli v 10 okresech, které byly rovněž náhodně vybrány. Následně byla zorganizována e-mailová akce u náhodně vybraných e-mailových účastníků v jedné z renomovaných obchodních e-mailových databází na Srí Lance. Dále byl použit model strukturální rovnice coby základní techniky analýzy dat. Kromě toho bylo k výpočtům použito hierarchické regrese, nezávislého t-test, testu ANOVA aj., společně s relevantními výpočty deskriptivní statistiky pro komplexní analýzu empirických výsledků. Závěry získané z výsledků studie jsou přínosem pro nové vědecké poznatky exitující teorie. Tato studie věnuje zvláštní pozornost spotřebitelskému etnocentrismu jako důležitému fenoménu zkoumanému v různých kontextech. Kromě toho přispěla k vytvoření komplexního koncepčního modelu pro chápání spotřebitelského etnocentrismu a stanovuje návod k důkladným analýzám tohoto jevu v budoucích studiích. Praktický aspekt studie spočívá ve stanovení návodu pro brand manažery domácích firem, jak změnit své strategické zaměření vůči globální konkurenci. Dále výsledky studie pomohou místním samosprávám, aby prostřednictvím posilování domácích firem nastavily svou hospodářskou politiku, a tak vytvořily silnou místní ekonomiku.

1. INTRODUCTION

1.1 Background

In recent times, globalization has become a crucial phenomenon for any business in the world with its profound impacts in the short term and in the long term. It can be a golden opportunity for one particular business and yet a threat to another. However, globalization leads to the homogenization of world markets and it allows multinational companies (MNCs) to mark their presence in the local market by increasing the availability of a wider range of international brands in various host countries. Even though MNCs can be defined from several perspectives, the generic meaning of MNCs is possibly "*any business establishment which operates businesses in several countries by managing all business activities from one country*". At present MNCs operate in every country of the world in the form of multinational corporations, global centralized corporations, international companies, or transnational enterprises. Huge assets, sophisticated technology, knowledge and skills in terms of business operations of MNCs have enabled them to create undue opportunity to monopolize the markets of the host countries. According to William (2008), top level multinational companies control a quarter of the world economy and their sales turnover is much higher than the worth of the of individual economies of around 183 countries in the world. Some economists who represent developed countries and support the capital market structure put forward the argument that MNCs play a vital role in accelerating the process of development in under developed countries by transferring technology, training human capital and increasing foreign direct investments (FDI) of the host countries. However, the most important argument is that how far the operations of those companies are responsible for creating healthy business environments for the domestic firms. Giroud and Scott-Kennel, (2006) argue that if MNCs link up with domestic firms, later can enjoy more advantages from the arrival of MNCs to their countries. According to Rugraff and Hansen (2011) indigenous industries of host countries will benefit from foreign arrivals in cases where the MNCs provide technological support and aid to domestic firms and eliminate capitalizing their market powers in dominating local markets over domestic alternatives. However, in the real world most MNCs thrive for the global market and develop global brands where it can create a huge challenge for the domestic firms, while damaging the local economy.

On the other hand, most of the domestic firms representing indigenous industries in developing countries belong to the SME sector. Many scholars argue that SMEs contribute to the sustainable development of the economy by pursuing wider socio-economic goals than large business entities (Fida, 2008). Cook and Nixson, (2000) noted that development of SMEs in the economy helps to create social equity and

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that is also contributes towards poverty alleviation as well. Since very few large-scale domestic firms are established in many countries, governments have to bare a special responsibility in protecting locally based small and medium businesses. This situation is more aggravating in the context of developing countries. In those countries large scale MNCs dominate local industries by using resources to control domestic alternatives. Therefore, the governments of those countries use tariff and nontariff barriers in order to control mass importation of products to protect domestic firms during their business infancy. Tariff barriers are simply taxes or duties imposed on imported products. Nontariff barriers are other trade control mechanisms like licenses, import quotas, Voluntary Export Restraints (VER) and local content requirements etc. Nevertheless, with the movement of free trade agreements and emergence of international trade organizations, imposing trade barriers is not an easy and practical solution for controlling the arrival of foreign brands to host countries. Especially it is not easy task in underdeveloped countries with their over dependence on developed nations. In par with the argument developed above, the aforementioned barriers are not considered as major limitations for the multinational companies (MNCs) in dominating market of host countries.

Further MNCs strategically diversify their global brands in domestic markets and attract local customers with lucrative marketing and promotional campaigns. Those campaigns can be used to generate 'mind share' in local customers towards their well known brands and emphasize the quality of their brands over the domestic alternatives. Due to the aforesaid scenario, various barriers that governments use for protecting domestic firms become less effective. In the Sri Lankan context, SMEs represent more than 91.6% of all registered business establishments and contribute 31.8% to the industrial value addition (Census and statistics, 2006). Further, more than 95% of those SMEs are pure domestic firms. According to World Bank report (2012) 253 domestic businesses were registered as listed companies in Sri Lanka by the end of year 2011. Even though those listed companies belong to large scale business categories, most of those companies may not produce local branded products due to several reasons such as being agents of or maintaining joint ventures with foreign companies, focusing mainly on export markets, or operating with unbranded products as per the nature of their business.

Therefore, domestic companies should find strategic and innovative approaches to successfully face the international giants of the respective industries. Furthermore, this is a signal for the local firms to re-think their brand and marketing strategies to challenge global competitors and to think of new ways to generate intrinsic stimulation amongst customers to purchase domestic brands. Although several alternatives are available, most domestic marketers address this

issue by utilizing ethnocentric brand appeals. Along with increased nationalism and heavy emphasis on cultural and ethnic identity, consumer ethnocentrism will be a potent force in the global business environment in the years to come. This concept becomes more crucial in Sri Lanka due to its wide ethnic diversity owing to its three major ethnic groups apart from the prevailing post war conditions.

Ethnocentrism is a sociological phenomenon discovered by William G. Sumner (1906) in the first decades of the nineteenth century. Initially, this concept was referred to with the purpose of differentiating between one's own group from others. According to Summer (1906), ethnocentrism is "*the technical name for the view of things in which one's own group is the centre of everything, and all others are scaled and rated with reference to it*". On the other hand, ethnocentrism is the feeling that let's one believe that his/her life style, values, norms, customs and adaptation pattern of his/her own group is superior to those of other groups (Columbia Encyclopedia, 2011). Therefore, it can be further explained as a tendency of people to believe that their cultural or ethnic group is superior to others and all other groups are evaluated based on the cultural and social values of their own group. According to Adorno et al. (1950), ethnocentrism can be conceptualized as "*ethnic centeredness*" and the rigidity in accepting what are similar cultural or social values while rejecting whatever is different in terms of cultural or social values. Generally, a highly ethnocentric person may judge other groups relative to his/her cultural dimensions such as language, behavior, customs, and religion of his or her own group.

Even though the aforementioned concept was originally developed from a sociological perspective, later it became a psycho-social construct with great relevance to individualistic personality systems and cultural and social analytic frameworks in general (Levine and Campbell, 1972). In a broader perspective, people in different countries evaluate their inherent products as superior to that of other nations' and show a tendency to use their own products rather than foreign made products. Analyzing ethnocentrism together with consumer behavior from the perspective of consumer economic behavior results in ''*consumer ethnocentrism (CE)*.'' With this background, CE has become a very popular phenomenon in marketing and consumer behavior. Generally, CE expresses the effects of buying intentions regarding home-grown products instead of those products from countries that are perceived to be different from the home country (Kaynak and Kara, 2002). Moreover, CE calls into question the appropriateness of preferring foreign-made products over domestic products (Shimp and Sharma, 1987). Highly ethnocentric individuals perceive their national values and symbols as sources of pride and often despise the values of others and are intolerant of cultural differences of other nations (Luque-Martinez et al., 2000). According to Shimp and Sharma (1987),

highly ethnocentric consumers believe that buying foreign products badly affects the economy of home country.

According to previous literature, CE may naturally stimulate the customers' preferences of home-made products. However the most important issue is what is the current degree of ethnocentrism in Sri Lankan customers and to what extent ethnocentric feelings of the customers could internally stimulate customers to select domestic brands in the Sri Lankan context. At present, Sri Lankan domestic companies are supported by a voluntary peoples' organization named "*Mawbima Lanka Padanama*" which has been established as a nonprofit organization with the purpose of promoting local brands among Sri Lankan customers. It has introduced a unique slogan: "*Ganna Ape De*" and the Surya Singha logo for labeling domestic brands for boosting the volume of sales of local brands as opposed to imported items. Currently, 120 brands in 52 product categories have only taken the accreditation for using the "Ganna Ape De" motto and the Surya Singha logo. Thus, this information clarifies the indication that a very limited number of brands are really promoting the domestic brands campaign in the Sri Lankan context.

Here, yet another significant argument is the extent to which this principle can be generalized in various contexts and cultures. In the Sri Lankan context, this issue becomes much more significant due to the ethnic diversity of the population and the dual allegiances (loyalty towards country and ethnic group) of consumers of the three major ethnic groups. This condition has become more aggravating after the rise and subsiding of the country's 30 year civil war. Consequently, previous findings are not highly relevant in the Sri Lankan context. However in Sri Lanka, the multinational brands perform aggressively better than the local brands except in very few scenarios. Customers have the psychological perception that foreign products have better quality and performance (Wanninayake and Dissanayake, 2009). Considering the aforesaid background, this study is mainly focused on the possibility of using CE as a strategic tool to develop domestic brand equity in Sri Lanka.

1. 2. Research gap

Previous researchers in behavioral sciences have empirically tested this phenomenon in several contexts. And this area has been a popular research field of both academic and applied researchers considering the prevailing literature gap. Therefore the existing research gap can be discussed from several perspectives.

At one point of time, measuring CE would have been viewed as is a matter of considerable discussion. Then, Shimp and Sharma, (1987) introduced a specific scale called CETSCALE for the measuring degree of CE in customers. This has been a commonly accepted scale due to the fact that researchers in more than 20

countries have adopted this scale and have empirically proven that the CETSCALE is a reliable CE measurement tool. Therefore, it is very important to test this in Sri Lankan context as developing country with an above the average social development level compared to other under developed countries in the world. Apart from that marketers can adopt to the ethnocentric brand appeals in their branding and promotional strategies with the purpose of developing strong brand architecture. In the process of developing brand appeals to stimulate ethnocentric buying tendencies in consumers, it is important to have an in-depth understanding of the antecedents of CE and the relative importance of those in the respective context. Numerous researchers have attempted to identify the antecedents of CE. And previous studies reveal that the degree of CE and its antecedents vary in cross-cultural contexts as well as between developing and developed economies (Reardon et al., 2005). Those studies have been conducted in different contexts and there is no common agreement among previous researchers regarding the stimulating factors of consumer ethnocentric tendency (CET). Therefore, further studies in different social and cultural contexts on this topic are required to develop a congruency.

CE is a phenomenon that subject to various controlling variables. Previous scholars in behavioral sciences have not been able to introduce universally accepted moderating and mediating variables of CET. Therefore, further studies are required to reveal the important controlling factors between antecedents of CE and between CET and its direct consequences. Moreover, past researchers of consumer behavior have paid their attention to both direct and indirect consequences of CE. Most of them have concluded those studies with the conclusion that CE has a positive impact on customers' buying intention of local brands. Therefore, it is also important to investigate the impact of CET in developing total brand architecture in further studies. However a few studies (e.g. Shamindra et. al, 2011) have empirically tested the impact of CET on brand equity of domestic brands. Thus, investigating the possible contribution of CET to brand equity has also become an important research area.

According to the above details, it is clear that there are several research gaps found in this research area. The situation is extensively severe when it refers to a developing country like Sri Lanka. Therefore the present study attempts to fulfill the aforesaid research gaps in the discipline of consumer psychology.

1. 3. Research problem

As mentioned in the above section, this study is mainly focused on the phenomenon of CE as a strategic tool for developing domestic brand equity. Most of the past researchers who have examined this issue have carried out their studies

in various countries; in different social, political, economic and cultural backgrounds. Most of them have been conducted in American and European regions. Some studies have been conducted in China and in the Far East as well. Some Indian and Asian researchers have also further investigated this issue from different perspectives. However this study is a completely novel venture in the Sri Lankan context.

In comparison to other developing countries in the Asia region as well as in the world, Sri Lanka is a unique country. According to the Human Development Report (2011) Sri Lanka was ranked 97 out of 187 countries in terms of human development based on health, education and income by maintaining 0.691 in the Human Development Index (HDI). This has been considered a benchmark for other neighboring countries such as India, Bangladesh and Nepal which were ranked as 127, 139 and 136 respectively. Therefore it is reasonable to assume that the behavioral aspects of Sri Lankans are unique and somewhat difficult to generalize along the generalized theories of consumer behavior. Hence in with this backdrop, investigating the feasibility of using CE for developing domestic brands could contribute a further value addition to the already established and existing knowledge on consumer behavior the world over.

Furthermore, the ethnic communities of Sri Lanka have suffered from prolonged civil war since 1983 in the North and the East of the country. This condition was created by the Liberation Tigers of Tamil Eelam (LTTE) as an insurgency against the ruling party and demanded a separate independent land for the Tamil community which created sufficient scenarios for one to interpret this war as an ethnic problem in the country. This situation made a significant impact on the mental conditions of minorities like Tamils and Muslims residing in the country. In addition, some rebel groups at the time raised religious concerns while instilling and promoting patriotic feelings and emotions in people of different ethnic groups. Accordingly, some voluntary rebel/pressure groups openly requested from the general public to reject some brands through mass media and other below the line promotional campaigns. Popular social networks in the cyber space also played a vital role in this process. In the aftermath of this history, today, most of sociologists try to determine whether all ethnic groups in the country perceive Sri Lanka as their mother nation and how far the minorities identify themselves with their cultural heritage and their inheritance as their own cultural values. All those conditions may have a direct impact on CET of the nation. Therefore, this research issue is a crucial scope to study from the Sri Lankan point of view.

Furthermore, customers' decision whether to buy foreign or locally made products largely depends on the type of products and availability of domestic alternatives in the market (Wanninayake and Chovancova, 2012). Therefore the

given research issue cannot be reasonably examined in all the industries in Sri Lanka. Thus the researcher mainly focuses on the fast moving consumer goods (FMCG) sector as the special reference for this study.

The aforesaid facts are constructive evidence that still there is a crucial requirement to study the abovementioned research issues in the Sri Lankan context even though previous researchers have made considerable attempts to examine those issues in diverse other different contexts. Therefore the present study is centered on *"what are the positive and negative antecedents and the controlling factors of CE, to what extent do those factors account for in developing CET, and how far marketers can utilize CET as a strategic tool for developing domestic brand equity in the Sri Lankan context?"*

1.4. Objectives of the study

The main objective of this study is to create a new model for developing domestic brand equity based on consumer ethnocentrism as a strategic tool. For this purpose research examines the antecedents and controlling factors related to developing ethnocentric tendencies in consumers, and provides evidence for when, where, and under what conditions firms should leverage this concept in building domestic brand equity in Sri Lanka.

In addition, this study aims to achieve seven (7) objectives:

- To determine the degree of consumer ethnocentrism among Sri Lankan customers.

- To examine the socio-psychological antecedents of CE and investigate the nature of their impact, and the relative importance of those factors in creating ethnocentric tendencies in domestic customers.

- To understand customers' perception of the prevailing political and economic ideology and its relative impact on CET in terms of the Sri Lankan customers.
- To determine the influences of ethnic affiliations on CET and local brand equity in contemporary postwar Sri Lanka.

- To examine the impact of socio-demographic covariates in developing CET in Sri Lankan consumers.
- To investigate the impact of CET on domestic brand equity and identify the brand elements that are influenced more by ethnocentric brand appeals.

- To provide evidence for when, where, how and under what conditions firms should leverage CE as a phenomenon in building domestic brand equity in Sri Lanka.

1.5. Key research questions

Based on the above noted research purpose and the objectives, the researcher has developed the following research questions for clarifying further the investigative areas of the present study.

- What is the degree of consumer ethnocentrism prevailing in contemporary Sri Lanka and whether ethnocentric feelings of customers are varied in different ethnic groups in the country?

- What are the positive and negative antecedents for developing ethnocentric feelings in consumers and what factors are more important in developing ethnocentric tendencies in consumers?

- What are the controlling factors that influence the relationship between the antecedents of CE, CET and domestic brand equity?

- What is the degree of ethnic affiliation among ethnic sub groups in the Sri Lankan postwar scenario and how can it influence the relationship among the antecedents of CE, CET and domestic brand equity in the FMCG sector?

- How far does CET account for developing domestic brand equity and which elements of brand equity are influenced more by ethnocentric brand appeals made by domestic firms?

- In Sri Lanka, what is the extent of the ethnic affiliation of the three major ethnic groups along with their dual allegiances, and how far does ethnic affiliation influence people on their ethnocentric feelings and preferences of domestic brands?

- Which demographic groups have more ethnocentric tendencies and how far can demographic factors be used for developing segmentation of local brands?

- Which areas are to be used for developing emotional appeals to encourage CET and how powerful are socio-psychological antecedents in inducing ethnocentric feelings in the prevailing economic and political environment of the country?
- What is the cognitive process that takes place in consumers' minds when selecting brands of their home country over foreign products? How far can brand appeals be incorporated with the four different aspects of the consumer based brand equity (CBBE) of local brands in Sri Lanka?

1.6. FMCG industry in Sri Lanka: An overview

FMCG stands for fast moving consumer goods and it is also known as CPG (Consumer packaged goods) as well. These are products that are known as fast moving goods due to the fact that consumers regularly purchase these to satisfy their day-to-day needs. Those products are characteristically different from durable goods that are replaced by consumers after a considerable period of time from first purchasing them. According to Kotler (2000), most FMCG products belong to convenience goods category because customers buy those products regularly, conveniently and with a minimum buying effort. Generally, FMCG products are classified into four main categories; food and beverages, household items, personal care products and over the counter (OTC) products. Therefore, the FMCG industry mainly consists of manufacturing, distributing and promoting those products to end users. As customers buy these products at regular intervals, huge money circulation can appear in this sector.

As mentioned in the above sections, Sri Lanka is a developing country that has special social and demographic characteristics in comparison to other developing countries in the region. This demographic and social background creates a healthy environment for the FMCG sector. As far as the demographic environment is concerned, 21 million people are living in this island which consists of a land area of 66000 square km. The country contains 5 million households and an average household size is 4.1 persons. As far as gender is concerned, 51% of the population is represented by females and 49% by males. The population growth rate remains at an average of 1%, and 23% of the population lives in urban areas. According to the central bank of Sri Lanka (2011), an average household income of the country is expected to be LKR 36,000 per month. Furthermore, the median age of a citizen of country is 31 years and it is higher than other neighboring Asian countries.

At present, the FMCG sector of every country shows a remarkable growth. Especially Asian countries like India and China show more growth potential in this sector even with the issue of large populations. For instance; India has reported an 18-20 percent growth in the FMCG sector and China has achieved 15% growth in 2012. According to the Neilson APAC growth reports and Neilson retail audit (2012), Sri Lanka has reported the highest nominal growth of the FMCG sector within the first three quarters of 2011 compared with the other countries of Asia Pacific and Indian regions. As per the data summarized in figure 1.1, most importantly Sri Lanka has reported an 11.7% of volume growth followed by 10.4% in India and 9.5% in China. Unit value growth is reported as 9.7% and it is second only to Vietnam.
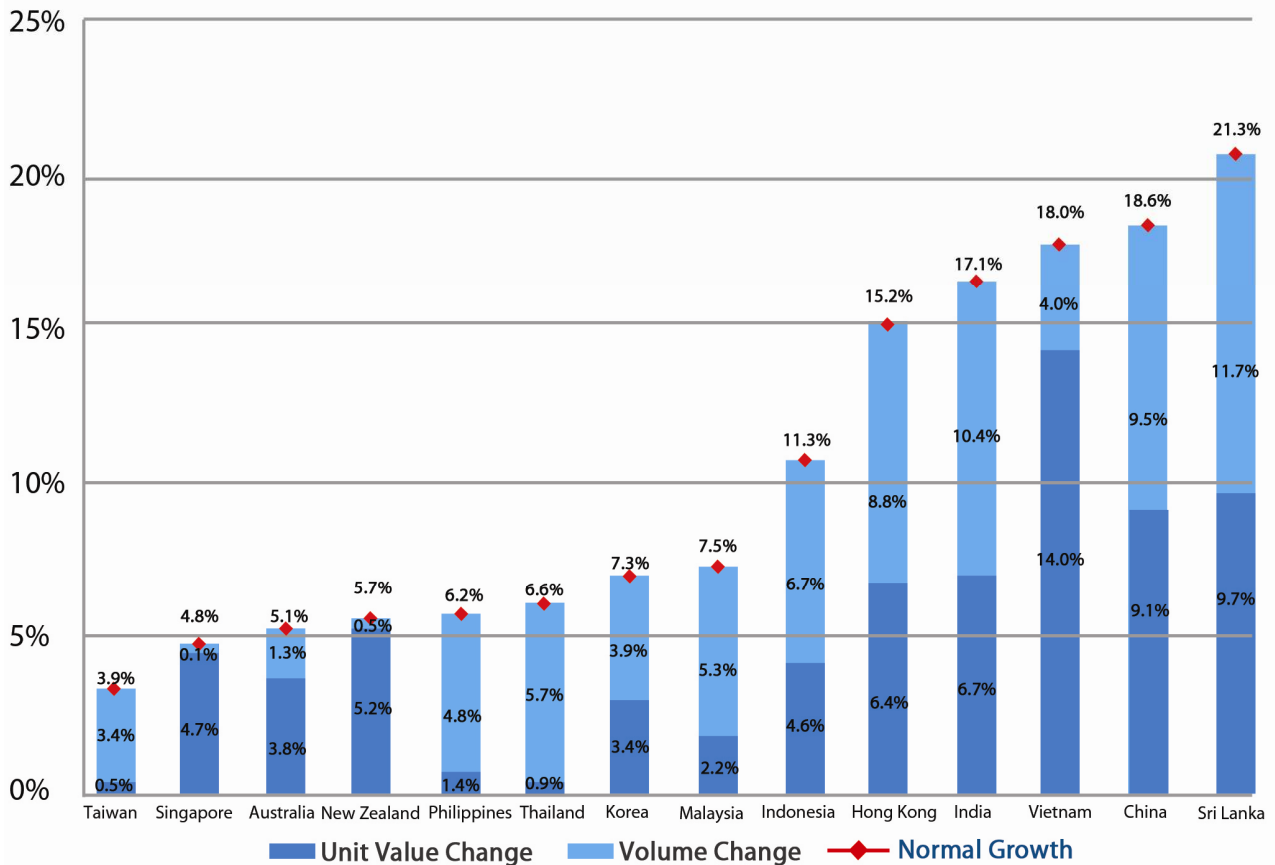
Figure 1.1: Growth of the FMCG sector in selected countries
Source: Nielsen APAC Growth Report and Nielsen SL Retail Audit (2012)

Additionally, those statistics noted that the FMCG sector show continues growth compared to other sectors of the economy. According to figure 1.2, it is clear that market growth is really achieved through increasing the consumption of the people rather than the inflation prevailing in the country. For instance, the normal growth is 21% in the third quarter in 2011 but it has included a 14% unit value change. Moreover, it has provided clear evidence of continuous increase in unit values of the FMCG categories throughout the last two years.

According to the Nielsen Census (2010), the estimated market value for the branded FMCG products in Sri Lanka is LKR 280 billion. This value is generated from both modern trade and traditional trade. Modern trade represents supermarkets or departmental stores. At present, more than 800 modern trade outlets are established in the country with having 16% value contribution to the retail sector. On the other hand, traditional trading accounts for an 84% value contribution through more than 238,000 groceries and traditional retail outlets.
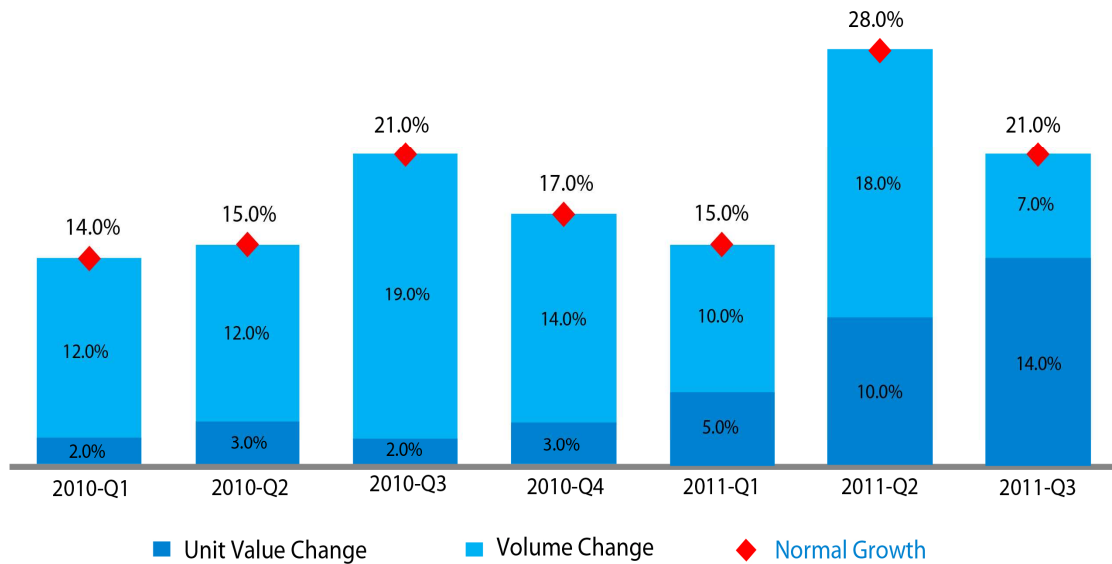
Figure 1.2: Volume growth of the FMCG sector in Sri Lanka
Source: Nielsen SL Retail Audit (2012)

The food and beverage category has become the largest segment of the FMCG sector by demarcating approximately 66% of market share in traditional trade and 74% in modern trade. The personal care segment has become the second largest sector by holding 20% followed by the household care and OTC segments. Furthermore, the Nielsen Census (2010) reported that 67% of the market value is generated by the top ten product catogaries of the FMCG industry. All other FMCG product catogaries have contributed only 33% of the market value for the industry. In 2011 buscuits, milk powder, soft drinks, toilet soap, milk food drinks, washing soap, CFL bulbs, chocalates, creams and lotions and yoghurt became the top ten FMCG product catogaries in Sri Lanka.

According to figure 1.3 in 2010 washing powders and toothpast belonged to this catogary. However, the sales value of these products have decresed during the year compared with creams and lotions and yoghurt due to the changing consumption patterns of the people. In addition to the above indicators, the industry statistics show that these four product categories (soft drinks, cream and lotions, yoghurt and chocalates) are included in the top ten product categories that are indicated as above the average volume and value growth of the industry. Some other product categories of food and beverage and personal care have also reported above the average volume and value growth in the FMCG sector. Therefore, there is great potential for changing the composition of this top ten FMCG products category in the years to come.

MAT OCT 2011	MAT OCT 2010
1. BUISCUTS	1. BUISCUTS
2. MILK powder	2. MILK powder
3. Soft Drinks	3. Soft Drinks
4. Milk Food Drinks	4. Toilet Soaps
5. Toilet Soaps	5. Milk Food Drinks
6. CFL Bulbs	6. Washng Soaps
7. Washng Soaps	7. CFL Bulbs
8. Chocaletes	8. Chocaletes
9. Cream and Loation	9. Washing Powder
10.Yoghurt	10.Tootnpaste
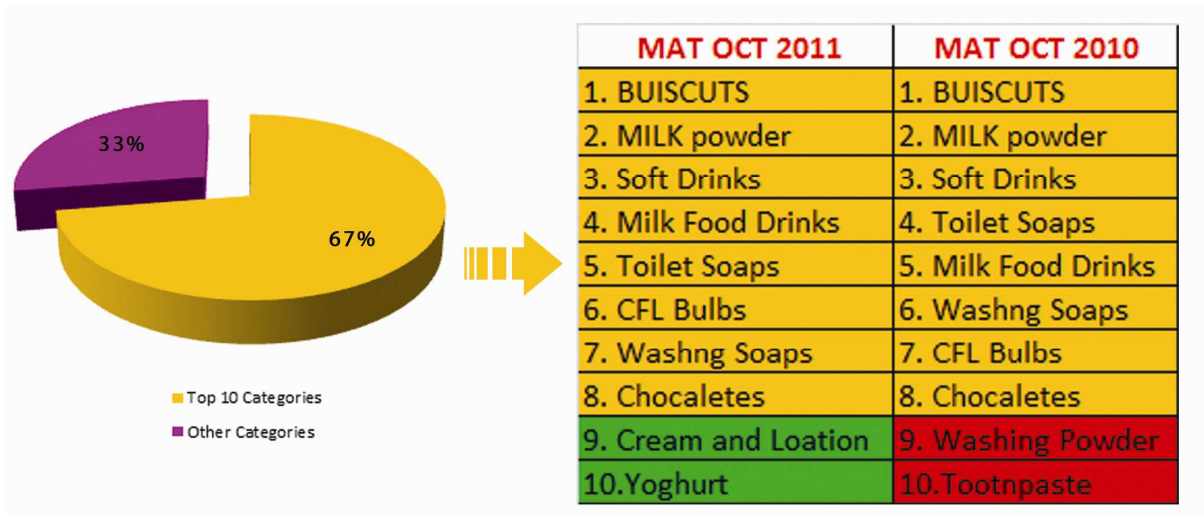
Figure 1.3: Top ten product categories of the FMCG market in Sri Lanka
Source: Nielsen SL Retail Audit (2012)

According to industry analysts, the FMCG sector is recognized as a space having more growth potential due to several reasons, such as increasing the disposable income of people, introducing modern retail concepts, urbanization, and increasing brand awareness and loyalty among customers etc. Even though other industries faced significant downfalls during the economic depression, it had made minimum impact on the FMCG sector. The main reason for this may be that customers rarely cut their expenses on consumables due to essentiality of those items for their day today lives. Today most of the strong MNCs are operating in the FMCG sector by developing very powerful global brands and powerful distribution networks in the consumer market. Almost all the world reputed global brands can be commonly seen in every country in the world and these are also available in the Sri Lankan market. Furthermore, it is a known fact that intensively new companies are arriving in the industry due to high profitability and growth potentiality of the FMCG sector.

Bartleet Religare Securities' (BRS) report emphasizes that the main reasons for such an improvement of the FMCG sector in the country are population growth, changing patterns of consumption and improvement of per capita income in the country. According to Perera (2012), the FMCG industry is a thriving sector in the Sri Lankan economy owing to postwar optimism. He further emphasizes that the listed companies in the FMCG sector demonstrate a staggering 42% growth after the three decades long civil war. The industry statistics further emphasize that the highest regional growth of demand is recorded in the Eastern and the Northern provinces of the country.

According to the Central Bank Report (2012), the country has achieved an 8.3% economic growth rate during the year 2011. It is a remarkable growth in

comparison to other Asian countries and even some European countries. It further indicates that the per capita income of Sri Lanka is USD 2,804 in 2011 and it is the highest figure in the South Asian region. Furthermore the current government is using a high economic growth trajectory for improving the per capita income of Sri Lanka up to USD 4000 by 2014. Moreover, the official statistics of the census and statistic department of Sri Lanka reported that Rs. 32,446 in monthly expenses is needed to run a household in Sri Lanka and more than 50% of it is allocated for purchasing consumables. It provides supplementary evidence to forecast the future growth of the FMCG industry of Sri Lanka.

In addition, the growth of modern retail sector has also become a plus point in enhancing the growth of the FMCG sector. Even though traditional trade still dominates the market by serving 72% of customer needs, self service supermarkets and departmental stores are rapidly changing the shopping habits of customers. According to figure 1.4, in urban areas 25% of customers purchase their consumables from supermarkets.
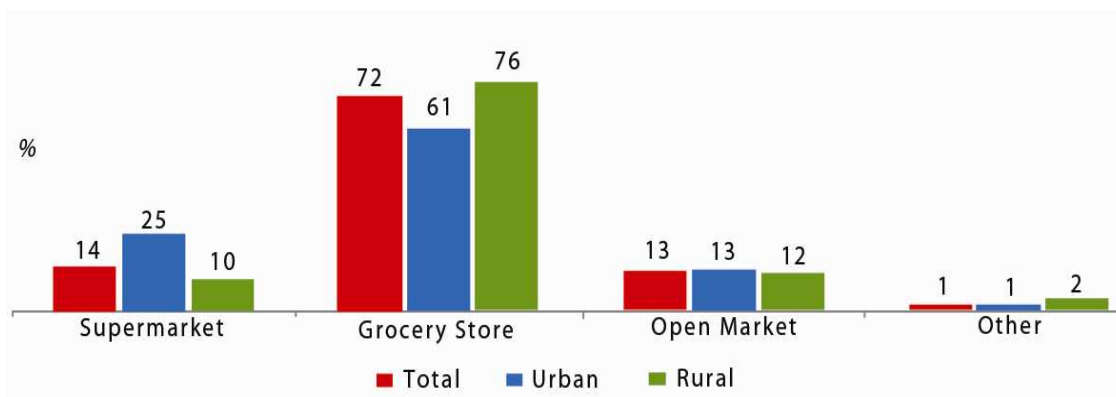
Figure 1.4: Consumer buying habits of FMCG products in Sri Lanka
Source: Nielsen SL Retail Audit (2012)

Furthermore, supermarkets serve to 10% of rural customer needs as well. Nonetheless, there is a new trend among urban customers to by some consumable items from the open market than rural people. Yet, news360.lk reported that the modern retail sector of the country has unexpectedly grown by 15% during the last few years and it is a further indication of the inducement to the FMCG sector. According to the reported growth in modern retail, it has provided value justification to investigate the current research issue in the Sri Lankan context. The reason for that is the modern retail environment has provided a significant background for brand managers to create unique branding appeals for their target customers. Especially for customers who enjoy their

shopping trips in the supermarkets provide ample opportunity for promoting emotional and moral appeals to select products at the point of purchase due to the freedom of customers to select any brand of the respective product categories. Moreover, it is a huge opportunity for domestic firms to use their motto or special logos to promote ethnocentric feelings and encourage impulsive purchasing.

According to the nature of the FMCG sector in Sri Lanka, some few leading companies maintain a considerable market share of the industry. According to the Nielsen Census (2010), the top ten brands of the FMCG sector represent 42% of the total value of the FMCG industry. Figure 1.5 reports that the top ten brands in the FMCG market has not changed during the period of 2010 to 2011. It means that those brands are the leading brands in the country and has the possibility of controlling the whole FMCG sector in Sri Lanka.

MAT OCT 2011	MAT OCT 2010
1. Munchee	1. Munchee
2. Anchor	2. Anchor
3. Maliban	3. Maliban
4. nestomalt	4. Sunlight
5. Sunlight	5. Nestomalt
6. Raththi	6. Lifebuoy
7. Lifebuoy	7. Nespray
8. Nespray	8. Raththi
9. Orange	9. Signal
10. signal	10. Orange
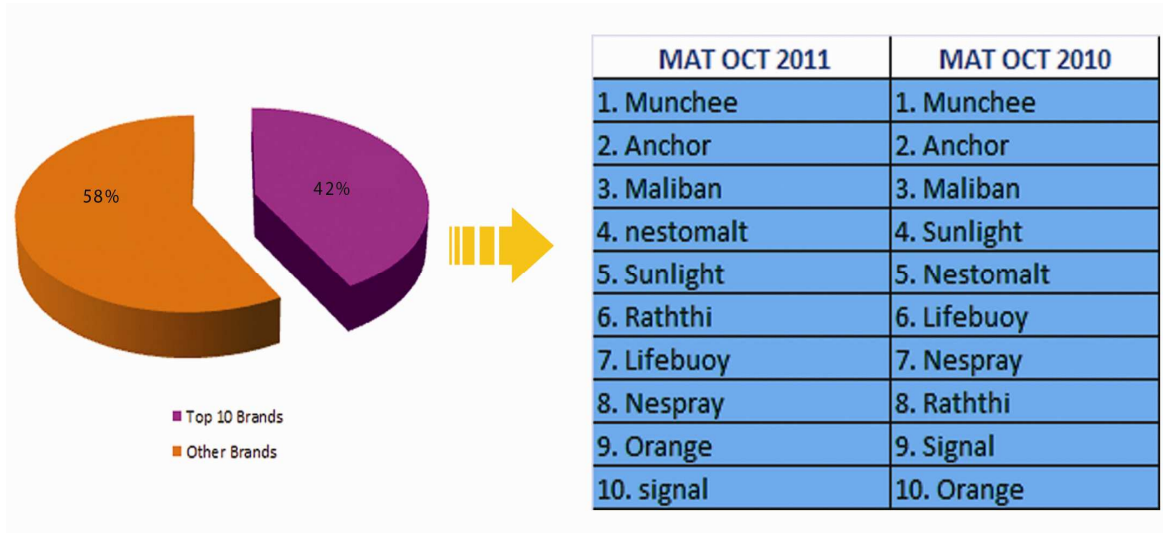
Figure 1.5: Top ten brands of the FMCG market in Sri Lanka
Source: Nielsen SL Retail Audit (2012)

The present study focuses on ethnocentric tendencies and its impact on domestic brand equity in the FMCG industry in Sri Lanka. Therefore, it is important to analyze the positions of the leading brands in the respective industry. According to the Nielsen Census (2010), three brands of the above mentioned top 10 brands, are pure domestic brands (Manchee, Maliban and Orange) and they aggressively promote ethnocentric feelings of customers. All three brands have taken the accreditation from "Mawbima Lanka" to use the "Ganna Ape De" motto and "Sooriya Signhe Logo". However the most important matter is of all the other brands belonging to the reputed MNCs operating in the domestic market. In addition to these top 10 brands, some other reputed brands also operate in the FMCG sector and a few of them belong to

domestic firms. They also compete with multinational brands operating within their business scope. Because of the competition in the industry, both domestic firms and MNCs mostly over depend on advertising. The media expenditure of the firms creates a reasonable picture in understanding their intense need to use advertising as a brand building platform. Generally, TV, Radio and print media can be considered as the 'leading media' for promoting brands in consumer markets. The advertising expenditure in the aforesaid three media spent by business firms during the last 7 years is summarized in figure 1.6.
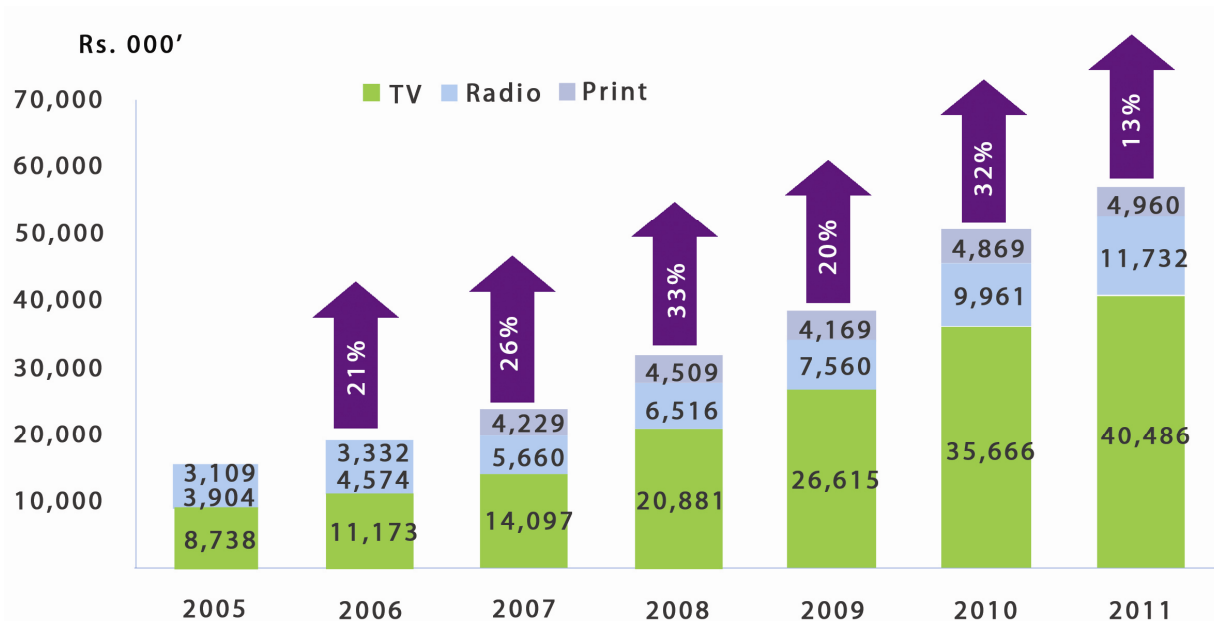
Figure 1.6: Advertising expenditure of FMCG market in Sri Lanka
Source: Nielsen SL Retail Audit (2012)

According to the statistics given above, the TV's contribution to the total advertising expenditure is comparatively increasing to around 70% compared to other mediums. Furthermore, Neilson media data revealed that the share of voice in the FMCG has rapidly grown during previous years. However, the real intention of businesses for promoting their brands cannot be derived from the advertising expenditure on those three media only. For this purpose, the ways of using other promotional methods by the main competitors in the FMCG sector should be further analyzed. The hidden truth of this industry is that advertisers are increasingly promoting their brands on emerging advertising mediums like below the line (BTL), mobile and online promotions. The increasing usage of social networks has become an important aspect in examining its relevance to the present study. Similar to the prevailing trend in the world, the Sri Lankan younger generation is increasingly use social networks and online media as part of their day today lives. As far as the internet usage trends are concerned an 18%

and 21% growth rate was recorded in 2010 and 2011 respectively in Sri Lanka. Furthermore, this rate was 27% in 2010 and 31% in 2011 within the 18 to 30 years age category. At present, ethnocentric feelings and patriotism are promoted by marketers through online media. And some people use social networks to release their anger and animosity towards other ethnic groups. Some of them regularly circulate information that has direct negative impacts on some imported brands. Unlike professional advertising, people directly refer to the brand names in giving their comments. Even though this situation is common to brands of all categories, it has a considerable impact on the FMCG sector more than traditional advertising media.

According to the above discussion, the present research emphasizes that the FMCG sector in Sri Lanka has a high growth potential and the behavioral changes of consumers and changes of the media environment also positively influences the sector's development. However the most important issue is whether the domestic firms are capitalizing on this opportunity and the possibilities of using ethnocentric appeals in promoting their local brands. According to the Bartleet Religare Securities (BSR) report, the demand for imported brands in the FMCG sector faces a slow growth compared to locally manufactured brands in the sector. Furthermore, it seems to be that domestic manufacturers are substituting high standard products for foreign alternatives. Even though MNCs are dominating the market by creative and innovative above the line promotional campaign, most domestic FMCG companies are increasing their promotional budgets substantially for defensive as well as offensive marketing campaigns. Therefore, the prevailing condition of the FMCG sector in Sri Lanka has created a substantial context for the present study.

1.7. Thesis overview

The thesis is organized into seven chapters: 1) Introduction 2) Literature review, 3) Research model and Hypotheses, 4) Methodology, 5) Data analysis 6) Gain for science and practices, and 7) Conclusions and suggesstions for further research. The first chapter briefly describes the background of the study, research problem, research questions, study objectives, and a brief overview of the FMCG industry as the context for the study. The second chapter discusses foundational literature which rationalizes the content of the study and its gravity. The relevant, extensive and comprehensive international and domestic literature review is conducted in the first part of this chapter. The chapter also highlights the antecedents of CE and the possible consequences in paying special attention to the controlling factors of CET. Moreover in this chapter, the researcher attempts to elaborate on the theoretical background of the main concept of the study. The

third chapter presents the logical relationship of the main constructs of the study based on the literature review in Chapter Two. The definitions of the main variables and hypotheses of the study have been further discussed in order to demonstrate the relationship among the main constructs of the research framework. A detailed discussion of the research approach and methodology is provided in Chapter Four. It explains the rationale behind selecting research methods, context and sample in detail. Furthermore, in the last part of this chapter, the researcher emphasizes the main measurement instruments and statistical techniques and tools used in data analysis. Chapter five presents the data analysis and the discussions based on the results. It also explains the data analysis procedure, testing assumptions for normality and descriptive statistics respectively. In addition, factor analysis and structural equation modeling procedure have been described with reference to testing the hypotheses of the study. Chapter six presents the contribution of the study to science and practice by elaborating on its theoretical perspectives and practical aspects. The last chapter mainly devotes itself to the conclusion and recommendations for future researchers. In addition to those two aspects, main limitations of the study are also being discussed in detail in Chapter Seven.

2. LITERATURE REVIEW

In this chapter, the researcher attempts to review critically the theoretical background of the phenomenon of consumer ethnocentrism (CE) as well as the previous studies relating to consumer ethnocentrism with the purpose of exploring antecedents of consumer ethnocentrism and its consequences with special reference to the concept of brand equity. The objective of this chapter is to identify the knowledge and literature gap currently present in the subject area of consumer ethnocentrism and to develop a logical connection with the conceptual framework stated in the chapter three of this study. Furthermore, previous studies on consumer ethnocentrism provide a holistic background on which the hypotheses of this study can be justified; from demonstrating the relationship among key variables of this study's framework to identifying new dimensions of CE related concepts which have not been sufficiently explored by previous researchers. This chapter has been organized into five areas; theoretical connection of CE, respective measurements' tools, degree of CET in cross cultural settings, antecedents of CE and direct consequences of CE in connection to the brand equity of domestic brands.

2.1. Grounded theory behind consumer ethnocentrism

The term "*ethnocentrism*" was introduced to the world in the beginning of 19th century as a sociological phenomenon. Therefore, many previous researchers (e.g.Summer, 1906) argue that the foundation of this concept come from sociology. In par with this justification, Barger (2003) noted that the term ethnocentrism was initially developed with the combination the two terms "*Ethnic*" and "*centrism*". The word ethnic comes from the Greek adjective "*ethnikos*" meaning national or gentile. However, in wider practice it stands for cultural heritage. On the other hand, centrism refers to taking a moderate position or centered in to specific position. Therefore, ethnocentrism becomes an important concept in the cultural anthropology of the mid 19th century. Most anthropologists (e.g. Barger, 2008) argue that all human being in the world can be ethnocentric in different degrees due to the fact that this feeling is generated from false assumptions made by people based on the very limited experience in their own life. They further emphasized that the concept of ethnocentrism is more connected to the learning and attitudes of the people. Thus, the concept of ethnocentrism is obviously related to the concepts of psychology. However, ethnocentrism can be discussed from the biological perspective as well. According to Dreu e.al (2010), human ethnocentrism is modulated by brain oxytocin. Brain oxytocin, also known as hormone of love (Stallen, et. al., 2012) is generated from the hypothalamus region of the human brain and makes

collaborations among in-group members by making people trust each other. Hence this oxytocin hormone may create a feeling in the human mind to think of his/her own group as superior to other groups (Dreu e.al, 2010). Sometimes it can develop into xenophobia, cultural discrimination and intergroup violence as well.

Beside the aforesaid arguments about the theoretical background of ethnocentrism, Fullmer introduced the concept of "xenocentrism" in 1940. Kent and Burnight, (1951) argues that xenocentrism is an attitude in which individuals perceive that their own culture is inferior to the culture of others. Therefore they evaluate every things in their lives centered to the foreigners. Further Kent and Burnight, (1951) contended that this concept explains the attempt of people to correct their wrong decisions by rejecting values of the in- groups. The insight of another argument portrays that though there are several theoretical roots and prefixes available to the concept of ethnocentrism its conceptual meaning is the human feeling of intolerant behavior and cultural values of other groups and perceive their own group is superior to others (Adorno et al., 1950).

2.1.1. Consumer ethnocentrism

Considering the justification presented in chapter one, the concept of ethnocentrism has originally developed in a sociological perspective and has been further elaborated in anthropological and biological perspectives, it has become a psychosocial construct connected with personality systems of human beings (Levine and Campbell, 1972). Therefore, scholars in the field of consumer psychology frequently argue that consumers may have a strong motivation to buy their home country products other than imported items due to their ethnocentric feelings. As a result of those debates "*consumer ethnocentrism (CE)*" becomes a popular phenomenon in marketing. Previous researchers in behavioural sciences suggest that CE is usually personality traits of the consumers (Schiffmen and Kanuk, 2009). When it refers to the theories of consumer behaviour, a consumer's personality can be divided into three groups such as psychoanalytical theory, neo-Freudian theory and trait theory.

Psychoanalytical theory

This theory was introduced by Sigmund Freud in 1900. According to Freud, the psychoanalytical theory of personality was built on the premise that unconscious needs or drives, especially biological and sexual drives, are at the heart of human motivation and personality. This theory argues that human personality is determined by three complexes present in the human mind. Those are the "*Id*", "*Ego*" and "*Super Ego*". Furthermore, the theory emphasizes that,

an individual's personality is formed as he or she passes through a number of distinct stages of infant and childhood development. According to Freud's theory, consumers are primarily unaware of their true reasons for buying due to the fact that human drives are largely unconscious. However, some researchers argue that, consumption or purchasing situations can be treated as an extension of the consumer's personality.

Neo-Freudian theory

It is evident that several of Freud's colleagues further developed Freud's ideas but presented new ideas referred to the personality. They disagreed with Freud's contention that personality is primarily instinctual and sexual in nature, and argued that social relations are fundamental to personality development and believed that individuals engage in constant adaptation and creative development based on their environment. There are three major contributors who were forerunners in the development of this new perspective of human personality. They are Alfred Adler, Harry Stack Sullivan and Karen Horney. Alfred Adler illustrated that individuals seek to attain various rational goals, which he called '*style of life*', thus, placing emphasis on the people's efforts to reduce feelings of inferiority. Harry Stack Sullivan stressed that people continuously attempt to establish significant and rewarding relationships with others and place emphasis on efforts to reduce tensions. Karen Horney focused on "*the impact of child-parent relationships, especially the individual's desire to conquer feelings of anxiety*". She proposed that three personality groups; compliant, aggressive, and detached.

Trait theory

The Trait theory is a significant deviation nourished with insightful construction compared to the earlier qualitative measures that are typically consistent to Freudian and neo-Freudian theory. It is primarily quantitative or empirical, focusing on the measurement of personality in terms of specific psychological characteristics called "*traits*". A trait is defined as "*any distinguishing, relatively enduring way in which one individual differs from another*". Selected single-trait personality tests are increasingly being developed specifically for use in consumer behaviour studies. Then, Schiffmen and Kanuk (2009) suggested that personalities of the consumers can be measured by three personality traits such as "*consumer innovativeness*", "*consumer materialism*", and "*consumer ethnocentrism*".

Moreover, some philosophers elaborated that the concept of CE is theoretically generated from social identity theory (e.g Tajfel, 1982). According to this theory people attempt to build their positive self esteem and self image by classifying themselves and other people in the society into an in-group or an out-group based on their social settings (Turner, 1982). In general, people in such a social group may be internally motivated to select specific behavior and develop personal identities that will be valued by the other people in their own-groups (Campbell, 1990). Furthermore, Campbell, (1990) noted that people develop such a socially acceptable identity based on unique attributes and characteristics. As a result of that the categories in a society is mainly created as a form of in-group and out-group. As far as a single nation is concerned the in-group and the out-group dichotomy is commonly associated with the national identity and the ethnicity of individuals (Tajfel, 1982). According to aforesaid arguments, the general logic of the social identity theory is "*favoring the in-group and discriminating against the out-group*"(Verlegh, 2007). Therefore it can be justified that consumer ethnocentrism initially developed from a sociological discipline like the social identity theory. Even though the aforesaid argument is logical, people stimulate to behave in this manner based on their cognitive processes and personal value systems (Levine and Campbell, 1972). Therefore, still the phenomenon of consumer ethnocentric is more or less linked with psychological concepts like personality.

According to the theoretical background mentioned in the above section, consumer ethnocentrism can be considered as personal characteristics of customers that determine their personality and value system. Along with the same, some researchers have noted that personality is to be linked with how consumers make their choices: on the purchase or the consumption of a broad product category other than particular brand (Kotler 2001). However, consumer personality links with brand building of cross cultural perspectives through CE. Especially domestic marketers can use consumer ethnocentrism as a strategic tool to compete with MNCs (Chovancova et.al, 2012). From the perspective of brand management, CE can be used for creating a unique brand personality for domestic brands (Chovancova et.al, 2012) and can be employed as a strategic tool for developing moral appeal for domestic customers (Wanninayake and Dissanayake, 2009). Even though CE is generated as a personality trait of consumers, it helps to form favourable attitudes of customers towards homemade brands. According to Schiffmen and Kanuk (2009) CE makes significant impact on the "*cognitive*", "*affective*" and "*behavioural*" aspects of consumer attitudes as well.

Due to the strategic importance of CE, many locally originated brands do follow brand promotional strategies highlighting their ethnocentric values tied up with emotional appeals to their customers to acquire a significant mind share over the competition of multinational brands (Wanninayake and Dissanayake, 2009). CE was defined by Shimp and Sharma, (1987) as "*the beliefs held by the consumers about appropriateness, indeed morality, of purchasing foreign-made products*". As Rawwas et. al., (1996) contended CE encourages domestic customers to overestimate the quality and the attributes of local products and under estimate those aspects of imported products, domestic marketers can capitalize this personality and values systems of the customers for developing strong local brands in the face of competition generated by strong MNCs in the world. Therefore practicing marketers should understand the degree of ethnocentrism among the customers in the home country and how to intensify their ethnocentric feelings though emotional or moral appeals associated with their brand templates. Hence, it is worthwhile to make an in depth analysis of measurement tools of CE, the degree of CET prevailing in different countries, the antecedents of CE and the possible consequences of this concept.

2.2. Measurement tools of CE

Before researchers pay their attention for measuring the degree of CE, some early researchers have made a considerable effort to operationalize ethnocentrism in general (Luque-Martinez et al., 2000). Adorno et al., (1950) introduced four dimensions to distinguish between ethnocentric and non ethnocentric people based on the theory of the "*Authoritarian Personality*". This scale is known as E-Scale and was established by considering two constructs from the aforesaid four initial dimensions relating to the ethnic minorities in the USA. The first construct focuses on the members preferences' in relation to the in-group authority used over them and the second construct focused on the criticism or avoidance of out-group members. Based on these main constructs of the E- Scale, another ethnocentrism scale was developed by Warr et al. (1967) in relation to the context of the UK. Furthermore, Chang and Ritter (1976) made a considerable attempt to develop an ethnocentrism scale to measure the ethnocentric tendencies of black American students. After popularizing the concept of consumer ethnocentrism, numerous scholars in consumer behavior attempted to identify an effective scale for measuring ethnocentric tendencies of customers. However, researchers in consumer psychology noted that the previous scales are rendered inappropriate to measure the CE (Luque-Martinez et al., 2000). The first successful attempt to develop a scale for CE was made by Shimp (1984) based on the empirical study relating to the automobile buying behavior of US customers. He basically used some criteria to differentiate

ethnocentric customers from non ethnocentric customers by using different criterion used by previous researchers to measure some behavioral aspects of consumers. For instance, he employed normative beliefs of customers (Fishbein and Ajzen, 1975), behavioral intentions (Warshaw, 1980) and other several eccentric measures to evaluate the consumer behavior in selecting domestic products over their foreign alternatives. However Luque-Martinez et al., (2000) argue that the scale measured attitudes and beliefs of customers towards local and foreign brands rather than evaluating the tendency of customers to buy domestic brands. Apart from those, a very comprehensive scale was introduced by Shimp and Sharma in 1987 for evaluating the ethnocentric tendency of customers and it is known as CETSCALE (Consumer Ethnocentric Tendencies Scale). This comprehensive scale was developed using 17 items (see annexure 2.1) and specifically measured the tendency of US customers to evaluate the appropriateness of foreign products. Even though the CETSCALE was originally developed to evaluate the consumer ethnocentric tendency (CET) of American consumers, it became a very popular and effective tool to measure the CET of customers in different geographical and cultural contexts (Netemeyer et al. 1991). Furthermore, the CETSCALE has been validated in developed (Dursula et al. 1997), developing (Caruana 1996), newly industrialized (Sharma et al. (1995), and post transitional (Good and Huddleston 1995) economies by the previous researchers in reporting a high level of internal reliability. Moreover, almost all the previous studies have demonstrated convergent, discriminant and nomological validity as well. As mentioned in the above section Shimp and Sharma (1987) initially developed the CETSCALE as a uni-dimensional scale. Most of the previous studies found that the 17- items of the scale are loaded into a single factor in cross cultural settings. Some prominent studies used by the CETSCALE as uni-dimensional scales are given in table 2.1. According to the summary given in table 2.1, almost all the previous studies certified a high level of validity and reliability of the CETSCALE.

