
IMPACT OF CONSUMER ETHNOCENTRISM ON WILLINGNESS TO BUY DOMESTIC SKINCARE PRODUCTS IN SRI LANKA

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ABSTRACT

Globalization has brought a variety of foreign products to the Sri Lankan cosmetics market and the competition between domestic and foreign entities has intensified. Therefore, local marketers focus on consumer ethnocentrism as a strong weapon to influence the purchase decisions of consumers and to face intense competition in the cosmetic industry. This study attempted to address the gap of insufficient studies to measure the ethnocentric tendencies using a valid extended scale which can tackle the intensely competitive nature in the Sri Lankan skin care product market. Thus, multi-dimensional CEESCALE was applied instead of CETSCALE to measure consumer ethnocentrism in the Sri Lankan context. The five dimensions of CEESCALE (pro-sociality, cognition, insecurity, reflexiveness and habituation) were used as independent variables in order to identify the impact of consumer ethnocentrism on willingness to buy domestic skincare products. The survey method was employed as the main research method and the sample comprised of 170 Sri Lankan female consumers. Ethnocentric pro-sociality, ethnocentric insecurity, ethnocentric reflexiveness and ethnocentric habituation showed a significant impact on willingness to buy domestic skincare products while ethnocentric cognition showed no significant impact in the Sri Lankan context. The study also revealed significant differences among income groups and education levels regarding the willingness to buy domestic skincare products.

Keywords: *consumer ethnocentrism, skincare products, willingness to buy*

1. INTRODUCTION

1.1. Background of the Study

In the recent past, globalization has made the accessibility of many worldwide products into the domestic markets and had led to extreme competition among the local and foreign enterprises in all the market places. However, the notion of markets to continue in globalizing does not always mean that all the consumer are pleased to be globalized (Wang & Chen, 2004). Even there are many consumers who favour domestic products instead of foreign-made items (Jianlin, Ning, & Qi, 2010). In the Sri Lankan cosmetic market, both the domestic and foreign cosmetics brands are more focused on the consumer ethnocentrism and its influence on the buying behaviour patterns due to the growing demand and highly competitive atmosphere. Sri Lankan cosmetic industry is growing at a rapid pace over the recent years. Plenty of various functional cosmetic products are visible in the Sri Lankan cosmetics market in order to accomplish the divergent needs of consumers. Nowadays cosmetics are playing an important role to enhance consumer's attractiveness, appearance and also their confidence. However, the changing lifestyle of people and the culture has led the path to the rapidly changing consumer preference and increasing demand for cosmetic products (Chan et al., 2017). Therefore, with the rapidly increasing demand for cosmetics, there is an incensement of both the domestic and foreign products in the Sri Lankan market. Currently, Sri Lankan cosmetic industry consists of approximately 120 local cosmetics and beauty care product manufactures and more than 100 importers of such products (www.cosmetics.gov.lk). Currently, the Sri Lankan market consists of more than 2500 beauty care products, approximately 1800 skincare products, 1200 hair care products and over 175 baby care products. Apart from that, there are approximately 50 skin whitening products in the market which are produced both locally as well as overseas (www.cosmetics.gov.lk). Thus, the skincare product sector takes a dominant place in the Sri Lankan cosmetic industry.

Consumer ethnocentrism may be a factor which directly influences on the consumer decision to purchase local products instead of foreign-made products. However, previous studies have generally measured the consumer ethnocentrism of Sri Lankan consumers and how it affects domestic products purchases. According to Karunaratna and Silili (2014), high ethnocentric Sri Lankan youngsters have positive buying attitudes towards domestic products. Moreover, according to the study of Costa, Fernando and Yapa, (2018), consumer ethnocentrism has a significant positive impact on consumer preference for handloom products in Sri Lanka. The study of Karunaratne and Wanninayake (2018) reveals that the ethnocentrism is in medium level in Sri Lankan context and they have a middle level of ethnocentric trait when making decisions to purchase milk products from the competitive market. So, the

previous studies prove that the effect of consumer ethnocentrism changes from one product market to another even in the same country. Even though the effect of consumer ethnocentrism on willingness to buy domestic products is measured in Sri Lanka before, still the researchers have not given their focus on the Sri Lankan skin care product market. Therefore, the present study has been designed to address the gap in how consumer ethnocentrism impacts female consumers' willingness to buy domestic skincare products in the Sri Lankan cosmetics market. Many of the researches adopted CETSCALE to measure ethnocentric tendencies in the Sri Lankan context. So, this study aims to identify the impact of consumer ethnocentrism on Sri Lankan female consumers' willingness to buy domestic skincare products by adopting CEESCALE developed by Siamagka and Balabanis (2015).

