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**THE EFFECT OF CONSUMER ETHNOCENTRISM AND
PATRIOTISAM ON PURCHASE WILLINGNESS OF THE FAST
FOOD CONSUMERS IN CENTRAL PROVINCE SRI LANKA**

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ABSTRACT

This study has regarded to reveal about effect of consumer ethnocentrism and patriotism for consumer purchase willingness. Therefore, the study named as “the effect of consumer ethnocentrism and patriotism on purchase willingness of fast food industry with special reference to central province Sri Lanka”.

The sample consists with 200 customers at central province who are buying fast food in day today life. Consumer ethnocentrism, and patriotism used as independent variables and consumer purchase willingness for dependent one. And the questionnaire was included 17 questions. To survey data was collected by using those customers and that information move to the SPSS – version 19.0 software. According to the results, Consumer ethnocentrism, and patriotism are directly effect to the consumer’s purchase willingness which says regard fast foods. In this section data collected through the questionnaire are analyzing by using univariate analysis and bivariate analysis. Univariate analysis used descriptive statistics. Bivariate analysis includes correlation and regression analysis.

Research findings shows that there is a moderate positive relationship between consumer ethnocentrism and purchase willingness, there is a low positive relationship between patriotism and purchase willingness. The results of the study should be interpreted in view of certain limitations. This studies focus only Central province because cannot get the real situation, there for if future researches suitable more province.it is suitable. Limitation and various other constraints, the sample size had to be restricted only to 200. If the sample size were increased it would be able to obtain results with a lesser sampling errors.

Finally, the researcher has presented recommendations accordance to the analyzed data. The study can respond to get knowledge for government, marketers, entrepreneurs, new comers and stakeholders.

Key words: Ethnocentrism, Patriotism, Purchase Willingness

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