However, some researchers argue that CE may be represented in different dimensions. According Luque-Martinez et al. (2000), CE is well represented in two components. They identified 10- items of the CETSCALE as "*hard ethnocentrism*" and rest of the 07 items as "*soft ethnocentrism*" in order to determine the CET in Spain. However they noted that the one factor model is more appropriate to analyze CE rather than the two factor model. In addition, Chryssochoidis et al. (2007) suggest that hard ethnocentrism and soft ethnocentrism can be considered as two components of CE in the context of Greece as well.

Table 2.1: Reliability of CETSCALE

Aurthor/s	Country	Target Population	Cronbach's α
Shimp and Sharma (1987)	USA	Students & GP	0.94 - 0.96.
Netemeyer, R. G., & Durvasula, S. (1991).	USA, France, Japan, German	Students	0.91 - 0.95
Sharma et al. (1995)	Korea	GP	0.91
Good and Huddleston (1995)	Poland, Russia	GP	0.91 - 0.95
Caruana (1996)	Malta	GP	0.64
Dursula et al. (1997)	USA, Rassia	Students	0.88 - 0.97
Steenkamp and Baumgartner (1998)	Belgium, Great Britain, Greece	GP	0.93 - .95
Javalgi et al (2005)	France	GP	0.92
Watson and Wright (2000)	New Zealand	GP	0.96
Batra et.al (2000)	India	GP	0.63
Kaynak and Kara, (2002)	Turkey	GP	0.93
Yu and Albaum (2002)	Hong Kong	GP	0 .90 - 0.96
Philp and Brown (2003)	Australia	GP	0.91 - 0.95
Shoham and Brencic (2003)	Israel	GP	0.94
Lee et.al (2003)	USA	GP & Students	0.95 - 0.96
Wang and Chen, (2004)	Chaina	GP	0.94
Ang, et.al., (2004)	Indonesia, Korea, Malaysia, Singapore, and Thailand.	GP	0.77 - 0.93
Nazlida and Razli, (2004)	Malaysia	Students' parents	0.89
Yeong et al., (2007)	Malaysia	GP	0.95
Wong et al., (2008)	China	Students	0.88
Erdogan and Uzkurt (2010)	Turkey	GP	0.92.
Shergill et. al., (2010)	New Zealand	GP	0.84
Mensah et.al., (2011)	Ghana	GP	0.881

Note: GP – General Population

Source: Developed by author based on past literature

However the researchers confirmed that the uni-dimensionality of the CETSCALE is more appropriate based on the confirmatory factor analysis.

Furthermore Poh et. al, (2011) address same issue in Malaysia by comparing validity and reliability of the two dimensional model with the uni-dimensional model of CE. They also concluded that the uni-dimensional CETSCALE is a better measurement of CE.

However on rational validations, some researchers still believe that hard ethnocentrism really represents the ethnocentric tendency of people and the use of the 10 item scale to measure the CET is more accurate. Balabanis et al. (2001) conducted a comparative study between Czech Republic and Turkey and noted that the reduced scale is more reliable due to the fact that the alpha coefficient value was approximated to 0.90 in both countries. Furthermore, Evanschitzky et al. (2008) again used the reduced scale to measure CET in Germany and reported a high degree of reliability, reporting 0.90 alpha value. Othman et al. (2008) further recommend the 10-item reduced scale for ethnocentrism due to a high level of reliability based on the empirical study conducted in the Malaysian context. In addition, some researchers measured CET by using only the highest loading items of the CETSCALE (e.g. Steenkamp et al., 2003). Therefore Bawa (2004) suggested that it can be developed into a good scale to measure CET by reducing items of the original CETSCALE. Supporting this view Altintas and Tokol (2007) adopted a 6 – item version of the CETSCALE for measuring CET with the purpose of estimating its correlation to the national pride and perceived economic treat of imported products. Moreover Aruskeviciene et. al., (2012) adapted the same reduced version for the study to analyze 13 transitional economies and found a 0.87 overall alpha value of reliability. Furthermore, some researchers used a 4 - item reduced version of the CETSCALE and found a high degree of reliability (e.g. Cleveland et.al. 2009; Vida, et al., 2008) as well. Moreover Ramayah et. al, (2011) argued that the two dimensional scale of CE demonstrates a more convergent, discriminant and nomological validity and reliability than the uni-dimensional model of CE.

2.3. Degree of CET in cross cultural settings

As referred to in the above section, CETSCALE has become a very unique and effective scale to measure the degree of ethnocentrism of customers in any country of the world. Therefore researchers in consumer behavior have commonly accepted that the CETSCALE score represents the degree of CET. For instance, Durvasula et al. (1997) noted that high CETSCALE scores represent a high degree of CET and low scores indicate a low degree of CET. Previous researchers have validated this scale in different geographical settings. In the original CETSCALE, a 7 point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) was employed as the response format. Later on

except for a few researchers, all the researchers used the same response format to measure the degree of CE in different countries. Watson and Wright (2000) proposed that the top half of the CETSCALE score can be considered as a high level of ethnocentrism and that the bottom half of the scale's score belongs to low degree of ethnocentrism. However it is not reasonable from a rational perspective. According to the given scale the total score for the responses of customers to 17 items should be laid between 17 to 119. According to the mean values of those studies, it can be decided whether the ethnocentric tendency of customers of a particular country is low (Score range from 17 to 51), medium (Score range from 51 to 85) or high (Score range from 85 to 119). As some researchers have adopted the reduced 10-item scale, the mean value of those studies will range from 10 to 70. In those cases the mean values should fall between 10 to 30 score range for the degree of CE to be low level, from 30 to 50 for a medium level and between 50 to 70 for a high level. Some researchers have calculated the CETSCALE score in average values ranging from 1 to 5 scales or from 1 to 7 scales. In such situations the range of the given scale should be divided into 3 intervals in deciding the degree of ethnocentrism. According to the aforesaid score ranges, the findings of previous studies in cross cultural settings can be summarized into table 2.2 to make general assessments about the degree of the ethnocentric tendency of the customers in different countries.

Table 2.2: Degree of CET in cross cultural settings

Aurthor/s	Country	Mean	SD	CET
Shimp and Sharma (1987)	USA	61.73	24.24	Medium
Sharma et al. (1995)	Korea	85.07	N/A	High
Good and Huddleston (1995)	Poland	69.19	N/A	Medium
	Russia	51.68	N/A	Medium
Caruana (1996)	Malta	56.80	18.20	Medium
Dursula et al. (1997)	USA	50.24	22.85	Medium
	Russia	32.02	12.47	Low
Acharya (1998)	Australia	56.40	N/A	Medium
Steenkamp and Baumgartner (1998)	Belgium	28.7	9.21	Low
	Great Britain	30.29	9.47	Low
Hult et al. (1999)	USA	61.50	19.30	Medium
	Japan	40.10	17.30	Low
	Sweden	38.40	18.50	Low
Keillor and Hult (1999)	USA	3.88**	1.23	Medium
	Japan	2.37**	1.09	Low

	Sweden	2.10**	1.09	Low
	Hong Kong	4.36**	0.99	Medium
	Mexico	3.71**	0.92	Medium
Watson and Wright (2000)	New Zealand	62.21	25.79	Medium
Batra et.al (2000)	India	4.81**	1.27	Medium
Balabanis et al., 2001	Turkey	26.110	0.485	Medium
	Czech Rep.	23.880	0.391	Medium
Yu and Albaum (2002)	Hong Kong	34.19	14.6	Low
Shoham and Brencic (2003)	Israeli	2.81*	1.25	Medium
Lee et.al (2003)	USA	2.53*	2.53	Medium
Hamin and Elliot (2006)	Indonesia	74.50	N/A	Medium
Chryssochoidis et al., (2007)	Greece	65.45	1.05	Medium
Wong et al., (2008)	China	56.25	14.60	Medium
Bahaee and Pisani (2009)	Iran	49.3	N/A	Medium
Shergill et. al., (2010)	New Zealand	3.36	1.02	Medium
Erdogan and Uzkurt (2010)	Turkey	50.19(RC)	21.13	Medium
Mensah et.al., (2011)	Ghana	4.44**	N/A	Medium
Bi et.al (2012)	Chinese	2.68**	1.01	Low
Ganideh and Taee, (2012)	Jordan	40.89(RC)	N/A	Medium

** Average mean 7 point Likert Scale, * Av. Mean 5 point Likert Scale

RC= Researcher calculated based on individual items

Source: Developed by the author based on the previous literature

According to the findings of previous studies the ethnocentric tendency of most of the countries are found to be at a medium or low level. However some countries such as Korea and Indonesia reported a relatively high level of CET.

2.4. Antecedents of consumer ethnocentrism

As per the general context, consumer ethnocentricity may influence consumer preferences when purchasing domestically made products (Cicic, Brkic and Praso-Krupalija, 2003; Durvasula, Andrews and Netemeyer, 1997; Vida, Dmitrovic´ and Obadia, 2008). Moreover, it has shown that ethnocentric tendencies encourage consumers to negatively evaluate foreign brands (Klein, Ettenson and Krishnan, 2006; Kwak, Jaju, and Larson, 2006; Vida, Dmitrovic´ and Obadia, 2008). However the CETSCALE helps to measure the ethnocentric orientation of the consumers. Furthermore, it is worth to analyze why customers become ethnocentric oriented from a brand management perspective. For this purpose, previous researchers have paid considerable attention for analyzing the

antecedents of CE. However, previous empirical studies reveal that the degree of CE and its antecedents differ in a cross cultural context as well as between developing and developed economies (Reardon, Miller, Vida and Kim, 2005; Wang and Chen, 2004). In addition to this Sharma et al (1995) noted that the ethnocentric tendencies of customers can be created by the influences of social and economic determinates as well as other environmental factors. Shankarmahesh (2006) categorized all the antecedents of CE under four broad groupings: socio-psychological, economic, political, and demographic. None the less, most of the previous researchers have analyzed the antecedents of CE from a socio-psychological perspective.

2.4.1. Socio-psychological antecedents

In his extensive literature review, Shankarmahesh (2006) summarized all the socio-psychological antecedents into 10 different constructs. Those are cultural openness, world mindedness, patriotism, conservatism, collectivism-individualism, animosity, materialism, human values, salience and dogmatism. On the other hand, Siemieniako, Kubacki, Glin´ska and Krot (2011) noted that ethnicity, nationalism, internationalism and lifestyle are other important socio-psychological antecedents of CE. Furthermore, Altintas and Tokol (2007) identified three main constructs under the group of socio-psychological antecedents of CE. Also, conservatism has been identified by previous authors, whilst xenophobia and negative attitudes towards foreigners can be considered as new constructs. Wanninayake and Dissanayake (2009) introduced cultural heritage, inheritance and individual social responsibility (ISR) as ethnocentric stimuli of developing countries. Socio-psychological antecedents introduced by previous scholars are summarized in table 2.3.

Table 2.3: Socio- psychological antecedents of CE

Socio- psychological antecedents of CE	Author/s
Cultural openness	Sharma et al. (1995); Shimp and Sharma (1987); Siemieniako et.al (2011); Vida et al. (2008).
World mindedness	Suh and Kwon 2002; Balabanis et al. (2001).
Patriotism	Bannister and Saunders (1978); Han (1988); Sharma et al. (1995); Klein and Ettenson (1999); Balabanis et al. (2001); Siemieniako et.al (2011).
Conservatism	Sharma et al. (1995); Balabanis et al. (2002); Siemieniako et.al (2011); Altintas and Tokol (2007).
Collectivism	Nishina (1990); Strutton et al. (1994); Sharma et al. (1995); Siemieniako et.al (2011).

Animosity	Klein et al. (1998)
Materialism	Clarke et al. (2000)
Salience	Olsen et al. (1993)
Dogmatism	Shimp and Sharma (1987); Caruana (1996).
Ethnicity	Siemieniako et.al (2011)
Internationalism	Balabanis et. al., (2001); Lee et. al., (2003); Kosterman and Feshbach ,(1989)
Nationalism	Siemieniako et.al (2011); Vida et al. (2008)
Lifestyle	Siemieniako et.al (2011)
Xenophobia	Altintas and Tokol (2007)
Negative attitudes towards foreigners	Altintas and Tokol (2007)
Cultural heritage	Wanninayake and Dissanayake (2009)
Inheritance	Wanninayake and Dissanayake (2009)
Individual social responsibility (ISR)	Wanninayake and Dissanayake (2009)
National Identity	Vida et al., (2008)
Cosmopolitanism	Skrbis et al., (2004)
Values	Clarke et al. (2000)
Social norms	Johansson and Nebenzahl, (1987), Granzin and Painter (2001)
National disidentification	Josiassen (2011)

Source: Developed by the author based on the previous literature

Some prominent socio psychological antecedents and their association with CET have been discussed in detail in the following sections.

Cultural openness

Cultural openness refers to openness of customers to foreign cultures. Shankarmahesh (2006) has defined cultural openness as "*the opportunity and willingness of people in one culture to interact toward people, values, and artifacts from other cultures*". According to Sharma, Shimp and Shin (1995) cultural openness is "*the willingness of customers to interact with people from other cultures and experience some of their artifacts*". Suro (2011) suggested five stages through which people can be passed through to become fully culturally oriented. According to Shimp and Sharma (1987) cultural openness is negatively correlated with CET. Furthermore Ruyter et. al., (1998) empirically proved that there is a strong negative correlation between cultural openness and CET in Netherland. On the other hands when customers have more cultural

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openness, they demonstrate a low degree of ethnocentric tendencies (Howard, 1989) than individuals who maintain more reserved opinions towards foreign influences (Ruyter et. al., 1998). Some researchers have argued that, cultural closeness can be considered as an antecedent of CE. For instance, Watson and Wright, (2000) noted that cultural closeness between countries also plays an important role in ethnocentric buying behavior. According to Sharma et al. (1995), its main reason is because; the more culturally open customers are the less bias they are to their country due to increased interactions with other cultural values. In addition, Altintas and Tokol (2007) emphasized that xenophobia and unfavorable attitudes towards foreign brands are closely linked with less cultural openness and conservative values of customers. However most of the previous researchers failed to analyze the moderating effect of other variables like self-reference criteria (SRC) and cultural similarity and their relationship between cultural openness and CET (Shankarmahesh 2006). According to Jeannet and Hennesy, (1995) SRC is a "*tendency to judge other cultures using one's own set of values as the reference point*". Therefore the SRC of an individual may be highly influenced by his/her relationship between cultural openness and the ethnocentric tendency of customers.

As far as measurement tools of cultural openness are concerned, most of the previous researchers have employed self-developed Likert-type scales for assessing the degree of cultural openness. Some previous scholars (e.g. Vida, et al., 2008) have employed some selected items of the cosmopolitanism scale proposed by Yoon, Cannon and Yaprak, (1996). Even though they have reported the high reliability of those scales, there is no universally accepted scale for measuring cultural openness. However Winit et. al. , (2008) have made a considerable attempt to develop a 19-item scale for cultural openness based on the previous scales for measuring cosmopolitanism, global openness and global consumers' self-identification.

World mindedness

World mindedness allows consumers to feel that all humans in the world belong to one group. It is similar in concept to geocentrism or internationalism. According to Rawwas et al. (1996), consumers may think of human beings as a primary reference group without considering their ethnic group or nationality. Furthermore, it is a tendency in people which encourages them to share common values and maintain empathy towards other societies (Sampson and Smith, 1957). Therefore nationalism and world mindedness cannot be considered as completely opposite phenomena. On the other wards, there is a possibility of customers may not become world minded without worship to his/her mother nation (Rawwas et al., 1996). However Kosterman and Feshbach (1989)

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illustrated that nationalism is negatively correlated with world mindedness. The world mined customers may view the entire world as the center for evaluating their cultural or social values. Therefore it is an essentially different concept than cultural openness; as cultural openness refers to the willingness of consumers to deal with other cultures. Individuals can become world mined without having cultural openness (Shankarmahesh 2006). Hence, theoretically there is a negative relationship between world mindedness and ethnocentric tendencies of customers and it has been proved by previous researchers based on empirical evidence (e.g. Rawwas et al. 1996). Nevertheless, world mindedness can act as a strong moderating variable in making a significant impact on the relationship between cultural openness and CET. Sampson and Smith (1957) initially developed a 32-item scale to measure the degree of world mindedness of people. Hett (1993) further elaborated this scale and suggested 8 dimensions to measure this phenomenon. Nijssen and Douglas (2008) introduced a 4 item scale for cultural openness and another 4 item scale for cultural adoptability with the purpose of measuring world mindedness. However, a 7- item scale was developed by Rawwas et al., (1996) which found a sufficient level of reliability (alpha - 0.692) and goodness of fit index (GFI - 0.972). Therefore this 7- item scale is more appropriate to measure the degree of world mindedness of customers.

Patriotism

Patriotism has been defined by previous scholars from several perspectives. Some of them are "*sense of national loyalty*" (Hurwitz and Peffley 1999), "*a love of national symbols*" (Spinner- Halev and Theiss-Morse 2003), "*specific beliefs about a country's superiority*" (Sullivan, Fried, and Dietz 1992) etc. According to Huddy and Khatib (2007) patriotism can be considered as an important phenomenon for developing commitments of people towards their mother nations. Even though there is no consensus of previous researchers about the operational definition of patriotism, almost all the explanations reflect that patriotism is a heart-felt attachment of people to their nations (Conover and Feldman 1987). Therefore theoretically it should be closely related to CE. Several authors contended that patriotism is not only related to ethnocentrism, but also acts as a defense mechanism for the in-group (Sumner 1906; Adorno et al., 1950). Empirical support for a positive relationship between patriotism and CET is provided by studies such as Han (1988), Sharma et al. (1995) and Klein and Ettenson (1999). Furthermore, Han (1988) noted that a high degree of consumer patriotism leads to making favorable evaluations of domestic brands over their foreign counterparts and this feeling may represent the "*affective component*" of the consumer attitudes. However, there are some empirical

evidences to the contrary of aforesaid arguments. For example, Bannister and Saunders (1978) concluded that "*the patriotism of British respondents does not extend, with any degree of conviction, into consumer goods markets.*"

In addition to what is referred above, Huddy and Khatib (2007) have oprationalized patriotism into three different aspects; constructive patriotism, symbolic patriotism and uncritical patriotism. They have defined constructive patriotism as "*an attachment to country characterized by support for questioning and criticism of current group practices that are intended to result in positive change*". Symbolic patriotism refers to "*a relatively conceptual or affective attachment to the nation and its core values*". Uncritical patriotism is "*rigid and inflexible attachment to country*". Therefore symbolic and uncritical patriotism can be considered as blind patriotism of consumers. According Schatz et.al, (1999) blind patriotism is "*an attachment to country characterized by unquestioning positive evaluation, staunch allegiance, and intolerance of criticism*". Therefore the relationship between consumer patriotism and CET can be varied as mentioned in the aforesaid three different aspects of the patriotism. According to theoretical arguments, blind patriotism strongly correlates to CET rather than constructive patriotism. However, previous findings revealed that the positive relationship between patriotism and CET is not a universal truth. For instance, Balabanis et al., (2001) empirically proved that those constructs positively associated in the context of Turkey are not so in the context of the Czech Republic. Additionally, Lee et. al., (2003) discovered that there is a negative correlation between those two constructs. Schatz et.al, (1999) has developed a 12-item scale for measuring blind patriotism and a 7-items scale for constructive patriotism. However the 12-item scale developed by Kosterman & Feshbach (1989) has been widely used by previous researchers in behavioral sciences.

Conservatism

Conservatism is the preference of people to maintain the traditional order of society and preservation of those traditions. Sharma et al., (1995) defined conservatism as "*a tendency to cherish traditions and social institutions that have survived the test of time and to introduce changes only occasionally, reluctantly and gradually*". According to those definitions conservative people are reluctant to make radical changes in the established order. Furthermore, Wilson and Patterson (1968) noted that extreme conservatives share several characteristics such as religious fundamentalism, preference for the conventional, persistence on strict rules and regulation and the anti hedonic tendency. In par with this, Wang (1978) noted that there is a negative relationship between consumer conservatism and favorable attitudes towards

international brands. Sharma et al., (1995) further argued that conservatism of customers positively correlates to CET. Schwartz (1992) has introduced 10 types of human values and 03 of them are categorized into "*conservative values*" such as conformity, tradition and security. Based on their empirical study in Turkey and Czech Republic, Balabanis et al., (2002) proved that conservative values and CE has a positive relationship in both countries.

Initially Wilson and Patterson (1968) proposed a 50-item scale for estimating the conservatism of people. However other researchers modified this scale based on their empirical studies. Later on Henningham (1996) suggested a 12-item scale based on the original scale introduced by Wilson and Patterson (1968) and it was widely accepted. Furthermore, Ray (1983) introduced a 22- item scale for determining liberalism and conservatism. 11 items of this scale are directly used to measure the degree of conservatism of the US people. However, later on Schwartz et al. (1992, 1994a) developed a 45- item scale named SVS for computing human values. Therefore most of the researchers in consumer behavior adopted the selected items relating to the conservative values of people in that scale. Furthermore, Sharma et al. (1995) noted that patriotism and conservatism of the customers are strongly correlated. In conclusion, they suggested a combined scale named PATCON for measuring both phenomena.

Collectivism

Collectivism is simply the opposite term of individualism. These were developed as socio- psychological concepts in terms of personal values of human being. Collectivism is the social orientation of people to give priority to perceive and achieve the goals of their own group rather than individual goals. According to Hofstede (2001) "*collectivistic individuals from birth onwards are integrated into strong, cohesive in-groups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty*". Therefore it is clear that collectivists have more of a sense of community and attempt to protect norms and standards of a group with the purpose of maintaining consensus within the group. Even though this concept was introduced by Hofstede (2001) with the purpose of analyzing the characteristics of different cultures in the world, previous researchers (e.g. Mead, 1967, Villareal, and Clack, 1985) have recognized it as an important personality trait of the people. However the empirical studies of Hofstede (1980, 2001) expounded that there are significant differences in 67 countries in terms of five cultural dimensions including the collectivism of the people. Findings further revealed that there are strong correlations between those cultural characteristics and demographic characteristics of a country. For instance, people of western countries like USA are individualistic where as Asians are more collective. According to Shulruf et.

al., (2003) Hofstede's analysis mainly focused on country level rather than on the individual level. The macro level focus of Hofstede's analysis may be argued as a limitation for adapting it to measure individual characteristics of the people in one nation. However Yoo and Donthu (2002) argued that collectivism can be considered as a major element of individual cultural orientation. As collectivism makes a claim to the individual's concern for his/her own group, there is a strong commitment from him/her to buy his/her homemade products. The insights of Yoo and Donthu (2002) exclaimed that collectivists feel more obligated to buy domestic brands for the betterment of their economies. Therefore collectivism of customers can be considered as an antecedent of CE in socio-psychological contexts. According to Sharma et al., (1995) collectivism leads to more ethnocentrism than individualistic consumers. On the same line, Hui and Triandis (1986) noted that collectivistic consumers are willing to sacrifice their own welfare for their mother nation. Furthermore Schwartz and Bilsky (1990) emphasize that collectivists hold back emotions and the impulsive purchasing intentions of imported products assuming it will be harmful to their mother countries. Those findings revealed that collectivism of customers may have a positive impact on CET. However some researchers (e.g. Strutton et al.1994) argue that, people with individualistic goals tend to be more ethnocentric due to their "*open-mindedness and self-autonomy*", which leads them to make honest decisions to buy domestic brands.

There are several scales to measure the collectivism of consumers introduced by previous authors. The INDCOL scale introduced by Hui (1988) consists of 06 subscales to measure the degree of collectivism relating to six groups such as "*spouse, parents, relatives, neighbors, friends, and coworkers*". Moreover, Triandis et. al. (1990) operationalized collectivism in to two aspects such as vertical collectivism (VC) and horizontal collectivism (HC). He noted that vertical aspect of collectivism focuses on the valuation of hierarchy and that the horizontal aspect relates to the valuation of equality. Accordingly they proposed an 8-item scale for assessing VC and another 8-item scale was used to measure HC. INDCOL become popular scale among researchers and has been validated in most consumer behavior studies. However, previous researchers argue that the 6-item scale of collectivism in the "*personal cultural orientation scale*" developed by Yoo and Donthu (2002) is more appropriate to measure collectivism in terms of the individual rather than at the country level.

Animosity

Conflicts among world's nations create popular trends in the prevailing global environment. Sometimes those disagreements emerge due to "*territory disputes, economic arguments, diplomatic disagreements, or religious conflicts*"

(Hoffmann et. al, 2011). It was stated that the conflicts among countries may have a significant impact on consumer behavior (Klein 2002). According to Klein (2002) consumers in the home country holds hostile attitudes towards some other target country based on the dispute between those two nations. This attitude may encourage them to refuse the ownership of products manufactured in hostile countries. In addition, Klein et al. (1998) claim this phenomenon as "*animosity*". According to Klein et al. (2006) animosity is "*the remnants of antipathy related to previous or ongoing military, political or economic events that will affect consumers' purchase behaviour in the international marketplace*". Previous studies (e.g. Nijssen and Douglas 2004) have empirically proved that there is a strong negative correlation between animosity of consumers and willingness to purchase products from hostile countries. However Klein, Ettenson, and Morris (1998) noted that animosity is an emotional feeling of customers which influences them to reject or boycott a product directly or indirectly associated with those target countries; rather than negatively evaluate the products coming from such countries. For instance: Klein et al. (1998) further noted that Chinese consumers are unwilling to buy Japanese products due to the dispute between those two countries but they still believe Japanese products are of a high quality. According to the aforementioned background consumer animosity towards a specific country and CE are two different phenomena. Nonetheless, consumer animosity can induce the feelings of CE. According to Klein (2002) domestic customers are willing to buy locally made substitute products with the purpose of releasing their anger against a hostile nation. Furthermore, Shankarmahesh (2006) suggested that animosity positively correlates to CE based on previous literature. However, some researchers noted that animosity towards out-groups may increase ethnocentric feelings, but empirically there is low correlation between those concepts (e.g. Nijssen and Douglas 2004). Therefore aligning with above discussion, the researcher of this study argues that animosity is an antecedent of CET.

The initial model for consumer animosity developed by Klein et al. (1998), found two independent dimensions; war related animosity (3-item scale) and economic related animosity (5-item scale). Klein (2002) then revised this model using 3 item scales to measure each of the three aspects such as war animosity, economic animosity and general animosity. In addition, Jin and Furukawa adopted a 5- item scale to measure the degree of animosity in 2006. According to former literature, most of the previous researchers have developed their measurement tools based on the original scale introduced by Klein et al. (1998).

Materialism

Consumers evaluate the value of their lives based on different criterion. Some of them believe that "*physical well-being and worldly possessions*" become important aspects for maintaining their social status. This concept is known as "*Consumer Materialism*". According to Chan and Prendergast (2007), materialism has been viewed as "*a set of attitudes which regard possessions as symbols of success, where possessions occupy a central part of life, and which include holding the belief that more possessions lead to more happiness*". Richins and Scott (1990) noted that materialism stimulates customers to own valuable materials for achieving the desired status of their lives. In Belk's (1984) view, materialism consists of three dimensions, namely: possessiveness, non-generosity and envy. Richins and Scott (1990) exclaim that highly materialistic consumers like to consume high value items publicly to show off their financial wealth, to convey status and their social prestige to the society. Previous researchers have viewed the materialism of consumers from different perspectives. According to them it can be considered a personality trait (Belk, 1985), human values (Richins and Dawson, 1992) and attitudes (Chan and Prendergast, 2007). This establishes that most of the previous researchers made a considerable attempt to search the consequences of this concept. Accordingly Bevan-Dye (2012) argued that materialism encourages the "*status consumption*" of customers. Moreover Jalees (2007) explored that there is a significant relationship between materialism and perceived social status. Highly materialistic customers perceive that their possessions bring happiness and well-being to their lives. Therefore, the more materialistic customers show the more tendencies to spend for purchasing and involve in compulsive buying behavior (Watson, 2003).

According to the above discussion, it is clear that consumer materialism is a concept that relates to consumer buying behavior. However, the most important argument is whether materialism has a significant relationship with CE. Clarke, Shankarmahesh and Ford (2000) provided empirical support for a positive relationship between materialism and CE. Furthermore, adding to the same argument, Cleveland et al. (2009) noted that if customers are more materialistic and ethnocentric, they are highly motivated to protect their social status through purchasing national brands. Nevertheless, Bevan-Dye (2012) argues that this finding can only be applied to the developed countries. Demirbag et al. (2010) claimed that more materialistic customers have a tendency to buy reputed global brands to maintain their prestige. Those studies show that materialism is a significant antecedent of CE. Many of the previous scholars attempted to develop scales for measuring consumer materialism. Campbell (1969) initially

developed an 8-item scale and Wackman et. al (1972) introduced a 6-item scale. Subsequently Richins (1987) and Hesin et.al., (1989) further developed the 6-item scale for measuring this concept. However, most of researchers in the field of consumer behavior have adopted the 6-item scale that was introduced by Richins in 1987.

Human Values

According to the previous literature, values are the main guiding principles of human behavior and directly influence the attitudes and behavior of people. Previous scholars have paid attention to human values since the beginning of the 19th century. According to Kahle (1983) human values are "*a specific end state of existence or specific mode of conduct that is preferred to an opposite end state or mode of conduct for living one's life*". According to previous literature, human values can be beliefs and desirable end states or modes of conduct (Schwartz, 1990). Even though there are an infinite number of human values to be studied, previous researchers limited the number of values to several categories. Accordingly, Schwartz (1994) introduced 10 types of human values and Shankarmahesh (2006) divided them into two categories such as internal and external values. There are no clear empirical evidence to elaborate the relationship between CE and all the categories of human values. However Clarke et al. (2000) explored that external values like fun and enjoyment in life positively correlates to CE and internal values such as self-respect and self-fulfillment have negative relationships with CE. Most of the researchers have adopted the multi-item scale introduced by Schwartz (1994) under 10 value categories.

Salience

Most of the customers may hold a high degree of CET as a moral principle. According to Sharma et al. (1995) customers are reinforced to buy domestic brands due to the perceived threat of foreign competitors to local businesses. Olsen et al. (1993) noted that customers purchase domestic products to help the economy of mother nation. Therefore this mental condition of customers is known as "*Salience*". According to Olsen et al. (1993) salience is "*an exogenous construct that connotes the extent to which the need for help is recognized as important by the (potential) helper*". Therefore it refers to customer perception towards the perceived threat to domestic workers or industries in consumer behavior perspectives. Bar-Tal (1976) states that, "*salience may reflect the perceived extent of the victim's need for help*". Furthermore Rosenblatt (1964) argue that the feelings of customers about the common threat to their own group from outside forces may encourage their feeling of ethnocentrism. Even though

Sharma et al. (1995) recognize perceiving the threat of imported products as a moderate variable of CET, Olsen et al. (1993) have empirically proved that salience has a direct positive correlation with CET. Therefore, it can be considered as another antecedent of CE. There is no popular scale to measure the salience of customers. However Olsen et al. (1993) used a simple 2-item scale to measure this concept.

Dogmatism

The term dogmatism can be considered as another important aspect the human personality. Caruana (1996) noted that dogmatism is a personality trait like other personality characteristics such as innovativeness, risk taking, and inner-outer directedness. Further he defined dogmatism as "*a personality trait that views reality in black and white*". However, Shiffmen and Kanuk (2007) argued that dogmatism is a major determinant of consumer innovativeness. They have defined dogmatism as "*the degree of rigidity of an individual's display towards unfamiliar products or features and the degree to consider information that are against their own established beliefs as unfavorable or favorable*". According to Shimp and Sharma (1987) dogmatism, patriotism and conservatism in terms of political economic activities are positively correlated with CET. In addition to what is said above, Anderson and Cunningham (1972) argued that people with a low degree of dogmatism show unfavorable attitudes towards homemade products. Additionally, it is noted that there is a significant positive correlation between the CETSCALE and dogmatism in the empirical study conducted by Caruana, (1996).

There are several scales for determining the degree of dogmatism of customers. At the foremost, there is the 40-item dogmatism scale developed by Rokeach (1956). Then Troldahl and Powell (1965) suggested a 20-item scale. However, most of the scholars who attempt to measure dogmatism in general have considered scales of consumer innovativeness for this purpose. For instance: the 40-item scale developed by Mehrabian and Russel, (1974) for determining people's tendency to adapt innovative products and the 32- item scale of innovativeness developed by Kriton; (1976) are used by researchers to study dogmatism of customers. However modern researchers have adopted the 10- item scale introduced by Bruning, et al. (1985). This scale has been validated by some other researchers (e.g. Caruana, 1996) in several other cultural and social contexts as well.

Internationalism

As mentioned above, internationalism is almost similar in concept to world mindedness. However, they have some slight conceptual differences. Kosterman and Feshbach, (1989) stated that internationalism is a positive feeling of people towards other nations. In addition, they emphasized that internationalism encourages people to focus on "*international sharing and welfare, and reflects an empathy for the peoples of other countries*". As world mindedness reflects the tendency of customers to evaluate the entire world as one group, internationalism is conceptually a different concept than world mindedness as well as cultural openness. Nevertheless, both these phenomena share the same consequences. Thus, this concept is negatively associated with patriotism and nationalism. However, it cannot be called the "*opposite end of nationalism*" (Smith and Rosen, 1958). Kosterman and Feshbach, (1989), further noted that internationalists are supporters of the liberal parties of their countries. Subsequently, the present researcher argues that internationalism can be considered as an antecedent of CE. This argument can be justified by the empirical findings of previous researchers. For instance, Lee et. al., (2003) empirically proved that there is a negative correlation between internationalism and consumer ethnocentrism in US consumers. Moreover, several studies found that world mindedness, as a similar construct, has a negative correlation to CE or is positively associated with the buying preference of international brands (e.g. Crawford and Lamb, 1982, Rawwas et al. 1996). But again Balabanis et. al., (2001) did not find any significant relationship between internationalism and CE either in the context of Czech Republic or Turkey. Kosterman and Feshbach (1989) have proposed a 9-item scale for measuring internationalism and it has been a popular tool among other researchers in the field of consumer behavior (e.g. Balabanis et. al., 2001, Lee et. al., 2003).

Nationalism

In par with the transformational dynamics that has taken place in terms of globalization, nationalism has become an unpopular concept in the world during the last few decades. However, the loyalty of the people towards their nation has come to be an increasing trend today through expecting economic independency and sovereign identity (Smith, 1992). Early researchers noted that nationality and patriotism are similar concepts. Even though these concepts are closely correlated, they are essentially different phenomenon. According to Druckman (1994) patriotism has been constructed as "*commitment or a readiness to sacrifice for the nation*" and nationalism is "*commitment plus exclusion of others, a readiness to sacrifice bolstered by hostility toward others*". Further Adorno et al. (1950) renamed nationalism as "*ethnocentric patriotism*" which

stimulates people to think their country is superior to others and should dominate other countries. Consequently, both nationalism and patriotism can be considered a "*negative internationalism*". Furthermore, Baughn and Yaprak (1996) noted that economic nationalism is a much broader concept than general nationalism. Economically, nationalists believed that foreign investment, products or immigrants should be restricted due to their bad impact on the local economy. In addition, Calhoun (1993) made a significant discovery: that the tendency towards nationalism is at a higher level in countries with ethnic minorities. Therefore, it will be an effective research issue in a country like Sri Lanka which is currently in post-war recovery after a 30 year ethnic conflict.

According to the above literature, it is clear that nationalism can be considered powerful antecedent of CE. As per the contribution made by Sharma et al. (1995), in cases where foreign countries become a threat to the national economy; people become more nationalistic as well as more ethnocentric. Furthermore, Kosterman and Feshbach (1989) noted that nationalism is closely associated with CET. Moreover Lee et. al., (2003) empirically proved that nationalism and CET are positively correlated to each other. According to Balabanis et. al., (2001) this relationship is empirically supported in the Czech Republic but not in Turkey. Even though in many of the scales introduced by previous authors to measure nationalism of people, most of the researchers in consumer behavior (e.g. Balabanis et. al., 2001, Lee et. al., 2003) have frequently adapted to 8-item scale developed by Kosterman and Feshbach (1989).

Lifestyle

Generally lifestyle refers to "*how one lives*". However in marketing perspectives, lifestyle reflects the behavioral patterns of consumers (Kotler, 2000). According to Kucukemiroglu (1999) lifestyle "*describes the behavior of individuals, a small group of interacting people, and large groups of people acting as potential consumers*". Therefore, it is essentially a different concept from the personality of consumers. Wells and Tigert, (1977) noted that the lifestyle of customers represent three aspects of consumer behavior. Those are activities, interests, and opinions (AlO). Furthermore, Kesic and Prii-Rajh (2003) argued that lifestyle reflects the living pattern of people and their pattern of spending money and time. Previous researchers (e.g. Kucukemiroglu, 1999, Kaynak, and Kara, 2002, Kaynak and Kara, 1996 etc.) have made a momentous attempt to explore the relationship between lifestyle of customers and CET. On the other hand, Shimp & Sharma (1987) argued that lifestyle has a direct impact on a consumer's evaluation about the appropriateness of a particular product. Previous authors have argued that lifestyle is another antecedent of CE due to the

fact that different aspects of lifestyle may be positively or negatively associated with CET. There are several aspects of lifestyle that have been introduced by scholars based on their empirical studies. Some of them are "*fashion conscious, health consciousness, community consciousness, price consciousness, family concern, leadership concern, care-free and practicality*". Based on the empirical results, Kaynak, and Kara, (2001) claimed that more fashion oriented customers are low ethnocentric. Additionally, Kucukemiroglu, (1999) explored that both fashion consciousness and leadership concerns of Turkish customers negatively correlates with CET. Furthermore they noted that family concerns and community consciousness are positively associated with CET.

Lifestyle has been measured by the scales developed based on AIO statements under several dimensions based on the factor loadings. For instance Kucukemiroglu, (1999) has constructed 08 dimensions and Mensah et.al, (2011) employed 05 dimensions for categorizing AIO statements to determine the lifestyle of consumers. In addition to that Yang, (2004) has introduced three lifestyle groups of customers such as risk takers, experiencers and traditionalists and measured the lifestyle of customers based on a 12-item scale.

Xenophobia

Xenophobia is a socio psychological concept which is popular among modern researchers in the field of consumer behavior. According to Hjerm, (1998) xenophobia is the "*negative attitude toward, or fear of, individuals or groups of individuals that are in some sense different (real or imagined) from oneself or the group(s) to which one belongs*". Therefore Altintas and Tokol (2007) argued that it is the irrational fear of global brands. Even though xenophobia is created within the consumers' mind due to distrust or fear, it can be consider as a justification in the consumers' minds to be more ethnocentric (McEvoy, 2002). De Master and Le Roy, (2000) noted that the main reason for such a condition to develop within the consumer is their perceived threats from foreign cultures. However this concept is conceptually different from animosity and nationalism. In most of the cases, animosity can be an ingredient of consumer xenophobia. According to the aforesaid background, this concept has theoretical associations with CET. Most of previous scholars investigated this phenomenon from political or ethical perspectives in general. Very few researchers have examined its association with CE. However Altintas and Tokol (2007) have empirically proved that there is a strong positive relationship between xenophobia and CE in the context of the Turkish population.

There is no universally accepted common scale to measure the degree of xenophobia within consumers. De Master and Le Roy (2000) claimed that

measuring this concept is more challengeable due to the nature of its construct and the reluctance of respondents to answer questions. Therefore they suggested a 7-item scale to indirectly measure the concept. Later Altintas and Tokol (2007) also adopted four selected items to determine the degree of xenophobia in customers.

National Identity

National identity is a relatively broader concept than other antecedents of CE. Herskovits (1948) initially defined this concept as "*The extent to which a given culture recognizes and identifies with its cultural focus*". However it generally refers to a group of people's feeling of belonging to one nation. National identity can be generated within the human mind based on several elements in terms of the external environment. Some of them are "*language, historical heritage, cultural values, traditions, national symbols, colors and mass media*" etc. Keillor and Hult (1999) defined national identity as "*the extent to which a given culture recognizes and identifies with its unique characteristics*". However it may consist of a few cultural elements that those are tied up with sub cultures within the national boundaries (Clark, 1990). Furthermore Keillor and Hult (1999) noted that when the number of sub cultures increase within a particular country it may have an adversely affect on the strength of the national identity within its society. In addition to that some researchers (e.g. Aldridge 2002) claim that most of governments attempt to develop a strong sense of national identity in their citizens. Besides the different arguments put forward by the previous scholars with regard to national identity, some researchers made a considerable attempt to identify its relationship with ethnocentrism. For instance, Huntington (1996) argued that the national identity of people may developed on four dimensions; belief structure, cultural homogeneity, national heritage and ethnocentrism. Turner (1982) noted that "*according to self-categorization theory, when a personal sense of identity is shared with a group, the outcome can take the form of social cooperation and ethnocentrism*". Moreover Sharma et al. (1995) argued that some antecedents of CE like patriotism and nationalism are directly associated with national identity. Keillor and Hult (1999) mentioned that some antecedents of CE have an indirect impact on national identity as well. This argument was further justified by Netemeyer, Durvasula and Lichtenstein (1991) based on the empirical evidence to prove that culturally homogeneous societies show a higher tendency of CE. Lantz (2002) further noted that national identity and CET display a strong correlation in the context of Vietnam.

The most popular measurement tool of national identity is CSES (collective self-esteem scale) introduced by Luhtanen & Crocker in 1992. It consists of 16 items under four types of self or collective esteems; membership, private, public

and importance to identity. Most of the researchers have adopted this scale with some modifications to match their research contexts. However NATID, a 17-item scale, developed by Keillor et al (1996) became more popular among researchers in the field of consumer psychology. It was initially introduced in 1996 and was further validated by Keillor and Hult (1999) by comparing national identity settings of five countries.

Cosmopolitanism

Even though cosmopolitanism was introduced by Merton and Gouldner in 1957 as a sociological phenomenon, at present it is becoming popular among researchers in the field of consumer psychology as a dispositional construct associated with the CE. It has been described by scholars from different perspectives. Some researchers perceived cosmopolitanism as a personality trait whereas some of them believe that it is a skill which individuals can learn from the environment (e.g. Cannon and Yaprak 2002; Thompson and Tambyah 1999). According to Hannerz (1990) cosmopolitanism is "*a willingness to engage with the other, an intellectual and aesthetic stance of openness toward divergent cultural experiences, coupled with personal competence toward the alien culture.*" On the other wards, "*cosmopolitanism refers to the specific set of beliefs, attitudes, and qualities of individuals that will help them to become a conscious openness to the world and to cultural differences*" (Skrbis, Kendall, and Woodward 2004). Cannon and Yaprak (2002) noted that cosmopolitanism of the people helps to dissolve the traditional boundaries among nations and encourages a homogeneous consumption pattern around the world. The relationship between CE and cosmopolitanism has become a popular research issue among researchers in the recent past. According to Cleveland et.al (2009) cosmopolitanism stimulates customers to purchase global brands over the domestic brands and is negatively associated with CET. Hannerz (1990) noted that as individuals with high cosmopolitanism are frequent travelers to various places and involve themselves with people of other cultures, they may be interested in consuming foreign products. Furthermore, Kaynak and Kara (2002) posit that CE as well as patriotism and conservatism of people can be impeded by increasing their openness to foreign cultures. Suh and Kwon (2002) contend that CET has a mediating effect on the relationship between global openness and purchasing behavior.

Generally applicable or universally accepted measures for cosmopolitanism are very limited. Initially Dye, (1963) proposed a 5-item scale to measure local cosmopolitanism of people and Jennings, (1966) came up with a simple 3-item scale. Subsequently Jain and Etgar, (1977) and Earle and Cvetchkovich, (1997) introduced 6- item and 5-item scales respectively. However the CYMYC scale

was introduced by Cannon et al., (1994) for assessing cosmopolitanism from marketing perspectives. This scale consists of 24-items. After introducing of CYMYC scale by Cannon et al., (1994), some researchers replicated this measurement in their researches and found an accepted level of validity (e.g. Yoon et al., 1995). However the 11-item scale developed by Cleveland and Laroche (2007) has become more popular among modern researchers in the field of consumer psychology.

Other socio psychological antecedents of CE

As per the holistic review established in the above discussion, the researcher has made an in depth analysis of the main socio psychological antecedents of CE. However some other antecedents under this category are also introduced by some researchers from various perspectives: Wanninayake and Dissanayake (2009) proposed that cultural heritage, inheritance and individual social responsibility (ISR) can be considered as some determinants of CET. In addition, Siemieniako et.al (2011) contend that ethnicity of the people become a socio psychological antecedent of CET. Generally negative attitudes towards foreigners become consequences of a higher degree of CE. However Altintas and Tokol (2007) noted that it can be an antecedent of CET as well. Furthermore, Oberecker and Diamantopoulos (2011) argued that consumer affinity also becomes an important positive determinant of the degree of CE. They claimed that even though consumer affinity and CE are interdependent concepts, they are conceptually different according to the way of defining an in-group and an out-group based on social identity theory. Additionally, Granzin and Painter (2001) have suggested that social norms can be considered an important socio psychological antecedent of CET. As per the main insight discovered according to Schwartz (1977) social norms of the group which a particular individual belongs to, may internally motivate other members to preserve the group cohesiveness and maintain the integrity within the group. Therefore Granzin and Painter (2001) noted that social norms of a particular country may positively associate with ethnocentrism and the nationalism of its citizens. Also, some researchers revealed that social desirability also becomes a significant socio psychological antecedent of ethnocentric feelings of a customer. Josiassen (2011) noted that National dis-identification of customers become a motivating factor for rejecting domestic products due to their oppositional reaction towards their mother country. Therefore consumer dis-identification can also become an antecedent of CE. Furthermore, Ranjbarian et.al (2011) attempted to examine the influences of consumption habits on CET. They revealed that consumer need for uniqueness (CNFU) is a negative antecedent and a consumer's susceptibility to interpersonal influence (CSII) becomes a positive antecedent of CET. In a

different perspective, Kamaruddin et.al (2002) contended that fatalism of people can be a strong predictor variable of CET in some social contexts. According to them fatalism is "*the belief that all events are predetermined by fate and therefore unalterable by man*". Therefore Hirschman (2004) noted that it is a low degree of persons' "internal locus of control". However Kamaruddin et.al (2002) empirically proved that highly fatalistic people display a greater CET than less fatalistic consumers in the European contexts. However those factors were not popular among other researchers due to the fact that those are represented in other socio psychological antecedents of CE.

2.4.2. Economic and political antecedents

According to previous literature in consumer behavior, most of the predictor variables of CE are generated from social or psychological perspectives. However it doesn't mean that the economic and political environment of the country may not have an impact on CET. Several authors paid considerable attention to recognize the social and political factors associating with the ethnocentric level of the customers. Some economic and political antecedents are summarized into table 2.4 given below.

Table 2.4: Economic and political antecedents of CE

Economic and Political Antecedents of CE	Author/s
Economic System	Rosenblatt (1964), Weiss (2003)
Stage of economic development	Good and Huddleston (1995) Reardon et. al (2005)
Improving personal finances	Klein and Ettenson (1999)
Improving national economy	Klein and Ettenson (1999),
Political propaganda	Rosenblatt (1964)
History of oppression	Good and Huddleston (1995)
Proximity, size and power of out-groups	Rosenblatt (1964)
Leader manipulation	Rosenblatt (1964)
Sovereignty	Yu and Albaum (2002), Lao, (2011)

Source: Developed by the author based on the previous literature

According to previous studies, the main economic antecedents are the prevailing economic system in the country, economic development, perceived level of improving national economy, improving personal finances of customers and economic competitiveness. In addition to the economic related determinants, Shankarmahesh (2006) has grouped some variables as political antecedents of

CE. Political antecedents are any factor emerging from the political environment of a country that will affect the country's degree of CE. According to previous studies, there are 04 factors such as political propaganda, history of oppression, proximity, size and power of out-groups, and leader manipulation included as political antecedents.

Economic System

In general, the economic system is the manner in which a government controls the economic activities of a country. According to basic economic theories, there are 03 types of economic systems in the world; capitalism, socialism and mixed economies. Mixed economies are a combination of the other two models. Weiss (2003) argued that the prevailing economic system of the country makes a direct impact on nationalism and the ethnocentric feeling of citizens. As capitalism provides an opportunity for people to hold ownership of properties and make profit, it can be negatively associated with ethnocentrism. Furthermore, Wilson (1973) contends that people of controlled economies are more conservative and open to being more ethnocentric. Weiss (2003) empirically proved that the degree of capitalism has a negative impact on nationalistic feelings and the ethnocentrism of the citizens in four post-communist countries: Poland, Hungary, Slovakia and Czech Republic. Schuh (1994) proposed a model to evaluate the degree of CE based on the stage of the economic transition in the country from command economies to market economies. He argued that at the initial stage of the transition, customers may feel imported products are more of a higher quality, fashionable and prestigious than their home country products. Therefore customers may be less ethnocentric. However in the middle stage, customers are willing to purchase home country products due to nationalistic motives and in the last stage customers may again reduce their ethnocentric tendency due to the impact of MNCs. Good and Huddleston (1995) justified the aforesaid argument by demonstrating that Polish customers are more ethnocentric than Russian customers. They argued that Poland is in an intermediary level of transition whereas Russia is in the early stages of this process. Durvasula et al. (1997) noted that the Russian customers are willing to buy foreign brands as they are in the initial stage of the economic transition. Aruskeviciene et. al., (2012) conducted a study in 13 transitional economies in Europe and noted that the CE model for transitional economies are unique. They further noted that CE and cosmopolitism has a weak relationship in those economies and customers are more prefer to buy domestic products compared to other countries in the world.

Economic development, personal finances and belief of improving the national economy

Economic development is another important antecedent of CET. And also the stage of economic development is closely associated with the personal income and perception of consumers towards improving the national economy. According to Klein and Ettenson (1999) economic development may negatively associate with the degree of CE. They further noted that as the disposable income of people is increased in the development process, customers are willing to buy expensive foreign brands. The findings of Klein and Ettenson (1999) are further justified by Reardon et. al (2005) based on a comparative study in the USA, Slovenia and Kazakhstan. They found that the association of ethnocentric tendencies on foreign product preference is stronger in the contexts of less developed transitioning economies. Shimp and Sharma (1987) noted that CET is relatively high among US customers who are staying in less developed areas of the country. Vida and Fairhurst, (1999) noted that even though customers' purchasing power is relatively low, they may go to foreign alternatives in cases where the local substitutes are not available in the domestic market. Supphellen and Gronhaug, (2003) explored that there is a positive correlation between individual income levels of customers and their preferences towards international brands due to status related purchasing behavior of customers. In the context of national economy, Klein and Ettenson (1999) contend that when people believe their national economy has been improved within the last couple of years, they may show a lesser degree of CET in developed countries. However Wang & Chen, (2004) noted that customers of developed countries prefer to buy domestic brand assuming they are of a superior quality. On the other hand they noted that customers in developing countries may be highly satisfied with consuming products from developed countries based on a high level of perceived quality. However, Balabanis and Diamantopoulos (2004) found that there is no significant impact of economic competitiveness on CET in the context of UK customers. According to the conceptual relationship, it can be reasonably assumed that the aforesaid condition cannot be generalized to all developing countries.

Political propaganda

Political propaganda is a particular type of communication made by the government of a home country with the purpose of changing the attitudes of the community regarding its local brands. Some nonprofit organizations also promote these campaigns in some countries. According to Cameron and Elliott (1998) promotions of *"Buy Local"* campaigns organized by the governments are a universal practice in the world. For instance *"Buy American"* campaigns have

been used in the USA since 04 decades ago. Simultaneously, local government authorities or NGOs of other countries will use such campaigns to develop favorable attitudes towards domestic products over their foreign counterparts. According to Rosenblatt (1964), a government can use political propaganda for encouraging group ethnocentrism among people. Furthermore, Hamin and Elliott, (2006) claim that highly ethnocentric groups in less developed countries like Indonesia are strongly motivated by "*Buy Local*" campaigns. Cameron and Elliott (1998) further contended that "*Buy Local*" campaigns are very successful in the context of Australia and it has a positive impact on customer preferences for the locally made products. Saffu et. al., (2010) explored that both students and non students of Slovakia supported buy local campaigns and they further believed that promoting domestic products is a responsibility of the governments of transitioning countries for developing local economies. However, this condition may vary in other cultural and social contexts. Shankarmahesh (2006) noted that the impact of political propaganda on CE can be moderated by the political freedom of the country. Furthermore, the present researcher argues that it is worthwhile to investigate the effectiveness of such a campaign in a developing country like Sri Lanka. Therefore propaganda and consumers attitude towards the policies of government can be considered as important political antecedents in the present research context.

History of oppression

Oppression is generally known as the unjust use of the power by authorities. Most countries have faced oppression in their histories due to the influence of other powerful nations in the world. According Rosenblatt (1964) when people have a long history of oppression, group cohesiveness of the in-group is increased and it creates strong emotional feelings to reject out-group values. Therefore conceptually this variable becomes a political antecedent of CE. Good and Huddleston (1995) argued that people of the countries having a long history of oppression are more ethnocentric than other countries. They empirically justified that the CET of Polish customers is higher as an oppressed nation than Russian customers. Additionally, Shankarmahesh (2006) argued that the results can vary according to the country and the social setting and that further studies in this regard is needed.

Proximity, size and power of out-groups

As per the behavioral context, proximity generally refers to closeness of out groups. According to Rosenblatt (1964) neighboring groups may influence goals of in-group more than distant groups. Therefore, when proximity of the out-group is high, people tend to be more ethnocentric and nationalistic. In addition,

he noticed that size and power of the out-group also positively correlates with ethnocentrism. However, after Rosenblatt (1964), there is no sufficient empirical evidence regarding those antecedents of CE. Nevertheless, the present researcher argues that the impact of proximity, size and power of out-groups can be mediated from the development stage of the economy, political situation of the country and other political and economic factors prevailing in the country.

Leader manipulation

In addition to the above mentioned, Rosenblatt (1964) further argued that the leader has the ability to manipulate the ethnocentrism within a group, thus becoming a determinant of the ethnocentric feelings of the in-group members. Therefore, in cases where leaders conduct the education or any other programmes to encourage homogeneity and mutual familiarity among members, it is a strong motivation to intensify ethnocentric and nationalistic feelings of customers. However, this factor has less validity in the modern political environment due to the fact that people are influenced by those programmes only when they believe governments are operating based on good governance practices (Wanninayake and Chovancova, 2012a). When communities believe the leader is encouraging good governance, effectiveness of such programmes is relatively high (Chovancova et. al, 2012). Consequently, the present researcher argues that the people's perception towards good governing practices of the country is worthy to be analyzed as a political antecedent of CET.

Sovereignty

According to political theories, sovereignty is a situation where supremacy of authority is decided by the territorial legislature elected by the votes of the general population of the country. This concept was initially introduced by Jean Bodin in 16th century and some scholars argued that freedom of the nation from outside influences is the basic right of any country. Most of previous researchers noted that sovereignty of a country has a direct impact on the commitment of people towards their mother nation (Lao, 2011). Furthermore, Lao (2011) noted that it is positively associated with both ethnocentrism and colonialism in the Canadian context. Therefore, it can be theoretically argued that sovereignty is a political antecedent of CE. According to Yu and Albaum (2002), consumers showed a higher tendency of ethnocentrism after Hong Kong obtained sovereignty from UK in 1997. They also noted that customers showed a positive evaluation of Hong Kong made products during the immediate one year after the transfer of sovereignty.

2.4.3. Socio-demographic co-variates and consumer ethnocentrism

According to the classification of Shankarmahesh (2006) some demographic factors are considered as demographic antecedent of CE. Most of the previous researchers (e.g. Huddleston et al., 2001) contended that the correlation of CE with demographic variables is important for marketers to determine the sensitivity of domestic buyers to imported brands. Accordingly, several researchers made numerous attempts to elaborate the relationship between socio-demographic co-variates and CE. Some previous studies are summarized in table 2.5.

Table 2.5: Socio-demographic covariates

Demographic covariates	Previous Researchers
Age	Dornoff et al., 1974; Han 1988; Klein and Ettenson 1999; Balabanis et al. 2001; Caruana, 1996, Bawa, 2004, Festervand et al., 1985; Good & Huddleston, 1995; Watson & Wright, 2000; Lee *et al.* 2003; Javalgi *et al.* 2005; Chryssochoidis *et al.* 2007.
Gender	Eagly 1978; Wall and Heslop, 1986; Han, 1988; Sharma et al., 1995; and Balabanis et al., 2001; Javalgi *et al.* 2005; Vida and Fairhurst, 1999,Good and Huddleston, 1995; Sharma, Shimp, & Shin, 1995; and Saffu and Walker, 2005
Income	Sharma et al., 1995; Caruana, 1996; Klein and Ettenson, 1999; Balabanis et al., 2001; Bruning, 1997; Wall and Heslop 1986; Han 1988; Javalgi *et al.*, 2005; Lee et al. 2003; Watson and Wright, 2000.
Education	Dornoff et al., 1974; Festervand et al., 1985; Nishina, 1990; Han, 1988; Balabanis et al., 2001; Sharma et al., 1995; Good and Huddleston 1995; Klein & Ettenson, 1999; Watson and Wright, 2000; Lee *et al.* 2003; Verlegh, 2007; Chryssochoidis *et al.* 2007; Anderson and Cunningham 1972; Wall and Heslop 1986; Javalgi *et al.*, 2005; Saffu and Walker, 2005
Ethnicity	Cottingham and Morris, 1991; Klein and Ettenson, 1999; Vida & Fairhurst,1999; Piron, 2002; and Zarkada-Fraser and Fraser, 2002; Al Ganideh and Al Taee, 2012
Social class	Sharma 1987; Han, 1988; Caruana, 1996; and Klein and Ettenson, 1999.

