

## **The Role of Consumer Ethnocentrism Propensity and Brand Personality in Purchasing Domestic Products**

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### **Abstract**

*The current study was designed to observe the impact of consumer ethnocentrism and brand personality on purchase intention, perceived quality and brand trust in the Pakistani clothing market. Famous Pakistani clothing brands were selected to examine the impact of consumer ethnocentrism and brand personality on purchase intention, evaluation of the product and brand trust. 300 questionnaires were distributed to consumers. The response rate was 90%. The sample comprised 52.2% males and 47.8% females. Two-level Structural Equation Modelling using LISREL 8.80 was employed to determine the convergent and discriminant validity. The study has concluded that Pakistani consumers are highly ethnocentric and ethnocentrism strongly affects purchase intention of domestic brands among Pakistani customers. The research found that brand image has a greater effect on purchase intention, perceived quality and brand trust than consumer ethnocentrism. Results also demonstrate that quality, as perceived by consumers, influences purchase intention which indicates that alone, brand personality and consumer ethnocentrism tendencies do not guarantee sales of local brands. This study puts both consumer ethnocentrism and brand personality into one model to access its role on consumer behavior. The results of the research can assist domestic marketers to comprehend the role of consumer ethnocentrism propensity and brand personality in purchasing domestic products, quality perception and building trust among young customers. To the best of the researchers' knowledge, it is one of the pioneer studies in the context of Pakistan that casts light on the significance of ethnocentrism in evaluating domestic products by contributing to the literature of marketing.*

**Keywords:** Consumer's ethnocentrism, perceived quality, brand personality, purchase intention, brand trust

**JEL Codes:** M10, M30, M31, M37

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## **1. Introduction**

Globalization is one of the most discussed issues in the current era, which has facilitated opportunities for companies to provide goods and services throughout the world (Brkic, Corbo, & Berberovic, 2011). Simultaneously, it has created considerable challenges for international and local marketers (Upadhyay & Singh, 2006). On the other hand, consumers have a variety of alternative choice for purchase option which includes mostly foreign brands and products. The era of globalization and liberalization started from the fall of the Berlin Wall, followed by the decline of the Soviet Union, which resulted in a higher growth of world trade (Shankarmahesh, 2006). Due to the involvement of The General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO), last decade witnessed a reduction in tariff barriers but non-tariff barriers still exist. According to Hennessey & Jeannet (1998), any tariff barriers to international trade is a non-tariff barrier which is not formally imposed. Much consideration is being given to non-tariff barriers in international trade negotiations with regional and country blocks to accomplish product-related benefits. Consumer ethnocentrism is one such non-tariff barrier (Li, Yang, Wang & Lei, 2012). Consumer ethnocentrism is the rejection of foreign-produced goods, irrespective of quality or price, in favor of local products for patriotic and nationalistic reasons. It is effortful for the consumer to procure additional information on foreign product quality which ultimately results in rejection of the foreign products (Brkic et al., 2011).

Consumer attitudes towards foreign products have been an important issue for marketing researchers (Klein, Ettenson & Morris, 1998). Consumer ethnocentrism is becoming a central focus in marketing, and globalization has made its role even more significance (Caruana, 2005). Past research has continuously heightened its ability to influence the intentions of the consumers and their quality evaluations (e.g. Wang & Yang, 2008; Wang et al., 2009).

Brand personality is an important marketing concept which affects the consumer decision-making process and provides the basis for brand differentiation (Aaker, 1997). It describes a brand as having human-like traits which can enhance consumers' consumption and brand choice (Sirgy, 1982), increases brand loyalty and trust (Fournier, 1998), and positively influence the purchase intention of the consumers (Wang & Yang, 2008). It is a key factor in product evaluation and purchase behavior for both domestic and foreign brands. Whether the brand is

domestic or foreign, strong brand personality secures the advantage of positive quality perceptions and substantial purchase intentions by lowering the consumer ethnocentrism tendency (Tong & Li, 2013).