This study provides the necessary guidance for both the local and foreign brand marketers to develop their marketing campaigns in a way to fit their target market. Thus, understanding the role of consumer ethnocentrism assists the marketers for effective segmentation, targeting and designing communication means. Further, the findings of the study immensely contribute to managing the flood of imported cosmetics in the Sri Lankan Market. Findings of the study help to take a variety of measures to protect the domestic cosmetic industry, create employment in the domestic cosmetic industry, support national identity, and also to improve the balance of trade. Besides, findings aid the government and non-government organizations which engage in propagandas to persuade local publics to purchase domestic products.

2. LITERATURE REVIEW

2.1. Consumer Ethnocentrism

Research on ethnocentrism was first proposed by Sumner in 1960, who brought the formal definition of the term consumer ethnocentrism as "The centre of everything is one's group and everything else are scaled concerning one's own group. All the groups maintain their own vanity and pride, exalt their own divinities, boast their selves superior and look down on outsiders" (p. 13). By now, many studies were conducted to measure the ethnocentric tendencies of various countries and different products and service categories. (Karoui & Khemakhem, 2019; Karunaratna & Silili, 2014; Nadiri & Tümer, 2011; Maksan, Damir, & Marija, 2019; Maina, 2016). Shimp and Sharma (1987) developed CETSCALE to measure consumer ethnocentrism and the scale consists of 17 questions which identify the consumer preference to buy foreign-made products or local products consistently. Most of the CETSCALE items focused on measuring instrument capture general normative standards and the consequences of purchasing foreign products but it fails to capture personal values and the belief systems. World trade developed rapidly from 2003 and now there is high competition in the market due to the large volume of imports

where there the customers have plenty of choices to buy. Therefore, the ethnocentrism construct is needed to be revised because the initial CETSCALE had some aspects that were not captured on consumer ethnocentrism (Siamagka, 2009). Thus, this study adopted CEESCALE developed by Siamagka & Balabanis (2015) as a valid extended scale to measure consumer ethnocentric tendencies. Siamagka & Balabanis (2015) have introduced the consumer ethnocentric extended scale (CEESCALE) which consists of five dimensions namely as pro-sociality, cognition, insecurity, reflexiveness, and habituation.

2.2. Ethnocentric Pro-sociality

Ethnocentric consumers can sacrifice their self-interest for the patriotic love and wellbeing of their country. So the country's interests are prominent than person's self-interest (Siamagka & Balabanis, 2015). Ethnocentric consumers transcend their selfishness and come forward to help their country without the expectation of any reward (Shimp & Sharma, 1987). Altruism can be addressed as the concept which motivates the pro-social actions. According to the empirical studies, when there is higher altruism, there is a high likelihood of consumer preference for domestic products (Powers & Hopkins, 2006). The study of Shan et al. (2017), which was tested in Greece and China using the shampoo market proved that there is a significant impact of ethnocentric pro-sociality on willingness to buy domestic products.

H1: Ethnocentric pro-sociality has a significant impact on willingness to buy domestic products

2.3. Ethnocentric Cognition

Cognitive aspects like the perception of foreign product inferiority or domestic product excellence enhance consumer's ethnocentrism (Shimp & Sharma, 1987). Ethnocentric people try to interpret the whole world from the point of view of their ethnic group. Perceptual association with one's own country is a driving force towards positive feelings for domestic products (Siamagka & Balabanis, 2015). According to the study of Shan et al. (2017), there is a significant impact of ethnocentric cognition on willingness to buy domestic products.

H2: Ethnocentric cognition has a significant impact on willingness to buy domestic products

2.4. Ethnocentric Insecurity

Ethnocentrism occurs from the threat of foreign products to the country (Shimp & Sharma, 1987). Ethnocentric consumers believe that there is a threat for the domestic economy from foreign products. They believe that foreign products can cause high unemployment, high debt and trade deficits (Siamagka & Balabanis, 2015). The study of Festervand & Sokoya, (1994) in Nigeria and the study of

Witkowski, (1998) in Mexico, indicates that the insecurity plays a vital role in the development of ethnocentric tendencies and eventually the purchasing patterns. The study of Shan et al. (2017), proved that there is a significant impact of ethnocentric insecurity on willingness to buy domestic products.