Source: Developed by the author based on the previous literature

Even though most researchers noted that demographic factors are antecedents of CE, they play moderating roles between the antecedents of CE and the CET (Sharma et al., 1995). Moreover, demographic variables may not generate CE in the human mind but the intensity of CET can vary according to demographic characteristics (Wanninayake and Chovancova, 2012).   In addition, the consequences of CET can be moderated by socio-demographic co-variates. The previous research findings in relation to the association of demographic variables and CE will be deeply analyzed in following section.

Age

Some researchers contended that, because of the conservative nature of older people, they tend to be more ethnocentric than younger people, and are less favorably disposed towards foreign goods (Balabanis et al., 2002; Sharma et al., 1995; Vida and Fairhurst, 1999). On the other hand, Shankarmahesh (2006) argue that younger generations show more cosmopolitanism due to socio-cultural influences in the recent past and more of them tend to be less ethnocentric. This argument can be justified by some research findings that demonstrate a low score in the CETSCALE for younger customer groups in comparison to elders (e.g. Good & Huddleston, 1995; Klein and Ettenson, 1999; Caruana, 1996; Watson & Wright, 2000; Lee et al. 2003; Javalgi et al. 2005; Chryssochoidis et al. 2007). Furthermore, Han (1988) contended that elder people are more "patriotic" than the younger generation. However some studies (e.g. Bawa, 2004, Sharma et al., 1995; Festervand et al., 1985) did not find a significant relationship between age groups and the degree of CE. Nevertheless, none of the previous researchers has found a positive relationship between age and the degree of CE in the recent past. However, Shimp and Sharma (1987) noted that the impact of age on CET depends on the social class of the customers.

Gender

Gender is an important demographic factor in analyzing the behavioral aspects of customers (Shiffman and Kanuk, 2007). Yet, there is no consensus among previous researchers regarding the relationship between gender and CE (Javalgi *et al*. 2005). Some studies revealed that women are more ethnocentric than men (Balabanis et al., 2002; Javalgi, et al. 2005; Vida and Fairhurst, 1999, Good and Huddleston, 1995; Sharma, Shimp, & Shin, 1995). Han (1988) claimed that women are more patriotic customers than men and tend to unfavorably evaluate imported products. On the contrary, some early studies revealed that females are less ethnocentric and tend to evaluate the foreign brands more favorably (E.g. Wang, 1978; Johansson et al., 1985). Even though the previous researchers have

found both positive and negative associations of males and females with CET, some researchers did not find any significant relationship between the gender of the customers and CET (e.g. Caruana and Magri, 1996; Saffu and Walker, 2005).

Income

From a demographic perspective, income or economic circumstances of a customer becomes an important personal factor which influences the customers buying decision process (Kotler, 2000). Similarly, most of the previous researchers in consumer psychology concluded that income is a demographic antecedent of CE but their findings were not consistent. Sharma et al. (1995) noted that well off consumers may have the opportunity to visit other countries and share the ideas with foreigners which will influence them to develop their cosmopolitan views. Therefore Sharma et al. (1995) contended that rich people may tend to be less ethnocentric. This conclusion was further justified by the empirical studies conducted by Bruning, (1997), Lee et al. (2003), Balabanis et al.(2001), Watson and Wright (2000), Klein and Ettenson (1999) etc. Wall et al. (1990) found that the income of customers has a positive correlation with their attitude towards imported products and lessens their tendency to purchase domestic brands (Wall and Heslop 1986). However most of previous studies did not find any significant relationship between the income level of customers and CET. (e.g., Caruana and Magri, 1996; Han 1988; Javalgi et al., 2005)

Education

Aligning to different explorations made on this scenario, it has been found that education makes broader minded people (Watson and Johnson, 1972) and that it helps to reduce their conservative tendencies (Ray, 1990). Therefore most of the previous researchers contended that the education level of customers may negatively correlate with CET (e.g. Sharma et al., 1995; Good and Huddleston 1995; Klein & Ettenson, 1999; Watson and Wright, 2000; Lee et al. 2003; Verlegh, 2007; Chryssochoidis et al. 2007). Aligning with this argument McLain and Sternquist (1991) noted that less educated customers are more ethnocentric and have less favorability to purchase foreign brands (Anderson and Cunningham 1972;, Dornoff et al. 1974; Wall and Heslop 1986). However, some researchers found that the education level of consumers does not have a significant correlation with CET or on their evaluation of foreign brands (e.g. Han, 1988; Balabanis et al., 2001; Javalgi et al., 2005; Saffu and Walker, 2005).

Ethnicity

From a cultural perspective, ethnicity can be considered as a phenomenon of cultural anthropology (Baumann 2004). According to Berreman (1981) "*ethnicity is one level of social stratification or social inequality that also includes race, class, kinship, age, estate, caste, and gender*". Even though in a broader sense it is connected with some discriminating criterion, today ethnicity is more connected with cultural and physical characteristics of various ethnic groups within a country (Smith 1992). According to a basic view of consumer ethnocentrism, consumers may think their own group is superior to out-groups (Shimp and Sharma 1987). Usunier & Lee, (2005) noted that ethnocentrism at an individual level depends on the way how consumers think about their own ethnic groups. Furthermore, Vida & Fairhurst, (1999) contented that the feelings towards ethnic groups become a powerful motivator in customer buying behavior. Moreover, a high level of national heritage (Phau & Chan 2003) and the uniformity of ethnic groups (Phau & Chan 2003, Al Ganideh et al., 2007) can be considered as powerful determinants of CET. Therefore, it can be conceptually argued that ethnicity is an antecedent of CE. On the other hand, Siemieniako et.al (2011) identified ethnicity as a socio psychological antecedent. However, most of the researchers have noted that it is one of the demographic antecedents of CET. Some studies did not explore the significant correlation between race or ethnic groups of customers and the ethnocentric tendency of consumers (e.g. Piron 2002 and Klein and Ettenson 1999). However referring to some countries and their social contexts, it was a significant predictor of the CET (Wanninayake and Chovancova, 2012a). Nonetheless, the relationship between ethnic groups and CET depends on the ethnic affiliations of each ethnic group in one nation (Vida, et al., 2008).

Social class

According to Kotler (2003) "*social classes are relatively homogeneous and enduring divisions in the society*". People in the same social class may share similar values, interests and behaviors (Engel et al., 1993).Therefore the social class of a customer may have a significant impact on his/her shopping pattern and the buying decision process of consumers (Shiffmen and Kanuk, 2007). Gilbert and Kahl (1982) proposed that the social class of customers can be determined by nine variables under 3 dimensions in the economic, interaction and political aspects. According to Shankarmahesh (2006) social class is directly connected with the income level of consumers and its connection to CE is similar to the correlation between income and CET. Previous researchers argued that social class and CE is interconnected but that there is no clear pattern. For instance, Sharma (1987) contended that consumers belonging to upper lower

class are more ethnocentric than both upper middle and lower middle class consumers. Yet, some researchers (e.g. Han 1988 and Klein and Ettenson 1999) argued that when consumers are moving into upper social classes, the ethnocentric tendency becomes low. However, Caruana (1996) found that social class and CET are not significantly correlated. He further argued that even occupation is a main determinant of social class; and that it is not strongly correlated with CET.

2.5. Possible consequences of consumer ethnocentrism

Consequences are outcomes of the ethnocentric tendency of customers. Conceptually it can be argued that CET is positively correlated to purchasing or favorable evaluation of domestic products. On the other hand, it will also stimulate customers to reject or unfavorably evaluate foreign made products as well. According to Shankarmahesh, (2006) previous researchers have given several operational definitions for possible consequences of CE. This outcome has been operationalized by previous researchers in different ways such as attitudes towards buying foreign products (Sharma et al., 1995), willingness to buy foreign products (Klein et al.1998, Suh and Kwon 2002), purchasing intention of local products (Han 1988), willingness to buy domestic products (Olsen et al., 1993; Wang and Chen, 2004), willingness to buy foreign products (Klein et al., 1998), favorable evaluation of domestic products attributes (Chryssochoidis et al., 2007), domestic brand preference (Siemieniako et. al, 2011), local brand biasness (Vida, et al., 2008), supporting foreign retail outlets (Zarkada-Fraser and Fraser, 2002), visiting art exhibitions of home country artists and artists from culturally similar countries (Kottasz and Bennett, 2005), product receptivity (Orbaiz and Papadopoulos, 2003) etc. Apart from these Lee and Sirgy (1999) viewed that the ethnocentric tendencies of international marketers can influence the wellbeing of foreign customers and the preservation of the well- being of other stake holders. Those two aspects were known as the international quality of life orientation (IQOL). Therefore, Lee and Sirgy (1999) argued that ethnocentrism has direct an impact on international marketers. Furthermore, John and Brady (2009) argued that all the consequences of CE that has been introduced by previous researchers can be divided into three main categories. The first group refers to "*beliefs of consumers about the prestige of local and foreign brands, characteristics and quality of local and foreign-made products and buying imported products*". The second group consists of "*general attitudes toward foreign products, advertising and brands*". The third group of consequences is connected with "*consumers' purchasing intentions*". Previous researches that introduced the aforesaid categories are summarized into table 2.6 given below.

Even though previous authors had not come up with any operational definition for the consequences of CE, except in a few cases, all of them provide empirical evidence for justifying that the ethnocentric level of customers may positively influence domestic brands and negatively influence foreign brands (Erdogan and Uzkurt 2010). There are no sufficient attempts made by previous researchers to investigate the impact of CET on the brand equity of domestic brands. Therefore, the present researcher mainly focuses on when, where, how and under what conditions firms should leverage the CE phenomenon in building domestic brand equity in Sri Lanka. With this background, it is important to understand the theoretical background and previous literature on the concept of brand equity.

Table 2.6: Consequences of CE

Consequences of CE	Authors
Consumers' beliefs about Prestige of local and foreign brands, characteristics and quality of local and foreign-made products and buying imported products	Klein et al., 2006; Chryssochoidis et al., 2007; Durvasula et al., 1997.
General attitudes toward foreign products, advertisings and brands	Shimp and Sharma, 1987; Good and Huddleston, 1995; Durvasula et al., 1997; Watson and Wright, 2000; Suh and Kwon, 2002; Wang and Chen, 2004; Reardon et al., 2005; Javalgi et al., 2005; Saffu nad Walker, 2006; Klein et al., 2006; Kwak et al., 2006.
Consumers' purchasing intentions	Shimp and Sharma, 1987; Good and Huddleston, 1995; Durvasula et al., 1997; Watson and Wright, 2000; Kaynak et al., 2000; Suh and Kwon, 2002; Wang and Chen, 2004; Javalgi et al., 2005; Reardon et al., 2005; Kwak et al., 2006; Saffu and Walker, 2006; Klein et al., 2006; Chryssochoidis et al., 2007.

Source: Developed by the author based on the previous literature

2.6. Conceptual background of brand equity

From a broader perspective, the concept of 'brand' has been defined by previous authors in different ways. According to the American Marketing Association, brand is "*a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers*".

Brand equity as a concept emerged in 1980s with the purpose of evaluating the effectiveness of brand performance (Keller, 1993). According to Konecnik and Gartner (2007) brand equity is "*the sum of factors or dimensions contributes to a brand's value in the customer's mind*". However Aaker (1991) initially defined brand equity as *"... a set of brand assets and liabilities linked to a brand, its name and symbol, that add to (or subtract from) the value provided by a product or service to a firm and/or that firm's customers."* Therefore Cobb-Walgren et al. (1995) argued that brand equity creates preferences, loyalty and purchasing intentions of customers towards the brands and even generate higher stock returns (Aaker and Jacobson, 1994).

The concept of brand equity can be analyzed from both organizational and customer perspectives (Chovanchova et. el., 2012). From an organizational point of view it relates to the financial performances; such as potential earnings, market value, cost either historic or replacement etc. in an organization (Capon, Berthon, Hulbert and Pitt, 2001). On the other hand from the customer perspective, brand equity relates to satisfying and influencing consumers behaviour (Lassar, Mittal, & Sharma, 1995). Even though Aaker (1991) initially analyzed brand equity from a managerial and corporate strategy perspective, Keller (1993) approached this concept from a customer's point of view. Furthermore, based on the manner of analyzing the concept of brand equity, previous scholars developed brand equity measurements from three different perspectives; consumer-perspective (e.g., Keller, 1993), financial valuation perspective (Aaker and Jacobson, 1994), and product-market perspective (Ailawadi, Lehmann and Neslin, 2003). However Lassar et. al. (1995) argues that, brand equity should be analyzed from the customers' perspective rather than in particular objective measurements. According to the Keller (1993) the customer perspective of brand equity is known as customer-based brand equity (CBBE). CBBE was defined by Keller (1998) as "*the differential effect that brand knowledge has on the consumer or how customers respond to the marketing of that brand*". Therefore, the foundation of CBBE is the knowledge of customers that have been gathered by the past experiences of customers about the stimuli of particular brands (Keller 2003). Along the same lines, CBBE may provide the basis for understanding the inner feelings of customers in selecting brands and attributing values for it (Yoo and Donthu 2001). Srinivasan et al. (2005) argued that CBBE will help to increase financial outcome of the organization as well. Therefore, from a brand management perspective, domestic firms should develop a high level of brand equity from the customers' perspective to effectively compete with global brands (Chovanchova et. el., 2012).

2.6.1. Models of CBBE

As per the discussion mentioned above, previous researchers have adopted several models of CBBE for operationalizing the concept. Those models were developed from two perspectives namely cognitive aspects of customers and their economic behaviours (Kartono 2006). Some commonly accepted models and constructs used for assessing CBBE is presented in table 2.7.

According to the explanations justified in the literature on brand equity, previous authors have more or less adopted the initial brand equity models suggested by Aaker (1991, 1996) and Keller (2003). Most of the researchers have validated Aaker's (1991, 1996) model in different geographical and social contexts in both early and recent studies (e.g. Pappu, Quester and Cooksay, 2007). In addition, Keller's (1993, 2003) models have been adopted by some researchers in several contexts (e.g. Lee and Back, 2008). Different models used by other researchers also cannot be identified as purely new models because most of the constructs used by them have been based on the aforementioned two well-known models of brand equity. Therefore, it is reasonable to measure brand equity by adopting conventional models owing to their higher degree of acceptance by previous researchers. With reference to conventional brand equity models, both Aaker's (1991, 1996) and Keller's (1993) models should be taken into consideration. Both of them argued that collectively brand equity consists of multi dimensions which provide incremental value to the brands. Keller (2001) proposed that marketers should consider four steps such as developing brand identity, brand meaning, brand responses and finally brand relationships in order to develop strong brands in the competitive market place. He further proposed the "*brand equity pyramid*" with the under laying six brand building blocks (salience, performance, imagery, judgment, feelings and resonance) connecting the four aforementioned steps. On the other hand Aaker's (1991, 1996) model consists of four dimensions such as perceived quality, brand awareness, brand loyalty, brand association as it main constructs of brand equity.

Therefore, the present researcher argues that Keller (1993) has operationalised some variables of his model based on Aaker's (1991) views. For instance, after Aaker (1996) operationalized brand loyalty from cognitive and behavioural aspects, Keller (2001) explained brand loyally in terms of the cognitive, the behavioural and the sense of community. Furthermore Keller (1993) has operationalised brand knowledge of the customers based on brand awareness and brand image. He noted that brand image is directly connected with brand association.

Table 2.7: Measurement constructs of brand equity

Author/s	Measurement constructs of brand equity
Aaker (1991, 1996)	Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality
Keller (1993)	Consumer Knowledge about brand (Awareness and Image)
Park & Srinivasan (1994)	Attribute Brand equity components and nonattribute Brand equity components
Lane and Jacobson (1995)	Brand attitude, familiarity, association & others
Cobb-Walgren et al. (1995)	Brand awareness, perceived quality and brand association
Lassar, Mittal, & Sharma (1995)	Performance, Social Image, Value, Trustworthiness, Attachment
Agarwal and Rao (1996)	Overall quality of brand name and Brand specific choice Intention
Berry (2000)	Brand awareness and brand meaning
Morgan (2000)	Brand affinity, brand identification, brand approval and functional performances
Low and Lamb (2000)	Brand Association, Brand Attitude, Brand Image and Perceived Quality
Yoo and Donthu, (2001)	Both multi dimensional and uni-dimensional brand equity of brand awareness, perceived quality, brand associations, brand loyalty
Keller (2003)	Brand Equity Pyramid (Salience, Performance and Imagery, Judgment and Feelings, Resonance)
Krishnan & Hartline (2001)	two items induce willingness to pay premium price (items related to the quality, value, trustworthiness, credibility, and familiarity of the brand name)
Gladden & Funk (2002)	16 dimensions adopted to measure brand association
Ross et. al., (2006)	13 dimensions for assessing brand associations
Baker et al. (2005)	Attitudinal disposition and behavioral disposition connected to Equity Balanced, Equity Deficit, and Surplus Equity
Boyle & Magnusson (2007)	4 items for assessing quality, success, and value measured in brand equity
Yasin et. al., (2007)	Brand distinctiveness, brand loyalty, brand awareness and association

Source: Developed by the author based on the previous literature

Therefore, those dimensions have been borrowed from Aaker's (1991) brand equity model. Referring to this relationship, perceived quality has been indirectly associated with strength and uniqueness of brand association and brand loyalty has been considered an outcome of consumer brand knowledge in Keller's (1993) brand equity model. Such evidence is sufficient to justify that Aaker's (1991, 1996) brand equity model is still viable in measuring brand equity from a customer's perspective. The main argument of the present study is whether the equity of domestic brands can be considered an outcome of CE, it is important to analyse the main four elements of brand equity in connection to possible consequences of CET.

Brand awareness

Almost all the previous authors have considered brand awareness as a main determinant of brand equity from the customer's perspective. Valkenburg & Buijzen, (2005) noted that brand awareness is active and passive knowledge of customers regarding a specific brand. According to Aaker (1991) it refers to the ability of consumers to associate a brand with its respective product category. Accordingly, brand awareness was defined by Keller (2003) as "*the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory*". Furthermore, Aaker (1996) noted that brand awareness of customers is directly connected to their recognition and recalling power and he argued that high levels of awareness help to position the brand in the top-of-mind of the customers. Therefore, it can be reasonably argued that brand awareness can be considered as a main dimension for determining brand equity of domestic brands.

Brand associations

Brand association represents the most important part of consumer based brand equity (Aaker, 1992). According to Kotler and Keller (2006) brand association develops with the contribution of "*brand-related perceptions, images, thoughts, beliefs, attitudes, feelings, and experiences*". Furthermore, Aaker (1991) argued that it is an antecedent of brand loyalty. Generally, brand association can be generated towards both product categories and organizations.

As per the relationship to its attributes, product association can be generated through functional attributes and non functional attributes (Chen, 2001). According to Hankinson and Cowking, (1995) functional attributes are tangible features that are closely linked with product performance. Therefore, if customers feel that a specific brand may not deliver the expected performance of

the products through its attributes, the brand has a low level of equity (Lassar et al., 1995). On the other hand, non functional attributes are intangible features like self esteem, social acceptance and prestige etc. (Keller, 1993). Depending on the discussion, brand association may directly link with Social Image (Lassar et al. (1995), Perceived Value (Feldwick, 1996), Trustworthiness, (Lassar et al., 1995), Distinctiveness (Kapferer, 1992), Country of origin (Thakor and Kohli 1996). Accordingly, domestic brands can emphasize on the above aspects to develop strong product association. On the other hand, organizational associations refer to the ability of the firm in manufacturing and delivering products that meet the social obligations perceived by customers (Chen, 2001). According to Aaker (1996) it can be generated through strategies, programs, employees and the experience of the firms. CSR programs of the companies play a significant role in developing a favourable association with their customers towards their corporate identity (Blumenthal and Bergstrom, 2003). Based on the above discussion it is clear that local firms can develop a strong brand association of customers towards their brands with creating social image as domestic brands serve for the betterment of country over the MNCs.

Perceived quality

With reference to the consumer's point of view, perceived quality can be defined as "*the judgement of the customer's on the overall excellence or superiority of a product that is different from objective quality*" (Zeithaml, 1988). Therefore perceived quality can influence product association of the brand as well (Feldwick, 1996). Generally, customers cannot judge the quality of products exactly. Therefore, they may attempt to perceive the overall quality of the products based on selected features or the attributes of specific brand (chovancova et.al, 2012). According to Steenkamp (1997) customers may perceive the quality of products based on intrinsic and extrinsic attributes. However, in the context of associating with the branding, Boulding et.al, (1993) noted that perceived quality is a matter of customer perception towards brands and customers may recognize different attributes of quality; respective to specific product categories (Zeithaml 1988). Furthermore, Wong et. al., (2008) found that CE does not directly influence the quality perception of foreign brands among young Chinese customer groups. However, those attributes cannot be generalised to other unrelated product groups (Anselmsson et al. 2007). Therefore domestic firms can recognise the perceived quality attributes inherent to local customers and associate the intrinsic and extrinsic attributes to appeal to local tastes.

Brand loyalty

Aaker (1991) stated that brand loyalty is 'the attachment that a customer has to a brand.' therefore brand loyalty can be considered as the most powerful element of brand equity. Gremler and Brown (1996) have introduced two aspects of brand loyalty: behavioural loyalty and cognitive loyalty. Behavioural loyalty refers to the commitment of customers to purchase a particular brand continuously as their first choice in the market (Oliver 1997, 1999). Cognitive loyalty refers to the emotional attachment of customers towards a specific brand or the extent to which customer remind the brand in the process of purchasing (Chieng and Goi, 2011). Therefore, cognitive loyalty has a direct link with brand awareness. However strong brand equity enhances both cognitive and behavioural aspects of loyalty (Keller 1998). In the context of domestic brands, marketers can easily create cognitive loyalty by stimulating the ethnocentric feelings of customers. Thereafter, customers can be encouraged to repeat purchasing from enhancing intrinsic and extrinsic attributes of domestic brands.

2.7. Consequences of CE and domestic brand equity

Consumer ethnocentrism and brand equity were very popular phenomenon among previous researchers. However, most studies have addressed one aspect of them only. The impact of CE on developing equity of local brands has not been sufficiently addressed by previous researchers. However, the consequences and brand equity dimensions have very close associations. Several researchers have examined the impact of country image and brand equity (e.g. Jin, Chansarkar. and Kondap, 2006). However Pappu, Quester and Cooksey, (2007) noted that country image is not a strong predictor variable of brand equity. Invariably, some researchers have noted that CET leads to developing favourable attitudes towards the domestic brands (e.g. Shimp and Sharma, 1987; Herche, 1992). Schiffman and Kanuk (2009) argued that brand stimuli directly affected the cognitive component of attitudes and developed strong beliefs regarding the attributes of the products. Therefore, it can be reasonably assumed that the ethnocentric appeals of domestic brands may favourably influence the cognitive aspects of attitudes (Wanninayake and Chovancova, 2012c). According to Kotler (2000) awareness of consumers represents the cognitive stage of "*classic response hierarchy models*". Therefore, more ethnocentric customers have a high internal motivation to search for domestic brands in a cluttered market place (Wanninayake and Chovancova, 2012b). However, this condition can vary in different social and cultural contexts. For instance, (Wanninayake and Dissanayake, 2008) revealed that, Sri Lankan customers do consider those values to build up strong brand associations in both product and organizational aspects.

However, the contention of its impact on customer behavior is not significant when it comes to the actual purchasing behavior (Wanninayake and Dissanayake 2008). Some researchers argued that ethnocentric values of brands would greatly affect the building of brand awareness and the recalling power of domestic brands (Chovancova et. al., 2012). Other researchers argued that customers may evaluate their own country's products to be of a higher in quality (Herche, 1992). Referring to customer evaluation, Jan-Benedict et. al., (2003) noted that CET has a direct negative impact on customer evaluation of the quality of the global brands. Moreover, Huddleston et al.,(2001) noted that highly ethnocentric customers perceived their domestic products are of a higher quality than foreign counterparts. However, the same relationship is not apparent in all studies of these concepts (Good and Huddleston, 1995). Some studies in China (Klein, Ettenson and Krishnan, 2006), Hungary (Papadopoulos, Heslop and Beracs, 1990) and Russia (Klein et al., 2006; Ettenson, Wagner and Gaeth, 1988), show that foreign products may be regarded as being better than locally made products. However, some studies in European countries like Poland and Slovakia found that customers are frequently buying the domestic brands over the foreign brands (Damisch, 1995). Also Gibbs and Boguszak (1995) argued that Slovakian consumers do not perceive products offered by advanced countries as high quality products. However, as customers averse risks in the context of their actual purchasing behavior, they are keen on the functional attributes of brands (Chovancova et. al., 2012). In addition to those, Wang and Chen, (2004) argue that the relationship between consumer ethnocentrism and wiliness to buy domestic products are moderated by the perceived quality and values of conspicuous consumption. However, after considering all the previous findings about the consequences of CE , it is clear that CET has a direct impact on consumer willingness to buy domestic brands (e.g. Olsen et al., 1993) and increase local brand biasness (Vida, et al., 2008). Thus, the present researcher argues that CET can be a stronger predictor variable of all the dimensions of brand equity in the domestic context.

2.8. Controlling variables of CET

In the above section, the researcher has made a comprehensive analysis of the consequences of CE in various research contexts. Yet, those findings cannot be generalised to each social or situational context due to the impact of controlling variables on the consequences of CE. According to Shankarmahesh, (2006) controlling factors can moderate or mediate the outcome of CET. In general, moderating variables are variables which affect the strength or the direction of the relationship between independent and dependent variables (MacKinnon

et.al.2000). On the other hand, mediating variables are intervening factors in between independent and dependent variables (MacKinnon et.al.2000).

Some of the researchers have paid attention to mediating factors between CET and its consequences. Subsequently, some common determinants are empathy; responsibility, perceived equity, and perceived cost of helping (Olsen et al. 1993), and COO effect (Han, 1988). Olsen et al. (1993) found that empathy may positively influence and perceived equity may negatively influence on the purchasing of domestic products. Nonetheless, perceived equity has a positive impact on responsibility and responsibility has again a negative influence on buying domestic products. Olsen et al. (1993) noted that the perceived cost of helping may have a negative impact on purchasing decisions of domestic products but high ethnocentrism may reduce the perceived cost of customers for helping their in-group members.

2.8.1. COO as a strong mediator

Even though COO's effect as a research construct was framed by Robert Schooler in 1965, it has been a popular research issue among authors during the last few decades (Pharr 2005). For example, Papadopolous and Heslop (2003) noted that more than 700 research work published in this area by the end of year 2000. However, most of them investigated whether the COO of particular products has a significant impact on product evaluation and how far it concerns the knowledge of brand origin in different contexts (e.g. Wang and Chen, 2004). According to Hong and Wyer, (1989) COO of the brand is considered an additional variable for evaluating products. Furthermore, Han, (1989) noted that it will create the hello effect in evaluating the attributes of the products. Moreover, COO has become a form of stereotyping in cases where the customers have limited information about products (Bilkey and Ness, 1982). Hong and Wyer (1989) argued that COO becomes a signal for the cognitive information process of customers regarding product quality. However, Han (1988) argued that COO's effect can mediate the relationship between the patriotic feeling of customers and their purchasing intensions of domestic products. This view has been justified by other researchers later. For instance, Bruning, 1997 noted that COO affects the evaluating attributes of the products of imported brands over their domestic alternatives. But, national loyalty is stronger than COO in customer buying decisions. Yagci (2001) empirically proved that CE becomes a stronger predictor variable in domestic brand preferences in cases where the COO of considered a brand is of a less developed country. Gurhan-Canli and Maheswaran (2000) contended that whether the customers consider COO or not, is a matter of cultural orientation of their country. They further argued that collectivism is more favorable to consider home made products irrespective to

quality attributes. According to the above mentioned arguments COO can be a mediating factor in between local brand equity and CET and the strength of impact depends on the prevailing socio cultural, political and economic situation of the country.

2.8.2. Moderating impact

With reference to this matter, a few studies have been conducted concentrating on the moderating factors of the relationship between CET and its consequences (Shankarmahesh, 2006). According to Sharma et al. (1995), perceived product necessity and perceived economic threat from foreign products can be considered as strong moderating factors. Perceived product necessity means to what extent the customers perceived a particular product or product category necessary for maintaining their day today life. Perceived economic threat is a condition in which customers feel imported products are a threat to local individuals or the domestic economy as a whole. According to the findings of Sharma et al. (1995), in the Korean market, both of above mentioned variables become very strong moderating variables between CET and consumer attitude towards foreign products. Supporting these findings Ruyter et al. (1998) discovered that Dutch customers show negative attitudes to foreign services when they perceived those services are unnecessary. Javalgi et al. (2005) further justified these findings by confirming them in the context of French customers. However Ruyter et al. (1998) did not find any empirical evidence to state that perceived economic threat becomes a moderating variable between CET and the attitude towards foreign services. Furthermore in the same context, Watson and Wright (2000) noted that highly ethnocentric New Zealand customers are willing to buy foreign products from culturally similar countries. Therefore, they proposed cultural similarity is another variable between CET and attitudes towards imported brands.

In addition to those conventional moderating factors, Vida, et al., (2008) suggested ethnic affiliation as an important antecedent to the context of multi ethnic groups available in one national state. Previous researchers in consumer behavior have paid special attention to the impact of on cultural and social differences of ethnic groups (Shankarmahesh, 2006). According to Vida, et al., (2008) most studies were carried out considering the entire country as an in-group for evaluating ethnocentric feelings of customers. It has been found that the impact of ethnicity on consumer behavior has been examined by several studies (e.g. Brumbaugh and Grier, 2006; Laroche et al., 2003). However, there are no sufficient studies for investigating CET within a specific country by considering the ethnic affiliation of diverse ethnic groups in one nation (Vida, et al., 2008). Vida & Fairhurst, (1999) further contended that ethnocentric feelings

of customers may directly relate to majority and minority dichotomy. For instance, black Americans in Japan (Cottingham and Morris 1991) and Greek-Australian consumers in Australia (Zarkada-Fraser and Fraser, 2002) show favorable attitudes towards foreign brands due to their less ethnocentric feelings towards their own country. Furthermore, Watson and Wright (2000) noted that the ethnic affiliation of consumers may not significantly influence CE in the European context. Moreover, Al Ganideh and Al Taee, (2012) argued that customers of North Jordan and South Jordan show significant differences of CESTSCALE scores towards purchasing Arabic products. Vida, et al., (2008) empirically proved that there is a significant difference in the degree of CE and domestic purchasing bias among three main ethnic groups in Bosnia and Herzegovina as "*a post-war multi-ethnic state*". In addition, Heslop et al., (1998) contended that when people have dual allegiances towards the mother nation and ethnic sub groups, their national identity is not strong. Therefore the researcher argues that ethnic affiliation can be considered as a powerful moderating factor of CET and domestic brand equity in the Sri Lankan context.

2.9. Summary of literature review and implication for the study

As mentioned in chapter one, the present study mainly focuses on investigating the antecedents and controlling variables of CET in the Sri Lankan context and examines the possibility of using CET as a strategic tool to develop brand equity of local FMCG brands. The chapter content has mainly been devoted to elaborating the theoretical roots and findings of the previous studies in respective areas with the purpose of justifying the scope of the study.

An overview of the theoretical background has been presented in the first part of this chapter by making special references to the evolution of CE as a phenomenon. Therefore, the theoretical roots were discussed in detail by giving prominence to personality theories in consumer behavior. Previous researchers in consumer ethnocentrism mainly adopted the CETSCALE introduced by Shimp and Sharma in 1987 for measuring CET. Therefore, the researcher has critically evaluated this scale in the second part of the chapter by providing evidence for justifying the validity and reliability of the CETSCALE as a uni-dimensional model. In the third section, the researcher has examined the degree of CE in different cultural contexts to provide evidence to compare the CET of Sri Lankan customers who are the subjects of the present study.

One of the main aspects of this research is exploring the antecedents of CE in the Sri Lankan context. Therefore, the researcher has made an in depth analysis in the forth section in the chapter referring to all the antecedents of CE introduced by previous researchers under socio-psychological, economic,

political, and demographic perspectives. Subsequently, the operational background of brand equity as a consequence of CE has been discussed in detail in part five followed by moderating and mediating factors of the correlation between CET and its consequences in the last section of the chapter.

According to the literature review, it is noted that some antecedents are not fully appropriate to investigate the present research context. Therefore, the socio-psychological, economic and political factors should be carefully selected by considering the prevailing economic, cultural and social situation in Sri Lanka along with the matter of new developments of the FMCG sector. Furthermore, demographic antecedents can be considered as moderating variables between the antecedents of CE and CET. Furthermore, most of the mediating factors introduced by previous researchers may not be relevant to the present research context. Therefore, ethnic affiliation becomes a more appropriate variable after the recent conclusion of a civil war that had prevailed in Sri Lanka for nearly 30 years. And also, the brand equity model should be selected based on industry characteristics. Based on those implications, research design and conceptualization of the study will be discussed in detail in the next chapter.

3. RESEARCH MODEL AND HYPOTHESES

In the previous chapter the researcher has made a considerable attempt to elaborate on the theoretical and conceptual background of consumer ethnocentrism and other related concepts of the study while having an in depth look at previous research work; exploring relationship between antecedents of CE, CET and possible consequences of CET. That information has immensely helped to construct the logical relationship between the main variables of the present study. In this chapter, the researcher attempts to develop the conceptual framework for demarcating the scope of the study and to develop a hypothetical relationship among the main constructs of the research model. It provides the rational basis on which the research methodology of the next chapter can be discussed on. Accordingly, the first section of the chapter presents the conceptual model and the justification of selecting certain variables to address the research problem. Operational definitions are presented in the second section so as to prevent the deviation of the study from its main purpose. Research hypotheses are presented in the last section to demonstrate the relationship between the main constructs in the research model.

3.1. Development of conceptual framework

According to Smyth (2004), conceptual framework is structured form of the variables used by the researcher to accurately address the given research problem based on the clearly defined aims and objectives of the study. Consequently, the researcher develops the conceptual framework based on the extensive literature review with the purpose of demonstrating the relationship among the key variables of the study. As per the nature of this study, firstly it is a must to examine the motives of customers in developing ethnocentric feelings and secondly the possibility of using CET for developing domestic brand equity should be analyzed. Therefore, the conceptual framework is divided into two phases. The first part of the framework demonstrates the relationship between CET and the antecedents of CE. The second part of the framework demonstrates the relationship between CET and the brand equity of domestic brands. In both phases, the appropriate moderating factors were identified considering the context of the study. The socio demographic covariates and ethnic affiliations were considered as moderating variables among the antecedents of CE, CET and domestic brand equity. The conceptual framework for the study is illustrated in figure 3.1.
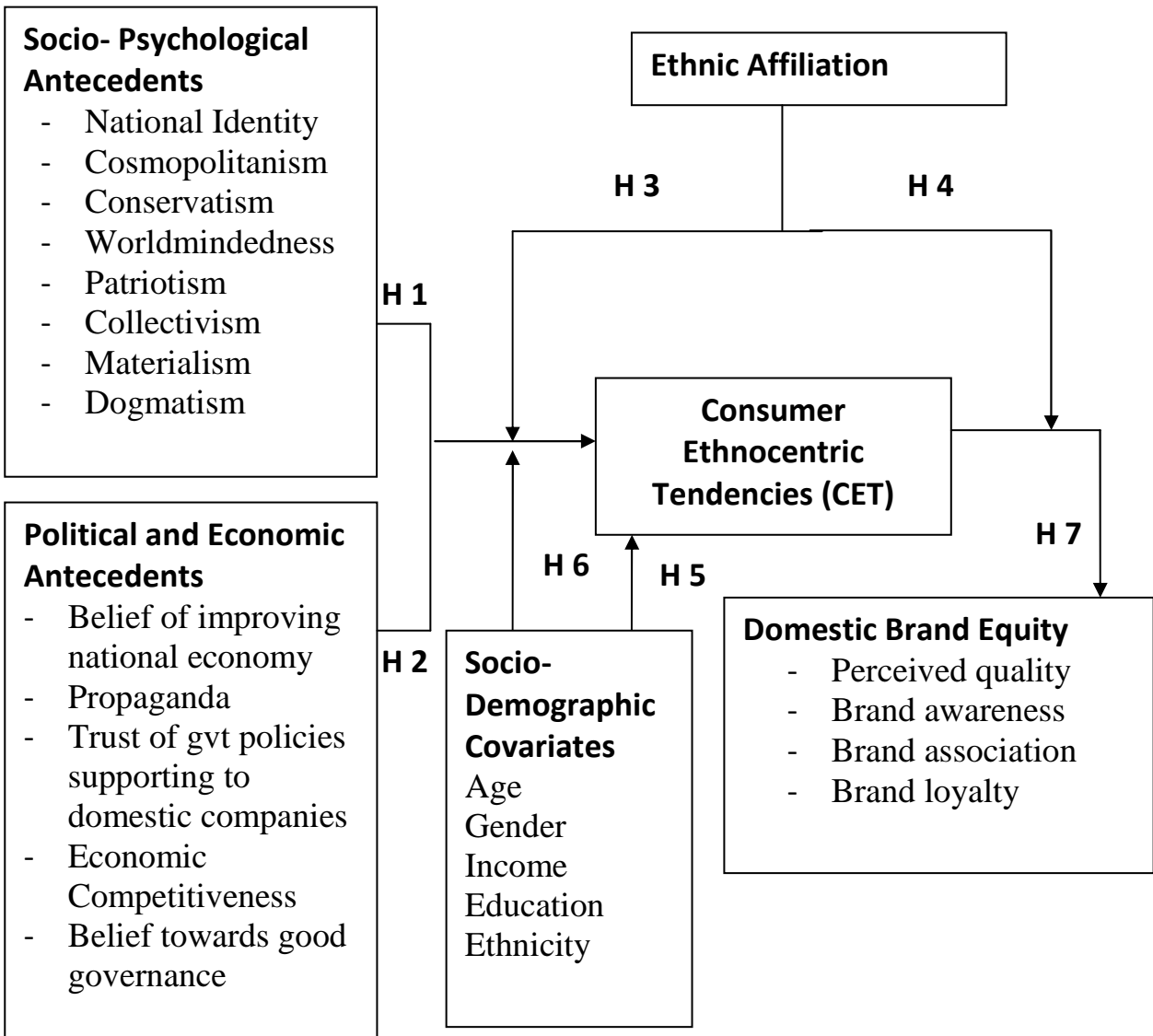
Figure 3.1: Conceptual framework
Source: Designed by the author

According to the detailed literature review in chapter two, the antecedents of CE can be discussed from several perspectives. Based on Shanthamahesh's (2006) classification, the researcher has identified the antecedents of CE from two perspectives; the socio-psychological as well as the economic and the political. However each of these antecedent is not appropriate for the present research context. Hence, the researcher has selected several variables to address to current problem of the study. Furthermore, the moderating variables and dimensions of brand equity were selected to match the present research context. Justification for selecting these variables as the most appropriate for the study will be discussed in the following sections.

3.1.1. Selection of socio-psychological antecedents

As per the literature review, previous authors have explored more than 25 constructs as socio-psychological antecedents in their empirical studies (see table 2.3). However some determinants are commonly used by many researchers and some are limited to specific situations only. Some commonly used socio psychological antecedents are: *cultural openness* (Sharma et al. 1995; Shimp and Sharma 1987; Siemieniako et.al., 2011; Vida et al., 2008), *world mindedness* (Suh and Kwon 2002; Balabanis et al., 2001), *patriotism* (Bannister and Saunders 1978; Han 1988; Sharma et al., 1995; Klein and Ettenson 1999; Balabanis et al., 2001; Siemieniako et.al., 2011), *conservatism* (Sharma et al. 1995; Balabanis et al. 2002; Siemieniako et.al., 2011; Altintas and Tokol 2007), *collectivism* (Nishina 1990; Strutton et al., 1994; Sharma et al., 1995; Siemieniako et.al., 2011), *animosity* (Klein et al., 1998), *materialism* (Clarke et al., 2000), *salience* (Olsen et al., 1993), *dogmatism*, (Shimp and Sharma 1987; Caruana 1996), *internationalism* (Balabanis et. al., 2001; Lee et. al., 2003; Kosterman and Feshbach, 1989), *nationalism*, (Siemieniako et.al (2011; Vida et al., 2008), *lifestyle* (Siemieniako et.al., 2011), *xenophobia* (Altintas and Tokol 2007), *national identity* (Vida et al., 2008), *cosmopolitanism* (Skrbis et al., 2004), *values* (Clarke et. al., 2000) etc. However, according to the meaning and scope of these concepts, it is clear that some variables conceptually overlap with each other. Furthermore, some variables are not appropriate or relevant to the present socio, economic and political background of Sri Lanka. Moreover some constructs may not be appropriate to analyze the consumer behavior in the FMCG sector as well. Therefore in the process of designing the conceptual framework, the researcher has made a considerable attempt to identify the most appropriate socio-psychological antecedents for this study.

According to the literature review, national identity represents a person's sense of uniqueness, historical heritage and one's pride on the nation (Roosens, 1995). Therefore it includes the cultural heritage and inheritance of the nation (Wanninayake and Dissanayake 2009). Additionally, Sharma et al. (1995) noted that patriotism and nationalism are directly associated with the national identity. However these are theoretically different concepts. Even though nationalism considerably represents the national identity, patriotism has only a positive association with it. For instance, a person can hold a very strong national identity but he may not be ready to sacrifice certain things for the nation (Druckman 1994). Therefore those two concepts can be positively correlated but can describe different aspects of the cognitive process of a human being. On the other hand, patriotism partly represents nationalism, salience and individual social responsibility (ISR). Moreover Schwartz (1990) noted that national

identity and patriotism can develop based on some human values. Therefore it is clear that these two concepts represent some other antecedents of CE introduced by previous researchers. In addition to the theoretical background, both national identity and patriotism are more appropriate antecedents of CE in the Sri Lankan context. According to social analysts of the country, both the national identity and the patriotism of people have become stronger owing to the three decade long ethnic war that prevailed in the country. This situation has been more aggravated by the policies adopted by the current Sri Lankan government. Especially, in the last era of the ethnic war, the government used campaigns for encouraging the national identity and the patriotism of certain communities with the hope of getting maximum support from the people towards the government and to develop the morale of the armed forces. Furthermore, those campaigns were also employed for organizing people against the undue influences of pro-American western countries and other human rights organizations for their role in winding up the war against LTTE. Considering the above mentioned reasons, the researcher has reasonably assumed that that national identity and patriotism can be considered as socio – psychological antecedents in terms of the present study.

From another perspective, cosmopolitanism is similar to cultural openness and means the opposite of the term 'xenophobia'. Even though previous researchers noted that ethnicity and animosity are socio-psychological antecedents of CE, some researchers (e.g. Hoffmann et al., 2011) argued that these factors strengthen the relationship between other socio-psychological variables and CET. Furthermore, the animosity of customers may develop against one or more specific countries based on the disputes among those nations (Klein, 2002). However, there is no specific long term conflict or dispute between Sri Lanka and any other specific nation in the world. Moreover, Balabanis et al. (2001) noted that internationalism is a construct similar to world mindedness and that it also represents consumer globalization. However, world mindedness is a different concept from cultural openness. Shankarmahesh (2006) argued that, there is a theoretical possibility that a person can be "world minded" even without being culturally open. Subsequently, it can be theoretically argued that cosmopolitanism and world mindedness can be considered as two different phenomena. In addition to the conceptual arguments, it is worth to analyze whether those concepts are appropriate to the present study. After 1977, Sri Lanka has adapted itself to an open market economy, thus today any global consumer brand can be found in Sri Lanka's domestic market. Also the Sri Lankan government hasn't made any restrictions on the international media or web sites in accessing the country. Therefore local consumers have been exposed to foreign cultures and the possibility of learning foreign cultural values.

Furthermore, in Sri Lanka consumer mobility is at higher level. According to the official statistics published in 2011, net migration rate of the country is 1.95 migrant(s)/1,000 population. As most of migrants come back to the mother nation and share experiences with their relatives, it can be reasonably assumed that the Sri Lankan people may have different degrees of cosmopolitanism and world mindedness. Therefore the researcher proposes that cosmopolitanism and world mindedness are more appropriate antecedents of CE in the given research context.

In addition to the aforesaid antecedents, materialism, collectivism, conservatism and dogmatism can be considered as unique predictive variables of ethnocentrism. In the Sri Lankan context, the values and lifestyles of consumers are quite similar and not very important in influencing buying decisions in the consumer market (Wanninayake and Herath 2009). Dogmatism and materialism represent some values and lifestyles of the customers as well (Ray, 1970). According to Hofstede (1980, 2001) people of Asian countries are more collective. Along these same lines, Wanninayake and Chovancova (2012b) found that Sri Lankan customers are more collective in comparison to other Asian countries and that it has a positive correlation with their ethnocentric tendencies. Therefore, the present researcher equitably assumes that materialism, collectivism, conservatism and dogmatism have become important socio-psychological antecedents in the present research context. Based on the aforesaid discussion, the researcher has selected eight (08) constructs such as national identity, cosmopolitanism, conservatism, world mindedness, patriotism, collectivism, materialism and dogmatism as socio-psychological antecedents for this study.

3.1.2. Selection of economic and political antecedents

As per the literature review in chapter two, some researchers have paid their attention to some antecedents pertaining to the economic and political environment of the country. Accordingly, the most common determinants are *the economic system of the country* (Rosenblatt 1964; Weiss 2003), *the stage of economic development* (Good and Huddleston 1995; Reardon et. al 2005), *improving of personal finances* (Klein and Ettenson 1999), *improving the national economy* (Klein and Ettenson 1999), *economic competitiveness* (Balabanis and Diamantopoulos 2004), *political propaganda* (Rosenblatt 1964), *history of oppression* (Good and Huddleston 1995), *proximity; size and power of out-groups* (Rosenblatt 1964), *leader manipulation* (Rosenblatt 1964), and *sovereignty* (Yu and Albaum 2002) etc. Even though plenty of political and economic antecedents have been mentioned in literature, some variables are not very significant in the Sri Lankan context. Therefore the researcher has paid

considerable attention to the conceptual validity of those antecedents and the prevailing economic and political environment Sri Lanka in selecting the appropriate variables for the present study.

After thirty (30) years of civil war, now the economy is at the initial, potential stage of economic development as there has been a drastic reduction of military expenses. Therefore economists believe that the Sri Lankan economy is improving continuously and will be able to achieve development targets in the years to come. Opposing political parties are criticizing the current economic policy of the government and are developing different customer attitudes towards the possibility of improving the national economy of Sri Lanka. Therefore the researcher has rationally assumed that this condition may have a significant impact on the CET of Sri Lankans. Furthermore, the government has currently adopted a policy statement named "*Mahinda Chinthana*" and uses political propaganda to persuade customers to buy Sri Lankan products. In addition to the government, other voluntary organizations like "*Mawbima Lanka Padanama*" are promoting ethnocentric feelings in customers in persuading them to buy domestic brands. Hence, those promotion campaigns may also have an impact on the ethnocentric feelings of customers. As far as the foreign policy of the government and its trade protection activities are concerned, it seems that the government policies are helping to improve domestic businesses. Even though 'leader manipulation' is not much relevant to the Sri Lankan context, political groups of the opposition and other pressure groups are questioning the allegations of corruptions and violations that have been raised against the government. Consequently, the general public has a negative opinion of the 'good governance' of the current ruling party. Accordingly, because of its connection to CET; the public opinion on good governing practices prevailing in the country is an important matter of investigation. Furthermore, the development of infrastructure facilities, technology and regulatory requirements of the country has developed a healthy environment for fair competition among the businesses of the FMCG sector. Considering the arguments discussed above, the author has selected five (05) variables such as: belief of improving the national economy, propaganda, trust of customers towards government policies are supporting to domestic businesses, economic competitiveness, and belief towards good governance; as political and economic antecedents for this study.

3.1.3. Selecting moderating variables

According to Sekaran, (2009), moderating variables modify the relationship between independent and dependant variables. Therefore the researcher has selected socio-demographic covariates and ethnic affiliations as moderating variables among the antecedents of CE, CET and domestic brand equity.

According to the literature review, most researchers argue that demographic factors are antecedents of CE (e.g. Shankarmahesh 2006). However conceptually, similar to the other antecedents of CE; demographic variables cannot generate CET in the human mind. Yet, the relative impact of those antecedents on CET can vary due to demographic factors (Sharma et al., 1995). Therefore the present researcher argues that socio-demographic covariates play a moderating role between socio-psychological antecedents and CET as well as between economic and political antecedents and CET. Numerous studies have been conducted to examine the role of demographic factors in developing CET (see table 2. 5). Nevertheless, most researchers have not paid attention to the association of marital status and profession in generating ethnocentric feelings in customers. As far as the economic and social background of Sri Lanka is concerned, profession and social class are directly represented in one's income level. Furthermore marital status does not have a significant impact on consumer buying behavior. Therefore, common demographic factors such as age, gender, income, education, and ethnicity have been selected as socio-demographic covariates for the present study based on the findings of previous researchers.

As per the literature given in chapter two, perceived equity, empathy, perceived cost, responsibility (Olsen et al., 1993), country of origin (Han 1988; Brodowsky, 1998), product evaluation (Klein et al. 1998; Klein 2002) have been identified as mediating factors between CET and its consequences. Additionally, perceived product necessity, perceived economic threat (Sharma et al., 1995), cultural similarity (Watson and Wright, 2000), and ethnic affiliation (Vida, et al., 2008) have been recognized as moderating variables between CET and its consequences. As the selected industry for this study is the FMCG sector, some factors may not be worthy of investigating in the present study. Especially the perceived quality and the perceived cost of the FMCG sector are almost similar in both domestic and global brands. Moreover, perceived product necessity is common to all consumables. On the other hand, empathy, responsibility and perceived economic threats are less significant due to attractive advertising campaigns and CSR programmes adopted by MNCs in the FMCG sector. Also; country of origin (COO) is not considered as an important factor by Sri Lankan customers when purchasing consumer products for their day-to-day lives (Wanninayake and Dissanayake 2009).

However Vida et al., (2008) have suggested ethnic affiliation as an important antecedent in cases where several ethnic groups co-exist in one national state. Therefore, the becomes an important variable that has to be analyzed as a main research issue in the present study, because in the Sri Lankan context, there are three main ethnic groups i.e. Sinhalese, Tamils and Muslims, and they may have different perceptions and attitudes towards the "mother country" and their own

ethnic groups. Some researchers (e.g. Cottingham and Morris 1991; Zarkada-Fraser and Fraser, 2002) found that minor ethnic groups in a country have favorable attitudes towards foreign products. According to the general public views of Sri Lanka, minor ethnic groups have conflicting attitudes towards the common cultural values of the mother nation and their own values towards ethnic sub-groups. This condition may have amplified after the civil war. Sometimes minorities may have negative perceptions towards the values of the mother country, where the majority is Sinhalese. The researcher therefore reasonably assumes that ethnic affiliation is another variable that can directly influence on strength of the relationship is between the antecedents of CE, CET and domestic brand equity in Sri Lanka.

3.1.4. Customer-based brand equity (CBBE)

According to the literature review of chapter two, different operational definitions for the consequences of CET have been given by previous researchers. However the common consequences of CET are developing favorable attitudes towards domestic products over their foreign counterparts. Therefore in the present study, the researcher has selected CBBE as the dependent variable in the research model in order to determine the potential impact of CET on the domestic brands. As per the details in literature, CBBE has been measured by previous researchers using several models. Almost all the models were developed on the basic CBBE models introduced by Aaker (1991, 1996) and Keller (1993). Even though the CBBE model introduced by Keller (2002) is very comprehensive, he has operationalized some variables of his model based on Aaker's (1996) findings. Furthermore, Aaker's (1991) model has more validity in accessing equity of domestic brands. Based on the aforesaid arguments, the author has decided to use the originally developed constructs by Aaker (1996), which are the most commonly cited by previous researchers when measuring domestic brand equity. Therefore, four dimensions such as brand awareness, brand association, perceived quality, and brand loyalty are used as the main constructs of assessing domestic brand equity.

3.2. Definition of variables

As the main constructs of the conceptual framework are psychological phenomena, there are no universally accepted definitions for each construct. Therefore in this section, the researcher attempts to define the major constructs of the research model. Those definitions are immensely useful in demarcating the scope of the present study and in avoiding misinterpretation of the constructs in the research model. All operational definitions were developed by the author based on various perspectives that have been presented in previous literature

regarding those constructs. Therefore the research design is based on the operational definitions demonstrated in table 3.1.

Table 3.1: Operational definitions of main variables

Concept	Definition
National Identity	A feeling of a person towards unique identification with the nation-state based on historical heritage and cultural values
Cosmopolitanism	Openness of people towards divergent cultural experiences and willingness to learn values, norms and customs from different cultures around the world
Conservatism	The willingness of people to preserve and maintain traditional social order and cultural norms of a particular society and the reluctance to create radical changes in the established order of the country
World mindedness	A feeling in people that all humans in the world belong to one group and the tendency of thinking of human beings as a primary reference group without considering their ethnic group or nationality
Patriotism	Love for or devotion to one's country and one's pride of his/her mother nation
Collectivism	The social orientation of people in giving priority to perceiving and achieving the goals of their own group and being concerned of the welfare of the group rather than the individual goals or concerns
Materialism	Happiness obtained in people from physical well-being and worldly possessions or from the belief of gaining social status by possessing valuable materials
Dogmatism	The degree of rigidity in individuals that is displayed when buying unfamiliar products and the degree to which they consider information against their own established beliefs
Belief of improving national economy	People's belief that the national economy has been improving continuously for the past few years
Political Propaganda	All the information, ideas or facts that the government deliberately spreads throughout the country with the purpose of encouraging consumers to buy local products
Attitudes toward the policies of the government	The extent to which consumers believe that the prevailing governmental policies help in developing domestic industries

Economic Competitiveness	The extent to which consumers believe that the infrastructure and the business environment of the country provides opportunities in creating fair competition among business firms
Ethnic affiliation	The extent to which consumers believe that the values and customs of their own ethnic group is superior to the common cultural values that are prevailing in the country
Consumer Ethnocentric Tendencies (CET)	The general propensity of customers to buy domestic products and reject imported products irrespective of price or quality considerations due to nationalistic reasons
Brand Equity of Domestic Brands	A combination of factors or dimensions (brand assets) contributing to the perceived value of customers towards a domestic brand

Source: Developed by the author based on the extensive literature review

3.3. Hypotheses development

As per the previous literature, consumer ethnocentrism generally stimulates customer preferences towards purchasing domestically made products (Vida et al., 2008). Furthermore, it has been demonstrated that ethnocentric tendencies reduce consumers' intentions of purchasing foreign goods as well (Klein et al., 2006; Vida et al., 2008). The proposed study is therefore centered on evaluating the main antecedents of CE and the impact of CET on domestic brand equity in the FMCG industry of Sri Lanka. Therefore the author has developed several hypotheses for this study based on the relationships among certain variables demonstrated in the conceptual framework.

3.3.1. Social psychological antecedents and CET

As mentioned in previous discussions, the antecedents of CE are mainly divided into socio-psychological as well as political and economic aspects. Previous researchers have empirically tested the relationships between the selected socio-psychological antecedents and CET from different perspectives. Based on the detailed analysis provided in chapter two, some arguments can be put forward to establish a rationale for developing hypotheses in the present study.