Pakistan's textile sector is acclaimed worldwide. Being the largest manufacturing sector in Pakistan, the textile sector ranks in 8<sup>th</sup> position in terms of largest textile exports, holds 4<sup>th</sup> position for largest cotton manufacturer, adds 8.5% to Gross Domestic Product (GDP) and absorbs 45% of total manpower of the country. The story of spending on cloth by Pakistani consumers is an interesting fact. From 2002 to 2012, expenditures on cloth increased by 7.4% p.a. whereas per capita expenditure by Pakistani consumers rose by 11% for the same period. Revenue of cloth manufacturers also rose by 29% which surpasses the revenue generated from export sales. These statistics show that consumption will continue. Considering the strengthening Pakistani cloth market, this study intends to investigate the impact of consumer ethnocentrism and brand personality on purchase intention, perceived quality and brand trust in the Pakistani clothing market. The current study contributes to the marketing literature as the interaction of consumer ethnocentrism and brand personality has not gained much recognition in the literature. Brand personality can negatively influence consumers demand for local brands, and enhance the demand for foreign brands with strong brand personality. It is important to highlight that interaction of consumer ethnocentrism and brand personality occurs in the purchasing process.

This study aims to answer the followings research questions:

- Does ethnocentrism affect the consumers' purchase intentions and quality perceptions of local brands?
- Does brand personality affect consumers' purchase intentions and quality perceptions of local brands?
- Is brand personality more important than consumer ethnocentrism in influencing consumer quality perceptions and purchase intentions of local brands?
- Does consumer ethnocentrism affect consumers' brand trust in domestic products?
- Does brand personality affect consumers' brand trust in domestic products?

In the next section, the theoretical framework of the current study is explained along with the review of the literature. The methodology

section is followed by data analysis and results sections. In the last section, the discussion about the research findings concludes with future direction and limitations.

## **2. Literature review**

Despite of emergence of globalization, barriers to international trade still exist (Tong & Li, 2013), such as consumer ethnocentrism (Li et al., 2012). The ethnocentrism notion derives from social psychology. Sumner (1906) first introduced this term as “the view of things in which one’s own group in the center of everything, and all others are scaled and rated concerning it” (p. 13). Ethnocentrism is the predisposition of people to give favor to others who are similar in terms of culture, while rejecting those who are culturally divergent from them (Adorno, Frenkel-Brunswik, Levinson, & Sanford, 1950), thus it is “Evaluation process of judging all other cultures by making standards of one’s own culture” (Upadhyay & Singh, 2006, p. 60). Ethnocentrism as a concept in marketing was introduced by Schooler (1971) and Shimp and Sharma (1987). It operationalizes the consumer ethnocentrism concept by developing a complete scale called CETSCALE (consumer ethnocentrism tendency scale) to measure the consumer ethnocentrism. Ethnocentric consumers consider the purchasing of foreign products as improper and immoral which goes against the interest of one’s own country. Ethnocentric consumers differentiate between domestic and foreign products, and have a strong belief that buying foreign products will hurt to domestic economy as it leads to unemployment and causing jobs to be lost (Shimp & Sharma, 1987). It has two features: foremost, it is concerned with love for one’s own country and fear of losing control of one’s economic interest by virtue of imports. Secondly, the desire not to buy foreign products, (Tong & Li, 2013) as buying foreign products is considered an economic as well as a moral issue (Shimp & Sharma, 1987).

The sources of ethnocentrism tendencies among individuals are patriotism and nationalism (Sharma, Shimp, & Shin, 1995). Feelings of attachment and loyalty refer to patriotism, while nationalism encircles the views that one’s country is greater than others (Kosterman & Feshbach, 1989). There is a significant relationship between one’s attitude towards one’s country, foreign countries, and consumer ethnocentrism (Han, 1988). The greater the consumer ethnocentrism, the more they will avoid buying foreign products for nationalistic and patriotic reasons (Durvasula, Andrews, & Netemeyer, 1997), regardless the quality of foreign products (Supphellen, Magne; Rittenburg, 2001).

### **3. Hypothesis Development**

Since consumer ethnocentrism is the tendency of consumers towards the purchase of national products, outcomes of consumers' ethnocentrism have always been the focus of researchers as well as international marketers (Puzakova, Kwak, & Andras, 2010). To cultivate marketing and communication approaches within national and foreign boundaries, the marketers provide insight into the tendencies of ethnocentric consumers (Nadiri & Tümer, 2010). Many studies have addressed consumer ethnocentrism by measuring willingness to buy domestic products (Wang & Chen, 2004) and purchase intention (Han, 1988) as constructs. Individuals with high ethnocentric tendency negatively evaluate foreign products regardless the inferior quality of home-made products (Shimp & Sharma, 1987). There is a positive relationship between consumer ethnocentrism and likelihood to purchase domestic products, consumer ethnocentrism is negatively related to consumer purchase of foreign products (Nguyen, Nguyen, & Barrett, 2008). In developing countries, consumer ethnocentrism seems to be lower (Upadhyay & Singh, 2006). Individuals in developing nations have a tendency towards foreign goods (Agbonifoh & Elimimian, 1999). Consumers in these countries consider domestic products as inferior quality compared to foreign products (Agbonifoh&Elimimian, 1999). Moreover, mere entnocentrism is not enough to push a consumer to purchase a particular product, rather percieved quality bridges the gap between ethnocentrism and purchase intention (Wang & Yang, 2008).

