

**THE IMPACT OF CONSUMER ETHNOCENTRISM ON
PURCHASE INTENTION: SPECIAL REFERENCE TO MILK
POWDER PRODUCTS, HAPUTALE DIVISIONAL
SECRETARIAT IN BADULLA DISTRICT**

HETTI KANKANAMLAGE SUREKA DILASHINI DILRUKSHI

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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
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Abstract

The study focused on identify consumer ethnocentrism on purchase intention of milk powder products Haputale divisional secretariat in Badulla district. Aim of this study is to identify how consumer ethnocentrism impact on purchase intention of consumers based on some determinants. Toady marketers are showing an increasing interest in understanding the factors affecting consumer behaviour in purchasing domestic products. Many global marketers treat consumer ethnocentrism as an essential factor which influences on consumer purchase decisions. Consumers care and affection for own country or domestically products called as an ethnocentrism. And it is a psychological concept that refers to individuals who believe that their country's products are superior to those of other countries. Purchase intention is a plan to purchase a particular good or service in the future. Ethnocentrism comes with doing business domestically and internationally.

Objective of the study is to identify the significant of consumer ethnocentrism and purches intention of milk powder consumption, Haputale divisional secretariat in Badulla district. Consumer ethnocentrism treated as an independent variable at the same time purchase intention considered as a dependent variable. The data were collected using a structured questionnaire from 200 consumers through the convenient sampling methods from selected customers who are willing to purchase milk powder products. Seventeen questionnaire questions used to measure the consumer ethnocentrism. To measure the dependent variable of purchase intention researcher use five questionnaire questions. Further, univariate and bivariate analysis techniques were used to analyze the data of this study.

The finding of the study consumer ethnocentrism have a moderate level of consumption of milk powder products and the high level of contribution determine the purchase intention. Moreover, consumer ethnocentrism has a positive significant influence on purchase intention. The results of the study offer some implications to the domestic milk powder products companies in to rethink about their current strategies for marketing. To increase the purchase intention of the local milk powder products the company can apply some tools as, company brand reputation, quality of products and package. Attractive package for local milk powder products can helps to capture a larger number of customers.

Keywords: Consumer ethnocentrism, Purchase intention

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