H3: Ethnocentric insecurity has a significant impact on willingness to buy domestic products.

2.5. Ethnocentric Reflexiveness

Ethnocentric tendencies can be thoroughly established in childhood memories early in life, before reaching the age of critically evaluating. Sometimes ethnocentric buying can be conscious but it may be based on trends that operate automatically (Siamagka & Balabanis, 2015). Thus, when someone needs to choose products between domestic and foreign, unconscious ethnocentric beliefs should activate to evaluate the options which affect their final purchase decision. In a study, Shan et al. (2017) pointed out that there is no significant impact of ethnocentric reflexiveness on willingness to buy domestic products.

H4: Ethnocentric reflexiveness has a significant impact on willingness to buy domestic products.

2.6. Ethnocentric Habituation

Consumers develop ethnocentric feelings by being exposure to ethnocentric behaviour over and over again such as repeated buying practices. Everyday interactions in a variety of contexts are the keyway of socializing that consumers develop ethnocentric orientation (Siamagka & Balabanis, 2015). However, researches state that biculturalism can decrease the levels of ethnocentrism and affect buying behaviours (Zolfagharian & Sun, 2010). According to the study of Shan et al. (2017), there is a significant impact of ethnocentric habituation on willingness to domestic products.

H5: Ethnocentric habituation has a significant impact on willingness to buy domestic products.

2.7. Willingness to Buy

Willingness to buy can be defined as the perception or focus towards some product and service. It also describes whether a person wants to purchase a product or brand (Ahmed, 2015). The study of Ajzen & Fishbein (1977) identified that there is a significant relationship between intention and behaviour, and an attitude can be predicted by an attitude toward that action. The intent to take action logically leads to the actual act of behaviour. Hence it is important to realize the process involved in making purchase decisions and the key factors that can influence the outcome of the final decision. Therefore, the consumer's desire to purchase a particular product or service affects the decision to purchase actually.

2.8. Consumer Ethnocentrism & Willingness to Buy

Due to psychological and many other differences, the ethnocentric structure varies between different geographic areas. Therefore, previous studies on consumer ethnocentrism have shown that the influence of consumer ethnocentrism on the desire to buy domestic products can vary from one country to another or from one market to another. According to the study by Wang & Chen (2004), consumers who are in developed countries prefer local products over imports. However, researchers argue that there is skepticism about this relationship in developing countries. However, the study of Karoui and Khemakhem (2019), identified that consumer ethnocentrism has a positive effect on the willingness to purchase domestic products of developing countries like Tunisia. And also the study of Nadiri and Tümer (2011), has noted that consumer ethnocentrism positively influences the intention of local Cypriot consumers to purchase locally made cleaning agents. Additionally, some studies have established a significant negative relationship between consumer ethnocentrism and willingness to buy foreign products (Gabrielle, Ettenson, & Morris, 1998; Kwak, Jaju, & Larsen, 2006). However, the recent study by Wong, Suchard, & Huelsenbeck (2008), has noted that the origin of the product does not influence on the purchase of young Chinese consumers. Several studies have also been conducted in the Sri Lankan context to examine the influence of the consumer ethnocentrism on willingness to purchase domestic products. According to the study of Karunaratna & Silili (2014), the relationship between Consumer ethnocentrism and the desire of Sri Lankan youngsters to buy local products is positive. But according to the empirical evidence of Karunaratne and Wanninayake (2018), Sri Lankans are not so ethnocentric when they decide to buy milk powder because they have a middle level of ethnocentric trait. Hence it is clear that the influence of consumer ethnocentrism on consumer preference may vary from one market context to another. The generalization of consumer ethnocentrism and willingness to buy should therefore be investigated.

2.9. Consumer Demographics

Consumer income is the money a person earns from their work or investment and it is a vital factor which will impact on consumer behaviour and also their buying decisions. The study of Maina, (2016) proves that the consumers' preference for local banking services dramatically changes with their income. The study of Aziz, Bahadur, Sarwar, Farooq, & Arshad, (2014), also confirmed that the lower income groups are interested in buying local products than the higher income groups. However, Balabanis et al. (2001), states that the high income groups are more willing to buy domestic products in Czech.