As the impact of consumer ethnocentrism has not been tested empirically in the Pakistani market, the current study endeavours to fill the research gap by examining whether ethnocentrism has an effect on Pakistani consumer evaluation and purchase intention. Based on the literature, the following hypotheses were developed to test ethnocentrism in the Pakistani market.

H<sub>1</sub>: Consumer ethnocentrism positively affects consumers' purchase intention of domestic brands.

H<sub>2</sub>: Consumer ethnocentrism positively influences consumers' quality perception of domestic brands.

H<sub>3</sub>: Perceived quality mediates the impact of consumer ethnocentrism on purchase intentions.

### **3.1. Brand Personality**

The concept of brand personality attracted marketing researchers during the 1980s and 1990s (Parker, 2009). Much consideration has been given to brand personality in consumer research behavior which is described as human traits attached to specific brand. The act of perusing consumers to perceive brands as having human-like traits occurs by applying human characteristics to a specific brand (Aaker, 1997). It is personality characteristics linked with humans that consumers visualize about a specific brand. The idea is that, just like humans, brands also have personalities and consumers may choose those brands whose personalities are matched with their own (Tuan, Tat, Shamsuddin, Rasli, & Jusoh, 2012). Brand personality is considered as an effective advertisement tool, captivating to targeted customers for building brand image (Gwinner & Eaton, 1999). Brand personality, like human personality, has dual aspects that are distinctive and enduring (Phau & Lau, 2000). For example, Pepsi is related with a fashionable, energetic, and stylish man, while Coca Cola is symbolized as a gentle and cautious man (Wang & Yang, 2008), BMW connotes sophistication, Nike signifies fitness and Kodak conveys sincerity (Phau & Lau, 2000).

Formation of brand personality can be categorized into direct and indirect sources (Aaker, 1997). The direct source of brand personality consists of human traits attached with the typical brand users, Companies' CEO, corporate employees, and brand spokesperson and brand endorsers. In contrast, the indirect brand source comes from product related decisions such as product category, product characteristics, price, advertising strategy, brand name and distribution. Further, brand personality has symbolic value rather than functional benefits (Keller, 1993). Aaker (1997) introduced five dimensions through which brand personality can be measured. They are competence, sincerity, excitement, sophistication and ruggedness. Consumers' perceptions about these dimensions are connected to brand benefits (Maehle, Otnes & Supphellen, 2011). These benefits are: operational, existential and emblematic (Park, Jaworski & MacInnis, 1986). Although many models have been considered by researchers (Freling, Crosno & Henard, 2010), this model (Aaker 1997) is most frequently used to access brand personality.

As a part of brand positioning strategies, if properly transmitted, brand personality may have greater influence in the mind of the consumer than any other communication strategy (Burke, 1994). This

difference simplifies the decision process for the consumer and further enhances the brand awareness and brand loyalty (Phau & Lau, 2000). Brand personality creates confidence and favorable perceptions in the mind of customers by incubating a strong purchasing environment (Phau & Prendergast, 2000). Generally, for the marketer, brand personality is considered as an imperative instrument for capturing the attention of targeted customers and aids to build brand image (Wang, Yang & Liu, 2009). The world leading brands work hard to place personalities into their brands as a source of brand differentiation to create a competitive edge (Tong & Li, 2013). Human personality characteristics appear in customers' minds when they imagine a particular brand, and thus brand personality becomes a source of brand differentiation (Aaker, 1997; Wang et al., 2009). Consumer may have greater self-respect by purchasing and using those brands which are saturated with human personalities (Belk, Bahn, & Mayer, 1982; McCracken, 1986). Past researches have witnessed that brand personality can enhance consumers' consumption and brand choice (Sirgy, 1982), increases brand loyalty and trust (Fournier, 1998), and positively influence the purchase intention of the consumer (Wang & Yang, 2008). Previous results also show that well established brand personality can generate favorable product evaluation and make a significant impact on consumer purchase intention (Wang & Yang, 2008; Wang et al., 2009). Research has also shown that perceived quality mediates the impact of brand personality on purchase intentions (Tong & Li, 2013). Based on these findings, the following hypotheses were developed to examine the effect of brand personality within the Pakistani clothing market.

