

**CONSUMER ETHNOCENTRISM AND ITS INFLUENCE ON
IMPULSIVE BUYING BEHAVIOUR IN NUWARA-ELIYA
DISTRICT MILK POWDER MARKET: THE MODERATION
EFFECT BY THE CONSUMER IMPULSIVENESS TRAITS**



By:

**MAHATHERANA MUDIYANSELAGE GAMAGEDARA ACHALA
SURANGANI KUMARI GAMAGEDARA**

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ABSTRACT

This study aims to investigate of consumer ethnocentrism and its influence on impulsive buying behaviour. it mainly focuses on the consumer of milk powder market in Nuwara-Eliya district. Research tends to assess consumer ethnocentrism and its influence on impulsive buying behaviour in Nuwara-Eliya district milk powder market. In this research dependent variables are consumer impulsive buying behaviour, independent variable is consumer ethnocentrism and moderation variable are consumer impulsiveness.

Data collected from consumer in Nuwara-Eliya district. A structured questionnaire was used as the method of data collection. The simple random sampling method was used to make the sampling framework and quantitative research approach used for this research study the empirical part of the study is conducted on a sample of 384 consumers in market. The study and the collected data were analyzed by using descriptive statistics, correlation, and regression analysis.

The findings show that the consumer ethnocentrism, consumer impulsive buying behaviour and consumer impulsiveness are at a high level among consumers in the Nuwara-Eliya district market. Furthermore, the results show that there is a strong positive relationship between consumer ethnocentrism and consumer impulsive buying behaviour, there is a strong positive relationship between consumer ethnocentrism and consumer impulsiveness, there is a strong positive relationship between consumer impulsive buying behaviour and consumer impulsiveness among consumers in the Nuwara-Eliya district market. As the third objective, study found that consumer ethnocentrism positively impacts on the consumer impulsive buying behaviour among consumers in the Nuwara-Eliya district market. Finally, the results show that there is a moderation influence of consumer impulsiveness on the relationship between consumer ethnocentrism and consumer impulsive buying behaviour among consumers in Nuwara-Eliya district market.

Keywords: *consumer ethnocentrism, consumer impulsive buying behavior, consumer impulsiveness*

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