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Ethnocentric Minds and Local Brands: A Study on Consumer Ethnocentrism, Attitude, and Purchase Intention in Milk powder industry in Sri Lanka

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Background: Globalization has increased the presence of international products in Sri Lanka, intensifying competition between local and foreign brands. Although global market integration creates diverse choices for consumers, it also poses challenges for domestic firms.

Objective: This study aims to examine the impact of consumer ethnocentrism on the purchase intention of domestic milk powder products in Sri Lanka, with a focus on the mediating role of consumer attitude.

Methods: A quantitative research design was adopted, targeting milk powder consumers in the Western Province of Sri Lanka. A total of 384 respondents were surveyed. The sample size was guided by the Krejcie-Morgan table, while participants were selected using a convenience sampling approach due to feasibility constraints, resources and time limitation, and this study involves the target population as milk powder consumers in Western province of Sri Lanka. Data were gathered through a structured questionnaire comprising 30 Likert-scale items, Data analysis involved both descriptive and inferential statistics.

Results: All the variables demonstrated acceptable reliability (Cronbach's alpha > 0.7). Correlation analysis indicated strong positive relationships between consumer ethnocentrism, its dimensions, and purchase intention and consumer attitude. The overall research finding noted that cognition and reflexiveness emerged as the most influential factors driving purchase intention, because their B values are higher than other dimensions, suggesting that beliefs about national economic benefit and ingrained buying habits play a central role in supporting local brands. Consumer Attitude partially mediate the relationship.

Conclusion: Finally, the marketers and domestic milk powder manufactures when using of ethnocentric appeals in setting up marketing strategies such as through brand storytelling, local domestic products prioritize campaigns, or culturally resonant advertising, and when developing campaigns more cognition and reflexiveness components of consumer ethnocentrism should focus.

Keywords: Consumer Attitude, Consumer Ethnocentrism, Purchase Intention