H<sub>4</sub>: Brand personality positively affects Pakistani consumers' purchase intentions of domestic brands.

H<sub>5</sub>: Brand personality positively affects consumers' quality perception of domestic brands.

H<sub>6</sub>: Perceived quality mediates the effect of brand personality on purchase intentions.

### **3.2. Brand Trust**

Brand trust denotes the "willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri & Hoibrook, 2001, p. 82). It is linked with the beliefs that a consumer holds that he or she has confidence to rely on the brand to produce its stated function (Agustin & Singh, 2005). To the definition of brand trust,

the perception of 'reliance' is important, indicating that there are two characteristics of brand trust: trustworthiness and expertise (Sung & Kim, 2010). Truth worthiness is the consumers' confidence that the brand will provide quality performance in an honest and sincere manner. Expertise refers to the degree to which brand is considered knowledgeable and skillful, which arises from training or experience in the product or service category. Consumer confidence about brand reliability, competency, consistency, responsibility, fairness, helpfulness and honesty increase brand trust (Chaudhuri & Hoibrook, 2001). Trust can be seen using emotional and rational dimensions (Ernest & Young, 2013). Emotions are linked with security, confidence, interest, liking, admiration and appreciation (Ernest & Young, 2013), while the rational dimension of trust is concerned with creditability which refers to the power of the brand to satisfy consumer needs (Belaid & Behi, 2011).

Trust has been viewed as a cognitive component although it has been studied in a different perspective in marketing (Casaló, Flavián & Guinalfú, 2007). It is considered a key factor contributing to the success of relationship marketing (Morgan & Hunt, 1994), is one of the central elements of strategies relating to brand management (Jafari, 2014), and is used to establish a solid link between brand and consumers (Bouhleh, Mzoughi, Hadiji & Slimane, 2009). In a consumer-brand relationship, trust is a key element (Fournier, 1998) as confirmed by psychologists, sociologists and economists through their studies from management and marketing aspects (Borzooei & Asgari, 2013), and has a positive impact on brand loyalty (Lau & Lee, 1999).

Two brand trust constructs appear to be important (Sung & Kim, 2010). First, honesty, which is the belief that other party will keep their promise and will be sincere. Brands that are considered as honest, pragmatism and sincerity are more trusted by consumers than brands without having such personality traits. Competency is related to consumer beliefs in a brand's expertise, knowledge, and performance to fulfil consumer needs (Coulter & Coulter, 2003). Brands with personality traits of high competency, such as knowledge, hardworking, confidence and reliability are associated positively with brand trust (Sung & Kim, 2010).

Previous studies have demonstrated the relationship of brand personality with brand trust. Consumer trust in the brand can play a crucial role in the purchase decision process as various purchases involve little to no personal contract (Zboja & Voorhees, 2006). Brand personality traits may provide tendency to trust the brand (Lau & Lee, 1999). Past studies have

shown that strong emotions attached to the brand are generally due to a high level of trust in the product (Diamantopoulos, Smith & Grime, 2005). If a consumer believes their personality matches that brand, may have greater trust in the brand (Ha & Janda, 2013). Being branded as honorable, friendly and credible can win the trust of consumers (Bouhleb et al., 2009). Past research has demonstrated that brand personality creates affect levels and emotions along with trust and loyalty (Fournier, 1998). Based on this literature, the following hypotheses were formulated:

H7: Consumer ethnocentrism positively affects consumers' brand trust in domestic products.

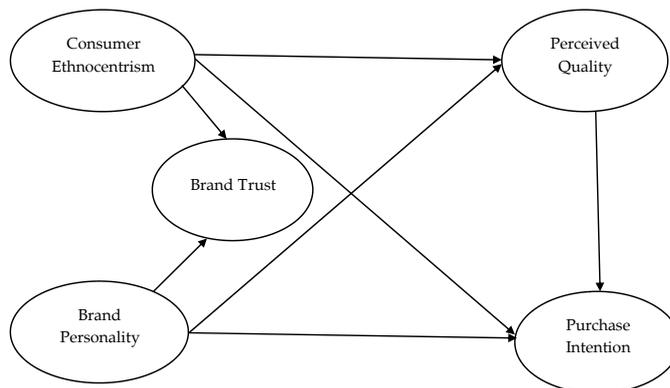
H8: Brand personality positively affects consumers' brand trust in domestic products.