H6: There is a significant difference among consumer Income levels regarding the willingness to buy domestic products

Education effect on how people view things and it directly impacts on their purchasing behaviours. Some cases state that when consumers are highly educated their willingness to buy domestic products is low (Sharma, Shimp, & Shin, 1995; Watson & Wright, 2000). However, some cases showed that there is no significant difference among consumer education level regarding willingness to buy domestic skincare(Bawa, 2004; Saffu & Walker, 2005). So, the study aims to identify whether there is a significant difference among education levels regarding willingness to buy domestic skincare products in Sri Lanka.

H7: There is a significant difference among consumer education level regarding the willingness to buy domestic products

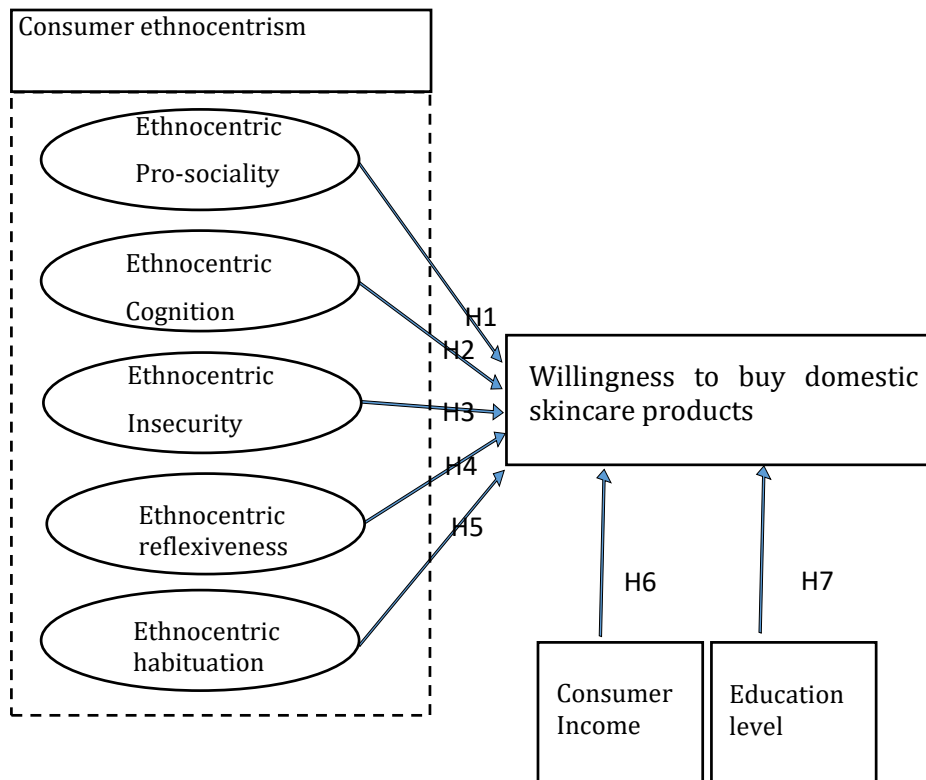


Figure 1: Conceptual framework

3. METHODOLOGY

3.1. Sample & Data Collection

The Population of the study is defined as the female skincare product users in Sri Lanka. Due to the absence of the prospect for obtaining lists of existing female customers, a convenient sampling approach was followed as the best possible alternative. Questionnaires were distributed through online context because of the health practices arouse due to Covid-19. Google doc was the prominent online questionnaire database and those were distributed via email and social media. The sample comprised of 170 female customers who are buying skincare products in the Sri Lankan context. According to the descriptive statistics, the majority of respondents (47.1%) belongs to 18-25 age bands. According to the income level, the majority of respondents (31.8%) falls in to below Rs.10 000 income level.

3.2. Strategy for Analyzing Data

The study used IBM SPSS 20 to analyze the data. Multiple regression was conducted to test the impact of ethnocentrism dimensions on willingness to buy domestic skincare products in Sri Lanka. This study used the findings of multiple regression to identify the most causal dimension of consumer ethnocentrism which impact on willingness to buy domestic skincare products and One-way ANOVA were conducted to determine the significant differences among demographic variables regarding willingness to buy domestic skincare product.