Most of the researchers (Vida et al. 2008; Sharma et al. 1995; Lantz 2002; Netemeyer et. al., 1991) empirically proved that the national identity of customers positively associates with CET. However, there is no sufficient literature to argue that national identity has a negative association or a non-significant relationship with consumer ethnocentrism. Moreover, Balabanis et

al. (2002) and Sharma et al., (1995) have empirically proved that there is a positive relationship between conservatism and CE. However, Shankarmahesh (2006) contended that the conservative values of customers may not be directly associated with purchasing domestic products over their foreign counterparts. More significantly, this situation can vary in different social and cultural contexts (Chovancova et.al. 2012). As patriotism represents the emotional attachment of the customer towards mother nation, most researchers found that patriotism has a strong positive impact on CET (Han 1988, Sharma et al. 1995 and Klein and Ettenson 1999). Even though Bannister and Saunders (1978) argue that patriotism is not important when purchasing consumer goods, still it can be conceptually justified that patriotism is a positive antecedent of CET. Adding to this fact, Strutton et al. (1994) noted that individualistic customers are more ethnocentric than collectivists due to open mindedness and self autonomy. However in the literature review, the researcher has clearly elaborated that collectivists are more ethnocentric due to the obligation they feel towards their community (Yoo and Donthu 2002), willing to sacrifice their own welfare for that of their country (Hui and Triandis 1986) or in perceiving a threat to the mother country (Schwartz and Bilsky 1990). Therefore it can be reasonably assumed that collectivism has a positive relationship with CE. According to previous literature, materialism has a positive impact on CET (e.g. Clarke et al. 2000). However this conclusion is debatable. For instance, Demirbag et al. (2010) argued that materialistic customers prefer to buy reputed global brands in order to maintain their social status. Furthermore, Bevan-Dye (2012) claimed that such situations can be found in developing countries as well as rich nations. Yet, this situation can vary according to the cultural and social setting of the country. As the present study focuses on the FMCG sector in Sri Lanka, the researcher assumes that materialism is a positive antecedent of CET. Moreover Caruana, (1996) and Shimp and Sharma (1987) noted that dogmatism has a positive relationship with CET. Shiffman and Kanuk (2007) also claimed that people with a lower level of dogmatism are more innovative and willing to buy foreign products. In the FMCG sector, as most of the MNCs introduce innovative products with new features and attributes, dogmatic customers may prefer to buy domestic brands. Consequently the present researcher argues that dogmatism is also positively associated with CET in the Sri Lankan context.

However some researchers have revealed that there exists a negative relationship between cultural openness and CE (e.g. Shimp and Sharma, 1987; Ruyter et. al., 1998; Howard, 1989). Furthermore previous studies have contended that cosmopolitanism of customers is an internal motive for purchasing foreign products and reduces the degree of CET (e.g. Cleveland et.al 2009; Hannerz 1990). Hence, as cosmopolitanism is a similar concept to cultural

openness, it is rationally assumed that cosmopolitanism negatively influences CET. As per the literature review, world mindedness is negatively associated with nationalism (Kosterman and Feshbach 1989). Accordingly, it has a negative impact on CE as well (Rawwas et al. 1996). Furthermore, Balabanis et. al., (2001) noted that world mindedness and internationalism are similar constructs and Lee et. al., (2003) concluded that it has a negative impact on the ethnocentric feelings of customers. Even though Balabanis et. al., (2001) did not find any significant relationship between internationalism and CET, sufficient empirical evidence is available in supporting the conclusion that world-mindedness is a negative antecedent of CET.

Based on the preceding discussion, the author has introduced the first group of testable hypotheses. The first group of hypotheses seeks to determine the relationship between socio-psychological antecedents and CET.

H1: *Socio-psychological antecedents are positively / negatively associated with CET. Specifically, (a) National Identity, (b) Conservatism, (c) Patriotism, (d) Collectivism, (e) Materialism and (f) Dogmatism are positively associated with CET, and (g) Cosmopolitanism and (f) World mindedness are negatively associated with CET.*

3.3.2. Political and economic antecedents and CET

The researcher has specified five variables as political and economic antecedents of CE in the proposed model. According to previous studies, all these variables are more or less positive or negative influences on CET. Previous authors noted that the prevailing economic system of the country has a direct relationship with CET (e.g. Weiss 2003; Good and Huddleston 1995). However, the economic system is not an important variable in the present study due that the economic system of Sri Lanka has remained unchanged since 1977. However Klein and Ettenson (1999) argue that if people believe that the national economy is in the process of improving, they will display less ethnocentrism due to customer belief that purchasing imported products may not be harmful to the economy. Therefore consumer perception on improving the national economy in a post-war condition can be negatively associated with CET. As per the literature review, political propaganda has a positive relationship with consumer ethnocentrism (Rosenblatt 1964). In addition, some researchers (e.g. Kojo et al. 2000; Hamin and Elliott, 2006; Cameron and Elliott 1998; Saffu et. al., 2010) noted that campaigns to buy local products can significantly influence the CET of domestic customers. Therefore the researcher assumes that the "buy local" campaigns organized by the government or other voluntary organizations may have a significantly positive impact on CET in Sri Lanka. Even though sufficient

empirical evidence is not available to examine the relationship between other economic and political antecedents (trust in government policies for supporting domestic companies, economic competitiveness and believing in good governance in Sri Lanka) and the degree of CET, the researcher has sufficient evidence to reasonably assume that these variables are positively associated with CET with reference to several previous studies conducted on ethnocentrism (Chovancova et al, 2012). Based on the preceding discussion, the author has introduced the second group of hypotheses which seeks to determine the relationship between political and economic antecedents and CET.

H2:   *Political and economic antecedents are positively / negatively associated with CET. Specifically, (a) propaganda, (b) trust in government policies for supporting domestic companies, (c) economic competitiveness and (d) believing in good governance are positively associated with CET. and (e) the belief of improving the national economy is negatively associated with CET.*

3.3.3. Controlling variables, CET and domestic brand equity

The author has introduced two variables as the controlling factors in the relationship between independent and dependent variables in the proposed research model. Ethnic affiliation becomes one of these unique variables in the context of Sri Lanka. According to Vida et al. (2008), ethnic affiliation within a single nation state has rarely been considered in CE researches. However, it can be an important moderating variable when one country consists of different ethnic groups and the consumers have dual allegiances (allegiance to the country and to their ethnic sub-group within that country). Furthermore, Heslop et al. (1998) noted that the other antecedents may have less explanatory power in such situations. Moreover, some researchers extrapolated the impact of ethnic affiliation on various aspects of consumer behavior including product evaluation decisions, brand loyalty, perception of advertising messages, decision-making styles, perceived risks, and word-of-mouth behavior (e.g. Burton, 2002). Therefore, the author has reasonably assumed that ethnic affiliation can have an influence on the strength of the relationship between CET and domestic brand equity. Based on the above justification, the author has developed H3 and H4 to determine the relationship among antecedents, CET and local brand equity:

H3:   *Ethnic affiliation will have a direct and significant effect on the relationship between* the *antecedents of CE and CET.*

H4:   *Ethnic affiliation will have a direct and significant effect on the relationship between CET and domestic brand equity*

Furthermore, numerous researchers have attempted to find the impacts of demographic variables on CET. According to the detailed literature review presented in chapter two, age and CET illustrate a positive relationship (e.g. Good & Huddleston, 1995;Klein and Ettenson, 1999; Chryssochoidis et al. 2007) and young customers demonstrate more preference in buying foreign products than elderly people (e.g. Balabanis et al., 2002; Sharma et al., 1995; Vida and Fairhurst, 1999, McLain and Sternquist 1991). However some researchers did not find a significant relationship between age and CET (e.g Bawa, 2004, Sharma et al., 1995; Festervand et al., 1985). On the other hand, according to some researchers (e.g. Balabanis et al., 2002; Javalgi et.al, 2005; Vida and Fairhurst, 1999, Good and Huddleston, 1995; Nielsen and Spence,1997; Sharma, Shimp, & Shin, 1995) women are more ethnocentric than men. However Caruana and Magri, (1996); Ruyter et al., (1998) and Saffu and Walker, (2005) argued that gender has no significant influence on CET, however, some studies show that men are more ethnocentric than women (Johansson et al., 1987). Most of the studies have revealed that there is a negative association between educational level and CET (e.g. Sharma et al., 1995; Good and Huddleston 1995, Ruyter et al. 1998; Klein & Ettenson, 1999; Watson and Wright, 2000; Lee et al. 2003; Verlegh, 2007; Chryssochoidis et al. 2007). However, some researchers did not find a significant relationship between education and CET (e.g. Han, 1988; Balabanis et al., 2001; Javalgi et al., 2005; Saffu and Walker, 2005). Furthermore, some researchers have pointed out the existence of a negative correlation between income level and CET (e.g. Bruning, 1997, Lee et al. 2003, Balabanis et al.2001, Watson and Wright 2000, Klein and Ettenson, 1999). However certain researchers argue that, there is no significant relationship between income level and CET (McLain and Sternquist 1991; Caruana and Magri, 1996; Han 1988; Ruyter et al., 1998; Javalgi et al., 2005). Even though Piron (2002), and Klein and Ettenson (1999) did not find significant a relationship between ethnicity and CET, Zarkada-Fraser and Fraser (2002), found that minorities are more favorable to foreign products than majority ethnic groups. Those research findings revealed that demographic factors are strong predictive variables of CET. Subsequently, a researcher can argue that demographic variables can moderate the relationship between the antecedents of CE and CET as well. Therefore, the author has developed H5 and H6 to determine the relationship between demographic factors and CET.

H5:   *Socio-demographic covariates have* a significant *influence on* the *degree of CET. Specifically, (a) Age, (b) Gender, (C) Income, (d) Education, and (e) Ethnic group will have* a significant *influence on* the *degree of CET.*

H6   *Socio-demographic covariates have influence* over *the relationship between* the *antecedents of CE and CET. Specifically, (a) Age, (b) Gender, (C) Income, (d) Education, (e) Ethnic group will have* an *influence on the strength of the relationship between* the *antecedents of CE and CET.*

3.3.4. CET and domestic brand equity

As per the literature presented in chapter two, a common consensus of previous researchers is that CET has a positive influence on the purchasing or on the favorable evaluation of domestic products. However most of the operational definitions of the direct consequences of CET may represent brand equity dimensions introduced by Aker (1991). According to Wanninayake and Chovancova (2012), ethnocentric feelings in customers create a strong motivation to search for domestic brands in competitive markets. Furthermore, Wanninayake and Dissanayake (2008) have revealed that ethnocentric brand appeals are effective in creating strong brand association. Herche (1992) noted that ethnocentric customers believe that home made products are of a higher quality. Nevertheless, some researchers have noted that customers evaluate global products to be of a higher quality than domestic products in different socio-cultural contexts (e.g. Klein, Ettenson and Krishnan, 2006, Papadopoulos, Heslop and Beracs, 1990; Klein et al., 2006; Ettenson, Wagner and Gaeth, 1988). Furthermore, Olsen et al., (1993) and Vida, et al., (2008) noted that highly ethnocentric customers possess more biasness towards domestic brands. Therefore, the author has developed H7 to determine the relationship between CET and domestic brand equity.

H7:   CET is positively related to domestic brand equity of the FMCG sector in Sri Lanka. Specifically, CET is positively associated with (a) Brand Awareness (b) Brand Associations, (C) Perceived Quality, and (d) Brand Loyalty of domestic brands of the FMCG sector in Sri Lanka.

3.4. Summary

In this chapter, the researcher has attempted to design a research model and develop hypotheses. Therefore initially, the justifications for selecting certain variables for the conceptual framework have been discussed with reference to previous literature. Accordingly, 8 socio-psychological antecedents, 5 political and economic antecedents have been specified as independent variables in the first phase of the conceptual framework. In addition, CET has been recognized as a dependent variable; subject to the moderating effect of ethnic affiliation and demographic factors. In the second phase, CET becomes an independent variable

and brand equity dimensions become dependent variables. Thus, all the selected constructs in the model have strong logical relationships from both the theoretical and the practical aspects. Subsequently operational definitions have been allocated to specify the meaning of each construct in the research model. Finally seven hypotheses have been developed to demonstrate the relationship of the main constructs in the model with the justifications given in the literature.

4. METHODOLOGY

In the previous chapter, the research model and hypotheses were discussed paying close attention to the theoretical and practical justifications for the selecting certain variables for the present study and developing relationships among those variables. The present study aims to discover the key antecedents of CE and to examine the potential interdependencies between CET and domestic brand equity. Even though so many empirical studies have been carried out to address the current research problem in different socio cultural contexts, the previous researchers have rarely addressed this issue in relation to the domestic brand equity of the FMCG sector in the context of multi-ethnic groups cohabiting in one national state. Therefore specific methodological direction has to be selected based on the research objective and the conceptual framework. Accordingly, this chapter describes the steps that were taken by the researcher to conduct the research scientifically. In this process, the researcher paid special attention to the methodological choice, selection of sample, method of data collection and the statistical techniques, which were used for the purpose of analyzing data. In addition, this chapter will further elaborate on the developing of construct measurements for designing the questionnaire and the methods for determining the reliability and validity of the collected data.

4.1. Research design

According to Malhotra, Agarwal, & Peterson (1996), the conceptual framework helps to quantify the data with the purpose of developing causal relationships among the main variables of the study. The conceptual framework of this study was developed (see figure 3.1) based on the critical review of previous literature and with regard to the practical situation of selected research context. Therefore the present study adopts the positivist quantitative approach. However, some qualitative information was used in the designing stage of the study for understanding the scope of the research. According to Creswell (1994) any research project can be undertaken based on inductive or deductive approaches. Furthermore, Sekaran and Bougie (2011) noted that inductive research observe specific phenomena and help to develop theories based on research findings, whereas the deductive approach starts from a general theory and applies itself to a specific situation. This study focuses on consumer ethnocentrism as a general phenomenon and specifically concentrates on how it can be utilized for local brand building in the Sri Lankan context. Therefore deductive research was chosen as the main research approach for the present study. According to Malhotra et. al., (1996), any research can be designed as exploratory and descriptive, or casual research. However, Sekaran and Bougie

(2011) suggested that any research in the field of business can be conducted through all of those aspects. They further noted that at the initial stage of study, exploratory research is needed to understand the research context and then descriptive research is needed to ascertain the characteristics of the interested variables. Finally, causal relationships of the variables can be examined through hypotheses testing. Due to the empirical nature of the present study both exploratory and descriptive researches were carried out before testing the hypotheses. The descriptive study was carried out based on a survey approach. Furthermore, Malhotra & Grover (1998) claimed that empirical research can be designed as either cross-sectional or longitudinal. In the cross-sectional research, respondents are surveyed at only one specific point in time. Longitudinal studies on the other hand, employ repeated surveys of the same respondents over a long period of time. This study was completed according to the cross-sectional research method. Accordingly a survey was conducted amongst selected respondents within the period of one month. Moreover, in terms of research designing, it has to be a specified unit of analysis (Sekaran, 2009). Additionally, the researcher should clearly define whether the research instrument is used for collecting data from an individual, a group, a department/function, an organization or an industry level (Malhotra & Grover, 1998). Therefore the unit of analysis of the present study was defined as an individual unit.

4.2. Exploratory research

According to Kerlinger (1986), the main objective of exploratory research is to familiarize oneself with the research issues and the contexts. Furthermore, there is no specific model for conducting such investigations (Malhotra & Grover, 1998). However, the present researcher initially conducted a few Key Informant Interviews (KIIs) with selected industry experts and academics with the purpose of clarifying research issues and in selecting the research setting (see annexure 4.1 for interview guideline). The selected key informants were those who have had firsthand experience in handling both domestic and global brands in the industry or from a sound academic background in consumer psychology (10 experienced brand managers and 05 university academics in marketing and consumer behaviour). According to their views, the researcher selected the FMCG sector of Sri Lanka as the most appropriate context to address this research problem. In addition, the key informants suggested to the researcher to conduct a recall test among randomly selected customers for selecting the appropriate domestic FMCG brands for the present study. The majority of them also instructed the researcher to consider the accredited brands using the "*Suriys Signhe*" logo as domestic brands that promote the ethnocentric brand appeals in developing their branding architecture. Finally, the key informants also helped

the researcher in finalizing the measurements of the constructs by providing feedback in developing the questionnaire.

Secondary data was collected from books, journals, online publications, public data bases and relevant reports from the government and other institutions. In the literature review, previous research publications have been used to identify the variables and constructs for the present study. Furthermore, statistics published by some institutes were used to understand the social, demographic, economic and political condition in Sri Lanka. Therefore publications of Central Bank and Census and Statistic Department in Sri Lanka were immensely useful in designing the study. In addition, AC Neilson media reports and publications of other research institutes were highly useful in analyzing the FMCG industry of Sri Lanka.

4.2.1. Selecting research contexts

Based on strong recommendations of key informants and secondary data analysis, the researcher selected the FMCG industry in Sri Lanka as the context of the present research. According to key informants, this industry is more appropriate to address the impact of CE on domestic brand equity due to several reasons.

1. FMCG brands are mainly adapted to emotional and moral appeals in developing brand architecture.
2. In the Sri Lankan context, FMCG is the only sector that represents powerful global brands, in addition to well developed domestic brands with the capacity to compete with the global brands of MNCs.
3. As consumables are low involvement products, customers do not entertain differences of quality perceptions associated with different countries of origin (COO).
4. The FMCG sector is not subject to demand fluctuations for uncontrolled macro environmental factors like economic crisis.
5. Modern retail outlets provide the customers the freedom of selecting FMCG brands, based on their own choice and opinion. Therefore opinion leadership role of middlemen is relatively low.

In addition to above mentioned justifications given by key informants, some arguments made by previous researchers also can be put forward to justify that the FMCG sector is more appropriate for the present study. According to Kotler (2000), consumer goods are convenient goods that consumers buy regularly without making an additional buying effort. Further, Wanninayake and Randiwela (2007) noted that Sri Lankan customers consider shopping in a

supermarket as an entertainment exercise and; most of the time they make emotional decisions in selecting the brands in modern retail outlets. Furthermore, ethnocentric customers make impulsive decisions to buy domestic brands based on the ethnocentric appeals made in the visual merchandizing of supermarkets (Wanninayake and Chovancova, 2012). However when consumers are selecting high involvement durable products or services, customers become more rational in the buying decisions and emotional attachment is relatively low. Therefore it can be reasonably argued that FMCG sector is the most appropriate context to examine the main research problem in the present study.

4.2.2. Selecting FMCG brands

As per the empirical nature of the study, respondent should be provided a limited number of domestic brands associated with ethnocentric branding appeals. Based on the key informant interviews, researcher selected accredited FMCG brands of "*Mawbima Lanka Padanama*" as main brands which are promoting ethnocentric appeals in the branding strategies. According to the updated accredited brand list of "*Mawbima Lanka Padanama*", 73 FMCG brands have accreditation to use slogan "*Ganna Ape De*" and SuryaSingha logo for labeling their brands. Therefore, a recall test was conducted among 50 randomly selected customers in the Western province, with the purpose of determining as to what extent the brand is perceived as a domestic product. The short questionnaire was developed with a list of brands that was to be ranked according to the perceived locality of the brands. According to the results of recall test (See annexure 4.2), the researcher was able to select the top ten brands which were adopted to the ethnocentric brand appeals in the FMCG sector in Sri Lanka (See annexure 4. 3).

4.3. Main study

In the exploratory study, researcher clearly defined the research context for the study. Also, 10 domestic brands in FMCG sector were selected to measure the impact of CET on brand equity. Considering the descriptive nature of the study, the researcher ascertained that the survey was the best method to collect information for the main study. According to Tull and Hawkins (2005), the survey method is the most appropriate approach for collecting data from customers or end users. Furthermore, Pride and Ferral (1985) expressed that survey is the most widely used methods for primary data collection in consumer researches. In addition, most of the previous researchers who have examined the issues relating to CE were adapted to sample survey for collecting data. The research approach, research instrument, sample, and main analysis models adapted by several previous studies are summarized in the table 4.1.

Table 4.1: Methodology adopted by previous researchers

Author/s	Research Approach	Research Instruments	Sample	Analysis model
Ramayah et. al, (2011)	Sample Survey	Self-completed questionnaires	180	Factor analysis
Bawa (2004)	Sample Survey	Mailing questionnaires	278	Factor analysis
Saffu and Walker (2005)	Sample Survey	Self-completed questionnaires	263	Factor analysis
Wang, and Chen, (2004)	Sample Survey	Personal interviews	800	Factor analysis
Balabanis et al., (2001)	Sample Survey	Mall-intercept survey	783	Regression
Shoham and Brencic (2003)	Sample Survey	Structured questionnaire	141	Regression
Bi et.al (2012)	Field experiment	Interviews & Questionnaire	447	Factor analysis
Chryssochoidis et.al. (2007)	Sample Survey	Self-completed questionnaires	274	Factor analysis
Yu and Albaum (2002)	Sample Survey	Self-completed questionnaires	531	Correlation
Lee et.al (2003)	Sample Survey	web questionnaire	336	Regression
Acharya and Elliott (2003)	Sample Survey	Mailing questionnaires	275	SEM
Batra et.al (2000)	Sample Survey	At-home interviews	508	Regression
Pereira et.al (2002)	Sample Survey	self-completed questionnaires	297	SEM
Keillor and Hult (1999)	Sample Survey	Mall-intercept survey	961	SEM
Javalgi et al (2005)	Sample Survey	Mall-intercept survey	106	Regression
Caruana (1996)	Sample Survey	Mailing questionnaires	350	SEM and Regression
Teo et.al(2011)	Sample Survey	Self-completed questionnaires	398	SEM
Luque-Martinez et al. (2000)	Sample Survey	Self-completed questionnaires	476	SEM

Mensah et.al., (2011)	Sample Survey	Self-completed questionnaires	152	Factor analysis
Vida, et al., 2008	Sample Survey	Interviews & Questionnaire	580	SEM
Altintas and Tokol (2007)	Sample Survey	web questionnaire	540	SEM
Cleveland et.al(2009)	Sample Survey	Interviews & Questionnaire	2015	SEM
Josiassen (2011)	Sample Survey	Mall-intercept survey	539	SEM

Source: Developed by the author based on the previous literature

According to details given in the table 4.1, most of the studies in consumer ethnocentrism adopted sample surveys, and questionnaires were selected as research instruments. Green et. al., (1988) noted that the research design consists of a framework that specifies types of data, data sources and procedures of collecting data. In addition, Luck and Rubin (1992) contended that the research design should consist of basic guidelines for undertaking specific research projects. Therefore, the development of survey instruments, sample designs and data analysis techniques should be discussed in detail, in order to provide clear guide lines about methods of conducting the present study.

4.3.1. Developing survey instruments

A structured and self-administered questionnaire was used as the main survey instrument for the study. According to the details given in table 4.1, almost all the past researchers employed structured questionnaires assuming that it is the best instrument for surveys in consumer ethnocentrism. According to Tull and Hawkins (2005) self-administered questionnaires help to reduce biasness of the researcher during the process of data collection. Moreover, Zikmund, (2003) noted that questionnaire is an efficient and inexpensive data collection instrument with a wider coverage capacity. As per the views of previous researchers, the structured questionnaire was designed to gather information about antecedents of CE, CET, ethnic affiliation, demographic factors and consumer responses towards brand equity dimensions of selected FMCG brands in Sri Lanka.

4.3.2. Measurement of constructs

According to Sekaran (2009), unobserved variables can be translated in to measurement of constructs. Furthermore, Edwards and Bagozzi (2000) defined that a construct is a theoretical term used for measuring technically unobserved

variables by using specific scales. In the proposed research framework, apart from the demographic factors other variables are latent variables. Therefore separate scales were needed to each antecedent of CE, CET, ethnic affiliation and domestic brand equity. Scale items for measuring each construct of the research model were determined based on the extensive literature review and the exploratory study. Moreover, during the process of selecting scale items, the researcher consciously considered the operational definitions given in chapter three (table 3.2). Accordingly, the measurement scales for 8 socio-psychological antecedents, CET and domestic brand equity were developed based on similar scales used in past studies by adapting them to the present research context. Each scale has been validated by previous researchers in cross-cultural contexts and has been noted an accepted level of reliability (more than 0.70 alpha). In addition, the researcher critically compares the selected scales with other scales adopted by previous researchers for measuring similar constructs. Certain items of several scales were deleted based on the feedback of key informants. Furthermore, certain items in selected scales were reverse coded with the purpose of minimizing the bias of responses.

The researcher also noted that there were no popular and validated items for measuring economic and political antecedents and ethnic affiliation. Therefore, the items for measuring those constructs were developed by the researcher based on previous literature and exploratory study. During this process, the researcher identified 20 statements for all five variables of economic and political antecedents and 06 items for ethnic affiliation. Details of the selected scales and sources are given in table 4.2 (Refer to annexure 4.4 for a detailed list of selected items).

Moreover, most of the previous studies in consumer ethnocentrism were adapted to seven point likert scale as the response format. Also, Sekeran, (2009) noted that likert scale is more appropriate to measure the psychological and behavioral constructs. Therefore, each scale was scored on a seven point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Before finalizing the questionnaire for the main survey, internal reliability of each scale was tested from the pilot survey. Initially, a pilot survey was conducted among 85 respondents with the purpose of testing the reliability and understanding level of questionnaires. Therefore all the selected items in each construct were included into to the questionnaire in the pilot survey. Four (04) uncompleted questionnaires were discarded and Cronbach's alpha values were calculated by using 81 questionnaire packs.

Table 4.2: Measurement scales

Variable	Construct	Selected items	Proposed measurement scale
Socio-Psychological Antecedents	National Identity	08	NATID scale- Keillor et al (1996)
	Cosmopolitanism	07	Cleveland and Laroche (2007)
	Conservatism	04	Schwartz (1994)
	World mindedness	05	Rawwas et al (1996)
	Patriotism	08	Kosterman & Feshbach (1989)
	Collectivism	05	Yoo and Donthu (2002)
	Materialism	05	Richins (1987)
	Dogmatism	05	DOG Scale Altemeyer (2002)
CE	CET	10	Reduced version of CETSCALE - Shimp and Sharma (1987)
Brand equity	Brand awareness,	02	The brand equity model - David Aaker (1996)
	Brand association	05	
	Perceived quality	03	
	Brand loyalty	03	
Economic and political antecedents	Belief of improving the national economy	04	Self developed scales
	Propaganda	03	
	Trust of gvt policies supporting to domestic firms	04	
	Economic Competitiveness	04	
	Belief towards good governance	03	
Ethnic Affiliation	Affiliation towards ethnic sub groups	04	

Source: Developed by the author based on the previous literature

According to the initial calculation of the Cronbach's alpha values, most of the constructs were reported to be of unacceptable degree of reliability. It was also noted that the item-to-total correlations of certain items were not satisfactory (more than 0.8 and less than 0.6). Therefore some items were deleted based on Cronbach's alpha values of individual items. As the results given in table 4.3, the reliability test was reported to be of an acceptable level of Cronbach's alpha values for each construct after deleting selected items. Finally 74 items were selected for the final version of questionnaires.

Table 4.3: Reliability of scales

Dimension	1st Reliability test		2nd Reliability test (after item deleted)	
	No. of item	Cronbach's alpha	No. of item	Cronbach's alpha
National Identity	08	0.629	06	0.813
Cosmopolitanism	07	0.684	06	0.768
Conservatism	04	0.826	04	0.826
Worldmindedness	05	0.668	04	0.770
Patriotism	08	0.608	05	0.922
Collectivism	05	0.795	03	0.844
Materialism	05	0.533	03	0.753
Dogmatism	05	0.650	03	0.826
Belief of improving national economy	03	0.897	03	0.897
Propaganda	03	0.832	03	0.832
Trust on government policies supporting to domestic companies	04	0.568	02	0.741
Economic Competitiveness	04	0.610	03	0.816
Good governance	03	0.772	03	0.772
Ethnic affiliation	04	0.768	03	0.804
Consumer Ethnocentric Tendencies (CET)	10	0.889	10	0.889
Brand awareness	02	0.858	02	0.858
Brand associations	05	0.853	05	0.853
Perceived quality	03	0.933	03	0.933
Brand Loyalty	03	0.907	03	0.907

Source: Pilot survey 2013

4.3.4: Structure of the questionnaire

Final questionnaire was developed based on selected measurements of constructs. Accordingly, the questionnaire contained 06 sections including general information of respondents and each construct separately. Also, in each question used for measuring the constructs, several statements specified in the above section were included. The covering letter signed by the researcher was accompanied with a questionnaire explaining the purpose of the study with the purpose of getting the maximum support from the respondents and assuring confidentiality and anonymity of information. The distribution of the question

among each section of the questionnaire is given in table 4.4 (detailed questionnaire given in the annexure 4.5/6)

Table 4.4: Structure of Questionnaire

Section	Investigation Area	Question numbers
A	General information and Demographic data	From Q. 1.1 to Q1.9
B	Socio- psychological antecedents (National Identity, Cosmopolitanism, Conservatism, Worldmindedness, Patriotism, Collectivism, Materialism, Dogmatism).	From Q. 2.1 to Q2.8
C	Political and economic antecedents (Belief of improving national economy, Propaganda, Trust on government policies supporting to domestic companies, Economic Competitiveness, Good governance)	From Q. 3.1 to Q3.5
D	Ethnic affiliation	Q.4.1
E	Consumer Ethnocentric Tendency	Q 5.1
F	Brand equity (perceived localness of top ten brands, brand awareness, brand association, perceived quality and brand loyalty of top recalling brands)	From Q. 6.1 to Q6.5

Source: Developed by aurthor

4.3.5. Translation of the questionnaire and pre-testing

The questionnaire was initially developed in English and thereafter it was translated into Sinhalese (mother language of Sri Lanka). The English version was reviewed by a panel of academic staff in the Department of Marketing Management, University of Kelaniya and certain modifications were made based on their comments. The translation process was done by a language specialist in both medium (direct translation). Ultimately, the accuracy of the translation was reassured by an academic member of Department of Modern Languages in the University of Kelaniya, Sri Lanka. Both versions were immensely useful to collect information from the respondents in their mother tongue. Even though Tamil and Muslim respondents were included in the sample, translations were not essential since the researcher obtained the services of enumerators.

Sekaran (2009) noted that a questionnaire should be modified based on pre-testing among academic & industry experts and pilot study before commencing the data collection. This process helps to minimize the ambiguity and the

response bias (Zikmund, 2003) as well as to confirm whether the respondents are able to identify the technical terminologies (Mortanges et. al., 1999). Based on those views, the questionnaire was verified with ideas of key informants and selected academics in the Marketing discipline. After being verified by those parties, it was piloted among 30 randomly selected consumers in Colombo city. The researcher wanted to ascertain, whether the respondents were able to comprehend the questions and were able to express their responses to the expected level. In addition, the researcher attempted to measure the reliability and the suitability of questions. In the pilot study, the researcher understood that some respondents could not understand the technical terms of the questionnaire. Therefore some statements were further modified in each version to make a clear communication to the respondents.

4.4. Sample design

According to Bryman, (2006) designing appropriate sampling is an important step of both qualitative and quantitative research projects. As per nature of the study, general customers in Sri Lanka are represented in the sampling unit. According to the Department of Census and Statistics (2010) the population in Sri Lanka is 20.6 million. The population is divided into several main ethnic groups namely Sinhalese, Tamils, Muslims, Burgers, Malays or other unspecified categories (see table 4.6) and the majority of the population is female (51%). Moreover, Sri Lanka is a multi-religious nation with 69.3% of Buddhists, 15.5% of Hindus, 7.6% of Muslims and 7.5% of Christians. As mentioned in chapter one, Sri Lanka boasts of a high standard in social development compared to other countries of Asian region with an average of 74 years of life expectancy and a literacy rate of 88.6%. According to the Central bank report (2010), the government is able to control the unemployment at 4.9% and the structure of the labour force is distributed among public, private, self-employed and other sectors, 14%, 41%, 31% and 13% respectively. Furthermore, the Central bank statistics revealed that service has become the most important sector in the economy with a contribution of 59.3% to the GDP followed by 28.7% from industrial sector and 11.9% from agriculture. Interestingly, the industry of wholesale and retail sales have also become a dominating sector of the economy representing 23% of value contribution. The economy mainly depends on the exports of textiles and garments (42%), other industrial products (29 %), and tea (16 %).

According to the Household Income and Expenditure Survey (2009/10), the number of households in Sri Lanka is 5.1 million. Among them, 3.9 million are recognized as male-headed households and the remaining 1.2 million are

identified as female-headed households. The size of the average household in Sri Lanka is reported as 4.0 and the number of income receiver's per household is 1.8.

The researcher designed the sample based on aforesaid socio-demographic characteristics of Sri Lanka. As the present study is directly focused on customer buying decisions on FMCG goods, customers who have the ability and willingness to purchase FMCG products for their own and household consumption should be included into the sample. Even though there is no specific rule to categorize persons as independent customers, general industry norm of the country is that customers above 18 years old may possess the possibility to make individual buying decisions on FMCG brands. In addition, both males and females are involved in buying decisions of FMCG brands, irrespective as to who is the head of household. Therefore, the target population for the study is defined as "both male and female customers above 18 years old with the ability and willingness to make purchasing decisions on FMCG goods". According to the Department of Census and Statistics (2010), 15.1 million persons are above the 18 years and they represent 5.1 million households. Therefore, the researcher decides to select only one person for one house- hold.

According to International Fund for Agricultural Development (IFAD), the sample size of a large population based surveys mainly depends on three factors; "prevalence of selected variables, desired confidence level, and the accepted level of margin of errors". It is generally recommended that the level of confidence for marketing research is 95%. If the population size is unknown or exceeds 1 million, accepted prevalence levels of the research variables can be considered as 50%. Moreover, Krejcie & Morgan, (1970) recommended that an acceptable margin of error for continuous data and categorical data is 3% and 5% respectively. Therefore ±5% is selected as margin of errors in the present study. Therefore, the minimum size of the sample for the study was calculated as 384 based on Cochran's sample size formula which is commonly used in marketing research (Bartlett et. al., 2001).

$$n = \frac{t^2 \times p(q)}{(d)^2}$$

n = minimum sample size
t = confidence level (at 95% - standard value of 1.96)
p(q) = estimated prevalence of variable (50% due to more than 1 million population)
d = estimated margin of error (at ±5% - standard value of 0.05)

The researcher decided to increase the sample size beyond the required limit with the purpose of increasing the validity of generalization of the findings. Accordingly, sample size was further modified based on its contingency effect and estimated response rate. Contingency effect means the possible number of rejected questionnaires due to response or recording error. Therefore, the minimum sample size was increased by 20% and new sample size was decided as 461 (384X120/100). Bartlett et. al., (2001) proposed that the sample size should be further increased based on estimated non responsive rate. As data collecting methods include e mail survey, it was estimated 65% as non responsive rate. Therefore, the final sample size was 760 respondents (461X165/100).

According to Trochim (2006), marketing researchers collect data from randomly selected customers who, under predetermined requirements of sample are qualified and are willing to spend time for filling the questionnaires or answering the questions of enumerators. Therefore, the probability sampling methods is not practical approaches in most of the cases in consumer surveys associated with large population (Malhotra, 2004). In that case, most of the researchers in social sciences are adapting to the purposive sampling methods as the most appropriate sampling technique for collecting data from selected sample within a short time. However, the purposive sampling methods have inherent limitations in the phase of data analysis (Sekaran and Bougie 2011). Therefore, a mixture of both probability and purposive sampling methods are more appropriate in the present context of the study. According to Teddlie (2005), the Purposive-Mixed-Probability Sampling Continuum provides guidelines to select an appropriate sampling method in the complex case of sampling. In this continuum, they proposed different combinations of main dichotomy between the probability and purposive sampling methods. Accordingly, Teddlie and Yu (2007) have proposed the four mixed methods of sampling; Basic Mixed Methods Sampling Strategies, Sequential Mixed Methods Sampling, Concurrent Mixed Methods Sampling and Multilevel Mixed Methods sampling. Therefore, the researcher selected a multilevel mixed method of sampling as a most practical approach for selecting samples to the present study. Accordingly, the sample selecting process consists of three levels.

Level 01 – Dividing target population into ethnic groups

One of the main objectives of the study is to examine the mediating roles of ethnic affiliation of ethnic groups of the country. Therefore all ethnic groups should be represented in the sample in reasonable proportions. Accordingly, stratified sampling methods were adopted to determine the number of units in

each ethnic group based on the general population structure of the country. It has been summarized into the table 4.5.

Table.4.5. General population structure in Sri Lanka

Ethnic group	Number of respondents	Percentage
Sinhala	561	73.8
Tamils	65	8.5
Muslims	55	7.2
unspecified	79	10.5
Total	**760**	**100**

Source: Censes and Statistic Department (2011)

Level 02 – Selecting geographical areas

After dividing the population into four strata, the researcher adopted purposive sampling techniques to select the possible geographical areas to distribute the questionnaires. During the process, the researcher considered two popular purposive sampling techniques namely, theoretical sampling and opportunistic or emergent sampling methods. According to Teddlie and Yu (2007) in theoretical sampling, researchers select the research sites based on theory or various manifestations. Therefore, the samples selected by previous researchers in similar studies were taken into account in selecting geographical areas and research sites. Moreover, Patton (2002) noted that, in opportunistic sampling, researchers select the respondents in the process of collecting data. Therefore, after selecting sites of the research, enumerators were advised to select households, organizations or any other public place to fill the questionnaire, based on accessibility and availability.

Level 3 – Selecting respondents within a location

After selecting location for data collection, enumerators are then advised to select respondents randomly. However, the respondents who full fill the requirements of the sample were selected only by paying special attention to their demographic factors. Accordingly, enumerators were further advised to select respondents representing all demographic groups in each ethnic group excluding people of the same household. In addition to the field survey, an e-mail campaign was carried out using e-mail addresses randomly selected from a well reputed email data base in Sri Lanka.

4.5. Data collection methods

As per nature of the study, both electronic mail survey and field interviews were simultaneously carried out as data collection methods due to several reasons. Mainly, the sample was dispersed in large geographical areas and consisted of customers belonging to several ethnic groups. Furthermore, the personal assistance of enumerators were needed to explain some technical terminologies used in the questionnaire for some respondents (especially for low educated respondents). Also, the researcher wanted to acquire a higher level of response within a short period of time. In addition, most of the previous researchers also adopted both e-mail and field interviews simultaneously for data collection in similar studies.

For field interviews, 10 undergraduates in The Department of Marketing Management (DMM), University of Kelaniya were selected as enumerators. They have sufficient experience in data collection for marketing research conducted by DMM during last three years. Enumerators were selected from 10 districts and two workshops were held with the purpose of familiarizing them to the questionnaire and training them to interview customers to get maximum response. Dummy interviews were also utilized in the training sessions. Enumerators were paid based on the number of completed questionnaires. A target of 40 questionnaires from their assigned districts was given to them and they were instructed to select customers representing each demographic group. Accordingly, field interviews were conducted in 10 districts including Colombo, Gampaha, Kurunegala, Kandy, Anuradhapura, Rathnapura, Nuwara elliya, Galle, Hambanthota, Trinco, and Jaffna. Three Tamil speaking enumerators who were employed for field interviews in Nuwara elliya, Trincomalee and Jaffna. For this exercise, apart from the standard level of field survey quality control measures, the researcher adopted following comprehensive checks to ensure the absolute integrity of the data as per the most stringent internationally acceptable norms.

- 20 % back checks of interviews of each interviewer

- 5 % back checks by the researcher.

- 5 % of interviews accompanied by the researcher

- 100 % check for logic by data entry stage

In addition to the field interviews, an e-mail campaign was administrated among randomly selected 360 e-mail addresses from a reputed e mail data based in Sri Lanka. Both English and Sinhala versions of the questionnaire were

attached, giving the reader the opportunity to select the convenient language. The first reminder was sent two weeks after the initial mailing and the second reminder was sent after 4 weeks.

4.6. Data analysis and interpretation

The present study is mainly focused on the importance of the antecedents of CE on deciding CET and its impact on the domestic brand equity. From the theoretical perspective, most concepts of the study are relatively complex and have many meanings and/or dimensions. Therefore, except demographic variables, other constructs are unobserved (i.e., latent) variables. Most of the previous studies in consumer ethnocentrism have been adopted to the Structural Equation Model (SEM) as the main data analysis technique for generalizing the findings (see table 4.1). In addition, Baumgartner and Homburg (1996) noted that most researchers in marketing and consumer sciences have adopted SEM and factor analysis in the last two decades. In fact, SEM provides the measurement model which specifies the rule of correspondence between measured and latent variables. The measurement model enables the researcher to use any number of variables for a single independent or dependent construct. In this context, since the author attempts to analyze unobservable or latent factors represented by multiple variables in consumer behavior, the SEM provides a reasonable approach for data analysis. Therefore SEM is utilized as a main analytical technique for the present study. However, reliability and validity should be considered as the main criteria in evaluating the measurements of the study (Zikmund 2003). Therefore, some analytical tools were further adopted before undertaking SEM.

4.6.1. Reliability of measurements

According to Sekaran and Bougie (2011), reliability ensures "consistent measurement across time and across various items in the instrument". Therefore, it is an indication of stability and consistency of measures. Moreover, Hair et al., (1998) noted that reliability is a degree of consistency among items of measurement variables. Sekaran and Bougie (2011) further claimed that Cronbach's alpha (introduced by Cronbach in 1946) is the most popular measurement of testing interim consistency and reliability of multi-point scale items. They further recommended Kuder – Richadson formula (Kuder – Richadson, 1937) for dichotomous items. According to Sekaran and Bougie (2011), Cronbach's alpha is a determinant of internal consistency and implied the consistency among different items in a group. When Cronbach's alpha is low, average inter-item correlation is low and vice versa (Hair et al., 1998). According to Sekaran, (2009), Cronbach's alpha should be within the range of

0.6 to 0.8 to be considered as an acceptable level of reliability. Below 0.6 is considered to be poor internal consistency of data. In addition, George and Mallery (2003), noted that Cronbach Alpha values range to determine internal consistency of data as, $> .9$ – Excellent, $> .8$ – Good, $> .7$ – Acceptable, $> .6$ – Questionable, $> .5$ – Poor, and $< .5$ Unacceptable.

As the present study consists of multi-point scale, Cronbach's alpha was used to test the reliability of measurements. Therefore, based on the pilot survey, the researcher initially discarded some unsatisfactorily correlated items of the scale, in order to improve the total Cronbach Alpha coefficients of the measurement instruments used for the final questionnaire (see table. 4.7). Furthermore, in the main analysis, the researcher reassured the reliability based on Cronbach Alpha test (details are given in chapter 5).

4.6.2. Validity of measurements

Apart from the reliability, validity of the measurement instrument is an important criteria to accurately measure the output of research model (Sekaran and Bougie (2011). In general, validity is the extent to which, the measurement instrument measure what it is supposed to measure. According to Sekaran and Bougie (2011), researchers should assess three types of validities called content validity, criteria related validity and congruent or construct validity, in their measurement instruments.

According to Rungtusanatham (1998), content validity can be defined as "*the degree to which the measure spans the domain of the construct's theoretical definition*". Most of the researchers determine content validity based on the face validity of the instruments, by using a panel of experts' opinion (Sekaran and Bougie, 2011). In the present study, the researcher got feedback from key informants in the process of designing measurement scales of the variables in research model. Some items were discarded based on their opinions. Therefore, it can be reasonably assumed that content validity of the measurement instruments was assured.

According to (Sekaran and Bougie, 2011), "criterion-related validity is established when the measure differentiates individuals on a criterion it is expected to predict". Therefore it consists of both concurrent validity and predictive validity. Malhotra, (2004) noted further that criterion variable can be demographic factors or any other scale related to behavioral measures or psychographic characteristics. All measurement instruments for the present study were developed based on the extensive literature review. Accordingly, relationships among different constructs were investigated by previous researchers in different cultural and social contexts. Therefore, the researcher

reasonably assumed that criterion-related validity of the measurements was also established.

The construct validity refers to "how well the results obtained from use of the measure fit the theories which the test is designed" (Sekaran and Bougie, 2011). Generally, construct validity is established by both convergent and discriminant validity (Zikmund, 2003). Convergent validity is assured when two different items in the scales for measuring one concept are highly correlated and discriminant validity assured when two different items for measuring different concepts are uncorrelated.

In the designing stage of the present study, the researcher selected several items for measuring constructs in the proposed model. Those scales were validated by previous researchers in different social and cultural contexts. In the exploratory study, some items were dropped based on key informant opinions. Further into the reliability test, certain selected items were discarded to increase the Cronbach's alpha coefficient. Therefore, it is expected that all items of the questionnaire are appropriate to measure selected constructs. However, antecedents of CE were selected from various past studies and some scales developed by the researcher based on previous literature. Accordingly, those scales do not belong to a well known model like CATSCALE and brand equity. Therefore, antecedents of CE should be validated in present research context. Accordingly, exploratory factor analysis (EFA) was undertaken with the purpose of further improving the discriminant validity of measurement instruments. Moreover, EFA was immensely useful for reducing bulk items into a manageable number and avoiding scale items which were overlapping with other items in the same scale. EFA also built a strong foundation to SEM. Furthermore, discriminant validity, convergent validity, and nomological validity of the final model were assured based on average variance extracted (AVE) estimates and squared inter-construct correlation estimates (SIC).

4.6.3. Structural equation modeling (SEM)

According to Byrne (2010), SEM is considered as the most popular methodology for non-experimental researches due to its inherent characteristics over the conventional multivariate procedures. He argues that as a confirmatory approach, SEM is a good technique in data analysis for inferential purposes. Furthermore, it has the ability to assess or to correct the measurement errors in the variables. Moreover, SEM procedures can be used to incorporate observed and latent variables in the research model. Therefore Hair et.al., (2010) noted that SEM facilitates measuring the extent to which, the theory is associated with the reality represented by the empirical data. Based on aforesaid positive aspects of the technique, the present study mainly adopted SEM procedure for testing

hypotheses in the proposed research model. Hair et.al., (2010) suggested the six-step model for conducting SEM analysis. (See figure 4.1)
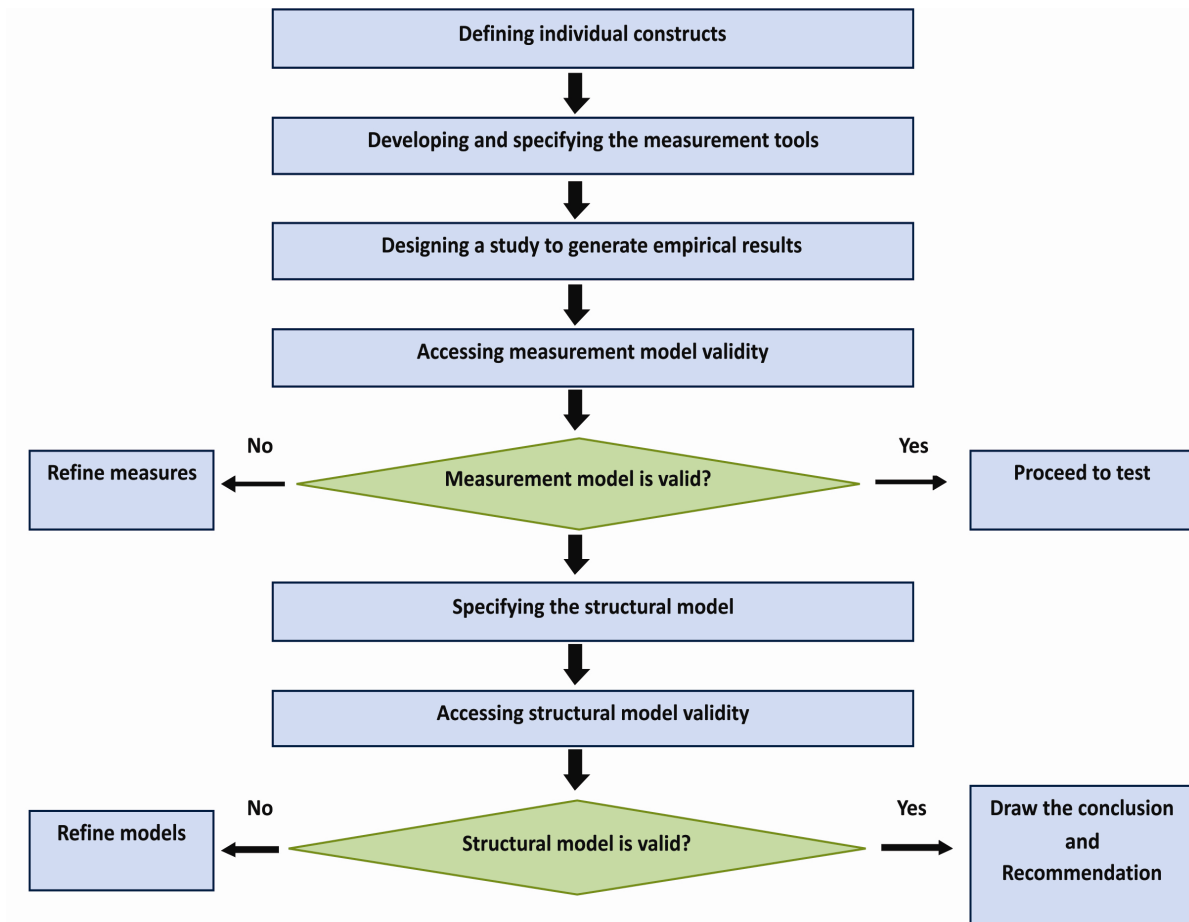
Figure 4.1: Six step model of SEM
Source : Hair et.al., (2010)

According to the six-step model, the researcher initially should define the individual constructs and then specify the measurement model. As per the details given in the chapter three, totally 19 constructs were selected based on the extensive literature review. Moreover, the relationships among the variables were specified in conceptual framework and were identified as instruments for measuring each variable. The construct validity and unidimensionality were tested by EFA (will be discussed in chapter 5). After specifying the model, the researcher should design the study to be compatible with SEM procedure. In the present study, sample size was 760 and it satisfied the SEM procedure. Moreover, the author must also be aware of the errors that might occur with any form of measurement. In its most basic form, a measurement error is an inaccurate response. It can be the result of a natural degree of inconsistency by

the respondent in use of multiple perspectives, or items, to measure the same concept. As those conditions affect the increasing measurement errors in the study, the researcher attempts to decide the measurement error in statistical estimation and improve the model.

Just as with other multivariate procedures, the researcher must make several important decisions regarding the missing data. Four basic methods are available for solving the missing data problem. Those methods are: (1) The complete case approach where the respondent is eliminated if there is missing data on any variable; (2) The all available approach, where all non-missing data is used; (3) Imputation techniques which mean the substitution of approaches; and (4) the model based approach. The SEM program has also introduced the approach wherein it is estimated directly from the available data, marking allowances for missing data during the estimation process. This is known as a full information likelihood approach (FIML) and it eliminates the need to remedy the missing data before estimating with one of the approach just described. The advantages of all these methods depend on the sample size and the quantum of missing data. Consequently, for the present study "*hot or cold deck imputation*" was selected as the most suitable missing data handling technique. An outlier was identified as any variable with the probability Mahalanobis D^2 less than or equal to 0.001 and removed all outlier cases. Therefore, the analysis was conducted without the outliers. As per the statistical rules of multivariate analysis, all assumptions were tested before carrying out the data analysis. Accordingly, linearity of data set was assured by scattered plots in randomly selected variables. Furthermore, the multivariate normality of the data was tested by using z values of Skewness and Kurtosis statistics combined with the results of Kolmogorov-Smirnow test. Based on the results of normality tests, data set of non-normal variables was transformed by using logarithm or square root. According to the nature of distributions of non-normal variables, appropriate transformation techniques were selected. Furthermore, homoscedasticity was tested in univariate basis by comparing the variance of metric variable with non-metric variable. The heteroscedasticity was detected based on the values Levene Statistic (should be less than 04) and its statistical significance. Accordingly, if any metric variable shows patterns of heteroscedasticity with more than two non metric variables, logarithmic transformation was applied to rectify the heteroscedasticity problem of that variable. Finally, multicorlinerity was tested based on acceptable threshold levels of three criteria such as Squared Multiple Correlation (SMC), Tolerance Statistics, and Variance Inflation Factor (VIF). The acceptable threshold levels are SMC<0.9, Tolerant statistics> 0.10 and VIF>10 for detecting multicorlinerity issues in variables. According to Hair et al. (2010), there are many estimating techniques available for SEM procedures. However, the

maximum-likelihood estimation technique was adopted by most of previous researchers in CE. Hair et al. (2010) noted further that, it is a flexible approach to determine a model fit based on parameter estimation. In addition, there are several computer software adopted by previous researchers to perform SEM procedure. Even though many computer packages are available, LISREL and AMOS have become the most popular software among previous researchers in consumer behavior. Therefore, for the present study AMOS 18 was adapted considering the user friendliness of the programme.

As the fourth step in the model, the researcher should assess the validity of measurement model based on goodness-of-fit considerations and construct validity. According to Hair et al., (2010), when values of observed covariance matrix and the estimated covariance matrix become closer, the researcher can ascertain a high level of model fit. Therefore the model fit was evaluated by using some criteria which were commonly employed by previous researchers. Accordingly, CMIN/DF should be below 2 (below 5 is adequate); RMR should be less than 0.05; GIF (goodness of fit index) and AGFI (adjusted goodness of fit index) should be close to the number 1; RMSEA (Root Mean Square Error of Approximation) should be more than 0.05 (in between 0.08 and 1.00 is excellent); CFI (Comparative Fit Index), NIF(Normed Fit Index), IFI (Incremental Fit Index), and TLI (Tucker-Lewis Index) should be greater than 0.90; AIC (Akaike's Information Criterion) and ECVI (Expected Cross Validation Index) should be smaller; and CN (Holter's Critical N) should be greater than 200 in order to determine good model fit in measurement model (Hair et al., 2010; Byrne, 2010).

Finally, the researcher should specify the structural model for demonstrating the relationship among each variable and assess the validity of structural model based on aforesaid criteria. Accordingly, hypotheses number one, two and seven were tested based on the final structural model.

4.6.4. Other statistical analysis

In addition to the main model of SEM analysis, some selected statistical tools were employed to elaborate further, the findings to match the research objectives. Accordingly, descriptive statistics were used to summarize and describe main features of the collected data. Furthermore, an independent t test was employed to estimate non-response bias of the study and one way ANOVA was adopted for comparing the degree of CET among demographic groups. Moreover, a step-wise hierarchical regression was used to determine the impact of moderating variables on the strength of the relationship among other variables. Therefore hypotheses three, four, five and six were tested based on

aforesaid statistical techniques while considering its appropriateness and relevance. IBM SPSS 19 software was adopted as analysis package for all aforesaid supportive statistical tools.

4.7. Summary

In this chapter, the research design process and the methodological procedure were discussed in detail. Research was designed in two stages, namely the exploratory research and the main descriptive study. In the stage of exploratory research, selection of the research context and FMCG brands were addressed. In addition, a way of developing the final version of the questionnaire was given in detail with special reference to the pilot survey and the reliability test. Sample designing procedure was given in this chapter after the detailed discussion of the questionnaire development. In this sample designing, the way of determining the sample size and sampling methods were discussed with reasonable justifications. Furthermore, main data collection methods and details of data collection procedure were addressed before the discussion of statistical procedure for data analysis. Therefore, the final section of this chapter elaborates steps of SEM procedure as a main analytical model of the study and other statistical techniques adopted to test hypotheses.

5. DATA ANALYSIS

In the previous chapters of this study, the background of the study and research context, literature review, model development with reference to specifying logical relationships among the variables and research methodology have been outlined in detail. The present chapter is devoted to analyzing the empirical data gathered through the main survey. The first section of the chapter, discusses in detail the overview of data collection and the characteristics of the sample. In the second section, the researcher elaborates steps which were taken by him for cleaning the data by paying special attention to the assumption of multivariate analysis techniques. The descriptive statistics are given in section three followed by exploratory factor analysis in the next section. Subsequently the measurement model is assessed based on CFA and SEM in section five. Finally, the hypotheses testing are discussed by considering the effect of moderating variables of the proposed model.

5.1. Overview of data collection and data cleaning

According to the details given in chapter four, data was collected by using experienced enumerators and an e mail campaign. According to the sampling plan, the size of the sample was determined as 760 respondents and 10 enumerators who were employed to approach 400 respondents in selected districts. Further, 360 emails were distributed among randomly selected e-mail addresses of one of the commercial e-mail data bases in Sri Lanka. As enumerators personally contacted the respondents and administrated the questionnaires, 380 responses were completed comprehensively. Further, in order to ensure integrity of data, 20% of responses were checked by two other enumerators and 5% were checked by the researcher himself through telephone interviews. Furthermore, the researcher personally collected 20 questionnaires with the purpose of adapting to international standards of data collection in field surveys. The non response rate of the email campaign was fairly high. Only 154 were responses received from 360 mail shots after two reminders. Therefore, the reported response rate was 42.77%. As a strategy of increasing the response rate, the researcher personally contacted some respondents by telephone as well (Goodman and Dion, 2001). As mail campaigns generally report a low response rate (Patton, 2002), this rate is highly acceptable. Finally 554 packs of questionnaires were collected from both data collection approaches. All items of the questionnaire were coded before feeding data in to the analysis software and careful review was done with the purpose of identifying incomplete or extreme cases. Accordingly, only 546 surveys were considered as usable responses after rejecting 03 packs of questionnaires due to incompleteness and another five

packs due to extremeness. However, the total valid response rate was reported as 71.84% which could be considered as an acceptable rate compared to previous studies in respective areas.