### 3.3. Quality perception and purchase intention

Consumers purchase a brand when they have the perception that brand provides quality and features they desire (Kumar, Lee, & Kim, 2009). Consumers recognize disparity and superiority of a brand by intuition of high quality which leads them to choose that brand (Yoo, Donthu, & Lee, 2000). Irrespective of the brand's domestic or foreign origin, product quality positively influences purchase intention (Aaker, 2014). Therefore, the following hypothesis was developed:

H9. Perceived quality positively affects consumers' purchase intentions of domestic brands.

**Figure 1: Conceptual Framework**



Note: Mediation role of Perceived quality

\*Consumer ethnocentrism ---> Perceived Quality ---> Purchase Intention

\*\*Brand Personality ---> Perceived Quality ---> Purchase Intention

#### 4. Methodology

The conceptual framework was drawn to examine the relationship between consumer ethnocentrism, brand personality, brand trust, perceived quality and purchase intentions of Pakistani clothing brands. Key Pakistani clothing brands were selected to accomplish the objectives of this study. For many years, clothing and textiles have played a vital part in the development of Pakistan's economy. In fact, it is one of the country's biggest industrial sectors for exports, investment and employees. According to the Trade Development Authority (TDA) of Pakistan (2013), Pakistan is the 8th largest country for textile exports, its contribution towards GDP is 8.5% and is a source of employment for about 15 million Pakistani people Hussain, (2018). In 2012, its share in total Pakistani exports was 52% (US\$12.36 billion) and increased to US\$13.06. The products which have contributed to the increase in exports of the textile sector were mainly garments, towels and cotton cloths.

To operationalize variables, we adopted scales from previous studies with slight modification. Researchers used Likert scales to measure all items. Consumer ethnocentrism tendencies were measured by CETSCALE introduced by Shimp & Sharma (1987). To access brand personality, we adopted a 12-items scale of Geuens, Weijters, & Wulf (2009). Brand trust was measured using the 5-items NAME HERE scale (Becerra & Badrinarayanan, 2013; Chaudhuri & Hoibrook, 2001). Perceived quality of clothing brands was measured using eleven-item scale specially designed for apparel industry (Patterson & Tai, 1991). A four-items scale designed by Spears & Singh (2004) was used to measure purchase intention.

The current study relies on the deductive approach as it aims to test the theory. So, quantitative technique for data collection was used and self-administered questionnaires were distributed among respondents aged 18 or above throughout the province of Punjab using convenience sampling technique. For this purpose, 300 questionnaires were distributed, and among them 270 were completed, resulting in a response rate of 90%. The sample was composed of 52.2% males and 47.8% females.

#### 5. Data Analysis and Results

##### 5.1. *Internal Reliability*

Cronbach's alpha coefficients were calculated to measure internal reliability. The results of Cronbach's alpha demonstrated that all scales

used in this study were highly reliable. The Cronbach's alpha coefficients of the constructs of consumer ethnocentrism, brand personality, brand trust, perceived quality and purchase intention were .81, .74, .83, .82, and .64 respectively. The results are shown in table 1.

**Table 1: Cronbach's Alpha**

<b>Variables</b>	<b>Cronbach's Alpha</b>
Consumer Ethnocentrism	0.817
Brand Personality	0.746
Brand Trust	0.83
Perceived Quality	0.827
Purchase intention	0.649

**5.2. Convergent Validity**

Before testing the hypotheses, a measurement model was developed using LISREL 8.80 to confirm the previously validated constructs in local settings, as scales were adopted and tested across different countries. Result of this model suggest no exploratory analysis was necessary. Rather a confirmatory factory analysis was considered enough to achieve the objective. The data of the variables used by the current study violated the assumption of normality so, robust maximum likelihood was employed as it is highly effective even in non-normal data (Curran et al., 1996). The values of the goodness of fit indices  $\chi^2/df= 2.01$ , NNFI or TLI=.92, CFI=.93, AGFI=0.90 and RMSEA=.06 which indicates that the measurement model is excellent. The results of the confirmatory factor analysis are given in Table 2. Convergent validity was satisfactory as t values of all factor loading are statically significant at 0.001 and composite reliability is greater than the threshold value of .70 (Fornell & Larcker, 1981). Although average variance extracted of consumer ethnocentrism is below what we would hope to see, according to Fornell and Larcker (1981) and Malhotra and Dash (2011), composite reliability alone provides a researcher the ability to assess the convergent validity.

**5.3. Discriminant Validity**

Discriminant validity was adequate, as squared correlation among each pair of variables was less than average variance extracted (Fornell & Larcker, 1981).

