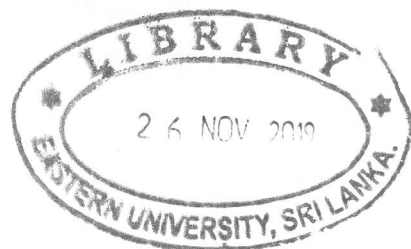


**THE IMPACT OF COUNTRY OF ORIGIN, PRODUCT KNOWLEDGE,
PRODUCT INVOLVEMENT AND ETHNOCENTRISM ON PURCHASE
INTENTION TOWARD BEAUTY CARE PRODUCT IN BATTICALOA
DISTRICT**



By

VISHVALINKAM SASIREKA

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DEPARTMENT OF MANAGEMENT

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ABSTRACT

The research that is to be conducted finds out the level effectiveness of country of origin, Ethnocentrism, product knowledge, product involvement on consumer purchase intention of beauty care products. Many companies try to their goals like profit maximization, high market Share and survival. During the past couple of decades, Country of Origin and ethnocentrism has emerged as one of the Key concepts in marketing. For conducting this research, it has taken into consideration of both foreign & domestic context of how affect the consumer' buying decision regarding of beauty care, marketers captured the market consecutively to create brand repeat purchase patterns among customers. The main problem was to how organizations & consumer to distinguish their products from competitors as beauty care market has lot of competitors. Therefore, the Problem statement was derivate by identifying whether the country of origin & ethnocentrism affect consumer purchase intention for beauty care products brand. As significance of study, this paper provides opportunities for beauty care marketers to understand the consumers' perception about beauty care products in order to set their strategies because of consumer gives importance to the product origin (foreign/domestic).The aim of this study is to identify the impact county of origin, Ethnocentrism, product knowledge and product involvement on consumer purchase intention of beauty care products. Based on the comprehensive literature review, four variables were identifies which could predict purchase intention. The study mainly considers the primary data & data were collected through closed structured questionnaire used convenience sampling method from 250 respondents from Batticaloa district, used univariate & bivariate analysis techniques in order to analyze data and find the results of study objectives. The results show that country of origin, product knowledge, product involvement and ethnocentrism has positive impact on purchase intention and these four variables are positively and significantly related with purchase intention. Furthermore, the variables are having high level of contribution to determine the purchase intention. Implications for managers of domestic and multinational companies are also discussed.

Keywords: Country of Origin, Consumer Ethnocentrism, Product Involvement, Product Knowledge, Purchase Intention, Consumer Ethnocentric Scale (CETSCALE)

TABLE OF CONTENT

CONTENTS	Page No
ACKNOWLEDGEMENT	i
ABSTRACT.....	ii
TABLE OF CONTENT.....	iii
LIST OF TABLES AND FIGURE	viii
LIST OF ABRIVATIONS.....	x
CHAPTER ONE INTRODUCTION	1-7
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Question.....	4
1.4 Objective of the Study.....	5
1.5 Scope of the Study	5
1.6 Significance of the Study.....	6
1.7 Organization of the Chapter.....	6
1.8 Chapter Summary.....	7
CHAPTER TWO LITERATURE REVIEW	8-34
2.1 Introduction.....	8
2.2 Consumer Behavior Model Theory (CBM).....	8
2.3 Consumer Purchase Decision.....	9
2.4 Purchase Intention	10
2.5 County of Origin.....	12
2.6 Country-Of-Origin Image	14
2.7 The Influence of COO Image on Consumer Purchase Decision.....	16
2.8 Ethnocentrism and marketing.....	19
2.9 Effect of Consumer Ethnocentrism	20
2.10 Measuring Consumer Ethnocentrism (CETSCALE).....	21
2.11 COO and Consumer Ethnocentrism	24
2.12 Consumer Ethnocentrism and Country-of Origin	28
2.13 Product Knowledge.....	29
2.14 The Influence of Product Knowledge on a Consumer Purchase Decision	30
2.15 Product Involvement.....	30
2.16 Classification of Involvement	31