5.1.1. Data entry and handling missing data

The data analysis was initiated with data entry and examination of missing values. Generally missing values have a significant impact on the output of data analysis (Hair et.al, (2010). As mistakes of data entries are possible consequences of missing values, the researcher double checked all entries with the purpose of minimizing feeding the wrong data into the analysis program. During this process, some missing data were identified as mistakenly blanks had been kept in the data sheet during data entry. Those were re-entered by re examining the raw data. Further, 12 missing value cases were recognized and adopted to the recommended imputation techniques for handling missing data. As already mentioned in the previous chapter, it was adapted to the hot or cold deck imputation technique for solving the problem of missing data. In this approach, the researcher substituted a value of another observation in the sample that was deemed similar. Therefore, each observation with missing data was paired with another case that is similar to the variables specified by the researcher.

5.1.2. Checking outliers

There is no universally accepted technique for detecting outliers (Reimann et al., 2005). However in the case of multiple observations, outliers cannot be identified with analyzing variables independently (Irad Ben-Gal, 2005). Therefore, multivariate outliers were examined based on Mahalanobis distance estimates (Mahalanobis, 1936). Four outlier cases were detected due to Mahalanobis D² with a probability less than or equal to 0.001 and eliminated those cases from the data sheet with the purpose of maintaining more representative samples. However, the detected outlier cases represent less than 2% of the sample. Therefore, the elimination of those cases may not adversely affect the results of the study.

5.2. Testing for violations of assumptions

'Multivariate analysis can be performed only when certain assumptions are satisfied' (Tabachnick and Fidell, 1996). In the case of violating those assumptions, the results of the data analysis could be mislead. Further, departure from normality, homoscedasticity, linearity and multicolinirity can diminish the correlation between variables (Hair et.al. 2010). Therefore, prior to carrying out

factor analysis and SEM analysis, the researcher tested normality, homoscadasity, linearity and multicolinirity as per the details given below.

5.2.1. Testing normality

The most fundamental assumption in multivariate analysis is normality (Sekaran and Bougie, 2011). If the variation from the normal distribution is sufficiently large, all resulting statistical tests will be invalid, because normality is required to use the F and T statistics (Sekeran, 2009). Therefore the researcher checked the multivariate normality (the combination of two or more variables). Z values of skewness and kurtosis were employed to test the normality combined with the results of the Kolmogorov-Smirnow test. The finding revealed that out of nineteen variables, five variables were away from normality. Therefore, several transformations were made to linearize those variables and finally to report the accepted level of the significance after making remedies (see table 5.1).

5.2.2. Linearity

One of the most important assumptions in multivariate techniques such as SEM, is linearity of the data set (Hair et al., 2010). Further Tabachnick and Fidell, (1996) noted that non linear effects could under estimate the strength of the relationship among variables of the structural model. Therefore, scatter plots and residual plots of the variables were drawn by using SPSS 18 with the purpose of identifying any nonlinear characteristics. Since there were some nonlinear relationships among seven variables, the researcher transformed those variables to achieve linearity. Further Tabachnick and Fidell (1996) recommended that researchers have freedom to select pairs of variables for detecting any non-linearity in the when a large number of variables are available in the research model. In random selection, variables were scattered around zero point and had oval shapes. Therefore, linearity of the data set was assured.

5.2.3. Homoscedasticity

The researcher tested to assess homoscedasticity on a univariate basis, where the variance of metric variable is compared across levels of non-metric variables. For this purpose, each metric variable was examined across the five non-metric variables in the data set. According to the findings given in table 5.2, ethnic affiliation only shows patterns of heteroscedasticity with more than two non metric variables. That means except the effect of ethnicity, ethnic affiliation of respondents does not show equal variance on other variables of the research model.

Table 5.1: Test of normality

Variable	Skewness		Kurtosis		Test Normality		Transformation	Sig. after remedy
	Statistics	Z Value	Statistics	Z Value	Statistics	Sig		
National Identity	-.101	-0.96083	.736	0.19502	.041	.030		
Cosmopolitanism	.908	8.637939	4.889	0.133184	.028	.200[*]		
Conservatism	-1.190	-11.3206	2.583	0.271125	.057	.000	Square root	0.21
Worldmindedness	.263	2.501958	.777	0.432848	.091	.020		
Patriotism	-.695	-6.61164	.529	0.366256	.077	.021		
Collectivism	-.282	-2.68271	.551	0.275881	.058	.000	Square root	0.10
Materialism	-.084	-0.7991	.065	0.409065	.086	.000		
Dogmatism	.370	3.519865	.649	0.551763	.116	.000	Logarithm	0.16
Belief of improving national economy	-.357	-3.39619	-.136	0.494684	.104	.000	Square root	0.24
Propaganda	-.141	-1.34135	.389	0.727756	.153	.000		
Trust on government policies supporting to domestic companies	.016	0.15221	1.157	0.537493	.113	.000		
Economic Competitiveness	-.079	-0.75154	.986	0.508953	.107	.000		
Good governance	.258	2.454392	.731	0.275881	.058	.000	Logarithm	0.12
Ethnic affiliation	.101	0.960828	-.153	0.675434	.142	.000		
Consumer Ethnocentric Tendencies (CET)	.282	2.682708	-.126	0.418579	.088	.030		
Brand awareness	.054	0.51371	-.404	0.951315	.200	.000		
Brand associations	.192	1.826525	.300	0.742026	.156	.000		
Perceived quality	.200	1.90263	-.369	0.841914	.177	.000		
Brand Loyalty	.215	2.045327	-.477	0.770565	.162	.011		

Source: Survey data, 2013

Table 5.2: Testing for homoscedasticity – Frontier analysis

Metric Variable	Nonmetric Variable									
Variable	Age		Gender		Income		Education		Ethnicity	
	Levene Statistic	Sig	Levene Statistic	Sig	Levene Statistic	Sig	Levene Statistic	Sig	Levene Statistic	Sig
National Identity	7.641	**.000**	3.046	.045	2.131	.076	2.804	.039	1.291	.277
Cosmopolitanism	1.757	.154	.001	.979	3.785	.005	1.326	.265	1.781	.080
Conservatism	3.310	.021	.709	.400	.984	.400	2.994	.030	3.597	.014
Worldmindedness	1.269	.284	2.050	.153	3.467	.008	1.238	.295	3.914	.031
Patriotism	3.397	.055	3.318	.069	3.609	.006	6.377	**.000**	.467	.705
Collectivism	1.555	.199	1.633	.202	3.851	.031	3.367	.018	.279	.841
Materialism	2.602	.051	.973	.324	2.681	.031	.565	.638	1.105	.346
Dogmatism	2.331	.073	.004	.947	2.050	.086	3.946	.008	3.420	.017
Belief of improving national economy	3.714	.012	.873	.350	7.070	.000	.174	.914	3.563	.014
Propaganda	1.323	.266	.013	.909	.755	.555	.778	.506	8.638	**.000**
Trust on government policies supporting to domestic companies	.438	.726	.316	.574	1.286	.274	.210	.889	6.945	**.000**
Economic Competitiveness	2.814	.039	.110	.741	2.160	.072	1.294	.276	2.132	.095
Good governance	.307	.820	3.145	.042	1.731	.142	.440	.725	3.832	.010
Ethnic affiliation	8.389	**.000**	11.373	**.001**	8.558	**.000**	6.488	.000	1.374	.250
Consumer Ethnocentric Tendencies (CET)	1.005	.390	1.278	.259	1.781	.131	3.113	.026	9.584	.000
Brand awareness	2.151	.093	3.384	.021	2.820	.025	1.099	.349	3.750	.011
Brand associations	1.638	.180	3.085	.080	5.481	**.000**	.732	.533	1.921	.125
Perceived quality	.505	.679	3.571	.059	4.551	**.001**	.565	.638	3.317	.055
Brand Loyalty	1.673	.172	.457	.500	1.385	.238	.858	.463	2.256	.081

Source: Survey data, 2013

It is consistent with the reality. However, logarithmic transformation was applied to rectify the heteroscedasticity problem of ethnic affiliation based on the recommendation of Hair et.al., (2010).

5.2.4. Multicolinirity

According to Hair et.al, (2010), if multicorlinearity exists with some variables in the research model, the results would be misleading due to inflates of the standard errors. Therefore, it will adversely affect statistical tests of significant. Therefore, multicorlinerity was tested based on three criterion such as Squared Multiple Correlation (SMC), Tolerance Statistics and Variance Inflation Factor (VIF) as recommended by Kline (2005). The results are given in table 5.3.

Table 5.3: Test of multicolinirity

Variable	SMC	Tolerance Statistics	VIF
National Identity	.469	.531	1.883
Cosmopolitanism	.283	.717	1.396
Conservatism	.582	.418	2.390
Worldmindedness	.438	.562	1.779
Patriotism	.549	.451	2.219
Collectivism	.214	.786	1.273
Materialism	.328	.672	1.488
Dogmatism	.418	.582	1.718
Belief of improving national economy	.526	.474	2.108
Propaganda	.324	.676	1.479
Trust on government policies supporting to domestic companies	.471	.529	1.892
Economic Competitiveness	.400	.600	1.667
Good governance	.424	.579	1.727
Ethnic affiliation	.253	.747	1.338
Consumer Ethnocentric Tendencies	.278	.722	1.412
Brand awareness	.384	.616	1.622
Brand associations	.680	.320	3.128
Perceived quality	.700	.300	3.332
Brand Loyalty	.691	.309	3.241

SMC = Squared Multiple Correlation , VIF = Variance Inflation Factor

Source: Survey data, 2013

The threshold level of multicorlinearity is SMC<0.9, Tolerant statistics> 0.10 and VIF>10. Findings revealed that all the values of the three indicators do not

exceed the threshold level. Therefore, it was concluded that all explanatory variables are free from multicoleanirity issues. Further Durbin-Watson statistics came to the range between 1.75 and 2.25 indicating that the values are independent.

5.3. Sample characteristics

According to Sharma, Shimp and Shin (1995), demographic characteristics can be generalized based on to the behavioural market segments and they can provide crucial implications of the marketing actions. Further, previous researchers noted that demographic profiles of the sample are very critical for generalizing results into the population (e.g. Sekaran and Bougie, 2011). In the present study, socio demographic covariant was posited as moderators between antecedents of CE and CET in the proposed structural model. For this purpose the researcher examined the demographic profiles of customers in terms of age, income, education, gender, occupation, and ethnicity based on the previous studies in respective areas (see table 2.5 in chapter two). Further, each demographic factor was clustered into several groups based on previous studies as well as the prevailing social context of Sri Lanka. Section D of the questionnaire designed to solicit the demographic profiles of the respondents and descriptive analysis of demographic profiles in the sample is given in table 5.4.

As far as age is concerned, the respondents were clustered into four age groups in order to represent youngsters, young adults, adults and senior citizens. According to the sample profile, 44.46% represented the age group of 18 years to 34 years. Those aged between 35 and 45 and aged between 45 and 60 accounts for 29.15% and 22.88% respectively. However, there were only 3.5% elderly customers represented in the sample.

Further, the sample consists of more female customers (51.66%) than male customers (48.34%). This is justified, when compared with the general gender distribution of Sri Lanka. As one person has only been selected from one household, majority of the sample represents the decision makers of households irrespective of gender.

The income level is closely associated with occupation of respondents. Accordingly 208 persons (38.38%) are earning Rs.15000 to Rs.36000 per month and 32.47% respondents belonged to the Rs.36001 to Rs.50000 income category. However, 14.02% customers can be considered as well off customers as they earn above Rs.50000. According to the Censes and Statistics Department (2010) the average household expenditure for food and beverage was Rs. 13267 and for non food items Rs. 18064. Therefore, it can be reasonably assumed that the majority of the sample show above the average living conditions.

Table 5.4: Sample profile

Demographic Factor			Frequency	Percentage
Age level (years) (Valid N = 542)	18 -34		241	44.46
	35-45		158	29.15
	46-60		124	22.88
	above 60		19	3.5
Gender (Valid N = 542)	Male		262	48.34
	Female		280	51.66
Marital Status(Valid N = 542)	Married		377	69.56
	Unmarried		165	30.44
Income(Valid N = 542)	Below 15000		82	15.13
	15001- 36000		208	38.38
	36001 - 50000		176	32.47
	Above 50000		76	14.02
Education qualifications(Valid N = 542)	Literate but no formal education		13	2.4
	Up to GCE O/L		64	11.81
	Up to GCE A/L		256	47.23
	Graduate/ Post graduate		109	20.11
	Diploma, professional etc		97	17.9
Ethnic group(Valid N = 542)	Sinhala		386	71.21
	Tamils		57	10.52
	Muslims		46	8.49
	Other		53	9.78

Source: Survey data, 2013

As the researcher expected the common education level to be GCE A/L (47.23%), followed by graduates or post graduates (20.11%) and professional qualifications (17.9%). Only 2.4% of uneducated persons are represented in the sample. As the education level of Sri Lanka is higher than other developing countries, it is noted that the sample represents the education levels of the general population of the country. One of the important aspects of the present study is evaluating ethnic affiliations of minorities in Sri Lanka associating with their ethnocentric tendencies. Therefore, clusters of ethnic groups were deemed important to the main findings. Further, the researcher has defined ethnic groups as strata of the sample. According to the demographic profile of the sample, as the majority, the Sinhalese accounted for 69.56% of the sample. Further Tamils, Muslims and other ethnic groups accounted for 10.52%, 8.49% and 11.44%

respectively. Those figures represent the general population structure in the country.

According to the sample characteristics, especially gender, income, education, and ethnic groups, they correspond with the population structure in Sri Lanka. Further, age can be approximated to a pre determined target population. Therefore, it seems to be an appropriate basis for addressing current research issues in the Sri Lankan context. Further, findings of the study can be generalized as socio-demographic covariates are corresponding with the general population structure of the country.

5.4. Non responsive bias

As mentioned above, the total response rate of the sample is fairly high, thanks to the effort of enumerators. However, it is important to examine that the non responsive bias due to the e-mail response rate is relatively low. According to Armstrong and Overton (1979), the non responsive bias of the sample can be determined by comparing early responses and late responses. Even though it is not a universally accepted approach, it is a practical method of assessing the non response bias (Sekaran, 2009). In the present study, questionnaires which were administrated by enumerators can be considered as one batch (early responses) due to the responses taken in the movement in which respondents were interviewed. Most e-mail responses were received after one week and some responses were taken after one or two reminders. Therefore, the e-mail questionnaire can be considered as another batch (late responses). Therefore, an independent t- test was carried out to compare the responses of the aforesaid two batches relating to each variable of the proposed structural model. The results are given in table 5.5.

In the independent t- test, null hypotheses posited as there is no significant difference between the means of the considered variables. However, corresponding two tailed p values of each variable are above 0.05. Therefore, there is no significant difference between the responses generated by enumerators and the responses to the e-mail campaign. Accordingly the researcher concluded that the data is free from non response biases and data set is possible to use for further analysis.

Table 5.5: Results of t test

Variable	t	Significance (2 tailed)
National Identity	-1.412	.141
Cosmopolitanism	-.179	.858
Conservatism	-.664	.507
Worldmindedness	-1.852	.072
Patriotism	1.944	.046
Collectivism	1.720	.112
Materialism	-2.151	.032
Dogmatism	-1.213	.214
Belief of improving national economy	2.067	.039
Propaganda	-.276	.783
Trust on government policies supporting to domestic companies	1.117	.264
Economic Competitiveness	-1.305	.192
Good governance	.605	.545
Ethnic affiliation	-1.526	.128
Consumer Ethnocentric Tendencies (CET)	-.037	.970
Brand awareness	-1.134	.257
Brand associations	-1.382	.223
Perceived quality	-2.356	.026
Brand Loyalty	-2.522	.012

Source: Survey data, 2013

5.5. Reliability test

As per the details given in chapter 04, it is important to assess the internal consistency and reliability of each dimension using the Cronbach's alpha coefficient. The reliability test was initially conducted based on the pilot survey with the purpose of finalizing items to be included in the questionnaire. In this stage, Cronbach's alpha test was further conducted to assure the reliability of the responses of the main survey prior to examine the validity of each scale through EFA and CFA. The results are given in table 5. 6.

According to the results given in table 5.6, Cronbach's alpha values of each construct ranged from .0.712 to 0.927. Therefore, it was noted that Cronbach's alpha values were within the acceptable range and internal consistency and reliability of all the scales were assured.

Table 5. 6: Results of reliability test

Dimension	No. of item	Cronbach's alpha
National Identity	06	0.829
Cosmopolitanism	06	0.772
Conservatism	04	0.835
Worldmindedness	04	0.761
Patriotism	05	0.914
Collectivism	03	0.795
Materialism	03	0.712
Dogmatism	03	0.851
Belief of improving national economy	03	0.901
Propaganda	03	0.836
Trust on government policies supporting to domestic companies	02	0.792
Economic Competitiveness	03	0.810
Good governance	03	0.782
Ethnic affiliation	03	0.816
Consumer Ethnocentric Tendencies (CET)	10	0.882
Brand awareness	02	0.816
Brand associations	05	0.823
Perceived quality	03	0.927
Brand Loyalty	03	0.894

Source: Survey data, 2013

Further, Cronbach's alpha coefficients were separately calculated for Sinhala and English medium questionnaires packs separately with the purpose of assessing the language impact on reliability of the scales. Those results also confirmed that all independent and dependent variables were within the acceptable range.

5.6. Descriptive statistics

The present study is mainly focused on investigating the antecedents of consumer ethnocentrism of Sri Lankan customers and its impact on brand equity of local brands in the FMCG sector. In addition to main independent and dependent variables, some moderating factors were also taken into account. Therefore, descriptive statistics will help to understand the average cognitive response of customers towards respective constructs of the study. Therefore, a

descriptive statistical analysis was carried out before testing the proposed structural model. In this process, main constructs of the model were only taken into consideration. Each item included in the main constructs of the questionnaire was developed based on the seven point likert scale and each construct contained several items. Therefore, the average values of each construct were considered when estimating descriptive statistics. Accordingly, the mean and standard deviation of 19 constructs of the research model is given in table 5.7.

Table 5.7: Summary of descriptive statistics

Dimension	Mean	SD
National Identity	5.27	.73797
Cosmopolitanism	5.21	.97676
Conservatism	5.94	.72234
Worldmindedness	3.21	.88296
Patriotism	5.84	.63302
Collectivism	3.43	1.02233
Materialism	3.73	1.09316
Dogmatism	4.56	.72488
Belief of improving national economy	6.05	.46017
Propaganda	5.74	.58566
Trust on government policies supporting to domestic companies	4.04	1.06506
Economic Competitiveness	3.49	.79957
Good governance	2.95	.97468
Ethnic affiliation	3.91	.75001
Consumer Ethnocentric Tendencies (CET)	4.16	.75765
Brand awareness	6.42	.97328
Brand associations	5.95	1.02433
Perceived quality	4.14	1.00931
Brand Loyalty	5.07	1.07108

Source: Survey data, 2013

The seven point likert scale was adopted as a response format. Therefore, mean values of each construct should be laid within a 1 to 7 scare range and the value of neutral position should be 4. According to the descriptive statistics given in table 5.4, Sri Lankan customers maintain a higher degree of national identity (M= 5.27, SD= .73797) and patriotism (M= 5.84, SD= .83302). It is an indication that Sri Lankans are generally emotionally attached to the mother nation and that most people are proud to be Sri Lankan. Further, they respect

traditions of the country due to a high rate of conservatism (M= 5.94, SD=. 97234). As cosmopolitanism was reported as 5.21 of the mean value, it was noted that Sri Lankans are interesting in learning other cultures as well. Even though Hostead (1981) argued that Asians are collectivists, the respondents of the sample show individualist characteristics with reporting below the average mean value (M= 3.43, SD= 1.02233) for collectivism. Further, both materialism and world mindedness of respondents remain below the average level. Also, a majority of Sri Lankans are maintaining an average level of dogmatism (M= 4.56, SD= .72488).

As far as economic and political antecedents are concerned, majority of customers strongly believe that the national economy is improving (M= 6.05, SD= 1.46017) after the civil war and "Buy Lankan" campaigns are effective in encouraging customers to buy local products. Further, customers strongly believe that good governance in Sri Lanka is relatively low. Therefore, mean scores of good governance and economic competitiveness are below average. However, people moderately trust that government policies are supporting domestic companies.

Further, the mean value of ethnic affiliations was reported as just below average (M= 3.9, SD= 1.25001). Therefore, it is noted that a majority of Sri Lankans show less allegiance toward ethnic sub-groups. By the way, the most important construct of the study is CET. As per the details given in chapter two, consumer ethnocentric levels of most the countries are moderate or low (see table 2.2). The findings revealed that CET of Sri Lankan customers are also in the moderate level (M= 4.16, SD= 1.05765). Therefore, it provides a signal to the domestic marketers, proving that there is no competitive advantage in the local market in terms of consumer ethnocentrism, compared to other countries.

Finally, customer responses to brand equity dimensions were taken for 10 FMCG brands identified in the recall test. According to the customer responses, brand awareness (M= 6.42, SD= .97328), brand association (M=5.95, SD= 1.02433) and brand loyalty (M= 5.07, SD= 1.07108) of selected domestic brands belong to a high score range (5.00 - 7. 00). However, the mean of perceived quality is just above average (M=4.14, SD= 1.00931). That means generally, Sri Lankan customers do not perceive domestic products as better in quality than foreign alternatives. However, they are willing to buy domestic products based on emotional attachments rather than rational evaluations of products.

5.7. Exploratory factor analysis (EFA)

The structural model of the present study can be divided into two parts. In the first part, the socio psychological antecedents and the political and economic antecedents become independent variables and CET becomes a dependent variable. Socio demographic covariates and ethnic affiliation become moderating variables in between those dimensions. The second part of the model explains the impact of CET on domestic brand equity subject to moderating impact of ethnic affiliation. CET consists of a 10 item version of CETSCALE which was validated in cross cultural contexts and found to be having a good internal consistency (e.g. Luque-Martinez et al. 2000). Further, it was adapted to Aker's (1996) brand equity model as a commonly accepted model to determine the CBBE. Therefore, CET was considered as an unidimentional construct and domestic brand equity was considered as multi diementional constructs for the study. However, antecedents of CE were identified by selected items of various scales developed by previous researchers. Therefore, the researcher performed EFA with the purpose of re-examining whether items included in the constructs were being grouped into the same antecedents identified from previous literature and to identify a smaller number of composite variables in the antecedents of CE. Further, it was used to improve the discriminate validity of the measurement instruments and to address the multicollinearity issues associated with the independent variables of the model (Williams et.al, 2010). Therefore, other multivariate techniques can be made more parsimonious. Accordingly, EFA was performed for socio psychological antecedents and political and economic antecedents separately.

Initially, the sample size should be sufficient to perform the factor analysis. According to Tabachnick and Fidell (1996), at least 300 observations are needed for factor analysis. Also according to Hair et al (2010) that sample size should be 100 or more for the factor analysis. Moreover, Comrey and Lee (1992) claimed that a sample of 500 is very good and more than 1000 is an excellent size of the sample for performing factor analysis. After the data screening process, 542 questionnaires were used for the data analysis of the present study. Therefore, it is noted that this sample is extremely sufficient to perform factor analysis for the data set.

5.7.1. EFA of the socio psychological antecedents

In the measurement instrument used in the main survey, socio psychological antecedents consisted of 34 items which were used to evaluate eight constructs. Accordingly, the researcher initially tested whether the data set fulfilled the basic requirements for the factors analysis.

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As far as factorability is concerned, the researcher initially made visual examinations of the correlation to determine the extent of statistical significance. According to Tabachnick and Fidell (1996) correlation coefficients should be significant in order to determine the factorability of the data set. However, Berry and Feldman, (1985) noted that if the inter item correlations are greater than 0.8, it is evidence of high multicollinearity. According to the correlation matrix given in annexure 5.2, 252 of the 273 correlations, (92.3%) are significant at both 0.01 and 0.05 significance levels, which provide an adequate basis for proceeding to an empirical adequacy of factor analysis for each variable. Further, there is no strong positive or negative correlation between any pair of items. Therefore, multicollinearity is not a problem for these data. To sum up, all variables in the matrix correlate fairly well and none of the correlation coefficient is particularly large; therefore, there is no need to consider eliminating any questions at this stage.

Further, researchers should test the sampling adequacy by using Kaiser-Meyer-Olkin (KMO) test (Kaiser, 1970) and Sphericity by Bartlett's Test (Bartlett, 1950). Since this data set represented 0.836 of KMO value, it indicates that patterns of correlations are relatively compact and so factor analysis should yield distinct and reliable factors. The measure of the sampling adequacy (MSA) looks not only at the correlation, but also at patterns between variables. Examination of the values for each variable, all variables that have MSA values above the acceptable range (0.5). Bartlett's measures employed for testing the null hypothesis that the original correlation matrix is an identity matrix. If the R matrix were an identity matrix then all correlation coefficients would be zero. Therefore, some relationship between variables should be reported for using factor analysis. Accordingly the researcher should test the significance of Chi-Square (i.e. have a significance value is less than 0.05). If Chi-Square is significant, it is implied that the R-matrix is not an identity matrix and that there are some relationships between the variables that hope to be included in the analysis. For this data set, Chi-Square 6.71143 of Bartlett's test is highly significant (p<0.001), and therefore factor analysis is appropriate.

Principle component analysis was conducted for extraction of factors. There were 07 factors reported eigenvalues greater than 01 (see Scree plot 5.1) and total variance of those factors was 62.27%. That means other subsequent factors explain only a small amount of variance. According to Kaiser's criterion when the sample size exceeds 250, the average communality is greater than 0.6. In this model, the average communality is 0.6 (16.34/27) and it is satisfactory condition for the EFA of those antecedents.

Scree Plot
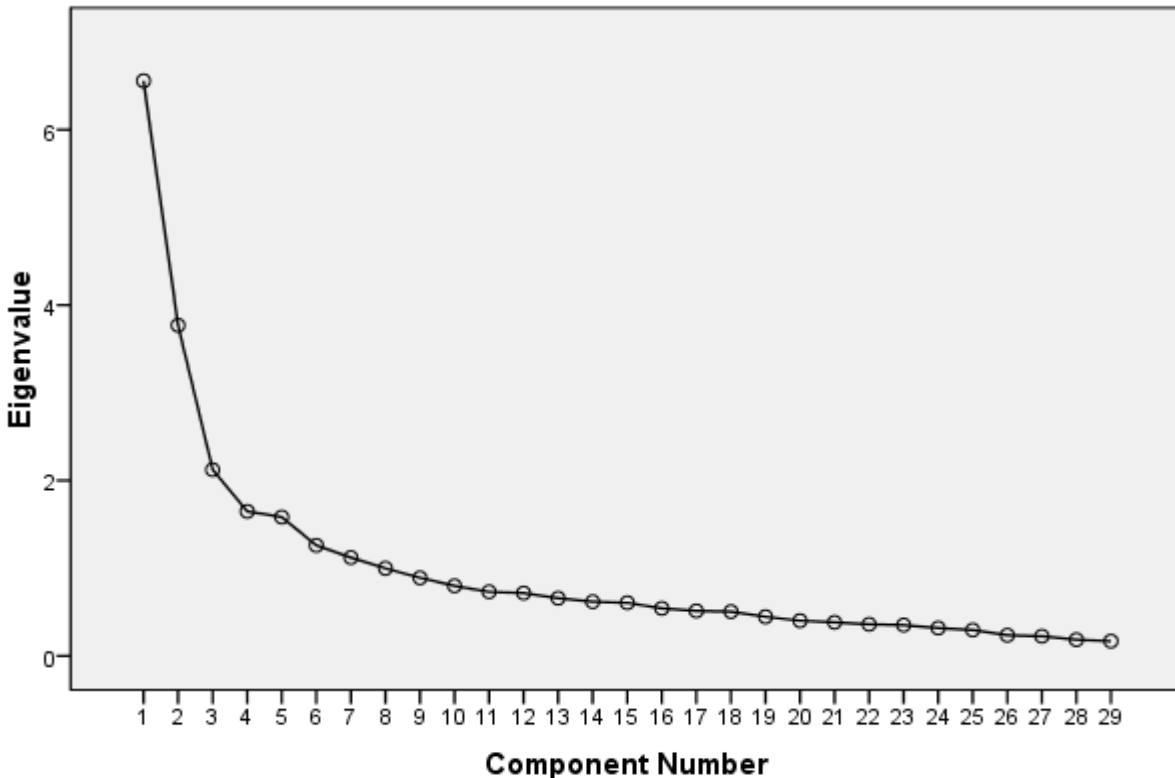
Figure 5.1: Scree plot for socio psychological antecedents
Source: Survey data, 2013

The model rotation was done with the VARIMAX rotation process. Factors loading greater than 0.4 were only remained in the output due to suppress the loading. According to the table 5.8, 27 items were loaded into 07 factors and reported a high degree of Cronbach's alpha values for each factor (above 0.65).

The findings revealed that one item from patriotism, two items from national identity, two items from cosmopolitanism and one item from world mindedness were deleted due to factor loading values which were reported as below 0.4. It is evidence that respondents found it difficult to distinguish those items from the other items of the questionnaire. Further, two items of patriotism were loaded into conservatism. Therefore, factor one was renamed as "Conservatism and Patriotism" and the original number of socio psychological antecedents was reduced to 7 variables. The most important finding is that except patriotism and conservatism, other all items were loaded into respective constructs.

Table 5.8: Summery of EFA of the socio psychological antecedents

Factors	Factor Loading	Eigen values	Variance Explained	Cronbach's alpha	Communality
Conservatism and Patriotism (7 items)		**6.558**	**22.612**	**0.873**	
CON1	.822				.688
PAT1	.804				.724
PAT2	.762				.679
CON3	.749				.620
CON2	.704				.613
PAT3	.636				.652
CON4	.552				.612
Collectivism (3 items)		**3.770**	**12.998**	**0.854**	
COL2	.894				.826
COL3	.881				.836
COL1	.776				.639
Materialism (3 items)		**2.122**	**7.290**	**0.832**	
MAT2	.849				.826
MAT3	.817				.836
MAT1	.715				.639
Cosmopolitanism (4 items)		**1.648**	**5.682**	**0.710**	
COS3	.809				.702
COS2	.715				.590
COS4	.689				.550
COS1	.597				.397
National Identity (4 items)		**1.583**	**5.457**	**0.739**	
NI4	.780				.715
NI2	.602				.464
NI5	.550				.606
NI3	.434				.475
World mindedness (3 items)		**1.260**	**4.345**	**0.689**	
WM3	.713				.606
WM2	.669				.625
WM1	.436				.524
Dogmatism (3 items)		**1.121**	**3.866**	**0.654**	
DOG2	.704				.624
DOG3	.571				.488
DOG1	.460				.490

Source: Survey data, 2013

5.7.2: EFA of the political and economic antecedents

Aliened with all the basic steps mentioned above, EFA for political and economic antecedents was conducted. Factorability of data was again confirmed by visual examination of correlations and KMO and Bartlett's Test. According to

the correlation matrix (see annexure 5.3) all correlation coefficients were significant in 0.001 significant levels and did not find any extremely high or low inter item correlations. Therefore, it was assumed that the data set was free from multicollinearity problem. KMO test was reported 0.851 and it assured that the sampling adequacy for factor analysis is sufficient. Further, the results of Bartlett's test show that Chi-Square 3.37833 is highly significant (p<0.001), and that factor analysis is appropriate for those antecedents as well.

Similar to the above section, principle component analysis was employed for the extraction of factors, and three factors identified by observing greater than 01eigenvalues (see Scree plot 5.2) and total variance of those factors was 60.73%.
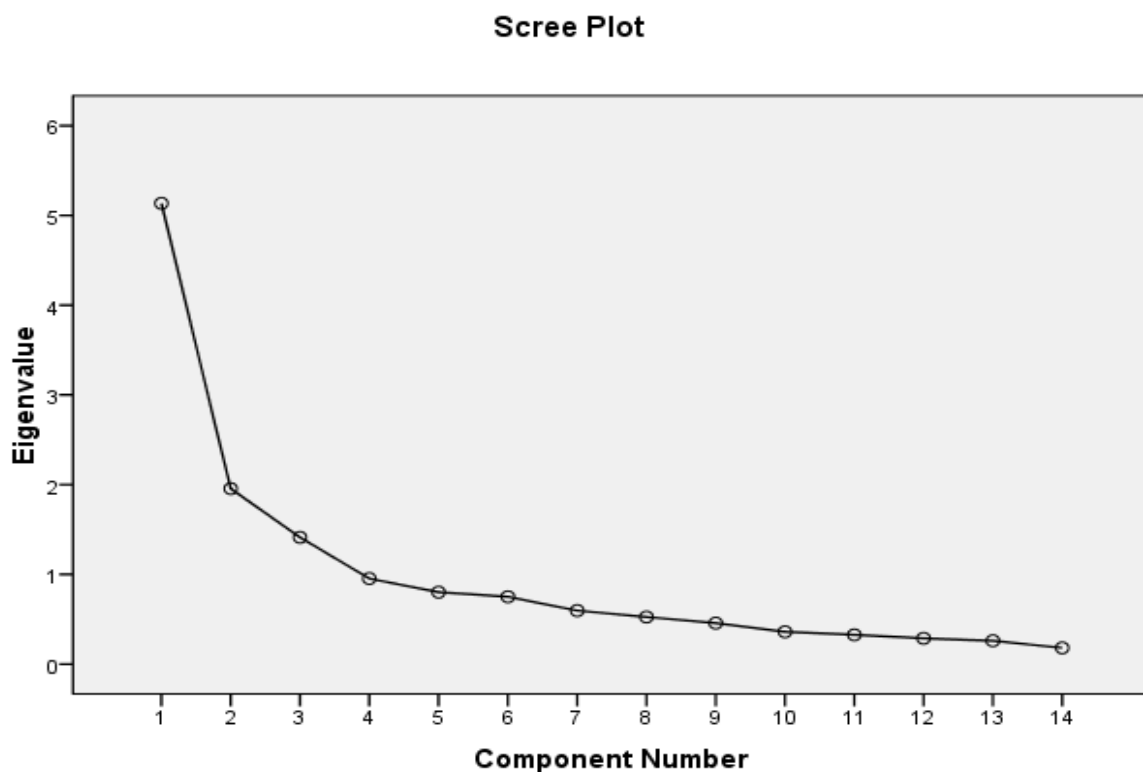
Figure 5.2: Scree plot for political and economic antecedents
Source: Survey data, 2013

Further, communality of each factor was greater than 0.6 and the VARIMAX rotation process was adapted to the rotation of factors and all items were reported as having more 0.4 loading values and each factor was reported acceptable as in the range of Cronbach's alpha. The summary of factor loading in political and economic antecedents is given in table 5.9.

Table 5.9. Summery of EFA of the political and economic antecedents

Factors	Factor Loading	Eigen values	Variance Explained	Cronbach's alpha	Communality
Factor 01 (6 items)		**5.135**	**36.675**	**0.878**	
BINE2	.864				.777
BINE1	.845				.746
BINE3	.806				.719
GG1	.744				.636
GP1	.649				.593
GG2	.596				.492
Factor 02 (4 items)		**1.956**	**13.968**	**0.726**	
PG1	.821				.714
PG2	.820				.757
PG4	.759				.635
GG3	.452				.256
Factor 03 (4 items)		**1.412**	**10.088**	**0.706**	
EC2	.840				.732
EC1	.724				.613
EC3	.660				.476
GP2	.497				.357

Source: Survey data, 2013

According to findings, all items of political and economic antecedents were loaded into three factors. However, it is noted that customer perception towards current government policies support domestic companies and good governance of the ruling parties were loaded to the other three factors. Accordingly, two items of good governance were loaded into customers' belief of improving the national economy and the other item was loaded into propaganda. Further, one item of government policies supporting domestic businesses was loaded into the customers' belief about improving the national economy and one was loaded into economic competitiveness. According to general understanding, government policies and good governance are essential factors for developing the national economy and making economic competitiveness. Therefore, extracted factor structure can be justified with the reality prevailing in the country. Therefore, political and economic antecedents were restructured into three factors named customer belief about improving national economy, propaganda to buy Sri Lankan products and economic competitiveness of the country.

5.8. Redefine hypotheses

As mentioned above, based on the results of the EFA, a decision was made to delete some latent variables from the initially proposed structural model due to

poor discriminant validity. Accordingly patriotism and conservatism was combined due to some items of both constructs being loaded into the same factor. Further, good governance and government policies supporting domestic businesses were removed from the proposed model. Therefore, it was decided to amend hypotheses number one and two as follows.

H1: *Socio-psychological antecedents are positively / negatively associated with CET. Specifically, (a) National Identity, (b) Conservatism and Patriotism, (c) Collectivism, (d) Materialism and (e) Dogmatism are positively associated with CET, and (f) Cosmopolitanism and (g) World mindedness are negatively associated with CET.*

H2: *Political and economic antecedents are positively / negatively associated with CET. Specifically, (a) propaganda, and (b) economic competitiveness are positively associated with CET. and (c) the belief of improving the national economy is negatively associated with CET.*

5.9. Empirical testing of the measurement model

Empirical testing of the structural model of the study is involved in CFA and path analysis of SEM. The model of the present study consists of four main parts to evaluate structural relationships. Those are socio psychological antecedents, political and economic antecedents, CET and brand equity dimensions. Moderating variables were neglected in SEM as other statistical techniques are being adopted to evaluate the moderating effects of the relationship among main constructs of the model. As SEM permits to assess the performances of the whole model and facilitates to control the measurement errors with the help of multivariate goodness-of-fit indices (Hair et.al., 2010), it is important to develop the structural model for the study to demonstrate the main relationship among main constructs before conducting CFA separately. Therefore, the main structural model for evaluation through SEM using AMOS software package is given in figure 5.3.

As mentioned above, the data set of the present study fulfills the basic assumptions to perform SEM in order to identify the structural relations of proposed model. However, before evaluating the final SEM model given in figure 5.3, CFA for main sections of the structural model was conducted and possible modifications were performed to improve goodness of fit in the model.
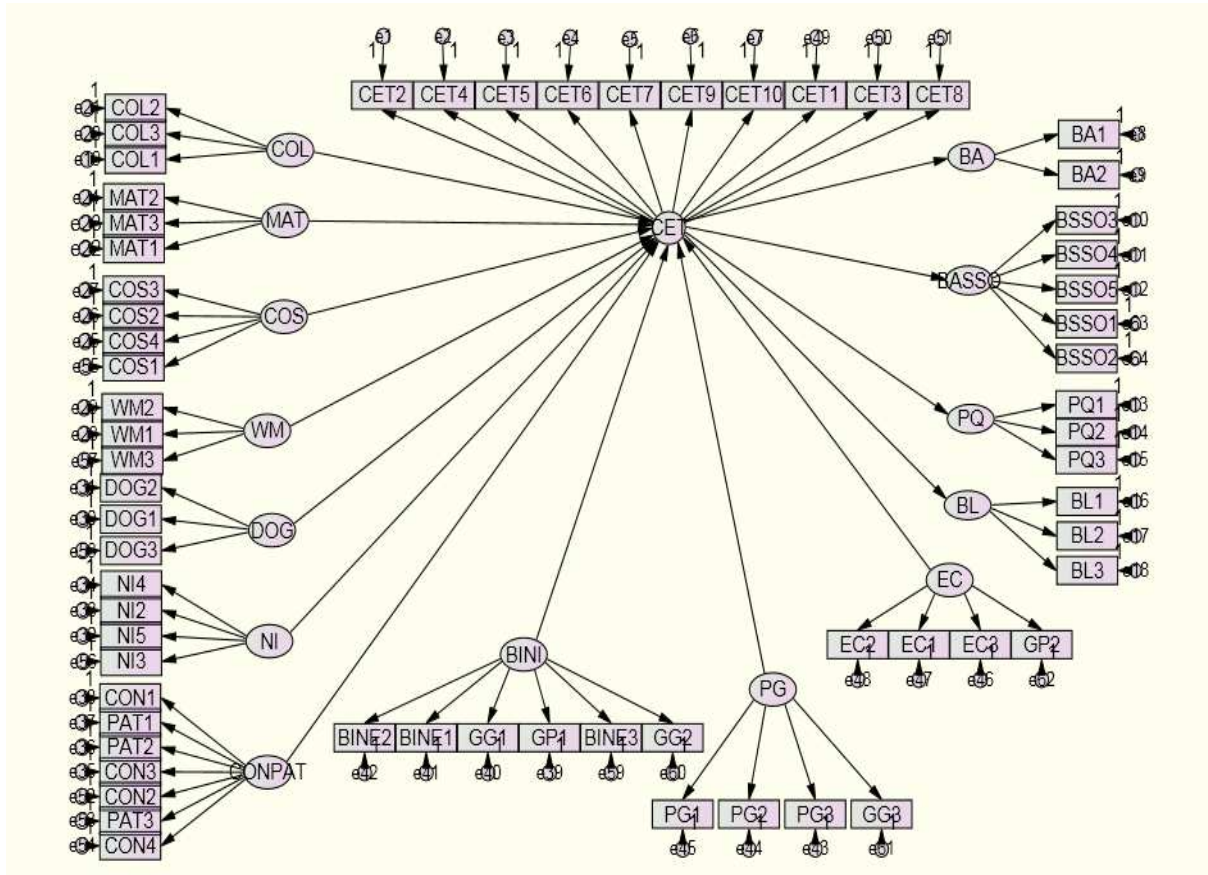
Figure 5.3. Measurement model
Source: Developed by the researcher

5.10. Confirmatory factor analysis (CFA)

According to Byrne (2009) CFA can be used to determine whether the sample data is compatible with the hypothesized model of the study. Further, it has power to test uni dimensionality of data and to evaluate to what extent the data structure is confirmed with the theory (Hair et.al., 2010). The findings of CFA further provide guidelines to modify the structural model as well. According to the nature of the proposed model, CFA was conducted mainly in four categories of variables and appropriate modifications were made to improve the model fit. Further, maximum likelihood estimation procedure was selected as the best method to conduct CFA as normality is assured in the data set. Further, goodness-of-fit indices and factor loading was considered to examine how far empirical data fit the proposed model and modification indices were used to make some modifications to the indicators of theoretical constructs. As Mentioned in chapter 4, threshold levels of model fit indices are summarized in table 5.10.

Table 5.10. Fit indices

Model fit Measure	Recommended Level	Model fit Measure	Recommended Level
CMIN/DF	Below 2 (below 5 is adequate)	AIC	
RMR	Less than 0.05	ECVI	Should be smaller
GIF		CFI	
AGFI	Close to 1	NIF	
RMSEA	More than 0.05 (in between 0.08 and 1.00 is excellent	IFI	Greater than 0.90
CN	Greater than 200	TLI	

Source: Developed by the researcher based on previous litreture

The model fit indices given in above table were employed to evaluate each CFA model and the final structural model of the present study. Therefore, all modifications were done for the improving of those indices of respective models.

5.10.1. CFA for socio psychological antecedents

As per the structural model given in figure 5.3, mainly 7 constructs were identified as socio psychological antecedents from EFA. Those constructs consist of 27 items. Those items were used to CFA of socio psychological antecedents and initial results are given in table 5.11. According to the initial findings COS 1, NI3, WM3 and DOG3 reported poor loading to relevant factors. Therefore, those items were deleted. Further, initial fit indices revealed that CMIN/DF is below 5 but p value is significant (p=000). Further, RMSEA was below 0.05 (RMSEA = .045) and NIF, CIF, IFI, and TLI values are below 0.9. Further, other fit indices were also not in the acceptable level. Therefore, the initial findings revealed that the model was a poor fit for the data and needed some modifications. Even though CON2, PAT3, and CON4 reported an acceptable level of standardized factor loadings, the modification indices revealed that there are error covariances between those items. It is an indication of misspecifications in the model. Therefore, items CON2, PAT3, and CON4 were deleted with the purpose of improving the model fit indices. After the modifications were done, the better fit model was identified with reporting acceptable level of all model fit indices (see table 5.11). Further, composite reliability of the remaining items was 0.744 and it was indicated that items are reliable to measure seven socio psychological antecedents of CE. The empirical results were summarized into table 5.11 and the final path diagram is given in figure 5.4.

Table 5.11: Results of CFA for socio psychological antecedents

Item	Statement	ISL	After modification	
			Stand: L	C.R. (t)
Conservatism and Patriotism (7 items)				
CON1	I would like to respect the traditions of Sri Lanka	0.75	0.71	17.522
PAT1	I love my country.	0.84	0.86	22.174
PAT2	I am proud to be a Sri Lankan	0.80	0.83	16.342
CON3	I would like to respect the cultural norms of Sri Lanka	0.73	0.69	17.014
CON2	I would like to respect the social order of Sri Lanka	0.71	NA	NA
PAT3	Although at times I may disagree with the government, my commitment to Sri Lanka always remains strong.	0.57	NA	NA
CON4	I believe national security is most important aspect of the country	0.63	NA	NA
Collectivism (3 items)				
COL2	Individuals should stick with the group even through difficulties	0.88	0.88	17.263
COL3	Group success is more important than individual success	0.91	0.91	17.278
COL1	Individuals should sacrifice self-interest for the group to which they belong.	0.67	0.67	12.563
Materialism (3 items)				
MAT2	Some of the most important achievements in life include acquiring material possessions.	0.93	0.93	22.432
MAT3	Buying things gives me a lot of pleasure.	0.81	0.81	20.838
MAT1	I admire people who own expensive homes, cars, and clothes.	0.63	0.63	15.480
Cosmopolitanism (4 items)				
COS3	I like to try restaurants that offer food that is different from that in my own culture.	0.80	0.81	11.058
COS2	I enjoy being with people from other countries to learn about their unique views and approaches.	0.66	0.66	10.798
COS4	I like to observe people of other cultures, to see what I can learn from them.	0.59	0.58	9.762
COS1	I am interested in learning more about people who live in other countries.	0.46	NA	NA
National Identity (4 items)				
NI4	Sri Lankans are proud of their nationality	0.69	0.67	11.546
NI2	Sri Lanka has a strong historical heritage	0.56	0.55	9.850
NI5	People frequently engage in activities that identify them as "Sri Lankans".	0.61	0.65	10.914
NI3	A Sri Lankan possesses certain cultural attributes that other people do not possess	0.40	NA	NA
World mindedness (3 items)				
WM3	Immigration should be controlled by an international organization rather than by each country independently	0.42	NA	NA
WM2	It would be better to be a citizen of the world than of any	0.61	0.51	8.112

	particular country			
WM1	All national governments should be abolished and replaced by one central government	0.63	0.63	8.851
Dogmatism (3 items)				
DOG2	My opinions and beliefs about the brands fit together perfectly to make a crystal-clear "picture" of the products	0.80	0.69	8.170
DOG3	If you are "open-minded" in buying decisions, you will probably reach the wrong conclusions	0.45	NA	NA
DOG1	The brands I believe as good for me are so completely true, I could never doubt about them	0.47	0.57	9.231

Fit Indices										
	CMIN/DF	RMSEA	RMR	GIF	AGIF	NIF	AIC	ECVI	CFI	IFI	TLI
Initial	4.523	.045	0.71	0.692	0.684	0.741	703	12.34	.821	.822	.792
Final	1.861	.081	0.044	0.891	0.879	0.912	92	7.56	.985	.986	.953
Composite reliability = 0.744										

Note: ISL – Initial Standardize Loading

Source: Survey data, 2013
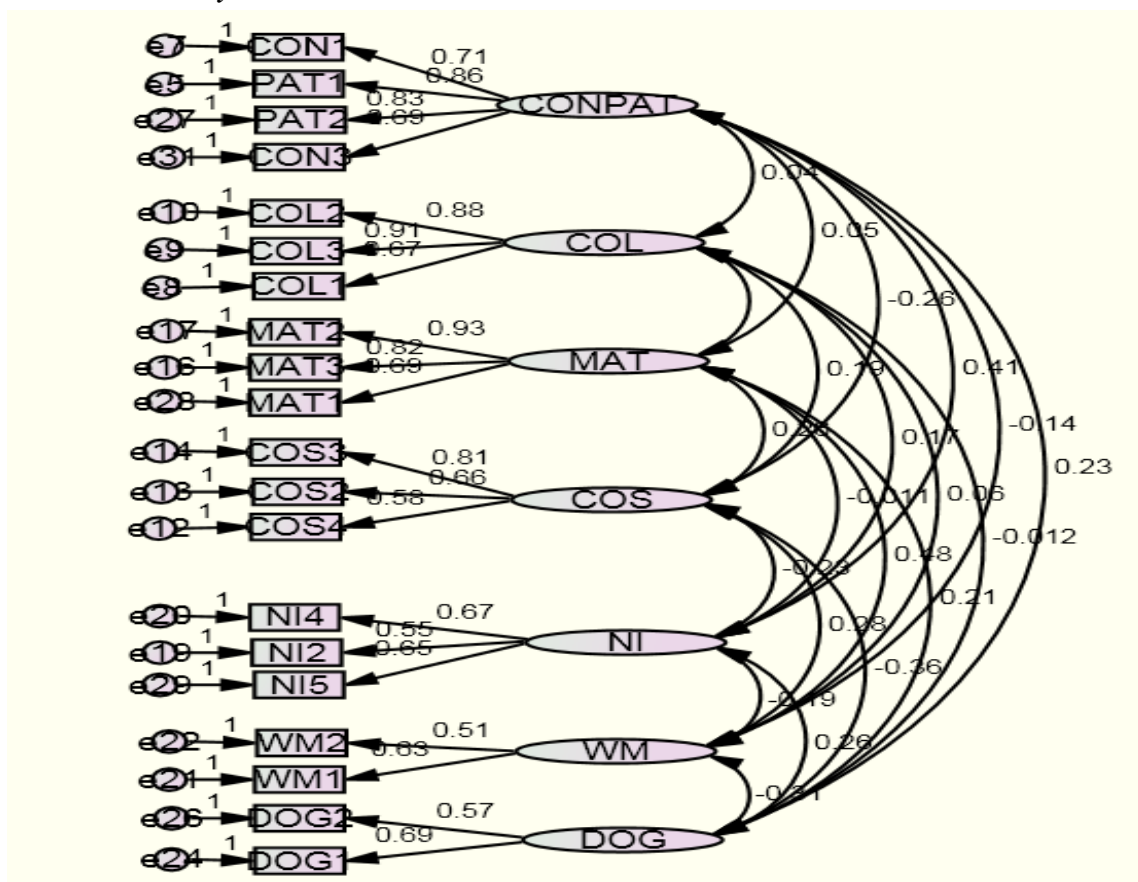
Figure 5.4. Path diagram of CFA for socio psychological antecedents
Source: Survey data, 2013

According to the path diagram of the final CFA model for socio psychological antecedents, there is no feedback effects among seven socio psychological antecedents except in a few cases. Mainly, NI and CONPAT shows significant covariance with reporting 0.41 correlation estimates. Further, COS and DOG reported a -0.36 correlation estimate and WM and MAT reported a 0.48 correlation estimate. According to the empirical results, covariances of those relationships were significant at 0.001 confidant level. These relationships can be justified by the previous findings. For instance, Huntington (1996) noted that the national identity of people initially developed based on the emotional attachment of people towards their mother nations. Further, Lantz (2002) argued that nationalism consists of patriotic feelings and conservative values of individuals. Further, Caruana (1996) claimed that when consumers show high dogmatism, they are reluctant to learn the culture of other nations. Further, they believe that learning values of other cultures can damage their consistent beliefs and attitudes (Robero Suro, 2011). Even though more theoretical justifications were not available to explain relationships between WM and MAT, some researchers (e.g. Richins, 2004) argued that customers of developing countries show status by consuming foreign brands and highly materialist people in those countries show openness to the world. According to the aforesaid arguments, feedback effects among socio psychological antecedents can be conceptually justified.

5.10.2. CFA for political and economic antecedents

According to the proposed structural model, the political and economic antecedents were grouped into three factors including 14 items. The initial and achieved results of CFA relating to those variables are summarized into table 5.12.

Table 5.12: Results of CFA for political and economic antecedents

Item	Statement	ISL	After modification	
			Stand:L	C.R. (t)
Improving National Economy (6 items)				
BINE2	I believe current economic growth of Sri Lanka is at satisfactory level	0.83	0.91	26.182
BINE1	I feel Sri Lankan economy is improving after civil war	0.79	0.87	27.796
BINE3	I believe Sri Lanka can achieve its development targets in near future	0.81	0.81	24.435
GG1	I believe current government does involve good governing practices	0.72	NA	NA
GP1	I believe current policies of government favorably affects domestic brands	0.72	0.65	17.492
GG2	I believe government bodies are not involved in corruption	0.53	NA	NA

Propaganda (4 items)				
PG1	I am aware of "Be Lankan, Buy Lankan" campaigns	0.75	0.75	16.348
PG2	"Be Lankan, Buy Lankan" campaigns encourage me to buy domestic brands	0.92	0.92	17.283
PG3	I consider labels of local brands (e.g. Lion Logo) in purchasing decisions	0.72	0.72	12.564
GG3	I believe good governing practices of a country help to develop local firms	0.16	NA	NA
Economic Competitiveness (4 items)				
EC2	I believe business firms of FMCG sector are having sufficient production technology, marketing strength, product uniqueness, physical, capital, managerial skills for competing with each other	0.71	0.71	11.967
EC1	I believe the business environment in Sri Lanka provides opportunity to compete firms each other	0.75	0.76	13.472
EC3	I believe physical infrastructure, human resources, regulatory requirements, and competition regulations are making good environment for the business.	0.56	0.57	10.642
GP2	I believe current policies of government discourage customers to buy foreign brands	0.47	NA	

Fit Indices

	CMIN/DF	RMSEA	RMR	GIF	AGIF	NIF	AIC	ECVI	CFI	IFI	TLI
Initial	6.059	.047	0.71	0.726	0.702	0.811	525	9.36	.887	.888	.861
Final	1.215	.097	0.046	0.902	0.892	0.934	71	6.22	.960	.960	.943

Composite reliability = 0.861

Note: ISL – Initial Standardize Loading

Source: Survey data, 2013

The findings revealed that GG3 and GP2 reported low standardized factor loadings. Therefore, those two items were deleted. Further, it was noted that GG1 and GG2 show cross loading and modification indices revealed some error covariance among those items. Therefore, those two variables were also eliminated. As far as model fit indices are concerned, in the initial model, all model fit indices were not in the acceptable level. After modifications were done, all fit indices came to an acceptable limit and significant improvement of composite reliability as given in table 5.12. Further, the path diagram of the modified model is given in figure 5.5 given below.
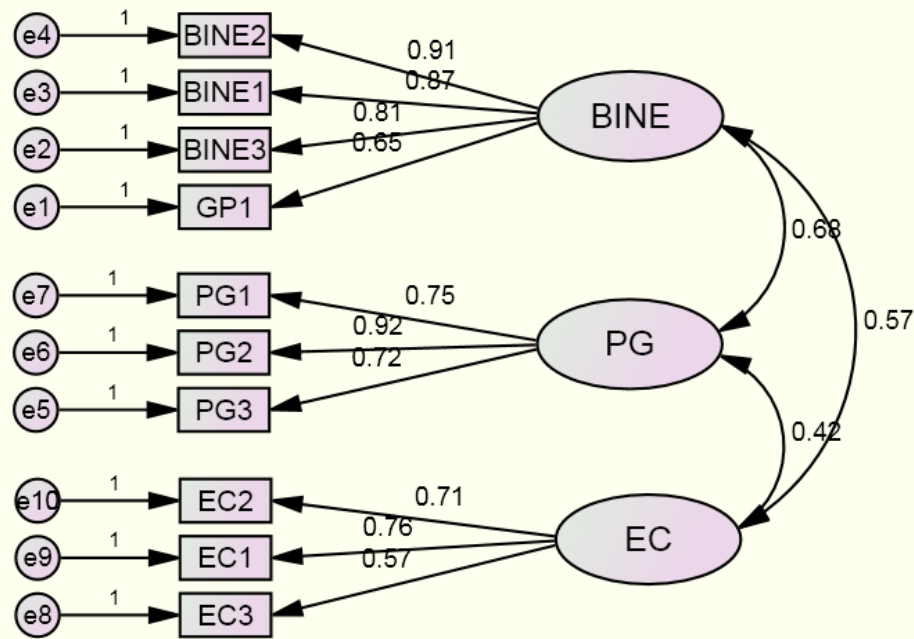
Figure 5.5. Path diagram of CFA for political and economic antecedents
Source: Survey data, 2013

According to the path diagram, there is a strong feedback effect between BINE and PG reporting 0.68 correlation estimates. Further, correlation estimates between BINE and EC is 0.57. Therefore, covariances of both relationships are significant at a 0.001 confidant level. Those relationships represent a theory as well as the reality up to a certain level. For instance, some researchers (e.g. Saffu et. al., 2010) argued that "buy local" campaigns can significantly impact on improving the national economy. Further, some of them (e.g. Hamin and Elliott, 2006) argued that if customers believe that the national economy is improving, propaganda programs are more effective. On the other hand, people generally believe that economic competitiveness is at high levels in the situation of improving economic conditions in the country. According to those arguments, the CFA results in both theoretical and practical perspectives can be justified.