**Table 2 standardized loadings, average variance extracted and composite reliability**

Factor	Standardized loadings	AVE	Composite Reliability
		0.33	0.87
ETHNO1	0.35*		
ETHNO2	0.12**		
ETHNO3	0.51		
ETHNO4	0.57		
ETHNO5	0.19**		
ETHNO6	0.52		
ETHNO7	0.71		
ETHNO8	0.61		
ETHNO9	0.62		
ETHNO10	0.55		
ETHNO11	0.57		
ETHNO12	0.64		
ETHNO13	0.53		
ETHNO14	0.51		
ETHNO15	0.61		
ETHNO16	0.52		
ETHNO17	0.57		
<i>Brand Personality</i>		0.59	0.92
BrdPer1	0.60*		
BrdPer2	0.37**		
BrdPer3	0.65		
BrdPer4	0.39**		
BrdPer5	0.52		
BrdPer6	0.54		
BrdPer7	0.25**		
BrdPer8	0.58		
BrdPer9	0.55		
BrdPer10	0.58		
BrdPer11	0.80		
BrdPer12	0.50		
<i>Brand Trust</i>		0.55	0.83
BT1	0.81*		
BT2	0.80		
BT3	0.67		
BT4	0.69		

Factor	Standardized loadings	AVE	Composite Reliability
<i>Perceived Quality</i>		0.48	0.87
PQua1	0.70*		
PQua2	0.72		
PQua3	0.60		
PQua4	0.34**		
PQua5	0.58		
PQua6	0.87		
PQua7	0.71		
PQua8	0.73		
PQua9	0.70		
PQua10	0.84		
<i>Purchase Intention</i>		0.50	0.74
PI1	0.80*		
PI2	0.76		
PI3	0.54		
PI4	0.43**		

\*Items are fixed to set the scale

\*\* Items are deleted from model due to their poor factor loading

**Table 3 Correlation Matrix**

	ETH	BP	BT	PQ	PI
ETH	1				
BP	.202	1			
BT	.460	.364	1		
PQ	.255	.506	.442	1	
PI	.367	.373	.493	.519	1

**5.4. Structural Model**

To test the hypotheses, a structural model was estimated using LISREL 8.80. The goodness of fit indices denotes that model fits the data very well. Values are  $\chi^2/df= 2$ , NNFI or TLI=.92, CFI=.92, AGFI = 0.90 and RMSEA=.062.

Figure 2: Structural Model produced by LISREL

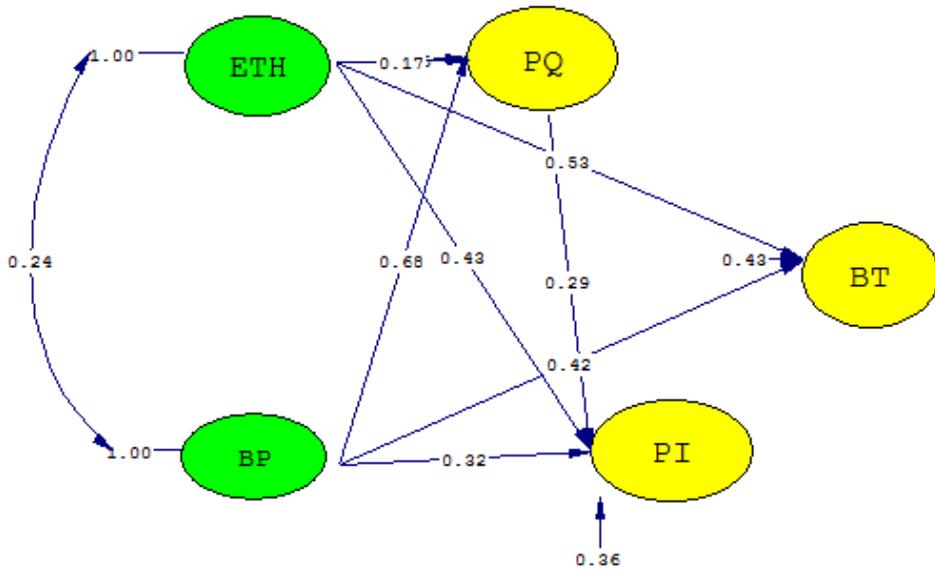


Table 4 Hypothesis Results

Hypothesis				Estimate	C.R.	P	Results
H1	PI	<---	ETH	.43	5.96	***	Supported
H2	PQ	<---	ETH	.17	2.33	**	Supported
H4	PI	<---	BP	.32	2.18	**	Supported
H5	PQ	<---	BP	.68	6.89	***	Supported
H7	BT	<---	ETH	.53	8.00	***	Supported
H8	BT	<---	BP	.42	5.52	***	Supported
H9	PI	<---	PQ	.29	2.18	**	Supported