2.17 The Influence of Product Involvement on the Consumer Purchase Decision ...	32
2.18 Hypothesis Development.....	33
2.19 Chapter Summary.....	34
CHAPTER THREE CONCEPTUALIZATION & OPERATIONALIZATION	35-44
3.1 Introduction.....	35
3.2 Conceptualization.....	35
3.2.1 Conceptual Framework	36
3.3 Definition of Variables	37
3.3.1 Country of Origin (COO).....	37
3.3.2 Ethnocentrism.....	37
3.3.3 Product Knowledge.....	38
3.3.4 Product Involvement.....	39
3.3.5 Purchase Intention	39
3.4 Operationalization	40
3.5 Chapter Summary.....	44
CHAPTER FOUR RESEARCH METHODOLOGY	45-54
4.1 Introduction.....	45
4.2 Research Approach	45
4.2.1 Research Techniques	45
4.2.2 Unit of Analysis.....	46
4.2.3 Types of Investigation.....	46
4.2.4 Time Horizons	46
4.3 Sample size and Sampling Method	46
4.3.1 Population.....	46
4.3.2 Sample.....	46
4.4 Methods of Data Collection.....	47
4.4.1 Questionnaire Design	47
4.5 Methods of Data Analysis and Presentation.....	49
4.5.1 Method of Data Presentation.....	49
4.5.2 Method of Data Analysis	50
4.6 Method of Data Evaluation.....	51
4.6.1 Reliability and Validity Analysis	51
4.6.2 Normality Test.....	52

4.6.3 Univariate Analysis.....	52
4.6.4 Bivariate Analysis.....	52
4.6.4.1 Correlation Analysis.....	53
4.6.4.2 Simple Regression Analysis	53
4.6.4.3 Hypothesis Testing through Simple Linear Regression	54
4.7 Chapter Summary.....	54
CHAPTER FIVE DATA PRESENTATION AND ANALYSIS	56-78
5.1 Introduction.....	56
5.2 Analysis of Reliability.....	56
5.3 Data Presentation and Analysis of Respondents Profile	57
5.3.1 Income level	57
5.3.2 Gender.....	58
5.3.3 Age.....	58
5.3.4 Education Qualification	59
5.3.5 Name of the Brand.....	59
5.4 DATA PRESENTATION AND ANALYSIS OF RESEARCH	
INFORMATION.....	60-78
5.4.1 Univariate Analysis.....	60
5.4.1.1 Mean and Standard Deviation of Country of Origin, Product Knowledge, Product Involvement and Ethnocentrism.....	61
5.4.1.1.1 Country of Origin.....	61
5.4.1.1.2 Product Knowledge.....	62
5.4.1.1.3 Product Involvement	63
5.4.1.1.4 Ethnocentrism	65
5.4.1.2 Level of Contribution of Purchase Intention.....	66
5.4.2 Bivariate Analysis.....	68
5.4.2.1 Pearson's Correlation Analysis	68
5.4.2.1.1 Correlation between Country of Origin Image and Purchase Intention.....	68
5.4.2.1.2 Correlation between Product Knowledge and Purchase Intention	69
5.4.2.1.3 Correlation between Product Involvement and Purchase Intention.....	69
5.4.2.1.4 Correlation between Product Involvement and Purchase Intention.....	70
5.4.2.2 Regression Analysis	70