5.10.3. CFA for CET

CET was assessed based on the 10 version CATSCALE employed by previous researchers based on the initial CATSCALE introduced by Shimp and Sharma (1987). This model has been validated in several countries and has reported a fairly high reliability and validity. Therefore, all 10 items were

included into CFA of CET. The initial model and achieved results of CFA after modifications are summarized into table 5.13.

Table 5.13: Results of CFA for CET

Item	Statement	ISL	After modification	
			Stand: Loading	C.R. (t)
Consumer Ethnocentric Tendency (10 items)				
CET1	Only those products that are unavailable in Sri Lanka should be imported	0.62	NA	NA
CET2	Sri Lankan products, first, last, and foremost	0.63	0.59	11.625
CET3	Purchasing foreign-made products is un- Sri Lankan	0.71	NA	NA
CET4	It is not right to purchase foreign products, because it puts Sri Lankans out of a job	0.71	0.70	13.319
CET5	A real Sri Lankan should always buy Sri Lankan products	0.81	0.83	15.055
CET6	We should purchase products manufactured in Sri Lanka instead of letting other countries get rich from us	0.71	0.70	13.351
CET7	Sri Lankan should not buy foreign products, because this hurts Sri Lankan business and causes unemployment	0.75	0.77	14.341
CET8	It may cost me in the long run but I prefer to support Sri Lankan products	0.37	NA	NA
CET9	We should buy from foreign countries only those products that we cannot obtain within our own country	0.58	0.57	11.362
CET10	Sri Lankan consumers who purchase products made in other countries are responsible for putting their fellow Sri Lankan out of work	0.61	0.63	12.884

Fit Indices

	CMIN/DF	RMSEA	RMR	GIF	AGIF	NIF	AIC	ECVI	CFI	IFI	TLI
Initial	8.261	0.45	0.14	0.760	0.734	0.892	655	10.23	.888	.889	.856
Final	1.952	.086	0.03	0.913	0.905	0.919	81	6.60	.962	.962	.943

Composite reliability = 0.842

Note: ISL – Initial Standardize Loading

Source: Survey data, 2013

According to the results of the initial model, CET 8 reported low standardized factor loadings. Further, modification indices revealed that CET 1 and CET3 have an error covariance. Therefore, those three items were deleted from the CFA model. At the initial model stage, all model fit indices were not in acceptable ranges. However, as given in table 5.13, after the aforesaid modifications all indices were improved to be acceptable ranges. Further, composite reliability of the modified model was reported as 0.842. Therefore, 7 items were selected for the final model of the study.

5.10.4. CFA for brand equity

Brand equity was measured based on Aker's (1996) brand equity dimensions. Accordingly it consisted of 04 dimensions with 13 items. This model was also validated in different contexts by previous researchers and has been found to have an acceptable level of reliability and validity. Therefore, all items were included into CFA. The initial model and achieved results of CFA after the modifications, is summarized into table 5.14.

5.14: Results of CFA for brand equity dimensions

Item	Statement	ISL	After modification	
			Stand: Loading	C.R. (t)
Brand Awareness (2 items)				
BA1	I can recognize "Brand X" among other competing brands in respective product categories	0.88	0.89	17.168
BA2	I can quickly recall the symbol or logo of "Brand X" in given product categories	0.84	0.83	15.748
Brand Association (5 items)				
BASSO1	I feel I got the right selection since when consuming product made in Sri Lanka (Sincerity)	0.53	NA	NA
BASSO2	Using a product of Sri Lanka provides me an absolute sign feel (Excitement)	0.59	NA	NA
BASSO3	I like the company which makes "brand X"	0.83	0.83	23.878
BASSO4	I would feel proud to own products from the company which makes "brand X"	0.84	0.84	24.366
BASSO5	I trust the company which makes "brand X"	0.85	0.86	26.911
Perceived Quality (3 items)				
PQ1	"Brand X" offers products of very good quality	0.93	0.93	35.426
PQ2	"Brand X" offers products of consistent quality	0.90	0.90	33.237
PQ3	"Brand X" offers very reliable products	0.91	0.91	34.531
Brand Loyalty (3items)				
BL1	I consider myself loyal to "brand X"	0.83	0.83	22.647
BL2	"Brand X" would be my first choice	0.89	0.89	29.438
BL3	I would like to recommend "brand X" for others	0.89	0.89	25.841

Fit Indices

	CMIN/DF	RMSEA	RMR	GIF	AGIF	NIF	AIC	ECVI	CFI	IFI	TLI
Initial	4.206	0.48	0.71	0.731	0.719	0.901	675	8.98	.927	.927	.903
Final	1.305	0.091	0.041	0.897	0.878	0.916	84	6.15	.976	.976	.965
Composite reliability = 0.812											

Note: ISL – Initial Standardize Loading

Source: Survey data, 2013

The findings revealed that all items are fairly loaded into four dimensions. At the initial stage of the model, some fit indices were at a satisfactory level.

However, RMSEA, RMR, GIF, AGIF and AIC should be further improved. Therefore, BSSO1 and BSSO2 were deleted based on the error covariance found in modification indices. After modification, all indices were improved to an acceptable level. Therefore, altogether 11 items were considered for the final model to represent brand equity dimensions. Further, the path diagram of the modified model is given in figure 5.6.

The results of the path diagram revealed 03 significant feedback effects among brand equity dimensions. First, the significant relationship was detected in between BL and PQ. The corresponding correlation estimate was reported 0.85. Further, between BSSO and BL, it was reported a 0.83 correlation estimate. Further, feedback effect between BA and BSSO was reported as a 0.62 correlation estimate. The empirical results further revealed that covariance among those variables are significant at a 0.001 confidence level.
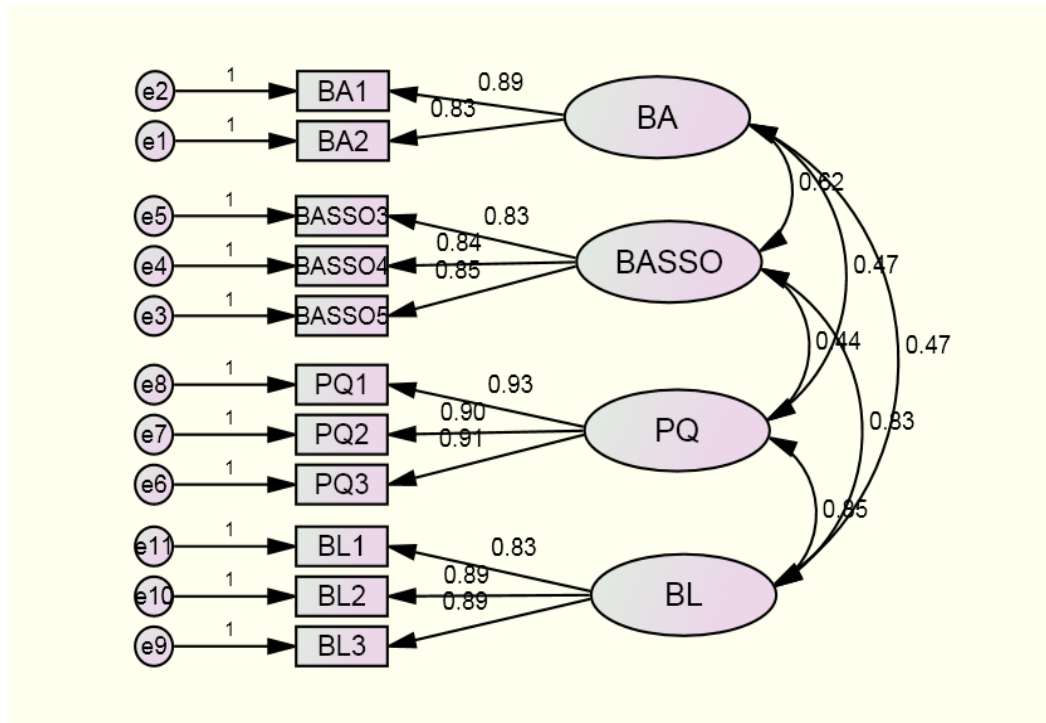
Figure 5.6. Path diagram of CFA for brand equity
Source: Survey data, 2013

5.11. Overall results of measurement model

To date, the main sections of the measurement model were validated based on CFA. Further, the model fit of endogenous and exogenous variables were assured by using relevant modifications. In this process, some items were deleted

to improve the model fit indices and the composite reliability of the structural model. The initial model consists of 64 items after the EFA for antecedents of CE and 16 items were eliminated based on the modification indices revealed in CFA. Out of them, 07 items were deleted from socio psychological antecedents due to low factor loadings and error covariance. Further, as the CFA model suggested, 04 items were discarded from political and economic antecedents due to low factor loadings and several cross loading issues. In the proposed model, 10 items of CETSCALE were included to measure CET and only 07 items remained after modification of the model fit. Finally, 02 items were deleted from brand association for modification of the CFA model of brand equity dimensions. Therefore, the final measurement model consists of 48 variables. After excluding aforesaid variables, the model fit indices and composite reliability was substantially improved. The summary of the model fit indices after modification of CFA models are summarized into table 5.15.

Table 5.15: Summary of fit indices

Overall Model fit measures	Socio psychological antecedents	Political and economic antecedents	CET	Brand equity dimensions
CMIN/DF	1.861	1.215	1.952	1.305
RMSEA	.081	.097	.086	0.091
RMR	0.044	0.046	0.031	0.041
GIF	0.891	0.902	0.913	0.897
AGIF	0.879	0.892	0.905	0.878
NIF	0.912	0.934	0.919	0.916
CFI	.985	.960	.962	.976
AIC	92	71	81	84
ECVI	7.56	6.22	6.60	6.15
CN	214	225	210	214
IFI	.986	.960	.962	.976
TLI	.953	.943	.943	.965
Composite reliability	0.744	0.861	0.842	0.812

Source: Survey data, 2013

Therefore, the final model was tested by using reliable and validated 48 measurement items with the purpose of identifying the best fitted model for final evaluations. Therefore, the initial standardized factor loadings for the SEM model were estimated and the model fit indices revealed that the final model reasonably fits with the data set. According to table 5.16, RMSEA, NIF, CIF,

IFI, and TLI were reported as acceptable values. However, CMIN/DF, RMR, AIC, ACVI, GIF, AGIF and the composite reliability of the model should be further improved to ensure the model fit for the final evaluation. Considering this situation, findings of the initial model were further evaluated with the purpose of identifying possible causes for decrementing of the model fit. Evaluation of modification indices revealed that the regression weights and initial covariance reported relatively high score parameters. CFA analysis of socio psychological antecedents revealed that NI and CONPAT, COS and WM and WM and MAT show significant covariance. Therefore, the structural model was modified by drawing respective covariance paths. Even though CFA analysis revealed some significant covariance among brand equity dimensions, covariance cannot be estimated among them as those dimensions have become dependent variables of the overall model. Therefore, the path link was drawn to link those dimensions from BA to BASSO, BASSO to BL, and PQ to BL. Accordingly, the modified model was tested in ad- hoc basis and revealed a substantially improving of the model fit indices. However, it was not improved up to the expected level of composite reliability, RMA and AIC. The evaluation of the modified indices of ad- hoc model noted that there is a strong covariance between BINE and CONPAT. Further, PG shows strong covariance with NI. Accordingly two new covariance paths were included to the model by connecting those variables too. After the aforesaid modifications, it was considered as a final measurement model due to the acceptable level of model fit indices (see table 5.16)

Hair et.al. (2010), noted that additional path links can be included only with theoretical support. According to previous literature it is possible to link BINE with patriotism tendencies of customers (Conover and Feldman 1987). Chen (2011) further noted that high patriotic people have undue beliefs about improving their national economy rather than other countries in the world. Further Hamin and Elliott, (2006) argued that "*buy local*" campaigns could develop internal motivation of the people to develop a strong national identity.

As far as brand equity is concerned, the selected model consists of four dimensions of brand equity. Accordingly, four dimensions of brand equity in the proposed model were identified as separate exogenous variables. However, Aker (1990) has proposed that those dimensions are inter connected and that they are used for determining the overall brand equity as well. Further, the interrelations of those dimensions are justified by Keller (2000) in his CBBE model. Therefore, it can be reasonably assumed that brand equity can directly influence brand association. Further, brand association can directly influence brand loyalty. According to the CFA results, brand awareness and brand association show significant associations to perceived quality. However, the findings

revealed that perceived quality has a direct impact of brand loyalty. Therefore, newly added path links can be justified by the theory. After new modifications, the final SEM model is given in figure 5. 7.

5.16: Model fit indices of final model

Fit Indices	Models	
	Overall measurement Model	**Modified Final Model**
CMIN/DF	2.711	1.924
RMSEA	0.72	.083
RMR	0.62	.043
GIF	0.892	.914
AGIF	0.866	.904
NIF	0.907	.928
CFI	0.912	.944
AIC	521	124
ECVI	8.544	6.622
CN	198	226
IFI	.911	.945
TLI	.902	.927
Composite reliability	0.671	0.801

Source: Survey data, 2013

5.11.1. Validity of final model

As a part of the final model testing, correlations between all latent variables were examined with the purpose of gaining fundamental theoretical precision of the data set. It will assist in determining the convergent and discriminant validity in the final model. Furthermore, the average variance extracted (AVE) of each variable was calculated separately. AVE was computed as a sum of the squared standardized factor loadings divided by the number of items. Accordingly, bivariate correlation among each latent variable and AVE in the final model is presented in table 5.17.

According to the correlation matrix given in table 5.19, all independent variables correlate with the main dependent variables (CET and Brand equity dimensions) from low to moderate level. In addition, any of the correlation coefficient in the matrix did not exceed the composite reliability of the model presented in table 5.9. Moreover, the average variance extracted (AVE) estimates of each latent variable was larger than the squered inter-construct correlation estimates (SIC). Therefore, it can be reasonably assumed that the discriminant

validity of the finally selected items of the model is assured (Campbell and Fiske, 1959).

Additionally, the average variance extracted (AVE) of each latent variable exceeded 0.5 and the composite reliability was reported as 0.81 (more than 0.70). And, all model fit indicators achieved acceptable ranges. Hence, it was concluded that convergent validity of the constructs of the final model is provided.

As emphasized in the theory, some independent variables (antecedents of CE) positively correlate and some of them negatively correlate with dependent variables. According to the findings all squred inter-construct correlation estimates (SIC) reasonably represent the theory. Thus, the nomological validity of the final model has also been demonstrated.

As discriminant validity, convergent validity, and nomological validity were assured in the final model, the empirical results can be used for the testing the relevant hypotheses of the study.
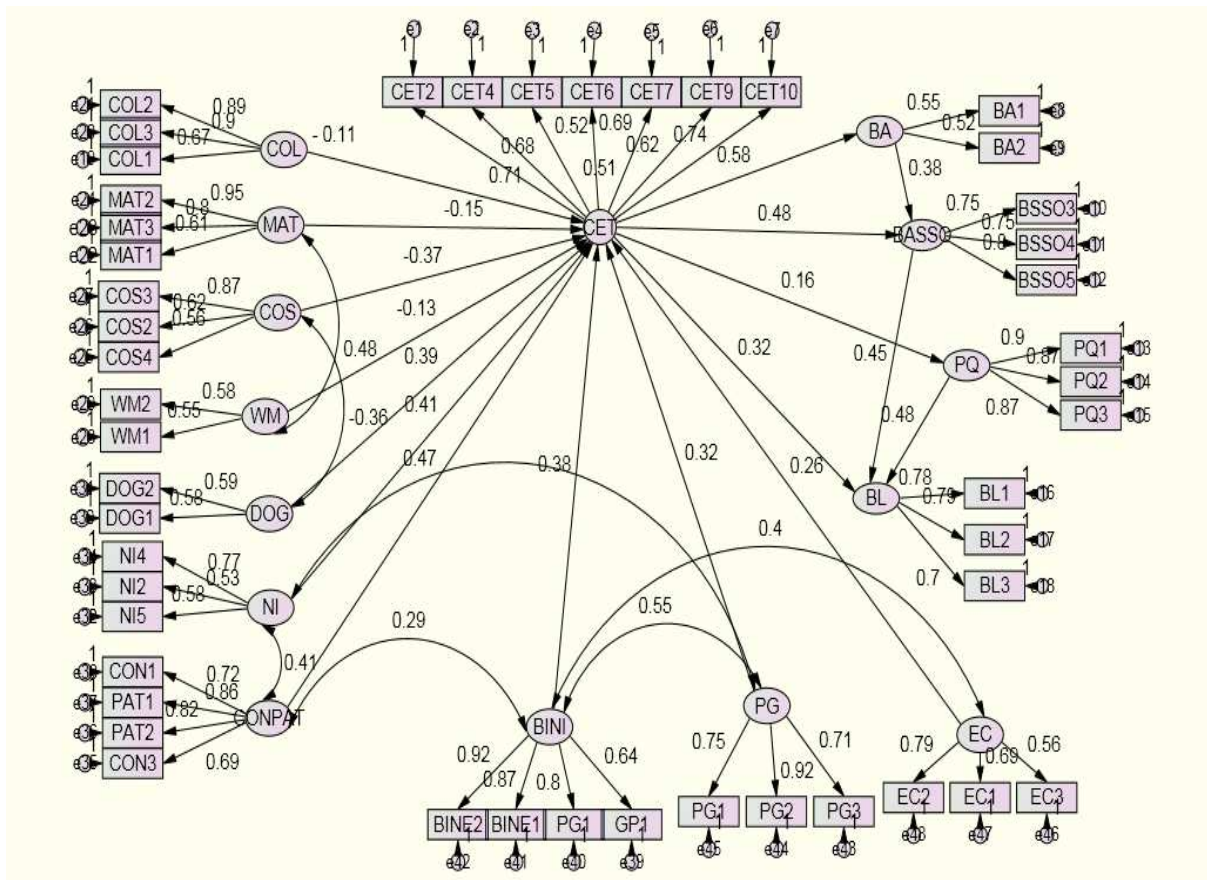
Figure 5.7: Final structural model
Source: Survey data, 2013

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Table 5.17: Squred inter item correlations (SIC) and AVE

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
NI	**0.529**														
CONPAT	.524**	**0.602**													
COL	.284**	.297**	**0.684**												
MAT	.140**	.223**	.091*	**0.638**											
COS	.107*	.158**	.100*	.353**	**0.553**										
WM	-.020	-.091*	-.023	.359**	.392**	**0.571**									
DOG	.223**	.221**	.222**	.367**	.182**	.291**	**0.783**								
BINE	.226**	.245**	.237**	.168**	.202**	.089*	-.002	**0.663**							
PG	.308**	.298**	.277**	.265**	.183**	.068	.278**	.378**	**0.637**						
EC	.180**	.338**	.183**	.283**	.171**	.150**	.306**	.399**	.342**	**0.556**					
CET	.186**	.199**	.259**	.076	.115**	.190**	.133**	.441**	.440**	.315**	**0.550**				
BA	.278**	.242**	.040	.128**	.171**	.056	.217**	.132**	.215**	.182**	.088*	**0.697**			
BSSO	.079	.137**	.048	.093*	.198**	.168**	.350**	.045	.138**	.263**	.108*	.541**	**0.588**		
PQ	.169**	.246**	.124**	.172**	.169**	.224**	.374**	.035	.171**	.267**	.096*	.505**	.754**	**0.774**	
BL	.148**	.207**	.076	.151**	.175**	.178**	.408**	.065	.243**	.263**	.111**	.499**	.748**	.780**	**0.574**

Note: *AVE is given in bold test in the table.*
Source: Survey data, 2013

5.11.2. Empirical results of Final SEM model

The final SEM model of the study presented in figure 5.7 reveals the covariance of each variable of the final model. Therefore, the empirical results of final model should be analyzed to precisely demonstrate the relationship among the constructs of the study. The empirical results have been summarized in table 5.18.

According to the empirical results of the SEM analysis, 17 path links and 07 feedback effects (covariance paths) have been reported. The results revealed that national identity and CET has a significantly positive relationship: reporting .409 of corresponding path coefficient. The t value of 3.7522 was significant at 0.001 confidence level. Furthermore as supported by theory, conservatism and patriotism also positively correlate with CET: reporting .467 of path coefficient and 9.3412 of t value (p< 0.001). Even though the previous literature emphasizes that collectivism and materialism are positive antecedents of CET, the empirical results of the present study imply that both variables demonstrate negative relations to CET in the present study context. Corresponding path coefficients of collectivism and materialism were -.114 and -.155 respectively. However, the t values of those relations are not significant (collectivism- t =1.3411, p= .336, materialism –t= 2.0945, p= .088). As the researcher expected, dogmatism displayed a strong positive relationship with CET. It reported .387 of path coefficient and 7.4423 (p< 0.001) of t value.

According to theoretical arguments, cosmopolitanism and world mindedness should prove to be negative antecedents of the ethnocentric tendencies of customers. In keeping with the above theory, the present study discovered that both antecedents are negatively related to CET. However, only cosmopolitanism has a significantly negative relationship: reporting -.371 of path coefficient and -6.1833 of t value (p< 0.001).

As far as political and economic antecedents are concerned, the propaganda of 'buy local campaigns' implemented by the government has a significantly positive impact on CET. The corresponding path coefficient was reported as .322 and t value (8.0501) was significant at 0.001 confidence level. Moreover, the economic competitiveness in Sri Lanka was also a significant antecedent of CET. The respective path coefficient was .258 and 10.750 of t value significant at 99% confidence level. The positive relationship between consumer perception about improving national economy and CET has also been reported. The path coefficient between those two constructs was .367 and t value was 6.7962 (p< 0.001).

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Table: 5.18: Path links of final model

Path links	Path coefficient	S.E.	C.R. (t)	P
National Identity ➡ CET	.409	.109	3.7522	***
Conservatism/Patriotism ➡ CET	.467	.050	9.3412	***
Collectivism ➡ CET	-.114	.085	-1.3411	.336
Materialism ➡ CET	-.155	.074	-2.0945	.088
Dogmatism ➡ CET	.387	.052	7.4423	***
Cosmopolitanism ➡ CET	-.371	.060	-6.1833	***
World mindedness ➡ CET	-.133	.061	-2.1803	.016
propaganda ➡ CET	.322	.040	8.0501	***
economic competitiveness ➡ CET	.258	.024	10.750	***
Improving national economy ➡ CET	.367	.054	6.7962	***
CET ➡ Brand Awareness	.576	.059	9.7627	***
CET ➡ Brand Association	.478	.050	9.5601	***
CET ➡ Percieved Quality	.159	.068	2.3382	.010
CET ➡ Brand Loyalty	.324	.083	3.9036	***
Brand Awareness ➡ Brand Asso.	.380	.058	6.5517	***
Brand Asso. ➡ Brand Loyalty	.451	.061	7.3934	***
Percieved Quality ➡ Brand Loyalty	.479	.052	9.2115	***
Feedback effects (Covariance)	**Estimate**	**S.E.**	**C.R.**	**P**
CONPAT<--> NI	.502	.053	9.405	***
COS<--> DOG	-.327	.047	-6.916	***
MAT<--> WM	.402	.056	7.227	***
BINE<--> PG	.571	.079	7.235	***
BINE<--> EC	.539	.071	7.606	***
CONPAT<--> BINE	.261	.042	6.218	***
PG <--> NI	.327	.047	6.916	***

*** p< 0.001

Source: Survey data, 2013

The influences of CET on brand equity dimensions have been demonstrated in the second phase of the research model. Brand equity dimensions were operationalized based on Aker's (1996) reputed brand equity model. According to the results of the SEM analysis, awareness of domestic brands is highly influenced by CET. The corresponding path coefficient was reported as .576 and t value (9.7627) was significant at 0.001 confidence level. Similarly, CET has a significant positive impact on brand association and loyalty towards domestic brands as well. The particular path coefficients were reported as .478 and .324

respectively. The t values in both cases were significant at 99% confidence level. Additionally, empirical results indicated that CET has not a significant impact on the perceived quality of domestic brands. The respective t value was 2.3382 and it was not significant at 99% confidence level. According to the empirical results, highly ethnocentric customers may not perceive that the quality of the domestic brands is relatively high when compared to imported brands in the FMCG sector.

The above mentioned path links were initially suggested by the hypotheses of the study. However, another 10 significant relations were recognized in the process of modifying the final model for improving the model fit. Accordingly, 03 path links were reported among brand equity dimensions and 07 covariance links showed the feedback effects among the selected antecedents of CE. According to the path links, brand awareness has a significant positive impact on brand association. It was reported .380 of path coefficient and 6.5517 of t value (p< 0.001). Furthermore, brand association is directly linked with brand loyalty towards domestic brands. The coefficient of the respective path link was .451 and corresponding t value was significant at 99% confidant level. However, the strongest path coefficient among the brand equity dimensions was reported between perceived quality and brand loyalty. Accordingly perceived quality made a significant impact on brand loyalty by reporting .479 of path coefficient and 9.2115 of t value (p< 0.001).

In addition to the path link relations, feedback effects revealed that COMPAT and NI strong positive covariance. The corresponding covariance estimate was .502 and t value was 9.405(p< 0.001). Remaining consistent with the theory, COS and DOG show significant negative covariance. The respective covariance estimate was - .327 and t value was significant (t- 6.916, p< 0.001). Moreover, WM has reported a significant positive covariance with MAT by reporting .402 of covariance estimate and 7.227 of t value (p< 0.001). As far as the political and economic antecedents are concerned, BINE reported a significant positive covariance with PG by reporting .571 of covariance estimate and 7.235 of t value (p< 0.001). Also, the covariance estimate between BINE and EC was .539 and the respective t value was significant at 0.001 confidence level. In the final modification of the structural model, the researcher noted that there exist two significant relationships between the socio-psychological antecedents and political and economic antecedents. Accordingly, CONPAT was reported to maintain a significant positive covariance with the BINE. The corresponding covariance estimate was .261 and t value was 6.218 (p< 0.001). Finally, PG exhibits a significantly positive covariance with NI. The respective covariance estimate was .327 and t value was 6.916 (p< 0.001).

5.12. Analysis of moderating influences

In the path analysis of the structural equation model, the researcher considered only the relationship of independent and dependent variables. Therefore, the relationship between antecedents of consumer ethnocentrism and CET and the impact of CET on brand equity dimensions were analyzed in the above section. As described in chapter three and four, there were two moderating variables in the initial conceptual model. In the first phase of the model, socio demographic covariates and ethnic affiliation were proposed as moderating variables in between antecedents and CET. In the second phase ethnic affiliation was the only moderating variable in between CET and brand equity dimensions. Therefore, moderating influences of those two variables will be discussed in the following section.

5.12.1. Moderating influence of socio demographic covariates

According to the conceptual framework, five demographic factors were recognized as socio demographic covariates. Those are age, gender, income, education, and ethnicity. Further, several categories under each demographic factor with considering characteristics of the target population of the study were identified. As mentioned in chapter 04, step wise hierarchical regression analysis was adopted to analyze moderating impact of those demographic factors on the relationship between antecedents and CET. In this process, a basic regression model was developed by considering all the finally selected antecedents as independent variables and CET as the dependent variable. Then, contingency models were developed by including demographic factors separately. Therefore, five multiple regression analysis were conducted to compare with the base model and a change in R^2 of each contingency model was used to determine the moderating impact of demographic factors on the relationship between antecedents of CE and CET. The summary of regression analysis is given in table 5.19.

The results of regression analysis revealed that base models describe explanatory power of each independent variable without the influence of moderating factors. Accordingly, NI, CONPAT, COS, DOG, BINE, EC and PG become significant explanatory variables of CET. In contingency model 1, age was included as another independent variable and noted that corresponding beta coefficient is significant at 0.05 level (b= 0.191, t – 2.588). Therefore, age can be considered as a variable influencing the degree of CET of the customers. Further, change in R^2 was reported as 0.016 and it was significant at 0.01 levels. It further justified the significant drop of constant value of the regression model. Therefore, it can be concluded that generally, the relationship between

antecedents of CE and CET is moderated by the age of customers. As far as individual variables are concerned, the explanatory power of CONPAT, NI and COS has been significantly changed by the influence of the consumer's age.

The contingency model 2 was calculated by considering the gender of the respondents as an additional variable. It was revealed that R^2 value was not changed in the new model. Further, the constant value of the regression model was not considerably reduced. Furthermore, individual variables were not changed significantly. Therefore, the researcher concluded that gender is not a moderating factor for the relationship among independent and dependent variables. Further, beta coefficient of gender implied that it has very low power as an explanatory of CET as well.

Contingency model 03 has analyzed the moderating impact of income. As the researcher expected, R^2 was changed by 0.025 and it was significant at 0.01 confidence level. Beta coefficient of constant value was also reduced considerably. Therefore, it is noted that the income has a significant moderating impact on the relationship between antecedents of CE and CET. As far as individual variables are concerned, the income of customers has significantly influenced the impact of MAT, COS and BINE on CET. Further, the income of the consumer shows significant explanatory power on CET with reporting 0.195 of beta value and 2.556 of t value (p< 0.01).

According to the regression output of contingency model 04, change in R^2 was reported as 0.08 and significant at a 95% confidence level. The constant coefficient was also reduced by a considerable amount. Therefore, education can be considered as another moderating factor influencing the relationship between antecedents and CET. Further, in compliance with the theory, the education level has a significant impact on CONPAT, WM, BINE and PG individually. The findings further revealed that the education level of customers becomes a significant explanatory factor of CET.

In the final contingency model, it was analyzed that the moderating impact of ethnicity of consumers on the relationship between antecedents of CE and CET. The findings show that change in R^2 was 0.012 and it was significant at a 0.01 confidence level. Further, constant coefficient is also reduced considerably. Therefore, it is concluded that ethnicity is a significant moderating variable in the present research context. Further, the impact of NI, CONPAT, COS, BINE and PG on CET was individually influenced by the ethnic group of consumers. Finally it was noted that ethnicity has a significant influence of CET as well.

Table: 5. 19: Results of hierarchical regression analysis (ACE)

	Base model		Contingency 1		Contingency 2		Contingency: 3		Contingency 4		Contingency: 5	
	Coif	t	Coif	t	Coif	t	Coif	t	Coif	t	Coif	t
Constant	.482	3.274	.370	2.571	.481	3.181	.428	2.770	.386	2.725	.420	2.031
CONPAT	.422	9.1521	.368	8.492	.421	9.1501	.420	8.830	.360	8.192	.343	8.231
NI	.390	3.7213	.373	3.166	.390	3.7213	.390	3.7213	.385	3.6211	.366	3.847
COL	-.117	-1.797	-.116	-1.804	-.119	-1.803	-.116	-1.804	-.119	-1.803	-.116	-1.804
MAT	-.148	-1.540	-.150	-1.553	-.149	-1.547	-.168	-2.563	-.150	-1.553	-.149	-1.547
COS	-.401	-6.176	-.420	-6.232	-.401	-6.176	-.458	-6.450	-.401	-6.176	-.452	-6.427
WM	-.128	-2.787	-.120	-2.398	-.128	-2.787	-.128	-2.787	-.213	-5.005	-.126	-2.594
DOG	.390	4.238	.386	4.207	.389	4.240	.389	4.240	.386	4.207	.386	4.207
BINE	.363	6.453	.358	6.429	.361	6.401	.295	3.527	.296	3.428	.274	3.455
PG	.323	7.256	.322	7.250	.323	7.256	.323	7.256	.226	4.271	.291	4.860
EC	.262	8.632	.261	8.628	.261	8.628	.262	8.632	.262	8.632	.261	8.628
Age			.191	2.588								
Gender					.005	.033						
Marital												
Income							.195	2.556				
Education									.156	2.510		
Ethnic Group											-.165	-3.381
Model												
R^2	.602		.618		.602		.627		.610		.614	
Adj: R^2	.578		.581		.562		.587		.574		.576	
F	27.407		25.521		24.850		27.211		24.473		24.847	
Change in R sq			0.016**		.000		0.025**		0.08*		0.012**	

[**]$p< 0.01$, [*]$p< 0.05$

Source: Survey data, 2013

5.12.2. Socio demographic covariance and CET

In the above section, the researcher mainly elaborated the moderating role of demographic factors and the explanatory power of those variables on CET. According to the analysis, it was noted that except gender, all other demographic factors are playing moderating roles in the proposed model. Further, those variables become explanatory variables of CET on an individual basis. Therefore, one way analysis of variance (ANOVA) was carried out with the purpose of testing whether there is a significant difference between demographic characteristics of Sri Lankan customers and their ethnocentric tendencies. The summary of the ANOVA test is given in table 5.20.

Table 5.20: Summary of ANOVA test 1

	Sum of Squares	df	Mean Square	F	Sig.
Age	17.781	3	5.927	5.102[*]	.001
Gender	.194	1	.186	.167	.692
Income	10.338	4	2.585	2.216[*]	.002
Education	9.577	3	3.192	2.702[*]	.004
Ethnicity	40.368	3	13.456	12.029[**]	.000

[**]$p < 0.01$, [*]$p < 0.05$
Source: Survey data, 2013

According to the results in table 5.20, there is a significant difference of CET across age (F= 5.102, p< 0.05), income (F= 2.216, p< 0.05), education (F= 2.702, p< 0.05) and ethnicity (F= 12.029, p< 0.05). However, there is no significant differences in the gender (F= .167, p> 0.05) of respondents. Furthermore, a Turkey Post-hoc Test (see annexure 5.5) revealed that young customers display less ethnocentric tendency compared to elderly people. For instance, the mean differences given in the post hoc test revealed that the consumers aged between 18 and 34 show less CET and consumers who are above 60 years show strong ethnocentric tendencies. Further, low income earners have more ethnocentric feelings compared to rich people. Similar to the income, highly educated customers are less CET compared to those who have not completed their education. Therefore income levels and education are negatively correlated with the ethnocentric tendency of customers in Sri Lanka. As far as ethnicity is concerned, Sinhalese show strong CET compared to other ethnic groups, surprisingly Tamil customers are more ethnocentric than Muslims. Finally, the mean differences revealed that other minority ethnic groups show a high degree of ethnocentric feelings than Muslim communities. Therefore, one

could state that Muslims are less ethnocentric in terms of buying domestic brands.

5.12.3. The moderating influence of ethnic affiliation on CET

Ethnic affiliation was identified as a unique variable of the proposed model as it is a timely and important issue in Sri Lanka after three decades of a prolonged civil war. Hypotheses 4 and 5 of the study are mainly concerned about moderating role of ethnic affiliation in the minorities of the country. Therefore, the moderating effect of ethnic affiliations on the relationship between antecedents of CE and CET was assessed. Subsequently, ethnic affiliations of different ethnic groups were separately assessed with the purpose of further clarifying this issue relating to the minority groups in the country. Similar to the above section, the step wise hierarchical regression and ANOVA tests were employed for the analysis. Accordingly, the base model was developed as a multiple regression model without considering the moderating variables. Further, the contingency model was developed by considering ethnic affiliation as an additional independent variable to the base model. The summary of the regression output of the base model and the contingency model is given below.

5.21. Results of hierarchical regression analysis (EA on CET)

	Base model		Contingency Model	
	Coif	t	Coif	t
Constant	.482	3.274	.421	3.114
CONPAT	.422	9.1521	.402	8.514
NI	.390	3.7213	.369	3.452
COL	-.117	-1.797	-.134	2.784
MAT	-.148	-1.540	-.176	-2.650
COS	-.401	-6.176	-.400	-6.169
WM	-.128	-2.787	-.186	-3.454
DOG	.390	4.238	.324	3.578
BINE	.363	6.453	.339	5.701
PG	.323	7.256	.292	5.571
EC	.262	8.632	.228	8.286
Ethnic affiliation			.282	4.733
R^2	.602		.629	
Adj: R^2	.578		.588	
F	27.407		27.954	
Change in R sq			.027**	

Source: Survey data, 2013, [**]p< 0.01

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According to the results of regression analysis, the base model remained unchanged and the contingency model represented the moderating impact of ethnic affiliations. Change in R^2 was .027 and it was significant at a 99% confidence level. Further, ethnic affiliation becomes a significant predictive variable of CET with .282 of beta coefficient and 4.733 of t value. Therefore, it was concluded that ethnic affiliation has a strong moderating impact on the relationship between antecedents of CE and CET. As far as moderating influences of ethnic affiliation on individual variables are concerned beta coefficient of COS and EC were not significantly changed. However, coefficient of all other independent variables was significantly changed in the contingency model. Therefore, it is implied that ethnic affiliation plays a significant moderating role in the relationship between each antecedent and CET except COS and EC.

According to the literature, ethnic affiliation of consumers can be varied according to different ethnic groups. Therefore, one way in which the ANOVA test was carried out to compared the degree of ethnic affiliation in the four main ethnic categories in Sri Lanka. The results are given in table 5.22.

5.22: Results of ANOVA test 2

EA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.529	3	7.843	5.141	.002
Within Groups	820.842	538	1.526		
Total	844.371	541			

Source: Survey data, 2013

According to the findings, there is a significant difference of ethnic affiliation across main ethnic groups (F= 5.141, p< 0.05). Further Turkey Post-hoc Test (see annexure 5.6) revealed that Tamils customers are more likely to be affiliated to their own ethnic groups followed by Muslims. However, Sinhalese are less affiliated to their own ethnic group and are less than both Tamils and Muslims. Further, other minority groups such as Burgher, Malay etc. show the least level of ethnic affiliation towards their ethnic groups. Therefore, it can be reasonably assumed that the degree of ethnic affiliation of Tamils and Muslims may negatively influence their ethnocentric tendencies and buying domestic brands.

5.12.4. Moderating influence of ethnic affiliation on brand equity

As mentioned in chapter three, the outcome variable of the proposed research model is brand equity. However, it was developed as four variables based on brand equity dimensions introduced by Aker (1990). The SEM analysis revealed that the impact of CET of customers on brand equity dimensions is varied. In

this section, an attempt was made to reveal the moderating impact of ethnic affiliations on the relationship between CET and brand equity dimensions separately. As the model consists of only one independent variable and four dependent variables, four linear regression models were developed as base models and subsequently developed contingency models, including ethnic affiliation for testing the moderating effect. The summary of the analysis is given in table 5.23.

The results of regression analysis revealed that four base models describe the explanatory power of CET on brand equity dimensions without the influence of moderating influence of ethnic affiliation. However, contingency models consist of both CET and ethnic affiliations. Accordingly, the first two contingency models did not show significant change in R^2. Therefore, ethnic affiliation does not make a significant impact on the relationships between CET and brand awareness as well as CET and brand association. However, in contingency model 3, change in R^2 is reported as .004 and it was significant at a 95% confidence level. Further, contingency model 4 showed that .006 of change in R^2 is significant at a 0.001 significant level. Therefore, ethnic affiliation shows a significant moderating impact on the relationship between CET and both perceived quality and brand loyalty dimensions of brand equity. Further, beta coefficients of ethnic affiliation in all contingency models did not report significant values. Therefore, it is concluded that ethnic affiliation does not have significant explanatory power on brand equity dimensions as an independent variable.

Further, one way analysis of variance (ANOVA) was carried out with the purpose of testing whether there is a significant difference of brand equity dimensions across the main ethnic groups in Sri Lanka. The results are given in table 5.24.

5.24. Results of ANOVA test 3

	Sum of Squares	df	Mean Square	F	Sig.
BA	13.552	3	4.517	4.873	.002
BSSO	23.481	3	7.827	7.739	.000
PQ	28.628	3	9.543	9.820	.000
BL	27.722	3	9.241	8.382	.000

Source: Survey data, 2013

Table 5.23: Results of hierarchical regression analysis

	Brand Awareness				Brand Association			
	Base model		*Contingency Model*		*Base model*		*Contingency Model*	
	Coif	t	Coif	t	Coif	t	Coif	t
Constant	5.110	32.579	5.107	28.396	4.558	27.665	4.558	27.665
CET	.568	9.062	.565	8.972	.472	8.515	.469	3.266
EA			-.012	-.540			-.018	-.401
R^2	.582		.582		.512		.512	
Adj: R^2	.561		.562		.501		.501	
F	4.253		2.123		6.327		3.239	
Change in R sq			.000				.000	
	Perceived Quality				Brand Loyalty			
	Base model		*Contingency Model*		*Base model*		*Contingency Model*	
	Coif	t	Coif	t	Coif	t	Coif	t
Constant	4.792	29.484	4.689	25.158	4.605	26.739	4.425	22.454
CET	.156	2.247	.120	1.788	.311	3.607	.286	2.909
EA			.121	2.029			.133	2.259
R^2	.219		.223		.412		.418	
Adj: R^2	.208		.202		.011		.015	
F	5.049		3.197		6.797		5.142	
Change in R sq			.004*				.006**	

** $p < 0.01$, * $p < 0.05$

Source: Survey data, 2013

According to the results in table 5.24, there is a significant difference of brand equity dimensions across the ethnic groups in Sri Lanka. The differences of brand awareness among the ethnic groups are significant at a 0.05 level. Variances of the other three dimensions across the ethnic group are significant at a 0.01 confidence level. According to Turkey Post-hoc Test (see annexure 5.7), domestic brand equity is relatively high among the Sinhalese. Further, brand equity among Tamil communities is relatively higher than Muslims and others. The lowest domestic brand equity developed among other communities such as Burghers and Malays etc.

5.13. Hypotheses testing

The seven hypotheses were developed for the study for demonstrating the relationship among variables of the proposed model. Further, those hypotheses were developed with the purpose of achieving research objectives of the study and to answer the main research questions. In this section, the researcher attempts to test the hypotheses based on empirical analysis given in the above sections. Accordingly hypotheses testing will be discussed in the following areas.

5.13.1. Social psychological antecedents and CET

Objective two of the study is mainly focused on investigating the nature of socio-psychological antecedents and the relative importance of those factors for creating ethnocentric tendencies in domestic customers. Therefore, the first group of hypotheses was developed to examine individual relationships of socio-psychological antecedents on CET. Even though initially H1 consisted of eight sub hypotheses, it was reduced to seven based on the EFA discussed in the above sections in this chapter. Therefore, finally H1 was developed as follows.

H1: *Socio-psychological antecedents are positively / negatively associated with CET. Specifically, (a) National Identity, (b) Conservatism and Patriotism, (c) Collectivism, (d) Materialism and (e) Dogmatism are positively associated with CET, and (f) Cosmopolitanism and (g) World mindedness are negatively associated with CET.*

Accordingly H1 was tested based on the SEM analysis. As the empirical results of the final structural model and path links were discussed in detail table 5.18, justification for testing the first group of hypotheses can be summarized into table 5.25.

According to the results given in table 5.25, four hypotheses of the first group were accepted and three hypotheses were rejected. By confirming the theory and

results of the previous studies, national identity of Sri Lankans positively influences CET. Further, the previous researchers noted that conservatism and patriotism are positive antecedents of consumer ethnocentrism. Even though those factors may not have an individual impact on CET, both variables have combinely influenced CET in the present research context. Moreover, as theory suggested, dogmatism has a positive association with CET in the Sri Lankan context as well. Evan though previous researchers suggested that materialism and collectivism are positive antecedents of CE, the empirical results of the present context were not supported.

Table 5.25: Summary of hypotheses testing (H1)

Hypothesis		SEM output – Final model				Results
No	**Relationships (Positive)**	Path coefficient	S.E.	C.R. (t)	P	
H1$_a$	NI and CET	.409	.109	3.7522	***	Supported
H1$_b$	CONPAT and CET	.467	.050	9.3412	***	Supported
H1$_c$	COL and CET	-.114	.085	-1.3411	.336	Not supported
H1$_d$	MAT and CET	-.155	.074	-2.0945	.088	Not supported
H1$_e$	DOG and CET	.387	.052	7.4423	***	Supported
	Relationships (Negative)					
H1$_f$	COS and CET	-.371	.060	-6.1833	***	Supported
H1$_g$	WM and CET	-.133	.061	-2.1803	.016	Not supported

Source: Survey data, 2013, *** p< 0.001

One of the most interesting findings is that both factors negatively correlated with CET of Sri Lankan customers. This finding can be justified based on arguments of some researchers. Bevan-Dye (2012) noted that materialism becomes a positive antecedent of CET in developed countries only. In developing countries, customers have a tendency to buy foreign brands for status consumption (Demirbag et al. 2010). According to those arguments it can be reasonably assumed that materialistic customers in Sri Lanka may prefer to consume foreign brands than domestic alternatives. On the other hand, Strutton et al.(1994) argued that individualistic customers are more ethnocentric than collectivists due to open-mindedness and self-autonomy which leads them to make honest decisions to buy domestic brands. Therefore, this argument is applicable to Sri Lankan customers as well.

As far as negative influences are concerned, previous literature suggested that cosmopolitanism and world mindedness are negatively correlated with CET. In the present context, cosmopolitanism shows a significant negative relationship with CET by supporting the respective hypothesis. Even though world mindedness has negative relationships with CET, it was not significant. This situation can be justified by some arguments of previous researchers. For instance Hett (1993) noted that customers in developing countries may not hold strong world mindedness. Further, Rawwas et al., (1996) claimed that less world mindedness of customers may have a neutral impact on CET.

5.13.2. Political and economic antecedents and CET

The second objective of the study was to understand the relative impact of customer perception towards the prevailing political and economic ideology on CET in Sri Lankan customers. Therefore, researchers initially developed five groups of hypotheses by considering individual relationships of Political and economic antecedents and CET. However, it was reduced to three hypotheses as all items of those antecedents were loaded into three factors. Accordingly H2 of the study was developed as follows.

H2: *Political and economic antecedents are positively / negatively associated with CET. Specifically, (a) propaganda, and (b) economic competitiveness are positively associated with CET. and (c) the belief of improving the national economy is negatively associated with CET.*

Similar to the above section, H2 tested based on the results generated in the SEM output. According to the empirical results given in table 5.18, the summary of testing H2 is given in table 5.26.

Table 5.26: Summary of hypotheses testing (H2)

Hypothesis		SEM output – Final model				Results
No	**Relationships (Positive)**	Path coefficient	S.E.	**C.R. (t)**	P	
H2$_a$	Propaganda and CET	.322	.040	8.0501	***	Supported
H2$_b$	EC and CET	.258	.024	10.750	***	Supported
	Relationships (Negative)					
H2c	BINE and CET	.367	.054	6.7962	***	Not Supported

*Source: Survey data, 2013, *** p< 0.001*

According to the results of hypotheses testing, empirical results of the present study support two hypotheses only. The other hypothesis was rejected. As the researcher expected the propaganda programme of government and voluntary pressure groups were very effective and positively correlated with CET. Further, Sri Lankan customers believe that domestic firms have healthy business environments to compete with foreign counterparts. Therefore, economic competitiveness becomes a crucial determinant of ethnocentric tendencies in the present research context. Further, previous researchers noted that when customers believe their national economy is growing, they may reduce their individual social responsibility and become less ethnocentric. However, in the present context, customer perception about improving the national economy after the post war situation has a significant positive influence on CET. That means Sri Lankan customers may feel they have an individual responsibility to develop the country after 30 years of war.

5.13.3. Moderating variables, CET and domestic brand equity

Third and forth objectives of the study is mainly focused on the moderating impact of ethnic affiliation and socio demographic covariates on the relationship among antecedents, CET and domestic brand equity. Accordingly the following H3 and H4 were developed for testing the moderating role of ethnic affiliations.

H3:   *Ethnic affiliation will have a direct and significant effect on the relationship between antecedents of CE and CET.*

H4:   *Ethnic affiliation will have a direct and significant effect on the relationship between CET and domestic brand equity.*

Those hypotheses were tested based on the hierarchical regression model. As the detail analysis of the regression output is given in table 5.21 and 5.23, summary of testing hypotheses 3 and 4 is given in table 5.27.

According to the results given in table 5.27, H3, the fact that ethnic affiliation has a direct and significant effect on the relationship between antecedents of CE and CET, was supported. However, H4a and H4b were not supported by empirical results. Therefore, it is noted that ethnic affiliation does not have a moderating impact on the correlation of CET on brand awareness and brand association. Further, H4c and H4d were empirically supported. Therefore, it was concluded that ethnic affiliation has a moderating influence on the correlation of CET on both perceived quality and brand loyalty of Sri Lankan customers towards domestic brands.

Table 5.27: Summary of hypotheses testing (H3/H4)

Hypothesis		Regression output				Results
No	Moderating impact	R^2 in B	R^2 in C	Change in R^2	P	
H3	EA on ACE ➡CET	.602	.629	0.27	***	Supported
H4$_a$	EA on CET ➡BA	.582	.582	.000	ns	Not supported
H4$_b$	EA on CET ➡BASSO	.512	.512	.000	ns	Not supported
H4$_c$	EA on CET ➡PQ	.219	.223	0.004	**	Supported
H4$_d$	EA on CET ➡BL	.412	.418	0.006	***	Supported

R^2 in B - R^2 of base model, R^2 in C - R^2 of contingency model, $^{**}p< 0.01$, $^{*}p< 0.05$
Source: Survey data, 2013

Further, H5 was developed with the purpose of investigating the moderating influence of socio-demographic covariates on the relationship between those variables. Therefore, H5 was developed with several sub hypotheses as mentioned below.

H5   *Socio-demographic covariates have influence on the relationship between antecedents of CE and CET. Specifically, (a) Age, (b) Gender, (C) Income, (d) Education, (e) Ethnic group, and (f) Social class will influence the strength of the relationship between antecedents of CE and CET.*

Similar to the previous analysis, step wise hierarchical regression analysis was employed to test H5 and the summary of the results are given in table 5.28.

According to the findings, except H5b, other hypotheses were supported by empirical results. Therefore, gender does not play a moderating role between antecedents of CE and CET. However, age, income, education and ethnic groups have a significant impact on the association of all antecedents of CE to the ethnocentric tendency of Sri Lankan customers.

Table 5.28: Summary of hypotheses testing (H5)

Hypothesis		Regression output				Results
No	Moderating impact	R^2 - B	R^2 - C	Change in R^2	P	
H5$_a$	Age on ACE ➡ CET	.602	.618	0.016	***	Supported
H5$_b$	Gender on ACE ➡ CET	.602	.602	.000	ns	Not supported
H5c	Income on ACE ➡ CET	.602	.627	025**	***	Supported
H5d	Education on ACE ➡ CET	.602	.610	0.08*	**	Supported
H5f	Ethnic groups on ACE ➡ CET	.602	.614	012**	***	Supported

ACE- Antecedents of Consumer Ethnocentrism, ** p< 0.01, * p< 0.05
Source: Survey data, 2013

In addition to the moderating impact of socio-demographic covariates on the aforesaid relationships, H6 was developed to investigate the impact of demographic factors on the ethnocentric tendency of customers. Therefore, H6 was developed as follows:

H6: *Socio-demographic covariates have a significant influence on the degree of CET. Specifically, (a) Age, (b) Gender, (C) Income, (d) Education, (e) Ethnic group, and (f) Social class will have a significant influence on the degree of CET.*

Those hypotheses were tested based on a one way ANOVA test. The results of the ANOVA tests are given in table 5.20. Further, those results can be summarized into table 5.29.

Table 5.29: Summary of hypotheses testing (H6)

Hypothesis		ANOVA - output		Results
No		F	Sig.	
H6$_a$	Age on CET	5.102*	.001	Supported
H6$_b$	Gender on CET	.167	.692	Not supported
H6c	Income on CET	2.216*	.002	Supported
H6d	Education on CET	2.702*	.004	Supported
H6e	Ethnic groups on CET	12.029**	.000	Supported

** p< 0.01, * p< 0.05
Source: Survey data, 2013

According to the results, H6b was not supported. Therefore, CET of Sri Lankan customers is not varied across gender. Also, the degree of ethnocentric tendency is highly varied across age, income, education level and ethnicity of Sri Lankan customers.

5.13.4. CET and domestic brand equity

Hypothesis number seven was developed by supporting the previous literature focused on the fifth objective of the study. Accordingly, H7 hypothesized the impact of CET on four brand equity dimensions as given below.

H7:   *CET is positively related to domestic brand equity of the FMCG sector in Sri Lanka. Specifically, CET is positively associated with (a) Brand Awareness (b) Brand Associations, (C) Perceived Quality, and (d) Brand Loyalty of domestic brands of the FMCG sector in Sri Lanka.*

As brand equity dimensions become dependent variables of the proposed structural model, the results of SEM analysis were employed for testing H7. The summary of the SEM analysis of related variables are given in table 5.30.

Table 5.30: Summary of hypotheses testing (H7)

Hypothesis		SEM output – Final model				Results
No	Relationships (Positive)	Path coefficient	S.E.	**C.R. (t)**	P	
H7$_a$	CET ➡ BA	.576	.059	9.7627	***	Supported
H7$_b$	CET ➡ BASSO	.478	.050	9.5601	***	Supported
H7c	CET ➡PQ	.159	.068	2.3382	.010	Not Supported
H7d	CET ➡BL	.324	.083	3.9036	***	Supported

*** p< 0.001
Source: Survey data, 2013

According to the results given in table 5.30, except H7c, other hypotheses were empirically supported. Therefore, it was noted that ethnocentric tendencies of customers may directly influence brand awareness, brand association and brand loyalty of customers toward domestic brands. However, ethnocentric tendency of Sri Lankan customers is not an important factor to determine the perceived quality of domestic brands. This conclusion can be theoretically justified.

5.14. Summary

In this chapter, data analysis and hypotheses testing were discussed in detail. Accordingly, procedures for data screening and testing assumptions were discussed in the first section of the chapter. Further, the sampling profile, non-responsive bias and reliability of main variables were discussed to provide a reasonable base for other statistical analysis. Before the main analysis model, general features of the sample were discussed based on descriptive statistics. EFA was done for antecedents of CE and findings revealed that all socio psychological antecedents were loaded into 7 factors and political and economic antecedents were loaded into 3 antecedents. After the EFA procedures, CFA was conducted for each part of the model separately and the final structural model was tested based on the findings of CFA. Three hypotheses were tested based on path links revealed in the final structural model. Further, step wise hierarchical regression analysis and one way ANOVA were done for testing four hypotheses of the study.

6. GAINS FOR SCIENCE AND PRACTICE

This chapter reviews the contributions of the key findings of this study towards theory and practice with special reference to the relevant studies in previous literature. In the first section of the chapter, the researcher critical reviews the key findings of the present study and discuss the extent to which those findings have fulfilled the literature gap that existed in the respective area. Furthermore, this chapter will also elaborate the compatibility of the present research findings with previous theories. In the second section, a new model for developing domestic brand equity will be presented based on the implications of the present study. Finally the avenues of practical knowledge uncovered by the present study will be discussed with the purpose of providing direction to the domestic FMCG firms and policy makers of Sri Lanka.

6.1. Gains for Scientific knowledge

Consumer ethnocentrism has become a popular phenomenon among researchers in consumer psychology during the last few years. Most previous researchers have attempted to empirically investigate the impact of consumer ethnocentrism on consumer preferences towards domestically made products in different cultural and social contexts. With the aforesaid background, the present study focused on the antecedents of CE, CET and their subsequent influence on domestic brand equity in the FMCG sector. Moreover, the present study was conducted in the context of Sri Lanka and adopted a rational and comprehensive methodology recommended for empirical study. Therefore, the findings of this study have made a considerable value addition to the existing theories and scientific knowledge relating to consumer ethnocentrism. Thus, the study's contribution to scientific knowledge can be discussed in two aspects.

6.1.1. Fulfillment of research gap

Many studies based on this concept have been previously carried out, yet still there are many aspects of consumer ethnocentrism which have not been dealt with by those previous researchers. In chapter one, the researcher has outlined certain research gaps based on previous literature as well as on the prevailing market conditions in Sri Lanka. In addition, the research objectives and the research questions of the present study have been developed to generate empirical findings so as to fulfill those aforementioned research gaps.

Initially, previous researchers studied this issue mainly in the contexts of USA, Europe, East Asia, China, and Australia etc. Very few studies were conducted with a focus on South Asian countries excluding India. Sharma et al. (1995) note that CET varies according to the socio-cultural background of the

country and Shankarmahesh (2006) argues there are no universally accepted antecedents of CET. As mentioned in chapter one, the social, cultural, economical and political environment of Sri Lanka is considerably different to that of other developing countries in the world, i.e. it consists of multi ethnic groups as well as prevailing post-war conditions. As the first comprehensive study based on Sri Lanka addressing the concept of consumer ethnocentrism with regard to domestic brand equity, the findings of the present study will be immensely useful in enhancing the existing knowledge on this particular area of study. Therefore, this study offers the following theoretical contributions to the existing literature, which are applicable to multi-ethnic countries operating in post-war conditions.