4. DATA ANALYSIS & RESULTS

4.1. Reliability & Validity

Table 1: Assessment of Reliability and Validity

Category		Factor loadings > 0.5	AVE > 0.5	CR > 0.8	Cronbach's Alpha Value
Dimensions	Items				
Ethnocentric Pro-sociality	EP 1	0.526	0.6417	0.899	0.858
	EP 2	0.732			
	EP 3	0.771			
	EP 4	0.641			
	EP 5	0.637			
Ethnocentric Cognition	EC 1	0.796	0.8054	0.925	0.873
	EC 2	0.763			
	EC 3	0.836			
Ethnocentric Insecurity	EI 1	0.762	0.6829	0.865	0.768
	EI 2	0.646			

	EI 3	0.702			
Ethnocentric Reflexiveness	ER 1	0.501	0.7098	0.879	0.793
	ER 2	0.510			
	ER 3	0.559			
Ethnocentric Habituation	EH 1	0.550	0.7464	0.898	0.832
	EH 2	0.521			
	EH 3	0.583			
Willingness to Buy	WB 1	0.564	0.6036	0.913	0.882
	WB 2	0.705			
	WB 3	0.654			
	WB 4	0.679			
	WB 5	0.720			
	WB 6	0.647			
	WB 7	0.702			

Source: Survey Data (2020)

Table 2: Assessment of Discriminant Validity

	Pro-sociality	Cognition	Insecurity	Reflexiveness	Habituation	Willingness to buy
Pro-sociality	0.801					
Cognition	0.532	0.897				
Insecurity	0.617	0.447	0.826			
Reflexiveness	0.644	0.614	0.578	0.842		
Habituation	0.585	0.667	0.583	0.742	0.863	
Willingness to buy	0.711	0.632	0.646	0.750	0.752	0.776

Source: Survey Data (2020)

According to Table 1, the Cronbach's Alpha value for each variable was > 0.7 and it reflected good internal consistency of attribute measures of consumer ethnocentrism and willingness to buy, showing that instruments were sufficiently reliable.

To prove convergent validity, tests which have similar constructs should be highly correlated. According to Bagozzi and Yi (1988), in order to establish the convergent validity three conditions should be satisfied. Those are, factor loadings should be greater than 0.5, AVE (Average Variance Extracted) should exceed 0.5 and CR (Composite Reliability) should be greater than 0.8. According to table 1, all the conditions to construct convergent validity have been satisfied.

The study of Sekaran and Bougie (2009), states that the shared variance of each variable calculated by Pearson Correlation test among variables must be lower than the square root AVE on individual constructs to satisfy discriminant validity. According to table 2, all the correlation coefficients are smaller than

their corresponding square root AVE values and there is a correlation between all variables. Therefore, discriminant validity of the data set is satisfied.

4.2. Testing for Multicollinearity

Table 3: Assessment of Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
GMEP	.466	2.146
GMEC	.499	2.003
GMEI	.538	1.859
GMER	.347	2.883
GMEH	.361	2.769

Source: Survey Data (2020)

Ho.R (2006) has stated that both the “tolerance” values should be greater than 0.10 and the “VIF” values should be less than 10 for a study be safe from the multicollinearity issue. According to table 3, the tolerance values of the independent variables are less than 1 and the VIF values are less than 10. Therefore, multicollinearity is not an issue in this study.

4.3. Impact of Consumer Ethnocentrism Dimensions on Willingness to Buy

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.720	.711	.37318

a. Predictors: (Constant), GMEH, GMEI, GMEC, GMEP, GMER

Source: Survey Data (2020)

According to Table 4, R Square value is 72% (0.720). So the 72% of the variance of willingness to buy domestic products was explained by ethnocentric pro-sociality, ethnocentric cognition, ethnocentric insecurity, ethnocentric reflexiveness and ethnocentric habituation. Only 28% of the variance of willingness to buy domestic products is explained by other influencing factors which are not covered by the current study.

Table 5: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	58.647	5	11.729	84.225	.000 ^b
Residual	22.839	164	.139		
Total	81.487	169			

Source: Survey Data (2020)

According to Table 5, Sig. (P-value) is <.05. Thus, the regression line predicted by independent variables (ethnocentric pro-sociality, ethnocentric cognition, ethnocentric insecurity, ethnocentric reflexiveness and ethnocentric habituation) explained a significant amount of the variance in the dependent variable. Thus, it is normally reported as ANOVAs: $F(5,164) = 84.225$; $P < .05$.