5.4.4.1 Simple Linear Regression Analysis for Country of Origin and Purchase Intention	70
5.4.4.2. Simple Linear Regression Analysis for Product Knowledge and Purchase Intention.....	72
5.4.4.3 Simple Linear Regression Analysis for Purchase Involvement on Purchase Intention.....	73
5.4.4.4 Simple Linear Regression Analysis for Ethnocentrism and Purchase Intention	75
5.5 Overall View of Univariate Analysis	76
5.6 Overall View of Bivariate Analysis for all Variables	77
5.7 Chapter Summary.....	78
CHAPTER SIX FINDINGS AND CONCLUSION.....	79-88
6.1 Introduction.....	79
6.2 Respondents Profile.....	79
6.2.1 Gender of the Respondents	79
6.2.2 Age of the Respondents	79
6.2.3 Education level of the Respondents.....	80
6.2.4 Income level of the Respondents.....	80
6.2.5 Prefer brand of the Respondents.....	80
6.3 Discussion of Research Information	80
6.3.1 Discussion -Objective One	80
6.3.1.1 Country of origin	81
6.3.1.2 Product knowledge	81
6.3.1.3. Product involvement.....	82
6.3.1.4 Ethnocentrism	82
6.3.2 Discussion - Objective two	83
6.3.3 Discussion - Objective Three, Four, Five and Six.....	83
6.3.4 Discussion – Objective Seven, Eight, Nine, Ten.....	85
6.4 Chapter Summary.....	88
CHAPTER SEVEN CONCLUSION AND RECOMMENDATION	90-97
7.1 Introduction.....	90
7.2 Conclusion	90
7.3 Contribution of the Study	94
7.4 Recommendation of the Study.....	94

7.5 Limitations of the Study	94
7.6 Directions for Future Research	96
7.7 Chapter Summary.....	97
REFERENCES	98-102
APPENDIX - Questionnaire.....	103-113

LIST OF TABLES AND FIGURE

TABLES

Table 3. 1 Operationalization Summarized table	40
Table 4. 1 Scale of Measurement	47
Table 4. 2 Personal and Research Information and Statement Numbers	48
Table 4. 3 Demographic Factors	49
Table 4. 4 Research Information	50
Table 4. 5 Scale of Measurement	50
Table 4. 6 Decision Attributes for Reliability Analysis	51
Table 4. 7 Decision Rule for Univariate Analysis.....	52
Table 5. 1 Reliability Analysis for Overall Variables	53
Table 5. 2 income level of the Respondents	56
Table 5. 3 Gender of the Respondents.....	57
Table 5. 4 Age of the of the Respondents.....	58
Table 5. 5 Education Level of the Respondents.....	58
Table 5. 6 Name of the Prefer Brand of the Respondents	59
Table 5. 7 Overall Values for the Variables.....	59
Table 5. 8 Mean and Standard Deviation of Country of Origin Image.....	61
Table 5. 9 Frequency Level of County of Origin Image	61
Table 5. 10 Mean and Standard Deviation of Product Knowledge.....	62
Table 5. 11 Frequency Level of Product Knowledge.....	63
Table 5. 12 Mean and Standard Deviation of Product Involvement	63
Table 5. 13 Frequency Level of Product Involvement	64
Table 5. 14 Mean and Standard Deviation of Ethnocentrism	64
Table 5. 15 Frequency Level of Ethnocentrism	65
Table 5. 16 Overall Values of Purchase Intention.....	66
Table 5. 17 Frequency Level of Purchase Intention.....	67
Table 5. 18 Correlation between country of Origin and Purchase Intention	67
Table 5. 19 Correlation between product knowledge and Purchase Intention.....	68
Table 5. 20 Correlation between product involvement and Purchase Intention.	69
Table 5. 21 Correlation between product involvement and Purchase Intention.	69
Table 5. 22 Model Summary of Simple Linear Regression for Country of Origin and Purchase Intention	70
Table 5. 23 Coefficient of Simple Linear Regression between Country of Origin and Purchase Intention.	70
Table 5. 24 Model Summary of Simple Linear Regression for Product Knowledge and Purchase Intention.	71
Table 5. 25 Coefficient of Simple Linear Regression between Product Knowledge and Purchase Intention	72
Table 5. 26 Model Summary of Simple Linear Regression for Purchase Involvement on Purchase Intention.	72
Table 5. 27 Coefficient of Simple Linear Regression between for Purchase Involvement on Purchase Intention.	73

Table 5. 28 Model Summary of Simple Linear Regression for Ethnocentrism and Purchase Intention	74
Table 5. 29 Coefficient of Simple Linear Regression between Ethnocentrism and Purchase intention.	75
Table 5. 30 Overall view of Univariate Analysis	76
Table 5. 31 Overall View of Bivariate Analysis	77

Figure

Figure 3. 1-The Conceptual Framework.....	36
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