\*\*\*Significant at 0.01

\*\*Significant at 0.05

H<sub>1</sub> was supported ( $\beta = .43$ ,  $t = 5.96$ ,  $p < 0.01$ ) which means that consumer ethnocentrism was positively associated with purchase intention. H<sub>2</sub> is also confirmed ( $\beta = .17$ ,  $t = 2.33$ ,  $p < 0.05$ ) which indicates that as the level of consumer ethnocentrism increases, quality as perceived by the consumers also increases. H<sub>4</sub> is statically significant ( $\beta = .32$ ,  $t = 2.18$ ,  $p < 0.05$ ) which shows brand personality positively affects purchase intention. H<sub>5</sub> ( $\beta = .68$ ,  $t = 6.89$ ,  $p < 0.01$ ) proves that brand personality positively affects perceived quality. H<sub>7</sub> was supported ( $\beta = .53$ ,  $t = 8.00$ ,  $p < 0.01$ ) confirming that a positive link existed between

consumer ethnocentrism and brand trust. H<sub>8</sub> and H<sub>9</sub> were also statistically significant (see Table 4).

### 5.5. Mediating Effects

Table 5 reveals the mediating role of perceived quality in the relationship between brand personality and purchase intentions, through bootstrapping, as this technique is most popular and effective in testing mediation through indirect effects (Bollen & Stine, 1990; Shrout & Bolger, 2002). The indirect effect of consumer ethnocentrism on purchase intention is significant ( $\beta = .12, p < 0.01$ ) showing the existence of mediation. The direct effect of brand personality on purchase intention in the presence of perceived quality was also significant ( $\beta = 0.43, p < 0.01$ ). Thus, perceived quality partially mediates the relationship between brand personality and purchase intention. H<sub>6</sub> was also supported.

The indirect effect of consumer ethnocentrism and purchase intentions was significant ( $\beta = .19, p < 0.01$ ). Analysis of direct effects with mediator confirms the notion that perceived quality also partially mediates the effect of consumer ethnocentrism on purchase intentions.

**Table 5: Mediating effects of perceived quality**

Hypothesis	Relationships	Direct effect	Indirect effect	Result
H3	ETHPQ PI	0.43 (p < 0.05)	0.12 (p < 0.01)	Partial Mediation
H6	BP PQ PI	0.32 (p < 0.01)	0.19 (p < 0.01)	Partial Mediation

## 6. Discussion and Conclusion

This research intends to observe empirically the influence of consumer ethnocentrism and brand personality on purchase intention, quality perception and brand trust towards domestic products in the Pakistani clothing market. The findings of this study will assist domestic marketers to understand the role of consumer ethnocentrism propensity and brand personality in purchasing domestic products, quality perception and building trust among young customers.

The findings of this study confirmed that Pakistani consumers are highly ethnocentric and this ethnocentrism positively affects purchase intentions of Pakistani customers. Özsomer (2012) reported similar results in his empirical findings that residents of the country prefer to purchase products produced locally. These findings are a blessing for domestic

manufacturers to capture the domestic market by excluding foreign brands from the market. Like other customers around the world, Pakistani customers seek certain benefits from a brand they purchase, therefore, these benefits need to be focused on by domestic marketers. This study also revealed that the ethnocentric consumer perceives local brands positively regarding quality, but to compete with foreign brands domestic marketers should focus on increasing and maintaining the quality of domestic brands. The conclusion of this study is in line with the past studies conducted on the subject (Rahmawati, 2016; Tong & Li, 2013). Salman and Naeem (2015) claimed that high ethnocentric behavior in consumers creates a positive attitude towards local brand quality. It was also found that the ethnocentric consumer has strong trust in domestic brands. This is also good news for domestic manufacturers to emphasize the “made in Pakistan” viewpoint by encouraging customers to buy local brands and products, confirming the findings of Tong and Li (2013).

The research demonstrates that brand image has a greater effect on purchase intention, perceived quality and brand trust than consumer ethnocentrism. Results are positive for both international and domestic marketers, and they should know that building strong brand personality is vital in the Pakistani consumer decision making process. It can even overcome the ethnocentric tendencies of Pakistani consumers. Foreign marketers can address ethnocentric tendencies by building a strong image of their brands in the local context (Tong & Li, 2013; Wang et al., 2009).