Table 6: Coefficients

Model	Standardized Coefficients	T	Sig.
	Beta		
1	(Constant)	2.702	.008
	GMEP	.252	4.157
	GMEC	.097	1.658
	GMEI	.153	2.720
	GMER	.217	3.087
	GMEH	.290	4.212

Source: Survey Data (2020)

Coefficient values of ethnocentric pro-sociality, cognition, insecurity, reflexiveness and habituation are 0.252, 0.097, 0.153, 0.217 and 0.290 respectively. As per the findings, H1, H3, H4, and H5 were supported since, ethnocentric pro-sociality, ethnocentric insecurity, ethnocentric reflexiveness, and ethnocentric habituation have a significant ($p < .05$) positive impact on consumers' willingness to buy domestic skincare products. Although ethnocentric cognition has shown a positive influence on consumers' willingness to buy domestic skincare products, it was not significant since $P > .05$. Therefore, H2 was not supported. According to table 6, ethnocentric habituation was the most influential factor in consumers' willingness to buy domestic skincare products with a Standardized Beta Coefficient of 0.290.

4.4. The Overall Impact of Consumer Ethnocentrism on Willingness to Buy

Table 7: Coefficient

Model	Standardized Coefficients	T	Sig.
	Beta		
(Constant)		3.519	.001
Overall means	.841	20.189	.000

Source: Survey Data (2020)

This study ran a regression to identify the overall impact of consumer ethnocentrism on willingness to buy domestic skincare products. All the five independent variables (pro-sociality, cognition, insecurity, reflexiveness and habituation) are used as one variable to identify the overall impact of consumer ethnocentrism. Standardized Beta Coefficients for overall consumer ethnocentrism is 0.841 and it indicated that increasing 1 unit of consumer ethnocentrism cause to increase the willingness to buy domestic skincare products by 0.841 units. Overall consumer ethnocentrism has a significant impact on willingness to buy domestic skincare products in Sri Lanka since $P < .05$.

4.5. The Difference among Consumers' Income Levels regarding Willingness to Buy

Table 8: One-way ANOVA

	Mean Square	F	Sig.
Between Groups	2.853	6.960	.000
Within Groups	.410		
Total			

Source: Survey Data (2020)

As per the ANOVA table (table 8), significant value is $< .05$. Therefore, it is concluded that there is a significant difference among consumer income levels regarding willingness to buy domestic skincare products in Sri Lanka. Thus, H6 was supported.

4.6. The Difference among Consumers' Education Levels regarding Willingness to Buy

Table 9: One-way ANOVA

	Mean Square	F	Sig.
Between Groups	2.269	5.171	.001
Within Groups	.439		
Total			

Source: Survey Data (2020)

According to the ANOVA table (Table 9), there is a significant difference among consumers' education levels regarding willingness to buy domestic skincare products since the significant value is $< .05$. Thus, H7 was supported.

5. DISCUSSION OF THE FINDINGS

This study confirms the finding of Shimp and Sharma, (1987), Karoui and Khemakhem (2019), Lu Wang and Xiong Chen (2004), Nadiri and Tümer (2011), Cenap and Kaplan (2015). The findings also confirm the significant impact of ethnocentrism on willingness to buy domestic products of the studies of Karunaratna and Silili (2014), Costa et al. (2018) which were conducted in the Sri Lankan context. However the findings of this study contradictory with the findings of Rahmawati (2016) and Karunaratne and Wanninayake (2018) which stated that there is no significant impact of consumer ethnocentrism on willingness to buy domestic products.

This study proved that there is a significant impact of ethnocentric pro-sociality on willingness to buy domestic skincare products in Sri Lanka. This finding is consistent with the prior research of Siamagka and Balabanis (2015), and also with the findings of the study Shan, Meletios, Yannis, and Markos (2017), which was tested in Greece and China in the shampoo market. This study proved that there is no significant impact of ethnocentric cognition on willingness to buy domestic skincare products in Sri Lanka. This finding is contradictory with the study of Shan et al. (2017) which state that there is a significant impact of ethnocentric cognition on willingness to buy domestic products. Consistent with the findings of Shan et al. (2017) this study proved that there is a significant impact of ethnocentric insecurity on willingness to buy domestic products. The results showed a significant impact of ethnocentric reflexiveness on willingness to buy domestic skincare products in Sri Lanka. This finding is consistent with the findings of Siamagka and Balabanis (2015) but contradictory with the findings of Shan et al. (2017) which stated that Reflexiveness has no effect at all

on purchase intention for both import and domestic brands in China and Greece. Findings also indicated that there is a significant impact of ethnocentric habituation on willingness to buy domestic products in Sri Lanka. Thus, it is consistent with the findings of Shan et al. (2017) and Siamagka and Balabanis (2015). However, as per the findings, ethnocentric habituation was the most influential dimension of consumer ethnocentrism which impact on willingness to buy domestic skincare products in Sri Lanka.