- Introducing a more comprehensive model for understanding methods of developing domestic brand equity in countries where there is a high level of ethnic diversity in the population as well as dual allegiances to country and ethnic group(s).
- Critically investigating the applicability and validity of the CETSCALE in the present research context and revealing the most important items of the CETSCALE for assessing CET.
- Acquiring a deeper understanding of the socio-psychological antecedents of CE and the possible influences of each of the antecedents of CET in the present research context.
- Providing knowledge of the relative importance of political and economic factors in generating ethnocentric tendencies within communities.
- Enhancing the knowledge of moderating influences such as demographic factors on the relationship between the antecedents of CE and CET
- Providing insights on the role of ethnic affiliation in moderating the relationship between CET and domestic brand equity
- A deeper understanding of when and where ethnocentric appeals can be used as important strategic tools in domestic brand development.
- Introducing new scales to measure the 8 socio-psychological antecedents, the 5 political and economic antecedents, and ethnic affiliation in developing countries that are multi-ethnic.
- Developing a structured approach to researching on consumer ethnocentrism phenomena and providing suggestions for further research.

Therefore, the findings of the present study may provide several breakthroughs in terms of scientific knowledge and help make some modifications to the existing theories as well. Accordingly, a brief summary of the key findings of each specific objective of the study and their contribution to the existing theories is presented in table 6.1.

Table 6.1. Summary of key findings and theoretical contribution

Objectives	Summary of contribution to theory based on key findings	Results
Specific Objective 01 To determine the degree of CE among SL customers	• In general, the CET of Sri Lankan customers is at a moderate level. However, it varies among different ethnic groups.	**Table 5.7**
Specific Objective 02 To examine socio-psychological antecedents of CE and investigate the nature of their impact, and the relative importance of those factors for creating ethnocentric tendencies in domestic customers.	• There are 8 socio-psychological antecedents which have the ability to influence CET. Out of them; national identity, conservatism, patriotism and the cosmopolitanism of customers were remained at relatively higher level. On the other hand; materialism, world-mindedness and collectivism were reported below the average mean values. The dogmatism of customers as an antecedent of CET remained at a moderate level. • Conservatism and patriotism were loaded into one factor and it was discovered to have a positively significant influence on CET. • Dogmatism has a strong positive influence while cosmopolitism has a strong negative influence on CET. • Collectivism, materialism and world-mindedness were discovered to negatively associate with CET but those influences were not considered significant. • There is a significantly positive co-variance between national identity and conservatism/patriotism. Furthermore, dogmatism and cosmopolitanism are portraying themselves to be negative co-variances. Even though both materialism and world-mindedness do not strongly influence CET, those variables have strong co-variances.	**Table5.7** **Table5.8** **Table 5.18**
Specific Objective 03 To understand relative impact of customer perception towards prevailing political and economic ideology on CET in Sri Lankan customers.	• There are 5 political and economic antecedents that can influence CET. Sri Lankan customers strongly believe that the national economy is in its path to development since the conclusion of civil war and that "Buy Lankan" campaigns have been effective in encouraging customers to buy local products. However, they believe that good governance and economic competitiveness are below the average. People only moderately trust the government policies supporting domestic companies. • Customers' believe that good governing practices and policies in support of domestic businesses are directly reflected in economic development. Furthermore, government policies also represent economic competitiveness. • All the political and economic antecedents were loaded into 3 factors and all 03 factors were discovered to have strong positive influences on CET. • Customers' positive perception towards developing the local economy has a significant	**Table 5.7** **Table 5.18**

	covariance on conservatism and patriotism in Sri Lankan customers and the "Buy Local" campaigns show positive covariance with national identity of the Sri Lankan people.	
Specific Objective 04 To determine the influences made by ethnic affiliations on CET and local brand equity in post war scenario prevailing Sri Lanka.	• In general, the ethnic affiliation of Sri Lankan customers was reported to be just below the average. However, Tamil customers are more likely to be affiliated to their own ethnic group followed by Muslims and others. • The Sinhalese are less affiliated to their own ethnic group: less than both Tamils and Muslims. However, it is higher than other minorities such as Burgers, Malays etc. • Ethnic affiliation has a strong moderating impact on the relationship between the antecedents of CE and CET, and plays a significant moderating role on the relationship between CET and on both perceived quality and brand loyalty. However, it does not make significant impact on the relationships between CET and brand awareness as well as CET and brand association. • Domestic brand equity is relatively high among the Sinhalese rather than the minorities and the brand equity among Tamil communities is relatively higher than Muslims and others.	**Table 5.7** **Table 5.21** **Table 5.22** **Table 5.23** **Table 5.24**
Specific Objective 05 To examine the impact of socio-demographic covariates in developing CET in Sri Lankan consumers.	• Except gender, other demographic variables such as age, income, education and ethnicity become significant moderating variables between the antecedents of CE and CET. • Each demographic factor creates a different influence on the individual relationships between each antecedents and CET (see detailed discussion in section 6.2.2). • The degree of CET does not vary according to gender. Nevertheless, age has a positive relationship and both education and income level show negative relationships with the degree of CET. • Sinhalese are more ethnocentric than minorities. However Tamils and other minor ethnic groups are more ethnocentric than Muslims.	**Table 5.19** **Table5 .20**
Specific Objective 06 To investigate the impact of CET on domestic brand equity and which elements of the brands are more influenced by ethnocentric brand appeals.	• CET has a strong significant impact on brand awareness, brand association and brand loyalty towards domestic FMCG brands. • CET does not significantly influence the perceived quality of domestic brands.	**Table 5.18**

6.1.2. Consistency of the findings with previous literature

As mentioned above, the key findings of the study make a significant contribution to existing scientific knowledge. Moreover, this new knowledge can be used to explain consumer ethnocentrism and other associated concepts in a scenario that is similar to the socioeconomic and political background of Sri Lanka. Even though some findings were consistent with previous theories, some generate inconsistent implications and create new avenues to analyze those concepts from new perspectives.

According to previous literature CET is commonly measured by CETSCALE (Consumer Ethnocentric Tendencies Scale) introduced by Shimp and Sharma in 1987. Even though the original scale contained 17 items as a uni-dimensional scale, some researchers (E.g. Luque-Martinez et al., 2000, Balabanis et al., 2001) adopted a 10 item scale for measuring hard ethnocentrism. Therefore, this 10 item scale was tested in the present context and the researcher noted that only 7 items of the reduced CETSCALE scale has been adopted to measure CET. However Bawa (2004) suggested that the items of the original CETSCALE should be reduced to match the characteristics of the research context and some researchers (e.g. Altintas and Tokol 2007; Aruskeviciene et. al., 2012 etc) adopted only selected items of the original scale. Therefore, the present findings are compatible with the emphasis of those researchers.

Furthermore, previous researchers classified national identity, patriotism, conservatism, materialism, collectivism and dogmatism as positive antecedents of CET. In compliance with this theory; national identity, patriotism, conservatism and dogmatism were reported to have strong positive associations with CET. However in the present context, the patriotism of customers is represented through conservatism. In other words, the patriotism of the Sri Lankan people has developed based on the cultural heritage of the country and its association with traditional social orders and norms. Evan though previous researchers suggested that materialism and collectivism are positive antecedents of CE, both factors negatively correlated with the CET of Sri Lankan customers. These negative associations are not significant but they violated the common arguments of previous researchers (Sharma et al., 1995; Clarke, Shankarmahesh and Ford, 2000 etc). However, those finding can be further justified based on arguments of some other researchers. For instance, Bevan-Dye (2012) noted that materialism becomes a positive antecedent of CET in developed countries only. In under-developed countries customers have a tendency to buy foreign brands for status consumption (Demirbag et al. 2010). According to such arguments, it can be reasonably assumed that highly material customers in Sri Lanka may prefer to consume foreign brands than their domestic alternatives in the FMCG sector. Previous researchers also argue that collectivism should be a positive antecedent of CET. Accordingly,

Yoo and Donthu (2002) exclaimed that collectivists feel more obligated to buy domestic brands for the betterment of their economies. Sharma et al., (1995) argue that collectivists are more ethnocentric than individualistic. However, the present empirical findings imply that the collectivism of Sri Lankan customers negatively influence their ethnocentric tendencies. Moreover, Strutton et al. (1994) explored that individualism creates open-mindedness and self-autonomy in customers and that it helps make honest decisions to buy domestic brands. Therefore, the present findings justify the aforesaid argument. As far as negative influences are concerned, previous literature suggest that cosmopolitanism and world mindedness are negatively correlated with CET. In the present context, cosmopolitanism shows a significantly negative relationship with CET by supporting the respective hypothesis. Even though world mindedness has a negative relationship with CET, it was not significant. This situation can be justified by the arguments of some previous researchers. For example, Rawwas et al., (1996) noted that customers in less developed countries may not possess strong world mindedness. Furthermore, Kosterman and Feshbach (1989) claimed that the less world mindedness of customers may have a neutralizing impact on CET.

Even though political and economic antecedents were categorized into 5 constructs based on previous literature and exploratory studies, all those items were loaded into 3 factors in the data analysis. Therefore, the present study generated new theoretical findings. Accordingly, Sri Lankan customers perceive good governance of the ruling parties and government policies to protect domestic firms as representing the development of the national economy and economic competitiveness. In par with previous literature, propaganda programs of the government and voluntary pressure groups very effectively and positively correlate with CET (e.g. Hamin and Elliott, 2006). In keeping with theory, economic competitiveness becomes a crucial determinant of ethnocentric tendencies in Sri Lankan customers as well. Previous researchers noted that when the customers believe that their national economy is growing, they may reduce their individual social responsibility and become less ethnocentric (Klein and Ettenson, 1999). Supphellen and Gronhaug, (2003) noted that the purchasing power of customers may increase when economy is improving. Then, the customers have more tendencies to buy foreign brands. However, inconsistent with previous findings, the perceptions of Sri Lankan customers about improving the national economy in the post-war scenario has a significantly positive influence on CET, which means that the Sri Lankan customers may feel that they have an individual social responsibility to develop the country after 30 years of hardships.

The relationship between socio psychological antecedents of CE and political and economic antecedents of CE were rarely discussed in the previous literature of consumer psychology. In the SEM analysis, it was noted

that the customer perceptions towards improving the national economy has a direct link to the conservatism and patriotism of customers. Hurwitz and Peffley (1999) noted that patriotism generates a sense of national loyalty. Furthermore Sharma et al. (1995), argue that conservatism stimulates customers adapted to the prevailing social order in the country. Therefore, it can be argued that when the customers feel that the economy is growing after 3 decades of prolonged civil war, there is a possibility of generating loyalty towards the mother nation and its social order. Additionally, the findings revealed that propaganda programs stimulate the national identity of customers. Keillor and Hult (1999) noted that the national identity is associated with historical heritage and has the possibility of being promoted through mass media. Therefore, it can be reasonably assumed that the "be Lankan, buy Lankan" promotion campaigns of the government, as well as symbols like "Sooria Signhe Logo" or tag lines such as "Ganna Ape De" etc. may have strong impacts in stimulating the national identity of customers as true Sri Lankans.

The present findings relating to the ethnic affiliations of Sri Lankan customers are consistent with previous findings. As Vida & Fairhurst (1999) argue the ethnocentric feelings of customers may directly relate to majority and minority dichotomy; minorities like Tamils and Muslims are more affiliated to their own ethnic groups than the Sinhalese. Furthermore, by conforming to the arguments of Zarkada-Fraser and Fraser' (2002), the brand equity of domestic FMCG brands is relatively high among the majority (Sinhalese) than the minorities (Tamils, Muslims and others). Here, the most important finding is that the Tamils are more affiliated to their ethnic group than the Muslims, but their ethnocentric tendency is relatively higher than the Muslims. It is implied that even though some Tamil armed groups are demanding separate lands for the Tamil community, most Tamil customers still believe Sri Lanka to be their mother nation. However, the Muslims treat the more powerful Muslim countries in the world as superior to Sri Lanka. On the other hand, other minorities such as Burger, Malay etc. show the lowest level of ethnocentric tendencies due to cosmopolitism and world mindedness rather than ethnic affiliations. It is worthy to note that the influences of all the antecedents on CET are moderated by the ethnic affiliations of customers. Therefore, the moderating impact of ethnic affiliation is stronger among minorities. Even though the impact of CET on brand awareness and brand association is not influenced by ethnic affiliation, it is a significant determinant for associating CET with perceived quality and brand loyalty. Hence, marketers can increase brand awareness and association irrespective of ethnic affiliation or the ethnic group of customers.

The findings relating to the socio-demographic covariates are again consistent with the previous literature of the respective area. As most of the

previous researchers noted, younger customers are less ethnocentric than their elders (e.g. Roshnee and Fowdar, 2010) and ethnocentrism is negatively correlated to both income and education (e.g. Watson and Wright, 2000). Previous authors did not find a strong relationship between CET and gender (e.g. Saffu and Walker, 2005). However, there are no sufficient findings in previous literature regarding the moderating role of such demographic variables. The findings of the present study revealed that except gender, all demographic factors play a significant moderating role between the antecedents of CE and CET. Furthermore, the findings revealed that the individual impact of conservatism, patriotism, national identity and cosmopolitism on CET can significantly vary according to the age group of customers. Also, the income of customers has a significant influence on the impact made by materialism, cosmopolitism and the perceptions of customers towards improving the national economy on CET. However, the education level becomes an influential factor only in association of conservatism, patriotism, customer perceptions on improving the national economy and propaganda on CET. Additionally, the impact of national identity, conservatism, patriotism, customer perception on improving national economy and propaganda on CET varies across the different ethnic groups of Sri Lanka. Even though those findings have not been sufficiently discussed in previous literature, they can be justified with the conceptual background of those concepts.

Finally, previous researchers have commonly noted that consumer ethnocentrism has a positive influence on the buying of domestic products or in the favorable evaluation of domestic brands. Nonetheless, they noted that highly ethnocentric customers negatively evaluated imported products. As Aker's (1996) brand equity model consisted of four dimensions, previous researchers evaluated the impact of CET on each dimension separately. According to the findings of the present study, CET has a significant and direct impact on the awareness, association and loyalty towards domestic brands and this is conceptually consistent with previous literature. Yet, the findings further noted that CET does not have a significant impact on the perceived quality of products. According to Wanninayake and Dissanayake (2008), consumer ethnocentrism has a positive influence on brand awareness but has a lesser influence on the buying decisions of local brands in the Sri Lankan context. The present study is consistent with this finding, but further emphasizes that highly ethnocentric customers have the possibility of being loyal towards domestic brands based on the emotional feeling rather than the rational evaluation of the quality of the products.

6.2. Domestic brand equity model

The key objective of the study is to develop a new model for developing domestic brand equity via employing ethnocentrism as a strategic weapon. As previous literature did not consist of a comprehensive model for domestic firms to leverage the CE phenomenon, this new model will prove a crucial contribution to the existing literature and will provide a clear framework for the strategic brand management process of domestic firms. This model has been developed based on the key findings of the study and strategic brand management decisions as suggested by Keller (1993). Especially the path links of the final SEM model and moderating influences revealed by the hierarchical regression analysis were considered in developing new model. The proposed model consists of two aspects: customer perspectives and company perspectives. In the customer perspectives, the cognitive process of customers has been discussed in terms of generating CET and brand equity. In the company perspectives, strategic brand management process has been discussed in connection to customer cognitive process in generating CET and domestic brand equity. The proposed new model for developing domestic brand equity is presented in figure 6.1.

The proposed model for domestic brand building provides several practical implications to the domestic firms in the FMCG sector. Currently in the Sri Lankan market, most domestic firms limit their ethnocentric appeals to the mere insertion of the "Suriya Signhe" logo on the package or to making general appeals in advertisements to demonstrate that the brand is purely Sri Lankan. This effort may be sufficient in differentiating domestic brands from their foreign counterparts. However, as the findings stated that the CET of Sri Lankans is at a medium level, those efforts may not be sufficient in creating a strong equity among domestic brands. Therefore, it is recommended to use the direction of the proposed brand equity model in strategic brand management processes of domestic FMCG firms.

As per the new model, domestic firms should commence employing CE from the beginning of the brand development process. Initially, segmentation can be done by adopting socio-demographic covariates and brand positioning strategies and core branding values should be developed based on the positive and negative antecedents of CE. Furthermore, marketers of domestic firms should design brand elements based on core branding values and marketing programs should be associated with the prevailing political and economic environment of the country. In this process, the CET level of customers and the marketing programs create a parallel influence to the imagery of the brands.
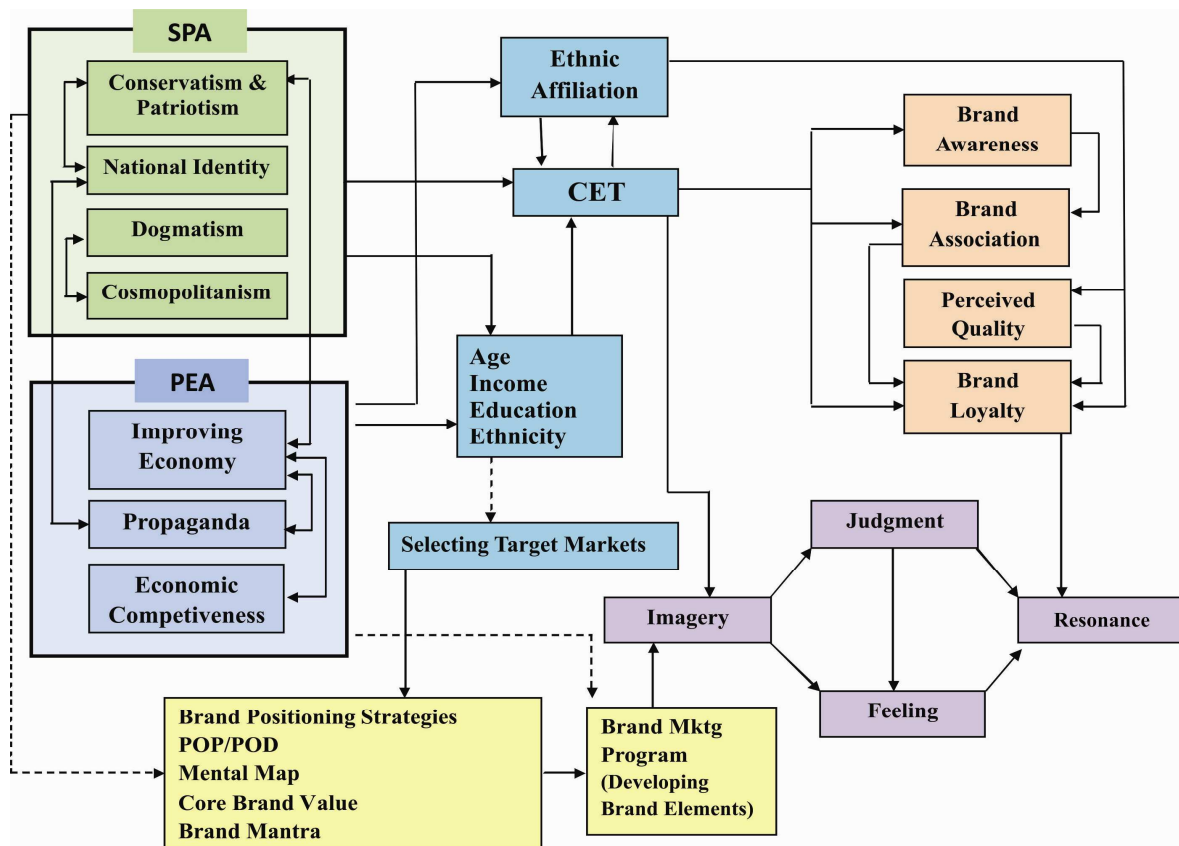
Figure 6.1: The model for domestic brand equity
Source: Researcher developed based on findings of the study

Moreover, brand imagery may influence both the judgment on and feelings of domestic brands and will help develop a strong relationship between the customer and the brand. Finally, the positive association of CET with brand loyalty may also influence the developing of a valid resonance to commit to a brand.

6.3. Gains for practical knowledge

As per the detailed discussions presented in the above sections, the main objective and first 6 specific objectives of the study were mainly focused on the knowledge contribution to the existing literature. However, those findings may be immensely useful to marketing practitioners in domestic FMCG firms in the processes of brand development. Accordingly, the last specific objective of the study is to provide evidence for when, where, how and under what conditions firms should leverage CE as a phenomenon in building domestic brand equity in Sri Lanka. Furthermore, the findings of this study will be useful to the policy decision makers in government authorities as well. Thus, the practical contribution of the findings can be elaborated in several aspects.

6.3.1. Providing critical evaluations of the strategic importance of consumer ethnocentrism in the Sri Lankan market

According to descriptive statistics, CET in Sri Lanka remains at a moderate level. Therefore, it is noted that there is no additional competitive advantage to domestic firms in leveraging consumer ethnocentrism in Sri Lanka. However, previous studies have revealed that the CET level is at a moderate or low level (see table 2.2) in other countries in the world. Therefore, Sri Lanka cannot be rated as a low potential market to promote ethnocentric brand appeals. Findings have further revealed that national identity, conservatism and patriotism are relatively high in Sri Lankan customers. Furthermore, the SEM analysis reported that those are the strong positive antecedents of CET. "Be Lankan, Buy Lankan" campaigns are also positively associated with national identity and customer perception towards improving the national economy is also positively associated with conservatism and patriotism. Those are positive indicators to domestic firm to encourage the ethnocentric feelings of domestic customers and to leverage consumer ethnocentrism as a strategic tool in developing domestic brand equity in Sri Lanka.

6.3.2. Exploring the directions for developing ethnocentric tendencies among customers

As mentioned above, domestic marketers can further enhance the ethnocentric feelings of customers by using creative marketing programs. Especially, emotional and moral appeals can be used in encouraging national identity, conservatism and patriotism with the purpose of subsequently promoting CET. FMCG brand promotions are mainly focused on advertising. Therefore, cultural heritage and unique cultural values of the country can be associated with the content of the advertisement; with the purpose of intensifying national identity. Additionally, the common values of Sri Lankans should also be taken as a main aspect in brand architectures.

In addition to cultivating national identity, marketers can build on the patriotism of customers through promotional strategies. Especially blind patriotism can be promoted among more conservative customers by adopting emotional brand appeals. Constructive patriotism can be intensified by highlighting the development process of the country after the 3 decades of prolonged civil war. As conservatism combines with patriotism of the customers in the present context, each communication should encompass commonly accepted values and social order.

The findings also revealed that the buy local campaigns play a significant role in generating CET as well as national identity. Therefore, domestic FMCG brands are recommended to acquire the necessary accreditation to use

any symbol or motto given by the government or other organization for promoting local brands. Furthermore, these logos should be displayed in the package, in the visual merchandising of modern retail outlets and in each promotional message.

Even though the findings revealed that dogmatism is an important positive antecedent of CET, marketers can rarely promote the dogmatism of customers. However, it can be indirectly promoted through conservatism and patriotism. Also, promoting collectivism and materialism is not important in developing the CET of Sri Lankan customers.

Moreover, the findings revealed that cosmopolitanism is a strong negative antecedent of CET. On the other hand, the cosmopolitanism of Sri Lankan customers is at a fairly high level. Therefore, the unique cultural values of the country should be promoted more in order to reduce the cosmopolitanism of customers. Furthermore, world mindedness is not an important concept in the process of developing CET in Sri Lanka.

6.3.3. Providing guidelines to employ CE as a strategic tool in developing domestic brands

In the above section, the researcher briefly discussed the implications of the findings in developing the CET of Sri Lankan customers. Furthermore, the findings also revealed that CET has a strong direct impact on the brand equity dimensions of domestic FMCG brands. Especially, CET is directly associated with brand awareness, brand association and loyalty towards domestic brands. Therefore brand managers can adopt ethnocentric appeals in the brand development process. However, the results of SEM analysis reported that CET does not have a direct influence on the perceived quality of domestic FMCG brands. In other words, Sri Lankan customers may not perceive that the domestic brands are of a higher quality than their foreign alternatives. However, they have an emotional attachment to domestic brands. Therefore, marketers can use both moral appeals and emotional appeals in the brand development process.

Additionally, the results of the study noted that ethnic affiliations and socio-demographic covariates play a moderating role among the independent and the dependent variables of the proposed model. Therefore, ethnic groups are a most important variable for the segmentation of domestic markets for branding strategies. However, except gender, other demographic factors can be further considered in selecting target markets.

Brand positioning is a crucial element in developing strong brand equity. Therefore, domestic firms can leverage the concept of consumer ethnocentrism for targeting a valued place in the customer's minds. As specified in the model, each domestic FMCG brand is recommended to develop a strong brand vision and core brand values based on national

identity, patriotism and conservatism of target customers. Therefore, the inherent cultural values and traditions can be included into the core branding values and brand mantra. Especially constructive patriotism can be considered in developing the emotional modifier in the brand mantra. Then the brand mantra can be used as a powerful communication tool for generating the perceived localness of the brand. Furthermore, brand values will be helpful in creating a unique image in domestic brands and in the emotional attachment of the customers. As specified in the model, positive and negative antecedents can be employed to create a point of difference (POD) and point of parity (POP) in the positioning of domestic brands. In POD, local FMCG firms can differentiate their brand from its global competitors by the implications of being the pride of the nation as pure Sri Lankan products. Therefore, the core branding values and branding elements play a vital role of developing POD of domestic FMCG brands. As the cosmopolitanism of Sri Lankan customers is relatively high, in the development of POP, domestic marketers can emphasize that general attributes and functions of their brand is similar to that of the well-reputed global brands in the respective product categories. Therefore, in developing POP, ethnocentrism is not an important concept that is associated with the brand architecture of domestic FMCG brands.

This research has provided insights into the development of brand elements in domestic brands. Therefore, the designing of brand elements in marketing programs for the stimulation of CET can be done by considering the positive and negative antecedents of CE. Especially brand names, logos, symbols etc. should be designed with the purpose of highlighting the unique identity of the nation. Brand name and logo should be specially implied the culture of the home country and it should attach some emotional values to the brands. Furthermore, slogans and jingles should be compatible with the cultural heritage and the aesthetic values of the country. In the case of promoting products to the young educated target market; specific characters, URLs and packages can be used to demonstrate the ability of domestic brands to compete with their foreign alternatives. Combing cultural values, norms and customs of other ethnic groups with the core brand values in promoting brands to Tamils, Muslims and other community groups can be recommended in this respect as well. Furthermore, the color perception of local customers should also be taken into account in designing the package. Therefore, package design (shape, size etc), graphics, and colors should also represent the traditional values, inheritances and the national identity of the country.

Finally, the new domestic brand equity model introduced by the researcher has provided clear direction to local firms in developing strong brand equity. Initially, brand salience can be established as "Pure Sri Lankan" products through brand marketing programs. Especially, the "Sooriya Sighe Logo" or any other label can be used for creating awareness of domestic brands. In

other words, those logos may only be useful in creating awareness of domestic brands and defining its category membership of the domestic FMCG brands. Hence, creative brand marketing programs will be needed for developing unique imagery for the brand by promoting cultural heritage and the conservative values of the society. In this stage, promoting constructive patriotism is more useful than blind patriotism. However as described in the above section, in developing POP, it should be specified that the performance of the product is similar to that of the well known global brands of the same product category. It will help to create a positive image and may not damage the emotional attachment of customers towards the brand. However, the imagery of domestic brands may directly influence both the feelings of and judgments on the brand. In this process, the marketing programs should support these makings judgments of the brand as credible and with relevance to purchasing. It will further assist in creating the feeling of being a home product, pride about the mother country and patriotic feelings towards the nation. In other words, the customer should detect social approval and self-respect towards the brand. Finally, the brand becomes special to the customers due to the emotional attachment of being proud Sri Lankans and the rational judgment of their individual social responsibility towards the mother nation.

6.3.4. Providing insights for national policy development

Any government has the responsibility to develop domestic economies by achieving macroeconomic goals. Therefore, government authorities should take policy decisions to protect domestic businesses from their foreign competitors especially from MNCs. The findings of the study reveal that the propaganda program for promoting "Buy Lankan" has had a strong impact on CET in Sri Lanka. Furthermore, if customers feel that the local economy is improving, they have a higher tendency to buy that particular domestic brand. Also, the perception of customers towards economic development has a direct influence on the patriotism and conservatism of Sri Lankans. Even though good governance was initially recognized as a political and economic antecedent of CET, the responses of customers imply that it represents economic development. Additionally, the findings points out those government policies towards protecting local businesses also represent economic development. Therefore, policy decision makers should also encourage government officials to adopt good governance and introduce new economic policies to help local businesses. Furthermore, the "Buy Lanka" campaign can be conducted at the grass root level of the society. Moreover, government supports nonprofit organizations that promote buy local campaigns which are important in developing ethnocentric tendencies within the customers.

6.4. Summary

In this chapter, the researcher attempted to elaborate on the theoretical and practical contributions of the present study. Mainly theoretical contributions have been discussed in light of the main findings. In addition, the key findings of the study have been critically discussed in comparison to the previous findings of the respective research areas. Finally, this chapter presents the practical contributions as the directions to leverage the CE phenomenon as a strategic tool for domestic firms.

7. CONCLUSION

This chapter presents some concluding remarks of the study paying special attention to the limitations and some areas to be researched in future studies. In the first section a brief overview of the study will be discussed. Then, some conclusions will be drawn with special reference to the research objectives. Limitations of the study are discussed in the third section followed by the areas for further research to enhance the knowledge of consumer ethnocentrism in the final section of this chapter.

7.1. Brief overview of the study

The primary purpose of the present study was to examine the possibility of using consumer ethnocentrism as a strategic tool for developing domestic brands over the competition they face from global companies. In this process, the researcher mainly focused on the antecedents of CE, CET and domestic brand equity in the FMCG sector. Accordingly, eight cognitive factors were proposed as socio-psychological antecedents while five environmental factors were recognized as political and economic antecedents based on an extensive literature review. The conceptual model was also developed based on the critical review of previous literature and in consideration of the main research objectives and research questions. Furthermore, seven hypotheses were developed to demonstrate the relationship among the main constructs of the proposed research model. The proposed research model consisted of two phases. In the first phase, the impact of the antecedents of CE on CET was demonstrated in relation to the moderating influences of socio-demographic covariates and ethnic affiliation. In the second section, the impact of CET on brand equity was investigated in relation to the moderating role of ethnic affiliation. Therefore, domestic brand equity becomes the final outcome of the proposed model.

As of the details presented in chapter four, the study was conducted in two stages, as an exploratory study and a main survey. In the exploratory study, the researcher utilized key informant interviews and a recall test for selecting the top 10 domestic FMCG brands in the Sri Lankan market and finalized a measurement scale for each construct in the research model. A pilot survey was done among 85 respondents and the results were used for finalizing the questionnaire. Based on the population structure in Sri Lanka, 760 respondents were selected for the main survey using multilevel mixed methods of sampling. The service of experience enumerators were used for the data collection along with an e-mail campaign. After an extensive data cleaning process, 542 packs of questionnaires were entered into the data analysis process. As per the empirical nature of the study, SEM was employed as principle data analysis techniques while step wise multiple regression and

one way ANOVA were adopted as supportive statistical techniques for testing hypotheses in addition to descriptive statistics tools.

7.2. Conclusions

The summary of the findings was discussed in chapter six as contributions to scientific knowledge. Some conclusions can be drawn in general in light of the findings of the present study.

First of all, it was noted that consumer ethnocentrism is a generally acceptable tool to develop domestic brands in the FMCG sector. However, it did not mean that it was an exclusive strategic weapon for domestic businesses in competing with powerful MNCs. According to previous studies in consumer ethnocentrism, researchers generally noted that the CET level of the customers remains at an average or low level irrespective of the socio-economic background of the country. The findings of the present study were also concluded with the acceptance of the previous researchers' views. Even though the degree of ethnocentric tendencies of Sri Lankan customers is at a medium level, CET has a strong impact on domestic brand equity. In other words, highly ethnocentric people still prefer to buy domestic brands. Therefore, domestic marketers have the responsibility of generating CET within their target customers through branding strategies. For this purpose, a sound understanding of the antecedents and their inter connections will be immensely useful for domestic marketers.

Moreover, it was found that the antecedents of CET vary in different cultural and social contexts. The findings of the present study also supported the conclusions of previous literature. According to the findings; national identity, patriotism and conservatism, dogmatism, propaganda campaigns for promoting domestic products and the trust of the people towards improving the national economy were strong positive antecedents and cosmopolitism was a strong negative antecedent of CET. Other antecedents do not play a major role in developing CET within Sri Lankan customers. Thus, this situation can be generalized to developing nations with ethnic diversity and to situations where there prevails long lasting peace after an internal civil war. Domestic FMCG firms in developing their branding strategies can make use of these positive and negative antecedents. However, covariances among these are also important in decision making.

Based on the findings, it was further concluded that except gender, other demographic factors and ethnic affiliations are strong moderators between the antecedents of CE and CET in the present context. Furthermore, ethnic affiliations play a strong moderating role between CET and perceived quality as well as between CET and brand loyalty of domestic FMCG brands. It is a strong implication for domestic firms in selecting and evaluating their target markets.

Furthermore, the ethnicity of customers is a major determinant of CET and it has a direct impact on customers' evaluation of domestic brands. This situation is further intensified when the degree of ethnic affiliation varies between the majority and the minorities of the country. The findings of the study concluded that the Sinhalese demonstrate lesser ethnic affiliations as the majority of the country in comparison to Tamils and Muslims. Even though the Tamils may not think of any other country in the world as their mother nation, Muslims show some propensity in considering some specific countries in the world as their mother nations other than Sri Lanka. Thus as a result, the CET of the Tamils is higher than Muslim communities in the country. Therefore, domestic firms have the responsibility to attract each ethnic group in the country towards their brands without creating racism. It is not only a strategy but also the social responsibility of domestic firms in Sri Lanka.

7.3. Limitation of the study

This is the first empirical study that evaluates the antecedents of CE and the impact of CET on domestic brand equity in the Sri Lankan context. However, the findings should be generalized while paying attention to several limitations associated with the study. Mainly, the present study was limited to 542 respondents representing 10 randomly selected districts in Sri Lanka. However, if the same study is carried out with a larger sample representing the other districts of the country, one would be able to achieve a better understanding of the present research issues. However, the 10 districts were represented by all ethnic groups of the country and defined a target population that is relatively homogeneous. Therefore, the sample can be justified to generalize the findings. Moreover, the present study focuses only on the FMCG brands in Sri Lanka due to several reasons that were discussed in chapter one. However, consumers' ethnocentric behavior in other industries can be reasonably different to the findings of the present study. Therefore, the information users of the present study should carefully generalize these findings to other industries. Nonetheless, the new model for CBBE for domestic brands suggested by the researcher can be applied to the branding strategies of other industries as well. Sri Lanka was selected as the present research context due to its prevailing socio-economic condition in the long lasting peace conditions. Therefore, the findings of this study can only be applied to other countries that have similar a background to that of Sri Lanka.

7.4. Suggestions for future research

Ethnocentric feelings are generated in the human brain as a response to environmental stimuli. However, this study did not address the biological aspects due to the lack of expertise of the researcher in human biology. Therefore, addressing the present research issues from a biological perspective will be immensely useful to the scientific knowledge of the respective research area and it will be helpful in analyzing the ethnocentric branding appeals from a new perspective. Future researchers will then be able to compare the results of consumer ethnocentrism from socio-psychological perspectives as well as biological perspectives.

Further studies can also be conducted to address the CET of domestic brand equity in other industries while considering a wide range of moderating and mediating variables. Furthermore, it will be worthwhile to conduct some comparative studies among different nations of the world on the same research topic.

Even though the present study addresses the moderating impact of ethnic affiliation on the relationship between the antecedents of CE and CET, it has not deeply analyzed the unique antecedents of ethnocentrism and the other possible influences on CET among the minorities of the country. Therefore, future researchers can address the unique ethnocentric behaviors of Tamils, Muslims and other minorities in Sri Lanka separately. In addition, it will prove valuable to analyze the impact of the civil war on the cognitive process of the aforementioned minorities of the country. As the prevailing period can be considered as demonstrating post-war conditions, after considerable lapse of time, it will be possible to relieve the war mentality of the people and achieve economic development in the country. Therefore, it would be interesting to further investigate similar research issues in Sri Lanka after a few years of understanding the influences of civil war in customer buying behavior.

Consumer behavior is highly influenced by the marketing communication strategies adopted by firms. Therefore, the degree of ethnocentrism of customers may be directly influenced by the creativity and the intensity of such communication strategies. As the communication strategies of global firms are far more creative than those domestic firms in the FMCG sector especially due to the world-reputed advertising agencies who work with reputed MNCs on a global level. Thus the role of marketing communication strategies in developing CET can be investigated in further researches.

Today, in the era of technological revolution, social networks have become part of human life. Therefore, communication via social networks makes a considerable impact on different social issues of the nations. Sociologists argue that individual opinions of someone can be immediately socialized

through social networks and create public debates on it. In using the said condition, some organized extreme groups promote racism through on-line communication modes. Such activities can directly influence the customers' buying intentions and product evaluations. For instance, at present some pressure groups in Sri Lanka are promoting a boycott of "Halal" labeled products as an opposing act against the Muslim community. Even though their arguments include some rationality, those campaigns strongly influence the CET of both Sinhalese and Muslim communities. Hence, the role of social networks in developing ethnocentrism can be further studied in future researches.

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CURRICULUM VITAE

Personal information

Full name	:	Wanninayake Mudiyanselage Chandraratne Bandara Wanninayake
Name with initials	:	W M C B Wanninayake
Permanent address	:	14 – D, Seewali MW, Hunupitiya, Wattala, Sri Lanka
Telephone	:	420 608942127
Email	:	bwanninayake@gmail.com

Educational / professional qualification

- Master of Business Administration (MBA), with merit pass, University of Colombo, Sri Lanka in 2006.
- B.Sc Marketing Management (Special) with second upper class, University of Sri Jayawardenapura, Sri Lanka in 2000.
- Post Graduate Diploma in Marketing - Charted Institute of Marketing (UK) in 2003.

Current Working Capacity

Position	:	Senior Lecturer
Organization	:	Department of Marketing Management, Faculty of Management Studies and Commerce, University of Kelaniya, Sri Lanka.
Teaching Areas	:	Marketing Management, Consumer Behaviour, Brand Management, Sales Management.

Work experience

- Senior Lecturer, University of Kelaniya, Sri Lanka – (2008 - To date)
- Lecturer, University of Kelaniya, Sri Lanka – (2002 - 2008)
- Business Development Manager, Media Image (Pvt) Ltd, SL – (2001- 2002)
- Group Sales Executive - St. Anthony's Consolidated Ltd, SL – (2000 – 2001)

Special achievements/awards

- **Gold medal for Marketing Management and Business Logistics** on the result of final examination in the Master of Business Administration (MBA), University of Colombo, 2006

APPENDICES

Annexure 2.1: CETSCALE introduced by Shimp and Sharma in 1987.

Item No.	Statement
1	American people should always buy American-made products instead of imports
2	Only those products that are unavailable in the USA should be imported
3	Buy American-made products. Keep Americans working
4	American products, first, last, and foremost
5	Purchasing foreign-made products is un-American
6	It is not right to purchase foreign made products
7	A real American should always buy American-made products
8	We should purchase products manufactured in America instead of letting other countries get rich off us
9	It is always best to purchase American products
10	There should be very little trading or purchasing of goods from other countries unless out of necessity
11	Americans should not buy foreign products, because this hurts American business and causes unemployment
12	Curbs should be put on all imports
13	It may cost me in the long run but I prefer to support American products
14	Foreigners should not be allowed to put their products on our market
15	Foreign products should be taxed heavily to reduce their entry into the USA
16	We should buy from foreign countries only those products that we cannot obtain within our own country
17	American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work

Annexure 4.1 – KIIs interview guideline

Guide lines for Informant Interviews (KIIs)

Stage 01

Objective

To understand the theoretical and practical knowledge about the key informant

Tasks

- Researcher initiates the discussion about academic background and experience of practical aspects of brand management.
- Note down important points
- Determine key areas to be clarified from the key informant

Stage 02

Objective

To select the most appropriate industry to address the present research issue

Tasks

Researcher should continue he discussion with paying special attention to following questions

- How far do you believe ethnocentric appeals will be helped to develop equity of domestic brands?
- What are the characteristics of industry and brands which are potential to promote by ethnocentric appeals?
- Which industries in Sri Lanka are adapted to ethnocentric branding appeals currently and during last couple of years?
- What is the most appropriate industry for examining the importance of ethnocentric appeals for developing domestic brand equity? And Why?

Stage 03

Objective

To determine the items for each construct of the questionnaire.

Tasks

- Researcher should discuss each construct of the conceptual framework.
- Educate key informant about selected scales used by previous researchers and self developed scales based on literature review
- Identify the recommended items for each scale.

Annexure 4.2 - Results of recall test (Brand Ratings)

Question: Please rank the first three FMCG brands according to the perceived locality

Results

Brand	1st Recall	2nd Recall	3rd Recall
Munchee	10 (20%)	09 (18%)	06 (12%)
Maliban	08 (16%)	06 (12%)	05 (10%)
Kandos	03 (6%)	03 (6%)	06 (12%)
Harischandra	07 (14%)	05 (10%)	10 (20%)
Raigam	05 (10%)	10 (20%)	04 (8%)
Eliphant house	04 (8%)	05 (10%)	02 (4%)
Wijaya Products	02 (4%)	02 (4%)	04 (8%)
Highland	04 (8%)	03 (6%)	01 (2%)
Luky Yogurt	02 (4%)	01 (2%)	02 (4%)
Diana	02 (4%)	02 (4%)	02 (4%)
Others	03 (6%)	04 (8%)	08 (16%)

Annexure 4. 3: Top ten domestic FMCG brands in Sri Lanka

Brand	Total points based on recall test
Munchee	54
Maliban	41
Raigam	39
Harischandra	41
Highland	19
Eliphant house	24
Wijaya Products	14
Kandos	21
Luky Yogurt	10
Diana	12

Note: First recall - 03 marks, 2nd recall – 2 marks and 3rd recall – 1 mark.

Annexure 4. 4 - List of selected items for measurement instruments

National Identity

Code	Statement	Source
NI1	Important people from the country's past are admired by people today.	NATID scale- Keillor et al (1996)
NI2	Sri Lanka has a strong historical heritage.	
NI3	A Sri Lankan possesses certain cultural attributes that other people do not possess	
NI4	Sri Lankans are proud of their nationality	
NI5	People frequently engage in activities that identify them as "Sri Lankans".	
NI6	A specific religious philosophy is what makes a person uniquely Sri Lankan.	
NI7	Religious education is essential to preserve the cohesiveness of the Sri Lankan society.	
NI8	A specific religious philosophy is not an important part of being a Sri Lankan. (RC)	

Cosmopolitanism

Code	Statement	Source
COS1	I am interested in learning more about people who live in other countries.	Cleveland and Laroche (2007)
COS2	I enjoy being with people from other countries to learn about their unique views and approaches.	
COS3	I like to try restaurants that offer food that is different from that in my own culture.	
COS4	I like to observe people of other cultures, to see what I can learn from them.	
COS5	I find people from other cultures have abilities to change my preferences	
COS6	When travelling, I like to immerse myself in the culture of the people I am visiting.	
COS7	Coming into contact with people of other cultures has greatly benefited me.	

Conservatism

Code	Statement	Source
CON1	I would like to respect the traditions of Sri Lanka	Schwartz (1994)
CON2	I would like to respect the social order of Sri Lanka	
CON3	I would like to respect the cultural norms of Sri Lanka	
CON4	I believe national security is most important aspect of the country	

World mindedness

Code	Statement	Source
WM1	All national governments should be abolished and replaced by one central government	Rawwas et al (1996)
WM2	It would be better to be a citizen of the world than of any particular country	
WM3	Immigration should be controlled by an international organization rather than by each country independently	
WM4	Where goods are produced does not affect my decision to purchase that item	
WM5	Sri Lanka should permit foreigners to immigrate here even if it lowers our standard of living	

Patriotism

Code	Statement	Source
PAT1	I love my country.	Kosterman & Feshbach (1989)
PAT2	I am proud to be a Sri Lankan	
PAT3	Although at times I may disagree with the government, my commitment to Sri Lanka always remains strong.	
PAT4	When I see the Sri Lankan flag flying, I feel great.	
PAT5	The fact that "I am a Sri Lankan" is an important part of my identity.	
PAT6	It is not productive for one to develop an emotional attachment to one's country (RC).	
PAT7	In general, I have very little respect for the Sri Lankan people (RC).	
PAT8	It bothers me to see children respect to the national flag or sing the national anthem or otherwise encouraged to adopt such strong patriotic attitudes (RC)..	

Collectivism

Code	Statement	Source
COL1	Individuals should sacrifice self-interest for the group to which they belong.	Yoo and Donthu (2002)
COL2	Individuals should stick with the group even through difficulties.	
COL3	Group success is more important than individual success.	
COL4	Individuals should pursue their goals after considering the welfare of the group.	
COL5	Group loyalty should be encouraged even if individual goals suffer.	

Materialism

Code	Statement	Source
MAT1	I admire people who own expensive homes, cars, and clothes.	Richins (1987)
MAT2	Some of the most important achievements in life include acquiring material possessions.	
MAT3	Buying things gives me a lot of pleasure.	
MAT4	I like to live a luxurious life.	
MAT5	I'd be happier if I could afford to buy more things.	

Dogmatism

Code	Statement	Source
DOG1	The brands I believe as good for me are so completely true, I could never doubt about them	DOG Scale Altemeyer (2002)
DOG2	My opinions and beliefs about the brands fit together perfectly to make a crystal-clear "picture" of the products	
DOG3	If you are "open-minded" in buying decisions, you will probably reach the wrong conclusions	
DOG4	"Flexibility in thinking" is badly affected on buying decisions	
DOG5	There are no discoveries or facts that could possibly make me change my mind about the selecting brands for satisfying my life.	

Consumer Ethnocentric Tendencies (CET)

Code	Statement	Source
CET1	Only those products that are unavailable in Sri Lanka should be imported	Reduced version of CETSCALE - Shimp and Sharma (1987)
CET2	Sri Lankan products, first, last, and foremost	
CET3	Purchasing foreign-made products is un- Sri Lankan	
CET4	It is not right to purchase foreign products, because it puts Sri Lankans out of a job	
CET5	A real Sri Lankan should always buy Sri Lankan products	
CET6	We should purchase products manufactured in Sri Lanka instead of letting other countries get rich from us	
CET7	Sri Lankan should not buy foreign products, because this hurts Sri Lankan business and causes unemployment	
CET8	It may cost me in the long run but I prefer to support Sri Lankan products	
CET9	We should buy from foreign countries only those products that we cannot obtain within our own country	
CET10	Sri Lankan consumers who purchase products made in other countries are responsible for putting their fellow Sri Lankan out of work	

Brand equity dimensions

Code	Statement	Source
Brand awareness		
BA1	I can recognize "Brand X" among other competing brands in respective product categories	
BA2	I can quickly recall the symbol or logo of "Brand X" in given product categories	
Brand Associations		The brand equity model - David Aaker (1996)
BSSO1	I feel I got the right selection since when consuming product made in Sri Lanka (Sincerity)	
BSSO2	Using a product of Sri Lanka provides me an absolute sign feel (Excitement)	
BSSO3	I like the company which makes "brand X"	
BSSO4	I would feel proud to own products from the company which makes "brand X"	
BSSO5	I trust the company which makes "brand X"	
Perceived Quality		
PQ1	"Brand X" offers products of very good quality	
PQ2	"Brand X" offers products of consistent quality	
PQ3	"Brand X" offers very reliable products	
Brand Loyalty		
BL1	I consider myself loyal to "brand X"	
BL2	"Brand X" would be my first choice	
BL3	I would like to recommend "brand X" for others	

Belief of improving national economy

Code	Statement	Source
BINE1	I feel Sri Lankan economy is improving after civil war	
BINE2	I believe current economic growth of Sri Lanka is at satisfactory level	Researcher developed based on previous literature
BINE3	I believe Sri Lanka can achieve its development targets in near future	
BINE4	I believe Sri Lankan economy is growing more than other countries in the region	

Propaganda

Code	Statement	Source
PG1	I am aware of "Be Lankan, Buy Lankan" campaigns	
PG2	"Be Lankan, Buy Lankan" campaigns encourage me to buy domestic brands	Researcher developed based on previous literature
PG3	I consider labels of local brands (e.g. Lion Logo) in purchasing decisions	

Trust on government policies supporting to domestic companies

Code	Statement	Source
GP1	I believe current policies of government favorably affects domestic brands	Researcher developed based on previous literature
GP2	I believe current policies of government discourage customers to buy foreign brands	
GP3	I believe government has taken action to control imports of forign brands	
GP4	I believe government has taken action to protect domestic businesess	

Economic Competitiveness

Code	Statement	Source
EC1	I believe the business environment in Sri Lanka provides opportunity to compete firms each other	Researcher developed based on previous literature
EC2	I believe business firms of FMCG sector are having sufficient production technology, marketing strength, product uniqueness, physical, capital, managerial skills for competing with each other	
EC3	I believe physical infrastructure, human resources, regulatory requirements, and competition regulations are making good environment for the business.	
EC4	I believe rules and regulations of the country help to make faire competition FMCG brands	

Good governance

Code	Statement	Source
GG1	I believe current government does involve good governing practices	Researcher developed based on previous literature
GG2	I believe government bodies are not involved in corruption	
GG3	I believe good governing practices of a country help to develop local firms	

Ethnic affiliation

Code	Statement	Source
EA1	I believe my ethnic group is superior than other ethnic groups in Sri Lanka	Researcher developed based on previous literature
EA2	I do feel commonly Sri Lankans and my ethnic group are considerably different	
EA3	In every outcome, I will give my first priority to the ethnic group than mother land	
EA4	I am not willing to accept customs and beliefs of other ethnic groups	

Annexure 4. 5- Questionnaire for main survey – English version

Dear Sir/ Madam,

<u>Survey Questionnaire</u>

The questionnaire formulated below is to ascertain data for research underway on **Consumer ethnocentrism and brand equity in domestic brands in Sri Lanka.** The sample selected for the research consists of the customers representing all geographical areas and ethnic groups in Sri Lanka. There will be **30** closed ended multiple type of questions objectively formulated for the purpose of obtaining relevant data on the subject.

The results generated by this study will help domestic firms for a development of strategic direction to successfully compete with MNCs. To answer the questions will take approximately 15-20 minutes. Please be good enough to process with the instructions below and answer the questions if you agree to contribute for the survey.

I assure you that your responses to this questionnaire will be treated in strict confidence.

Thank you for your contribution!

…………………………

W.M.C.B. Wanninayake

CONSUMER ETHNOCENTRISM AS A STRATEGIC TOOL FOR DEVELOPING DOMESTIC BRAND EQUITY IN DEVELOPING COUNTRIES

Survey Questionnaire
Section A : General information

1.1   Address: ……………………………………………………………………..

1.2   District:………………………………………..

1.3   Contact Numbers:…………………………….

Please tick the box which relevant to your personal details

1.4.   Age level (years)

18 -34	☐
35-45	☐
46-60	☐
above 60	☐

1.5.   Gender

Male	☐
Female	☐

1.6.   Marital Status

Married	☐
Unmarried	☐

1.7.   Income

Below 15000	☐
15001 to 35000	☐
35001 to 50000	☐
Above 50000	☐

1.8.   State your educational qualifications

Literate but no formal education	☐
Up to GCE O/L	☐
Up to GCE A/L	☐
Graduate/ Post graduate	☐
Diploma, professional etc	☐

1.9.   Ethnic group

Sinhala	☐
Tamils	☐
Muslims	☐
Other (…………….)	☐

Section B

Socio- psychological antecedents

The statements below describe the socio psychological antecedents of Consumer Ethnocentrism (CE). Please respond by marking "X" under the given option which accurately reflects your perceived choice/response.

(Please answer as many questions as you can. If you are unsure please answer to the best of your ability)

2.1. National Identity

	EA	HA	A	AV	DA	HDA	EDA
Important people from the country's past are admired by people today.							
Sri Lanka has a strong historical heritage.							
A Sri Lankan possesses certain cultural attributes that other people do not possess							
Sri Lankans are proud of their nationality							
A specific religious philosophy is what makes a person uniquely Sri Lankan.							
A specific religious philosophy is not an important part of being a Sri Lankan.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

2.2. Cosmopolitanism

	EA	HA	A	AV	DA	HDA	EDA
I am interested in learning more about people who live in other countries.							
I enjoy being with people from other countries to learn about their unique views and approaches.							
I like to try restaurants that offer food that is different from that in my own culture.							
I find people from other cultures have abilities to change my preferences							
When travelling, I like to immerse myself in the culture of the people I am visiting.							
Coming into contact with people of other cultures has greatly benefited me.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

2.3. Conservatism

	EA	HA	A	AV	DA	HDA	EDA
I would like to respect the traditions of Sri Lanka							
I would like to respect the social order of Sri Lanka							
I would like to respect the cultural norms of Sri Lanka							
I believe national security is most important aspect of the country							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

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2.4. Worldmindedness

	EA	HA	A	AV	DA	HDA	EDA
All national governments should be abolished and replaced by one central government							
It would be better to be a citizen of the world than of any particular country							
Immigration should be controlled by an international organization rather than by each country independently							
Where goods are produced does not affect my decision to purchase that item							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

2.5. Patriotism

	EA	HA	A	AV	DA	HDA	EDA
I love my country.							
I am proud to be a Sri Lankan							
Although at times I may disagree with the government, my commitment to Sri Lanka always remains strong.							
It is not productive for one to develop an emotional attachment to one's country.							
In general, I have very little respect for the Sri Lankan people.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

2.6. Collectivism

	EA	HA	A	AV	DA	HDA	EDA
Individuals should sacrifice self-interest for the group to which they belong.							
Group success is more important than individual success.							
Group loyalty should be encouraged even if individual goals suffer.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

2.7. Materialism

	EA	HA	A	AV	DA	HDA	EDA
I admire people who own expensive homes, cars, and clothes.							
I like to live a luxurious life.							
I'd be happier if I could afford to buy more things.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

2.8. Dogmatism

	EA	HA	A	AV	DA	HDA	EDA
The brands I believe as good for me are so completely true, I could never doubt about them							
If you are "open-minded" in buying decisions, you will probably reach the wrong conclusions							
There are no discoveries or facts that could possibly make me change my mind about the selecting brands for satisfying my life.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

Section C
Political and economic antecedents

The statements below describe the political and economic antecedents of CE. Please respond by marking "X" under the given option which accurately reflects your perceived choice/response.

(Please answer as many questions as you can. If you are unsure please answer to the best of your ability)

3.1. Belief of improving national economy

	EA	HA	A	AV	DA	HDA	EDA
I feel Sri Lankan economy is improving after civil war							
I believe current economic growth of Sri Lanka is at satisfactory level							
I believe Sri Lanka can achieve its development targets in near future							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

3.2. Propaganda

	EA	HA	A	AV	DA	HDA	EDA
I am aware of "Be Lankan, Buy Lankan" campaigns							
"Be Lankan, Buy Lankan" campaigns encourage me to buy domestic brands							
I consider labels of local brands (e.g. Lion Logo) in purchasing decisions							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

3.3. Trust on government policies supporting to domestic companies

	EA	HA	A	AV	DA	HDA	EDA
I believe current policies of government favorably affects domestic brands							
I believe current policies of government discourage customers to buy foreign brands							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

3.4. Economic Competitiveness

	EA	HA	A	AV	DA	HDA	EDA
I believe the business environment in Sri Lanka provides opportunity to compete firms each other							
I believe business firms of FMCG sector are having sufficient production technology, marketing strength, product uniqueness, physical, capital, managerial skills for competing with each other							
I believe physical infrastructure, human resources, regulatory requirements, and competition regulations are making good environment for the business.							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

3.5. Good governance

	EA	HA	A	AV	DA	HDA	EDA
I believe current government does involve good governing practices							
I believe government bodies are not involved in corruption							
I believe good governing practices of a country help to develop local firms							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

Section D

Ethnic affiliation

The statements below describe the affiliations of customers towards their ethnic groups. Please respond by marking "X" under the given option which accurately reflects your perceived choice/response. (Please answer as many questions as you can. If you are unsure please answer to the best of your ability)

4.1. Ethnic affiliation

	EA	HA	A	AV	DA	HDA	EDA
I believe my ethnic group is superior than other ethnic groups in Sri Lanka							
I do feel commonly Sri Lankans and my ethnic group are considerably different							
In every outcome, I will give my first priority to the ethnic group than mother land							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

Section E

Consumer Ethnocentrism

The statements below describe the ethnocentric tendencies of customers. Please respond by marking "X" under the given option which accurately reflects your perceived choice/response.