This study highlighted that Sri Lankan female consumers' willingness to buy domestic skincare products significantly differ with their income levels. The finding is in contrast with the study of Joungjin (2015), which states that consumers' willingness to pay for domestically made wheat products does not significantly differ with the income groups in South Korea. However, with the mean values, it is clear that the highest income earners show more interest in willingness to buy domestic skincare products in Sri Lanka. The findings of the study confirm the findings of Balabanis, Diamantopoulos, Mueller and Melewar (2001) and Keaveney and Parthasarathy, (2001). However, the findings contrast with the studies of Karunaratna and Silili, (2014) and Maina, (2016).

This study also recognized that there is a significant difference among consumers' education levels regarding the willingness to buy domestic skincare products. Thus, the findings contradictory with the findings of Bawa (2004) which stated that there is no significant difference among consumers' education level regarding willingness to buy domestic products. However, with the mean values, it is highlighted that the lowest educated groups are more willing to buy domestic products. The findings of the study confirm the findings of Sharma, Shimp and Shin (1995); Watson and Wright (2000) and is contradictory with the findings of Aziz et al. (2014).

6. CONCLUSION

This study identified that the ethnocentric pro-sociality, ethnocentric insecurity, ethnocentric habituation and ethnocentric Reflexiveness have a significant positive impact on willingness to buy domestic skincare products while ethnocentric cognition has no significant impact on willingness to buy domestic skincare products. It is obvious that the Sri Lankan cosmetic market consists of high-quality imported skincare products. Consumers might be driven to domestic products but might be cognitively discouraged from deciding on purchasing them because of quality concerns. Skincare product marketers should pay more attention to ethnocentric habituation since it was found as the most influential dimension. The preference for domestic skincare products can be enhanced as a result of learning from family and peers who purchase domestic products.

6.1. Managerial Implications

This study has used a multi-dimensional measure and identified the impact of the dimensions one by one to give a clear and brief understanding of the local and foreign skincare product marketers. So the marketers can get a clear idea on which ethnocentric dimensions that they must pay more attention to and which side of consumer ethnocentrism they must ignore. Therefore, the findings of this study have made a considerable value addition to the existing theories and scientific knowledge relating to consumer ethnocentrism which will be highly valuable for both local and foreign cosmetic market. Results of this study are important for managerial decision making of business organizations that produce domestic skincare for Sri Lankan consumers. The cosmetic marketers must pay more attention to use ethnocentric habituation in their marketing strategies and making it a habit to buy domestic skincare products because ethnocentric habituation is the most causal dimension of ethnocentrism which effect on willingness to buy. The positive impact of consumer ethnocentrism on willingness to buy domestic products provide insights for domestic skincare products marketers to highlight local ties in their integrated marketing communication campaign to attract ethnocentric customers. Most of the buy-local campaigns are revolving around the ethnocentric sentiments of consumers. The findings of the study help government and organizations to identify the suitable message appeals for their buy national campaigns. Here the government should pay more attention towards applying ethnocentric habituation as the message appeal of their buy national campaigns.

6.2. Future Research

Future researches can use the CEESCALE to the identify changes of the levels of the five consumer ethnocentrism dimensions (ethnocentric pro-sociality, ethnocentric cognition, ethnocentric reflexiveness and ethnocentric habituation) in different market segments and also in different contexts. The CEESCALE can be used together with other factors, like country factors (e.g., cost of living, availability of domestic products in certain product categories) or with other environmental factors. Researches for identifying the impact of consumer ethnocentrism on the services remain scarce in the Sri Lankan context. So, the future researchers which examine the consumer ethnocentrism should pay more attention towards the services industry since it will help to determine whether the findings of the product sector can be applied for service sector as well.

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