(Please answer as many questions as you can. If you are unsure please answer to the best of your ability)

5.1. Consumer Ethnocentric Tendencies (CET)

	EA	HA	A	AV	DA	HDA	EDA
Only those products that are unavailable in Sri Lanka should be imported							
Sri Lankan products, first, last, and foremost							
Purchasing foreign-made products is un- Sri Lankan							
It is not right to purchase foreign products, because it puts Sri Lankans out of a job							
A real Sri Lankan should always buy Sri Lankan products							
We should purchase products manufactured in Sri Lanka instead of letting other countries get rich from us							
Sri Lankan should not buy foreign products, because this hurts Sri Lankan business and causes unemployment							
It may cost me in the long run but I prefer to support Sri Lankan products							
We should buy from foreign countries only those products that we cannot obtain within our own country							
Sri Lankan consumers who purchase products made in other countries are responsible for putting their fellow Sri Lankan out of work							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

Brand Equity

Please select which brand/s you can recall immediately as domestic brands and promoting as a product of Sri Lanka from the following list.

(If you can recall more than one brand, please rank them according to perceived localness of each brand)

6.1. Local brands promoting by using ethnocentric branding appeals

Brand	Ranking
Munchee	
Maliban	
Kandos	
Harischandra	
Raigam	
Eliphant house	
Wijaya Products	
Highland	
Luky Yogurt	
Diana	

The statements below describe the different aspects of brand equity in selected domestic brands. Please respond by marking "X"   under the given option which accurately reflects your perceived choice/response relating to the brand/s you have recalled in above question. Your recalled brand will be denoted as "brand X" here after. (Please answer as many questions as you can. If you are unsure please answer to the best of your ability)

6.2. Brand awareness

	EA	HA	A	AV	DA	HDA	EDA
I can recognize "Brand X" among other competing brands in respective product categories							
I can quickly recall the symbol or logo of "Brand X" in given product categories							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

6.3. 1. Brand associations - Brand personality

	EA	HA	A	AV	DA	HDA	EDA
I feel I got the right selection since when consuming product made in Sri Lanka (Sincerity)							
Using a product of Sri Lanka provides me an absolute sign feel (Excitement)							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

6.3.2. Brand associations - Organizational association

	EA	HA	A	AV	DA	HDA	EDA
I like the company which makes "brand X"							
I would feel proud to own products from the company which makes "brand X"							
I trust the company which makes "brand X"							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

6.4. Perceived quality

	EA	HA	A	AV	DA	HDA	EDA
"Brand X" offers products of very good quality							
"Brand X" offers products of consistent quality							
"Brand X" offers very reliable products							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

6.5. Brand Loyalty

	EA	HA	A	AV	DA	HDA	EDA
I consider myself loyal to "brand X"							
"Brand X" would be my first choice							
I would like to recommend "brand X" for others							

EA - Extremely Agree, HA- Highly Agree, A- Agree, AV- Average, DA- Disagree, HDA – Highly Disagree, EDA- Extremely disagree

Thank You

Annexure 4. 6- Questionnaire for main survey – Sinhala Version

සංවර්ධනය වෙමින් පවතින රටවල දේශීය සන්නම් ගොඩ නැගීම සඳහා පාරිභෝගික ජාතිකේන්ද්‍රත්වයෙහි උපක්‍රමික දායකත්වය

ප්‍රශ්නාවලි සමීක්ෂණය

A කොටස : සාමාන්‍ය තොරතුරු

1.1 ලිපිනය :..

1.2 දිස්ත්‍රික්කය : ....

1.3 දුරකථන අංකය : ....

ඔබගේ පෞද්ගලික තොරතුරු වලට අදාල කොටුවේ (√) ලකුණ යොදන්න.

1.4 වයස (අවුරුදු)

18 - 34	
35 - 45	
46 - 60	
60 ට වැඩි	

1.5 ස්ත්‍රී පුරුෂ භාවය

පුරුෂ	
ස්ත්‍රී	

1.6 විවාහක අවිවාහක බව

විවාහක	
අවිවාහක	

1.7 වෘත්තිය

රැකියාවක් නොකරන	
විධායක නොවන	
විධායක	
ස්වයං රැකියා	

1.8 අධ්‍යාපන සුදුසුකම්

සාක්ෂරතාව සහිත නමුත් විධිමත් අධ්‍යාපනයක් රහිත	
අ.පො.ස (සා/පෙ) දක්වා	
අ.පො.ස (උ.පෙ) දක්වා	
උපාධිධාරී/පශ්චාත් උපාධිධාරී	
ඩිප්ලෝමා, වෘත්තීය සුදුසුකම් ආදී	

1.9 ජාතිය

සිංහල

දෙමළ

මුස්ලිම්

වෙනත් (......................)

B කොටස

සමාජ - මනෝවිද්‍යාත්මක නිර්ණායක

පහත දැක්වෙන ප්‍රකාශ තුලින් පාරිභෝගික ජාතිකේන්ද්‍රත්වයට බලපාන සමාජ හා මනෝවිද්‍යාත්මක නිර්ණායක පිළිබඳව විස්තර කරනු ලැබේ. කරුණාකර අදාල කොටුවේ කතිර (X) ලකුණක් දැමීම තුලින් ඔබගේ ප්‍රතිචාරය ලකුණු කරන්න. (ඔබට නිවැරදිවම පිළිතුර තෝරා ගැනීමේ අපහසුවක් පවතී නම් ඔබට වඩාත් සුදුසු යැයි හැඟෙන පිළිතුර ලකුණු කරන්න.)

2.1. ජාතික අනන්‍යතාවය

	සම්පූර්ණයෙන්ම එකඟ වෙමි	එකඟ වෙමි දහඹැ	එකඟ	සැකසහිත	එකඟ නොවෙමි	එකඟ නොවෙමි කිසිසේත්	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
වර්තමාන ජනතාව අතීතයෙහි ශ්‍රී ලංකාවේ සිටි වැදගත් පුද්ගලයන් අගය කිරීමට ලක් කල යුතුය.							
ශ්‍රී ලාංකිකයන්ගේ එක් ශක්තියක් වන්නේ ඓතිහාසිකව වැදගත් වන සිද්ධීන් අනුස්මරණය කිරීමයි.							
ශ්‍රී ලංකාව සතුව ශක්තිමත් ඓතිහාසික උරුමයක් ඇත.							
වෙනත් පුද්ගලයන් තුල දැකිය නොහැකි සංස්කෘතික ලක්ෂණයන් ශ්‍රී ලාංකිකයන් තුල දැකිය හැකි වේ.							
සාමාන්‍යයෙන් තමන් පොදු ඓතිහාසික පසුබිමක් තුලින් පැවත එන බවට ශ්‍රී ලාංකිකයන් විශ්වාස කරනු ලබයි.							
ශ්‍රී ලාංකිකයන් ඔවුන්ගේ ජාතිකත්වය පිළිබඳව ආඩම්බර විය යුතුය.							
පුද්ගලයන් තමන් ශ්‍රී ලාංකිකයන් වශයෙන් අනන්‍යතාවයක් පවතින කටයුතු වල නිරත විය යුතුය.							
යම් පුද්ගලයෙකුගේ ශ්‍රී ලාංකීය අනන්‍යතාවය නිර්මාණය කිරීමට ආගමික දර්ශණය ඉතා වැදගත් වේ.							
යම්කිසි ආගමික කටයුත්තක නිරත නොවුනහොත් පුද්ගලයෙකුට සත්‍ය වශයෙන්ම ශ්‍රී ලාංකිකයෙකු විය නොහැක.							
ශ්‍රී ලාංකීය සමාජයේ ඒකීය භාවය ආරක්ෂා කර ගැනීම සඳහා ආගමික අධ්‍යාපනය අත්‍යාවශ්‍ය වේ.							
ශ්‍රී ලාංකිකයකු වීම සඳහා යම් තෝරාගත් ආගමික දර්ශණයක් තිබීම වැදගත් අංගයක් නොවේ.							
ශ්‍රී ලාංකිකයකු කිසිදිනක තම ආගමික විශ්වාසයන් ප්‍රතික්ෂේප නොකරයි.							

2.2. විශ්වදේශවාදය

	සම්පූර්ණයෙන්ම එකඟ වෙමි	එකඟ වෙමි	එකඟ වෙමි	අදහසක් නැත	යම් තරමකට එකඟ නොවෙමි	එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
අනෙකුත් රටවල වාසය කරන මිනිසුන් පිළිබඳව අධ්‍යයනය කිරීමට මම කැමැත්තක් දක්වමි.							
අනෙකුත් රටවල පුද්ගලයන් ජීවත්වන ආකාරය පිළිබඳ අධ්‍යයනය කිරීමට මම කැමැත්තක් දක්වමි.							
වෙනත් රටවල පුද්ගලයන් සමඟ ආශ්‍රය කිරීම තුළින් ඔවුන්ගේ අදහස් හා ආකල්ප පිළිබඳ අධ්‍යයනය කිරීමට මම කැමැත්තක් දක්වමි.							
මම මාගේ සංස්කෘතියට වඩා වෙනස් ආහාර ඇති අවන්හල් වලින් ආහාර ගැනීමට කැමැත්තක් දක්වමි.							
මම වෙනත් සංස්කෘතීන් හෝ රටවල් වල පුද්ගලයන් සමඟ අදහස් හුවමාරු කර ගැනීමට ප්‍රියතාවයක් දක්වමි.							
වෙනත් සංස්කෘතීන් වල පුද්ගලයන් නිරීක්ෂණය කිරීම තුළින් ඔවුන්ගෙන් උගත හැකිදේ ඉගෙනීමට මම කැමැත්තක් දක්වමි.							
සාමාන්‍යයෙන් අනෙකුත් සංස්කෘතීන් වලට අයත් පුද්ගලයන් හට මා කැමති දෑ වෙනස් කිරීමේ හැකියාවක් ඇත							
විදේශීය ආහාර අත්හදා බැලීමෙන් මම තෘප්තියක් ලබමි.							
සංචාරවල නිරත වන විට වෙනත් රටවල පුද්ගලයන්ගේ සංස්කෘතිය තුල ජීවත් වීමට මම කැමැත්තක් දක්වමි.							
වෙනත් සංස්කෘතීන් වල පුද්ගලයන් සමඟ සම්බන්ධතා පවත්වා ගැනීම තුළින් මා හට බොහෝ ප්‍රතිලාභ අත්වී ඇත.							
අළුත් දේවල් අත්හදා බැලීමේදී මම බොහෝ විට විවෘත පුද්ගලයෙක්මි.							

2.3. ගතානුගතිකත්වය

	සම්පූර්ණයෙන්ම එකඟ වෙමි	එකඟ වෙමි	එකඟ වෙමි	සැකයෙන්	යම් තරමකට එකඟ නොවෙමි	එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
මම ශ්‍රී ලාංකීය සම්ප්‍රදායන්ට ගරුකිරීමට කැමැත්තෙමි.							
ශ්‍රී ලංකාවේ සමාජ ධර්මතාවයන්ට ගරු කිරීමට කැමැත්තෙමි.							
ශ්‍රී ලංකාවේ ඇති ධාර්මිෂ්ඨ බවට මම ගරු කරමි.							
රටක ජාතික ආරක්ෂාව ඉතා වැදගත් සාධකයක් ලෙස මම විශ්වාස කරමි.							

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2.4. ගෝලීය මානසිකත්වය

	සම්පූර්ණයෙන්ම එකඟ වේ	මදක් එකඟ වේ	එකඟ වේ	සමසමයි	එකඟ නොවේ	මදක් එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
දේශීය වශයෙන් නිෂ්පාදිත භාණ්ඩ වලට වඩා ආනයනය කරන ලද භාණ්ඩ ප්‍රිය උපදවන සුළු වේ.							
සියළුම රටවල රජයන් අහෝසි කලයුතු අතර ඒවා එකතුකොට මුළු ලෝකයම එකම රජයක් යටතේ නැවත ස්ථාපනය කළ යුතු වේ.							
එක් රටක පුරවැසියෙකු වීමට වඩා ලෝකයේ පුරවැසියෙකු වීම වඩා හොඳ වේ.							
ආනයනය කරන ලද භාණ්ඩ වඩාත් පැවතීමෙන් මාගේ ජීවන තත්ත්වය වැඩි දියුණු කරගත හැක.							
ආගමනය හා විගමනය එක් රටක් විසින් ස්වාධීනව පාලනය කරනවා වෙනුවට, අන්තර්ජාතික සංවිධානයක් විසින් පාලනය කළ යුතු වේ.							
භාණ්ඩයක් නිෂ්පාදනය කරන ලද ස්ථානය/රට මාගේ මිලදී ගැනීමේ තීරණය සඳහා බල නොපායි.							
අපගේ ජීවන මට්ටමට වඩා අඩු ජීවන මට්ටමක් පවතින රටවල විදේශීයයන්ට පවා අප රටට ආගමනය කිරීමට අවසර දිය යුතුය.							

2.5. දේශප්‍රේමිත්වය / දේශානුරාගය

	සම්පූර්ණයෙන්ම එකඟ වේ	මදක් එකඟ වේ	එකඟ වේ	සමසමයි	එකඟ නොවේ	මදක් එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
මම මගේ රටට ආදරය කරමි.							
ශ්‍රී ලාංකිකයකු වීම පිළිබඳව මම ආඩම්බර වෙමි.							
මම මගේ රට පිළිබඳව හැඟුම්බර වන අතර රටෙහි සිදුවන වෙනස්කම් මාගේ චිත්ත සංතෘෂ්ඨීයට බලපාතු ලැබේ.							
සමහර අවස්ථාවලදී රජයේ ක්‍රියාකාරකම් සමඟ එකඟ නොවුනත් ශ්‍රී ලංකාව වෙනුවෙන් මා තුළ පවත්නා බලවත් කැපවීම එලෙසම පවතී.							
ශ්‍රී ලංකාව නම් වූ මෙම භූමිය තුළ සිටීම මට ආඩම්බරයකි.							
මාගේ රට වෙනුවෙන් සේවය කිරීම මට එතරම් වැදගත් නොවේ.							
ශ්‍රී ලාංකීය ජාතික ධජය ලෙලෙදෙන විට මා හට ආඩම්බර හැඟීමක් ඇති වේ.							
මම ශ්‍රී ලාංකිකයෙකු වීම මාගේ අනන්‍යතාවය ගොඩ නැගීමේදී වැදගත් සාධකයක් වේ.							

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	සම්පූර්ණයෙන්ම එකඟ වේ	වැඩි එකඟ වේ	එකඟ වේ	තීරණයක් නැත	එකඟ නොවේ	වැඩි එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
යමෙකුට තමන්ගේ රට පිළිබඳව හැඟුම්බර ආකල්පයන් ඇතිකරගැනීම අත්‍යාවශ්‍ය නොවේ.							
සාමාන්‍යයෙන් ශ්‍රී ලාංකිකයන් පිළිබඳව මාගේ ඇත්තේ ඉතා අඩු ගෞරවයකි.							
ළමුන් ජාතික ධජයට හා ජාතික ගීයට ගරු කිරීම සඳහා යොමුකිරීම හෝ ඔවුන්ට දේශප්‍රේමී ආකල්ප ඇතිකරගැනීමට පෙළඹවීම මා අනුමත නොකරම්.							
ශ්‍රී ලංකාව යනු තවත් එක් රටක් පමණකි.							

2.6. සාමූහිකත්වය

	සම්පූර්ණයෙන්ම එකඟ වේ	වැඩි එකඟ වේ	එකඟ වේ	තීරණයක් නැත	එකඟ නොවේ	වැඩි එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
පුද්ගලයන් තමන් අයත් වන කණ්ඩායම ගැන සලකා තම ආත්මාර්ථය කැප කළ යුතු වේ.							
පුද්ගලයන් අපහසුතා මධ්‍යයේ වුවද තම කණ්ඩායම සමඟ රැදී සිටිය යුතු වේ.							
තනිව ලබන ප්‍රතිලාභ වලට වඩා කණ්ඩායම් සුභසාධනය වැදගත් වේ.							
තනිව ලබන සාර්ථකත්වයට වඩා කණ්ඩායම් සාර්ථකත්වය වැදගත් වේ.							
පුද්ගලයෙකු තමන්ගේ පෞද්ගලික අරමුණු ඉටු කරගත යුත්තේ කණ්ඩායමේ සුභ සාධනය පිළිබඳව සලකා බැලීමෙන් පසුවයි.							
පෞද්ගලික අරමුණු ඉටුකරගැනීමට නොහැකි වුවද පුද්ගලයෙකු තම කණ්ඩායම වෙත ඇති ලැදියාව අඩු නොකල යුතුය.							

2.7. භෞතිකවාදය

	සම්පූර්ණයෙන්ම එකඟ වේ	වැඩි එකඟ වේ	එකඟ වේ	තීරණයක් නැත	එකඟ නොවේ	වැඩි එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
වටිනා නිවාස, රථවාහන හා ඇඳුම් පැළඳුම් අයත් පුද්ගලයන් මම අගය කිරීමට ලක්කරම්.							
භෞතික දේපල අත්පත් කරගැනීම ජීවිතයේ ඉතා වැදගත් ජයග්‍රහණයක් වේ.							
අළුත් දේවල් මිලදී ගැනීම තුලින් මට බොහෝ සතුටක් ඇති වේ.							
සුබෝපභෝගී ජීවිතයකට මම ඉතා කැමැත්තෙම්.							
මා සතුව බොහෝ දේවල් පවත්නා අතර, මට ජීවිතය සතුටින් ගත කිරීමට අවශ්‍ය වේ.							
තවත් වත්කම් මිලදී ගැනීමේ හැකියාවක් තිබේ නම්, මා වඩාත් සතුටු වේ.							

2.8. නව නිෂ්පාදිත වෙත මාරුවීමට ඇති අකමැත්ත. (Dogmatism)

	සම්පූර්ණයෙන්ම එකඟ වෙමි	වැඩි වශයෙන් එකඟ වෙමි	එකඟ වෙමි	සැකමුසු	එකඟ නොවෙමි	වැඩි වශයෙන් එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
ඇතැම්විට මාගේ ජීවිතයේ ඉතා නොවැදගත් දේවල් සම්බන්ධයෙන් මාගේ තීරණ වැරදි වුවත්, මාගේ ජීවිතයේ තීරණාත්මක තීරණ සම්බන්ධයෙන් මා නිවැරදිය.							
යම් අයකු සත්‍ය හා අවංකව සිතන්නේ නම් මා සිතන දේ නිවැරදි බව ඔහුට හැඟී යනු ඇත.							
මා හොඳ යැයි විශ්වාස කරන සන්නම් නාමයක් යටතේ වෙළඳපලේ ඇති නිෂ්පාදිතයක් ඇත්ත වශයෙන්ම හොඳ නිෂ්පාදිතයක් යැයි විශ්වාස කල හැකි අතර, මට ඒ සම්බන්ධව කිසිදු සැකයක් නොමැත.							
සන්නම් පිළිබඳව මා තුල ඇති ආකල්ප/මතයන් හා විශ්වාසයන් නිෂ්පාදිතයන් සම්බන්ධව නිවැරදි චිත්තරූපයක් මවා ගැනීමට වැදගත් වේ.							
ඔබ මිලදී ගැනීමේ තීරණ සම්බන්ධව විවෘත මනසක් ඇති අයකු නම්, බොහෝ විට ඔබගේ මිලදී ගැනීමේ තීරණ වැරදි විය හැක.							
නම්‍යශීලීව සිතීම වැරදි තීරණයක් ගැනීමට හේතු විය හැක.							
මගේ ජීවිතය තෘප්තිමත් කිරීම උදෙසා නව නිෂ්පාදිතයක් වෙතට මාරු වීමට කිසිදු සාධකයක් මේ දක්වා මා හට හමුවී නොමැත.							

C කොටස

දේශපාලනික හා ආර්ථික නිර්ණායක

පහත දැක්වෙන ප්‍රකාශයන් තුලින් පාරිභෝගික ජනකේන්ද්‍රියත්වයට බලපාන දේශපාලනික හා ආර්ථික නිර්ණායක විස්තර කරයි. කරුණාකර අදාල කොටුවේ කතිර (X) ලකුණක් දැමීම තුලින් ඔබගේ ප්‍රතිචාර ලකුණු කරන්න. (ඔබට නිවැරදිවම පිළිතුර තෝරා ගැනීමේ අපහසුවක් පවතී නම් ඔබට වඩාත් සුදුසු යැයි හැඟෙන පිළිතුර ලකුණු කරන්න.)

3.1. දේශීය ආර්ථික වර්ධනය පිළිබඳව ඇති විශ්වාසය.

	සම්පූර්ණයෙන්ම එකඟ වෙමි	වැඩි වශයෙන් එකඟ වෙමි	එකඟ වෙමි	සැකමුසි	එකඟ නොවෙමි	වැඩි වශයෙන් එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
යුද්ධයෙන් පසු ශ්‍රී ලංකාවේ ආර්ථිකය යහපත් අතට හැරෙමින් පවතින බව මට හැඟේ.							
වර්තමාන ශ්‍රී ලංකාවේ ආර්ථික වර්ධනය යහපත් මට්ටමක පවතින බව මම විශ්වාස කරමි.							
ශ්‍රී ලංකාව සංවර්ධන ඉලක්ක කරා නුදුරු අනාගතයේදී ළඟාවනු ඇතැයි මම විශ්වාස කරමි.							

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3.2. දේශීය නිෂ්පාදිත මිලට ගැනීමට උනන්දු කරන ප්‍රචාරණය.

	සම්පූර්ණයෙන්ම එකඟ වේ	පොදුවේ එකඟ වේ	එකඟ වේ	සමානයයි	එකඟ නොවේ	පොදුවේ එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
"ශ්‍රී ලාංකිකයකු වන්න, ශ්‍රී ලාංකික නිෂ්පාදිත මිලදී ගන්න." ලෙස දේශීය ආයතන විසින් සිදුකරන වෙළඳ ප්‍රචාරණ දැන්වීම් පිළිබඳව මා දැනුවත් වී ඇත.							
"ශ්‍රී ලාංකිකයකු වන්න, ශ්‍රී ලාංකික නිෂ්පාදිත මිලදී ගන්න." වැනි ප්‍රචාරන දැන්වීම් දේශීය සන්නම මිලදී ගැනීමට මා තුළ උනන්දුවක් ඇති කරයි.							
දේශීය සන්නමක් යටතේ ඇති භාණ්ඩ මිලදී ගැනීම සඳහා එහි ඇති "සිංහ සලකුණ" හෝ වෙනත් ලාංඡනයක් වැදගත් සාධකයක් ලෙස මා සලකමි.							

3.3. දේශීය ව්‍යාපාර සඳහා සහය වන රාජ්‍ය ප්‍රතිපත්ති පිළිබඳ විශ්වාසය

	සම්පූර්ණයෙන්ම එකඟ වේ	පොදුවේ එකඟ වේ	එකඟ වේ	සමානයයි	එකඟ නොවේ	පොදුවේ එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
රජයේ වර්තමාන ප්‍රතිපත්ති දේශීය සන්නම් සඳහා යහපත් ආකාරයට බලපාන බව මම විශ්වාස කරමි.							
රජයේ වර්තමාන ප්‍රතිපත්ති පාරිභෝගිකයන් විදේශීය සන්නම් මිලදී ගැනීම අධෛර්යමත් කරනවායැයි මම විශ්වාස කරමි.							

3.4. ආර්ථික තරඟකාරීත්වය

	සම්පූර්ණයෙන්ම එකඟ වේ	පොදුවේ එකඟ වේ	එකඟ වේ	සමානයයි	එකඟ නොවේ	පොදුවේ එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
මා විශ්වාස කරන අන්දමට ශ්‍රී ලංකාවේ ව්‍යාපාරික පරිසරය ව්‍යාපාර අතර සාධාරණ තරඟයක් ඇති කිරීමට අවස්ථාව සලසයි.							
එකිනෙකා සමඟ තරඟකිරීමට අවශ්‍ය ප්‍රමාණවත් නිෂ්පාදන තාක්ෂණය, අලෙවිකරණ හැකියාව, භාණ්ඩවල අසමසම බව, භෞතික ප්‍රාග්ධනය හා කළමනාකරණ කුසලතා පාරිභෝගික භාණ්ඩ නිෂ්පාදන ව්‍යාපාර සතුවන බව මම විශ්වාස කරමි.							
භෞතික යටිතල පහසුකම්, මානව සම්පත් හා නීතිමය අවශ්‍යතා ව්‍යාපාර සඳහා ශ්‍රී ලංකාව තුල යහපත් පරිසරයක් ඇතිකරන බව මම විශ්වාස කරමි.							

3.5.   යහපාලනය

	සම්පූර්ණයෙන්ම එකඟ වේ	වඩාත් එකඟ වේ	එකඟ වේ	සමසමයි	එකඟ නොවේ	වඩාත් එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
වර්තමානයේ ශ්‍රී ලංකාව තුල යහපාලනයක් ඇතැයි මම විශ්වාස කරමි.							
රජය දූෂණ වලට සම්බන්ධ නොවන බව මම විශ්වාස කරමි.							
යහපාලනය දේශීය ව්‍යාපාර දියුණු කිරීම සඳහා උදව් වන බව මම විශ්වාස කරමි.							

D කොටස

ජනවාර්ගික අනුබැදීය

පහත ප්‍රකාශයන් තුලින් පාරිභෝගිකයන් තම ජන වර්ගයට ඇති බැදීම පිළිබඳව විස්තර කරයි. කරුණාකර අදාල කොටුවේ කතිර (X) ලකුණක් දැමීම තුලින් ඔබගේ ප්‍රතිචාරය ලකුණු කරන්න. (ඔබට නිවැරදිවම පිළිතුර තෝරා ගැනීමේ අපහසුවක් පවතී නම් ඔබට වඩාත් සුදුසු යැයි හැඟෙන පිළිතුර ලකුණු කරන්න.)

4.1.   ජනවාර්ගික අනුබැදීය

	සම්පූර්ණයෙන්ම එකඟ වේ	වඩාත් එකඟ වේ	එකඟ වේ	සමසමයි	එකඟ නොවේ	වඩාත් එකඟ නොවේ	සම්පූර්ණයෙන්ම එකඟ නොවේ
මාගේ ජනවාර්ගික කණ්ඩායම ශ්‍රී ලංකාවේ අනෙකුත් ජනවාර්ගික කණ්ඩායම් වලට වඩා උසස් වන බව මම විශ්වාස කරමි.							
පොදුවේ ශ්‍රී ලාංකිකයන් හා මාගේ ජනවාර්ගික කණ්ඩායම සැලකිය යුතු ලෙස වෙනස් බව මට හැඟේ.							
ඕනෑම අවස්ථාවකදී මම පලවෙනි තැන දෙන්නේ මාගේ මව්බිමට වඩා මාගේ ජනවාර්ගික කණ්ඩායමේ ලැදියාවන්ටයි.							

E කොටස
පාරිභෝගික ජාතිකේන්ද්‍රීයත්වය

පහත ප්‍රකාශ වලින් පාරිභෝගික ජාතිකේන්ද්‍රීයත්ව ප්‍රවණතා පිළිබඳව විස්තර කරයි. කරුණාකර අදාල කොටුවේ කතිර (X) ලකුණක් දැමීම තුලින් ඔබගේ ප්‍රතිචාරය ලකුණු කරන්න. (ඔබට නිවැරදිවම පිළිතුර තෝරා ගැනීමේ අපහසුවක් පවතී නම් ඔබට වඩාත් සුදුසු යැයි හැඟෙන පිළිතුර ලකුණු කරන්න.)

5.1. පාරිභෝගික ජාතිකේන්ද්‍රීයත්ව ප්‍රවණතා

	සම්පූර්ණයෙන්ම එකඟ වෙමි	වඩාත් එකඟ වෙමි	එකඟ වෙමි	දැනගත නොහැක	එකඟ නොවෙමි	වඩාත් එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
ශ්‍රී ලාංකිකයන් සැමවිටම මිලදී ගත යුත්තේ විදේශීය නිෂ්පාදිත නොව ශ්‍රී ලාංකික නිෂ්පාදිතයි.							
ශ්‍රී ලංකාවට ආනයනය කල යුත්තේ ශ්‍රී ලංකාවේ නොමැති භාණ්ඩ පමණි.							
ශ්‍රී ලංකාවේ නිපදවූ භාණ්ඩ මිලදී ගැනීම ශ්‍රී ලාංකික ශ්‍රම හමුදාව සේවයේ යෙදවීමට උපකාරී වේ.							
මාගේ ප්‍රථම හා අවසාන හැඟීම ශ්‍රී ලංකාවේ දේශීය භාණ්ඩ මිලදී ගැනීමයි.							
විදේශ සන්නම් මිලදී ගන්නා පුද්ගලයා නියම ශ්‍රී ලාංකිකයකු නොවේ.							
ශ්‍රී ලංකාවේ සේවා වියුක්තියට හේතුවන නිසා විදේශීය භාණ්ඩ මිලදී ගැනීමට අයිතියක් නැත.							
නියම ශ්‍රී ලාංකිකයකු සැමවෙලේම ශ්‍රී ලාංකික භාණ්ඩ මිලදී ගත යුතුය.							
අප අනෙක් රටවල් පොහොසත් කරනවා වෙනුවට, අප කල යුත්තේ ශ්‍රී ලංකාවේ දේශීය භාණ්ඩ මිලදී ගැනීමයි.							
සැමවිටම ශ්‍රී ලාංකික භාණ්ඩ මිලදීගැනීම නිවැරදි වේ.							
අත්‍යාවශ්‍ය භාණ්ඩයක් මිලදී ගැනීම හැර අනෙක් රටවල සන්නම් යටතේ ඇති භාණ්ඩ මිලට නොගත යුතුය.							
දේශීය ව්‍යාපාර වලට හානිවීම නිසා ශ්‍රී ලාංකිකයන් විදේශීය භාණ්ඩ මිලදී නොගත යුතුය.							
සියළුම ආනයන සඳහා සම්බාධක පැනවිය යුතුය.							
ශ්‍රී ලාංකික භාණ්ඩ මිලදී ගැනීම දිගු කාලයේදී පිරිවැයක් වුවත්, මම ශ්‍රී ලාංකික නිෂ්පාදන ආයතන නගා සිටුවීමට සහය වීම සඳහා දේශීය භාණ්ඩ මිලදී ගනිමි.							
විදේශිකයන්ට ඔවුන්ගේ භාණ්ඩ අපේ වෙළඳපලට දැමීමට ඉඩ නොදිය යුතුය.							
විදේශීය භාණ්ඩ ශ්‍රී ලංකාවට ඇතුළුවීම වැලැක්වීම සඳහා විදේශීය භාණ්ඩ සඳහා ඉහල තීරු බදු අයකල යුතුය.							
අපේ රටේ නිපදවිය නොහැකි භාණ්ඩ පමණක් පිටරටවලින් මිලට ගත යුතුය.							
වෙනත් රටවල නිෂ්පාදිත භාණ්ඩ මිලදී ගන්නා ශ්‍රී ලාංකිකයන් ශ්‍රී ලංකාවේ සේවා වියුක්තිය සඳහා වගකිව යුතුය.							

සන්නම් හිමිකම (Brand Equity)

ක්ෂණිකව ඔබේ මතකයට නැගෙන දේශීය සන්නම් හා ශ්‍රී ලාංකික නිෂ්පාදිත පහත සන්නම් ලැයිස්තුවෙන් තෝරන්න. (එක් සන්නමකට වඩා ඔබේ මතකයට නැඟේනම්, ඔබට දැනෙන දේශීයත්වයට අනුව පෙලගස්වන්න)

6.1. සන්නම් සංවර්ධනය සඳහා ජාතිකේන්ද්‍රීකත්වය උපාය මාර්ගයක් ලෙස භාවිතා කරන දේශීය සන්නම්.

සන්නම	ශ්‍රේණිය
මන්චි	
මැලිබන්	
කැන්ඩොස්	
හරිස්චන්ද්‍ර නිෂ්පාදන	
රයිගම් නිෂ්පාදන	
එලිෆන්ට්හවුස් නිෂ්පාදන	
විජය ප්‍රඩක්ට්ස්	
හයිලන්ඩ් නිෂ්පාදන	
ලකී යෝගට් හා කිරි නිෂ්පාදන	
ඩයනා	

පහත සඳහන් ප්‍රකාශ දේශීය සන්නම්වල සන්නම් හිමිකම පිළිබඳව විස්තර කරයි. ඉහත කී ඔබ හඳුනාගත් දේශීය සන්නම හෝ සන්නම් වලට අදාලව ඔබගේ ප්‍රතිචාරය අදාල කොටුවේ (X) ලකුණ දැමීමෙන් සලකුණු කරන්න. ඔබ ඉහතදී හඳුනාගත් සන්නම මින්පසු "X" සන්නම ලෙස හඳුන්වනු ඇත. (ඔබට නිවැරදි පිළිතුර තේරීමේ අපහසුවක් ඇත්නම් ඔබට වඩාත් සුදුසු යැයි හැඟෙන පිළිතුර ලකුණු කරන්න)

6.2. සන්නම් දැනුවත්භාවය

	සම්පූර්ණයෙන්ම එකඟ වෙමි	එකඟ වෙමි	එකඟ	කමක් නැත	එකඟ නොවෙමි	එකඟ නොවේම	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
"X" සන්නම අදාල නිෂ්පාදිත කාණ්ඩයේ අනෙකුත් තරගකාරී සන්නම් වලින් පහසුවෙන් වෙන්කර හඳුනාගත හැකිය.							
"X" සන්නමෙහි වෙළඳ ලාංඡනය හෝ වෙනත් සන්නම් සලකුණක් ක්ෂණිකව මාගේ මතකයට නගාගත හැකිය.							

6.3.1. සන්නම් ආශ්‍රිතතාව- සන්නම් පෞරුෂත්වය

	සම්පූර්ණයෙන්ම එකඟ වෙමි	එකඟ වෙමි	එකඟ	කමක් නැත	එකඟ නොවෙමි	එකඟ නොවේම	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
මා ශ්‍රී ලංකාවේ දේශීය සන්නම් පරිභෝජනය කරන විට මාගේ තේරීම නිවැරදි යැයි මට හැගේ. (Sincerity)							
ශ්‍රී ලංකාවේ දේශීය සන්නම් මිලදී ගැනීම තුළින් මා නියම ශ්‍රී ලාංකිකයකු ලෙස හැඟීමක් ඇති වේ. (Excitement)							

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6.3.2. සන්නම් ආශ්‍රිතතාව - සංවිධාන/ආයතනික ආශ්‍රිතතාව

	සම්පූර්ණයෙන්ම එකඟ වෙමි	තරමක් එකඟ වෙමි	එකඟ වෙමි	සමසමය	තරමක් එකඟ නොවෙමි	එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
මා "X" සන්නම නිපදවන ආයතනයට පෞද්ගලිකව කැමතිය.							
"X" සන්නම නිපදවන ව්‍යාපාරයෙන් භාණ්ඩ මිලදී ගැනීම හා ඒවායේ හිමිකාරිත්වය තිබීම මට ආඩම්බරයක් ගෙන දෙන කරුණකි.							
"X" සන්නම නිපදවන ව්‍යාපාරය කෙරෙහි මා තුල විශ්වාසයක් ඇත.							

6.4. හැඟෙන තත්ත්වය/ගුණත්වය (Percieved Quality)

	සම්පූර්ණයෙන්ම එකඟ වෙමි	තරමක් එකඟ වෙමි	එකඟ වෙමි	සමසමය	තරමක් එකඟ නොවෙමි	එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
"X" සන්නම යටතේ ඉදිරිපත් කරන භාණ්ඩ ඉතා ඉහල ගුණත්වයෙන් යුක්ත වේ.							
"X" සන්නම යටතේ ඉදිරිපත් කරන භාණ්ඩ වල ගුණාත්මක බව වෙනස් නොවී ස්ථාවරව පවතියි.							
"X" සන්නම යටතේ වෙළඳපලට ඉදිරිපත් කරන භාණ්ඩ ඉතා විශ්වාසදායි භාණ්ඩ ලෙස හැඳින්විය හැකිය.							

6.5. සන්නම් පක්ෂපාතීත්වය

	සම්පූර්ණයෙන්ම එකඟ වෙමි	තරමක් එකඟ වෙමි	එකඟ වෙමි	සමසමය	තරමක් එකඟ නොවෙමි	එකඟ නොවෙමි	සම්පූර්ණයෙන්ම එකඟ නොවෙමි
මා තුල "X" සන්නම සඳහා පක්ෂපාතීත්වයක් ඇත.							
"X" සන්නම මගේ පළමු තේරීමයි.							
මම "X" සන්නම අනෙක් පුද්ගලයන් වෙතද මිලදී ගැනීමට නිර්දේශ කිරීමට කැමැත්තෙම්.							

ස්තූතියි

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Annexure 5.1: Inter item correlation matrix – Socio – psychological antecedents

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
NI1	1																
NI2	.369**	1															
NI3	.390**	.427**	1														
NI4	.188**	.211**	.427**	1													
NI5	.360**	.347**	.438**	.423**	1												
NI6	.178**	.093*	.169**	.242**	.165**	1											
COS1	.210**	.133**	.202**	.021	.045	.158**	1										
COS2	.078	.069	.112*	-.93	.160**	.138**	.276**	1									
COS3	.238**	.152**	.296**	.095*	.087*	.139**	.693**	.292**	1								
COS4	.143**	.038	.185**	-.024	.185**	-.181**	.209**	.179**	.317**	1							
COS5	.092*	.067	.144**	.084	.084	.015	.220**	.099*	.287**	.212**	1						
COS6	.202**	.069	.302**	.127**	.090*	.054	.526**	.249**	.597**	.374**	.252**	1					
CON1	.248**	.353**	.400**	.243**	.272**	.192**	.185**	.091*	.245**	.065	.082*	.177**	1				
CON2	.317**	.325**	.322**	.396**	.335**	.238**	.117**	.080*	.198**	-.135*	.084*	.157**	.678**	1			
CON3	.338**	.309**	.434**	.253**	.232**	.169**	.173**	.102*	.273**	.099*	.049	.245**	.646**	.602**	1		
CON4	.473**	.303**	.522**	.290**	.315**	.212**	.255**	.128*	.330**	.074*	.128**	.301**	.409**	.407**	.493**	1	
WM1	-.135**	-.120**	-.159**	.117**	-.180**	-.147**	.128**	.141**	.096*	.120**	.172**	.079*	-.155**	-.144**	-.112**	-.059	1
WM2	-.171**	-.110**	.124**	-.150**	.168**	-.143**	-.115**	.169**	.080*	.271**	-.042	.025	-.114**	-.151**	-.099*	-.117**	.096*
WM3	-.115**	.125**	.074	-.169**	.171**	-.132**	.237**	.112**	.239**	.237**	.099*	.222**	-.112**	-.181**	-.059	.110*	.221**
WM4	-.144*	.145*	.134*	-.151*	.130*	-.114*	.096*	.919**	.136**	.151**	.150**	.099*	.115**	.114**	.126**	-.135*	.259**
P1	.225**	.184**	.208**	.150**	.153**	.111*	.177**	.082*	.178**	.116*	.089*	.150**	.449**	.318**	.366**	.377**	-.080
P2	.281**	.285**	.453**	.318**	.325**	.215**	.124**	.063*	.184**	-.115*	.172**	.160**	.629**	.511**	.543**	.473**	-.119**
P3	.277**	.269**	.430**	.307**	.316**	.148**	.149**	.107*	.291**	.140**	.132**	.217**	.456**	.508**	.488**	.424**	-.103*
P4	.326**	.341**	.456**	.311**	.342**	.147**	.216**	.131*	.323**	.124**	.159**	.268**	.452**	.433**	.463**	.469**	-.098*
COL1	.155**	.300**	.139**	.145**	.092*	.086	.123**	-.157**	.133**	-.111*	.114**	.079*	.194**	.126**	.145**	.180**	.114**
COL2	.177**	.245**	.192**	.274**	.095*	.167**	.097*	.173**	.095*	.111*	.147**	.084*	.205**	.179**	.191**	.218**	.183**
COL3	.218**	.251**	.184**	.207**	.102*	.110*	.219**	.136*	.209**	.110*	.064	.179**	.227**	.199**	.264**	.299**	-.153**
MAT1	.132*	.089*	-.046	-.125**	-.113*	-.114*	.141**	.135*	.169**	.186**	.115**	.095*	.104*	-.135**	-.124**	-.144**	.349**
MAT2	.112*	.090*	.054	-.093*	.047	.082	.171**	.142*	.188**	.220**	.131**	.206**	-.117*	-.159**	-.116**	.136**	.205**
MAT3	.237**	.105*	.180**	-.115*	.136**	.127**	.266**	.148*	.318**	.225**	.160**	.261**	.176**	.155**	.256**	.346**	.254**
DOG1	.119**	.120**	-.012	.173**	.154**	.152**	.159**	.123*	.125**	.127*	.055	.106*	.120**	.217**	.095*	.191**	.140*
DOG2	.100*	.148**	-.025	.092*	.115**	.162**	.182**	.134*	.190**	.167**	.103*	.089*	.088*	.207**	.168**	.155**	.234**
DOG3	.111**	.151**	-.025	-.115**	.102*	-.156**	.120**	.161*	.182**	.185**	.110*	.166**	.142*	.147**	.176**	.169**	.270**

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Inter intem correlation matrix – Socio – psychological antecedents: *Continued*

	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
NI1																
NI2																
NI3																
NI4																
NI5																
NI6																
COS1																
COS2																
COS3																
COS4																
COS5																
COS6																
CON1																
CON2																
CON3																
CON4																
WM1																
WM2	1															
WM3	.390**	1														
WM4	.119**	.166**	1													
P1	-.121**	-.016	.126**	1												
P2	-.126**	-.127**	.144**	.597**	1											
P3	.151**	-.157**	.145**	.433**	.616**	1										
P4	.104*	.115**	-.159**	.361**	.574**	.647**	1									
COL1	-.162**	-.120**	-.097*	.099*	.116**	.091*	.183**	1								
COL2	-.097*	.133**	.141**	.125**	.169**	.219**	.208**	.574**	1							
COL3	-.194**	-.136**	-.134**	.256**	.163**	.212**	.194**	.499**	.583**	1						
MAT1	.204**	.243**	.111*	.098*	-.099*	-.077*	.084*	.081*	-.062	-.093*	1					
MAT2	.111*	.209**	.093*	.129**	.085*	.088*	.095*	.096*	-.104*	-.094*	.658**	1				
MAT3	.143**	.273**	.173**	.223**	.244**	.222**	.237**	.106*	.099*	.097*	.432**	.534**	1			
DOG1	-.112**	.042	.120**	.184**	.141**	.132**	.166**	.127**	.099*	.243**	.123**	.208**	.195**	1		
DOG2	-.116**	.153**	.159**	.218**	.091*	.101*	.126**	.056	.150**	.187**	.177**	.214**	.276**	.542**	1	
DOG3	.194**	.210**	.114**	.161**	.089*	.232**	.129**	-.092*	.084*	.089*	.300**	.332**	.342**	.257**	.475**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Annexure 5.2: Inter intem correlation matrix – Political and economic antecedents

	BINE1	BINE2	BINE3	PG1	PG2	PG3	GP1	GP2	EC1	EC2	EC3	GG1	GG2	GG3
BINE1	1													
BINE2	.808**	1												
BINE3	.695**	.729**	1											
PG1	.265**	.225**	.303**	1										
PG2	.296**	.277**	.363**	.691**	1									
PG3	.235**	.236**	.302**	.532**	.656**	1								
GP1	.536**	.585**	.556**	.280**	.337**	.300**	1							
GP2	.339**	.359**	.227**	.180**	.138**	.141**	.393**	1						
EC1	.294**	.315**	.349**	.223**	.304**	.244**	.444**	.295**	1					
EC2	.179**	.209**	.178**	.211**	.250**	.269**	.282**	.364**	.551**	1				
EC3	.251**	.276**	.220**	.154**	.228**	.242**	.343**	.218**	.391**	.432**	1			
GG1	.541**	.550**	.532**	.173**	.268**	.175**	.549**	.291**	.372**	.255**	.247**	1		
GG2	.390**	.415**	.354**	.140**	.130**	.178**	.366**	.263**	.288**	.257**	.171**	.605**	1	
GG3	-.115**	-.153**	.112**	.233**	.155**	.124**	.144**	-.140**	.152**	.098*	.167**	-.137**	-.159**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

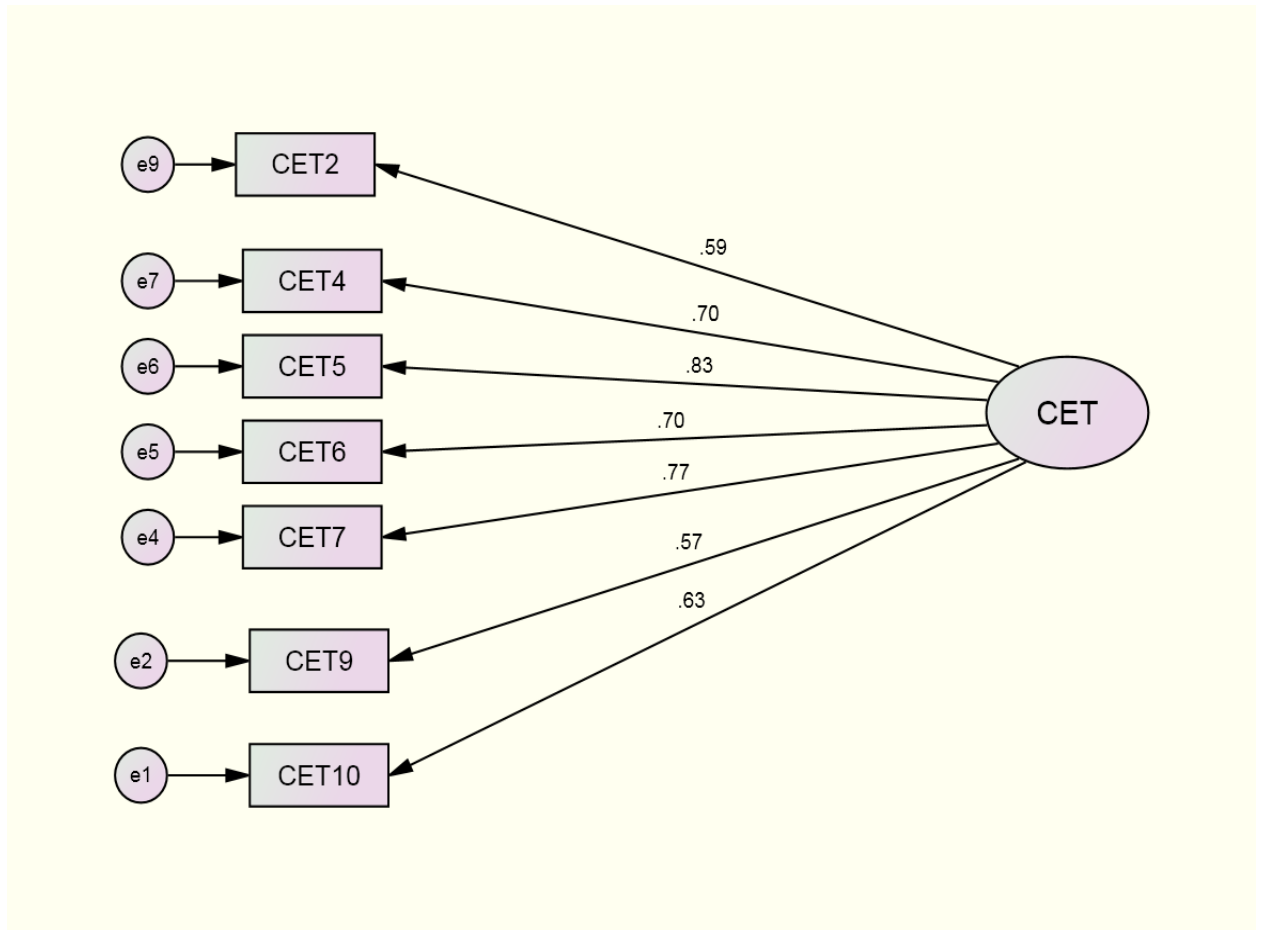**Annexure 5.3: Path diagram of CFA for CET**

Annexure 5.5 – Results of Tukey HSD CET across the demographic factors

Tukey HSD - Age

(I) Age level (years)	(J) Age level (years)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18 -34	35-45	-.16592	.12927	.574	-.4991	.1672
	46-60	-.02785	.17112	.998	-.4689	.4131
	above 60	1.24293*	.34503	.002	.3538	2.1321
35-45	18 -34	.16592	.12927	.574	-.1672	.4991
	46-60	.13806	.20057	.902	-.3788	.6550
	above 60	1.40884*	.36054	.001	.4797	2.3380
46-60	18 -34	.02785	.17112	.998	-.4131	.4689
	35-45	-.13806	.20057	.902	-.6550	.3788
	above 60	1.27078*	.37758	.005	.2977	2.2438
above 60	18 -34	-1.24293*	.34503	.002	-2.1321	-.3538
	35-45	-1.40884*	.36054	.001	-2.3380	-.4797
	46-60	-1.27078*	.37758	.005	-2.2438	-.2977

*. The mean difference is significant at the 0.05 level.

Tukey HSD - Income

(I) Profession	(J) Profession	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 15000	15001 to 35000	-.30738	.11649	.065	-.6262	.0115
	35001 to 50000	-.16955	.12251	.638	-.5049	.1658
	Above 50000	-.22081	.24195	.892	-.8831	.4415
15001 to 35000	Below 15000	.30738	.11649	.065	-.0115	.6262
	35001 to 50000	.13783	.13238	.836	-.2245	.5002
	Above 50000	.08657	.24709	.997	-.5898	.7629
35001 to 50000	Below 15000	.16955	.12251	.638	-.1658	.5049
	15001 to 35000	-.13783	.13238	.836	-.5002	.2245
	Above 50000	-.05126	.24998	1.000	-.7355	.6330
Above 50000	Below 15000	.22081	.24195	.892	-.4415	.8831
	35001 to 50000	-.08657	.24709	.997	-.7629	.5898
	35001 to 50000	.05126	.24998	1.000	-.6330	.7355

CET Tukey HSD

(I) State your educational qualifications	(J) State your educational qualifications	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Up to GCE O/L	Up to GCE A/L	.17602	.20638	.829	-.3559	.7079
	Graduate/ Post graduate	.46855	.21846	.140	-.0945	1.0316
	Diploma, professional etc	.30946	.22083	.499	-.2597	.8786
Up to GCE A/L	Up to GCE O/L	-.17602	.20638	.829	-.7079	.3559
	Graduate/ Post graduate	.29252	.11867	.067	-.0133	.5984
	Diploma, professional etc	.13344	.12297	.699	-.1835	.4504
Graduate/ Post graduate	Up to GCE O/L	-.46855	.21846	.140	-1.0316	.0945
	Up to GCE A/L	-.29252	.11867	.067	-.5984	.0133
	Diploma, professional etc	-.15909	.14231	.679	-.5259	.2077
Diploma, professional etc	Up to GCE O/L	-.30946	.22083	.499	-.8786	.2597
	Up to GCE A/L	-.13344	.12297	.699	-.4504	.1835
	Graduate/ Post graduate	.15909	.14231	.679	-.2077	.5259

Tukey HSD Ethnicity

(I) Ethnic group	(J) Ethnic group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Sinhala	Tamils	.87728*	.14897	.000	.4934	1.2612
	Muslims	-.07571	.16499	.968	-.5009	.3495
	Other (……………)	.06117	.15496	.979	-.3382	.4605
Tamils	Sinhala	-.87728*	.14897	.000	-1.2612	-.4934
	Muslims	-.95299*	.20881	.000	-1.4911	-.4149
	Other (……………)	-.81611*	.20098	.000	-1.3340	-.2982
Muslims	Sinhala	.07571	.16499	.968	-.3495	.5009
	Tamils	.95299*	.20881	.000	.4149	1.4911
	Other (……………)	.13688	.21313	.918	-.4124	.6861
Other (……………)	Sinhala	-.06117	.15496	.979	-.4605	.3382
	Tamils	.81611*	.20098	.000	.2982	1.3340
	Muslims	-.13688	.21313	.918	-.6861	.4124

*. The mean difference is significant at the 0.05 level.

Annexure 5.6: Results of Tukey HSD EA across the Ethnic groups

EA Tukey HSD EA

(I) Ethnic group	(J) Ethnic group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Sinhala	Tamils	.63092*	.17398	.002	.1826	1.0793
	Muslims	.24186	.19269	.592	-.2547	.7384
	Other (……………)	.32198	.18097	.284	-.1444	.7884
Tamils	Sinhala	-.63092*	.17398	.002	-1.0793	-.1826
	Muslims	-.38906	.24387	.382	-1.0175	.2394
	Other (……………)	-.30894	.23472	.553	-.9138	.2960
Muslims	Sinhala	-.24186	.19269	.592	-.7384	.2547
	Tamils	.38906	.24387	.382	-.2394	1.0175
	Other (……………)	.08012	.24891	.988	-.5613	.7216
Other (……………)	Sinhala	-.32198	.18097	.284	-.7884	.1444
	Tamils	.30894	.23472	.553	-.2960	.9138
	Muslims	-.08012	.24891	.988	-.7216	.5613

*. The mean difference is significant at the 0.05 level.

Annexure 5.7: Results of Tukey HSD Brand Equity dimensions across the Ethnic groups

Tukey HSD BQ

Dependent Variable	(I) Ethnic group	(J) Ethnic group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
BA	Sinhala	Tamils	.01205	.13561	1.000	-.3374	.3615
		Muslims	.33176	.15020	.122	-.0553	.7188
		Other (……………)	.46650*	.14106	.006	.1030	.8300
	Tamils	Sinhala	-.01205	.13561	1.000	-.3615	.3374
		Muslims	.31972	.19009	.334	-.1702	.8096
		Other (……………)	.45446	.18295	.064	-.0170	.9259
	Muslims	Sinhala	-.33176	.15020	.122	-.7188	.0553
		Tamils	-.31972	.19009	.334	-.8096	.1702
		Other (……………)	.13474	.19401	.899	-.3652	.6347
	Other (……………)	Sinhala	-.46650*	.14106	.006	-.8300	-.1030
		Tamils	-.45446	.18295	.064	-.9259	.0170
		Muslims	-.13474	.19401	.899	-.6347	.3652

			Mean Diff	Std. Error	Sig.	Lower	Upper
BSSO	Sinhala	Tamils	-.53817*	.14165	.001	-.9032	-.1731
		Muslims	.19097	.15689	.616	-.2133	.5953
		Other (……………)	.30937	.14734	.154	-.0703	.6891
	Tamils	Sinhala	.53817*	.14165	.001	.1731	.9032
		Muslims	.72914*	.19856	.002	.2174	1.2408
		Other (……………)	.84754*	.19110	.000	.3551	1.3400
	Muslims	Sinhala	-.19097	.15689	.616	-.5953	.2133
		Tamils	-.72914*	.19856	.002	-1.2408	-.2174
		Other (……………)	.11840	.20266	.937	-.4039	.6407
	Other (……………)	Sinhala	-.30937	.14734	.154	-.6891	.0703
		Tamils	-.84754*	.19110	.000	-1.3400	-.3551
		Muslims	-.11840	.20266	.937	-.6407	.4039
PQ	Sinhala	Tamils	-.52388*	.13884	.001	-.8817	-.1661
		Muslims	-.09910	.15378	.917	-.4954	.2972
		Other (……………)	.48403*	.14442	.005	.1118	.8562
	Tamils	Sinhala	.52388*	.13884	.001	.1661	.8817
		Muslims	.42479	.19462	.129	-.0768	.9263
		Other (……………)	1.00792*	.18732	.000	.5252	1.4906
	Muslims	Sinhala	.09910	.15378	.917	-.2972	.4954
		Tamils	-.42479	.19462	.129	-.9263	.0768
		Other (……………)	.58313*	.19864	.018	.0712	1.0950
	Other (……………)	Sinhala	-.48403*	.14442	.005	-.8562	-.1118
		Tamils	-1.00792*	.18732	.000	-1.4906	-.5252
		Muslims	-.58313*	.19864	.018	-1.0950	-.0712
BL	Sinhala	Tamils	-.44719*	.14789	.014	-.8283	-.0661
		Muslims	.14702	.16380	.806	-.2751	.5691
		Other (……………)	.53709*	.15384	.003	.1406	.9335
	Tamils	Sinhala	.44719*	.14789	.014	.0661	.8283
		Muslims	.59420*	.20731	.022	.0600	1.1284
		Other (……………)	.98428*	.19953	.000	.4701	1.4985
	Muslims	Sinhala	-.14702	.16380	.806	-.5691	.2751
		Tamils	-.59420*	.20731	.022	-1.1284	-.0600
		Other (……………)	.39007	.21159	.254	-.1552	.9354
	Other (……………)	Sinhala	-.53709*	.15384	.003	-.9335	-.1406
		Tamils	-.98428*	.19953	.000	-1.4985	-.4701
		Muslims	-.39007	.21159	.254	-.9354	.1552

*. The mean difference is significant at the 0.05 level.