The results of this study also suggest that perceived quality strongly influences purchase intentions in the Pakistani clothing market which indicates that alone, brand personality and consumer ethnocentrism does not guarantee sales of local brands. Local manufacturers should, therefore, compete using high quality, as this is good for customer retention. This is another area that can give a competitive edge to foreign brands over local brands (Haque et al., 2015). Current research findings uncovered the fact that ethnocentric consumers first evaluate the quality of the product and then they tend to buy Pakistani products. Brand personality also affect purchase intentions via perceived quality, thus, highlighting the importance of producing quality products. Mere ethnocentric behavior and brand personality do not alone guarantee product purchase. Companies should strive to increase the quality of their products.

## **7. Limitations and Future Research**

This study is conducted in the clothing market of Pakistan by focusing small sample. Some past studies elaborated that ethnocentric consumer behavior is a product specific trait and subject to change from one product to another (Balabanis & Diamantopoulos, 2004; Han & Terpstra, 1988). Another limitation of this research is that it ignores the effect of country of origin, future research should replicate our model by employing country of origin using other products. Consumer age may also affect their attitudes and perception (Wang & Yang, 2008). Further, other factors such as consumers' involvement, engagement and product price can play a major part in evaluating the perceived quality and purchase intentions of the consumers. Finally, in-depth interviews and focus group should be conducted to fully understand the behavior of consumers regarding ethnocentrism and its influence on the purchase of domestic and foreign products.

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## Appendix

### SURVEY QUESTIONNAIRE

Dear Respondent,

This survey requires your feedback that will assist me in my research work and will help me to examine the impact of Consumer ethnocentrism and brand personality on purchase intentions. For this purpose, I choose Pakistani clothing brands such as Gul Ahmad, Al Karam, Chen One, Breeze, Bonanza, Karma, Nishat, Maria B, Stoneage, Outfitters, JunaidJamshed, House of Ittehad, Five Stars, Firdous and uniworth, which are very famous especially among youth of Pakistan. In this connection, it is requested to your kind-self to fill the survey questionnaire as enclosed herewith because your opinion is most important. The feedback shall be kept **confidential** and **anonymous** and to be used only for academic purpose.

#### Part 1:

a. Gender:	<input type="checkbox"/> Male	<input type="checkbox"/> Female
b. Marital status:	<input type="checkbox"/> Single	<input type="checkbox"/> Married
c. Education:	<input type="checkbox"/> Matric or Under Matric	<input type="checkbox"/> Intermediate or Graduate
	<input type="checkbox"/> Masters or Above	<input type="checkbox"/> Diploma or Professional
d. What is your prefer clothing brand:		
	<input type="checkbox"/> Gul Ahmad	<input type="checkbox"/> Al-Karam
	<input type="checkbox"/> Bonanza	<input type="checkbox"/> Chen One
	<input type="checkbox"/> Breeze	<input type="checkbox"/> Junaid Jamshed
	<input type="checkbox"/> Karma	<input type="checkbox"/> Nishat
	<input type="checkbox"/> Stoneage	<input type="checkbox"/> Five Stars
	<input type="checkbox"/> Outfitters	<input type="checkbox"/> House of ittehad
	<input type="checkbox"/> Royal Tag	<input type="checkbox"/> Uniworth
	<input type="checkbox"/> Others_____	

Please read the statements and show the level of agreement keeping in. You may encircle or mark (ü) at appropriate choice against each statement according to the given coding.

5 = Strongly Agree (SA)      4 = Agree (A)      3 = Somewhat (S)      2 = Disagree (D)  
1 = Strongly Disagree (SD)

<b>Consumer Ethnocentrism</b>						
ETH1	Pakistan people should always buy Pakistani-made products instead of imports	5	4	3	2	1
ETH2	Only those products that are unavailable in the Pakistan should be imported	5	4	3	2	1
ETH3	Buy Pakistani made products. Keep Pakistan working	5	4	3	2	1
ETH4	Pakistani products first, last and foremost	5	4	3	2	1
ETH5	Purchasing foreign-made products is un-Pakistani	5	4	3	2	1
ETH6	It is not right to purchase foreign products because it puts Pakistanis out of jobs	5	4	3	2	1
ETH7	A real Pakistani should always buy Pakistani-made products	5	4	3	2	1
ETH8	We should purchase products manufactured in Pakistan instead of letting other countries get rich of us	5	4	3	2	1
ETH9	It is always best to purchase Pakistani products	5	4	3	2	1
ETH10	There should be very little trading or purchasing of goods from other countries unless out of necessity	5	4	3	2	1
ETH11	Pakistanis should not buy foreign products, because it hurts Pakistani business and causes unemployment	5	4	3	2	1
ETH12	Curbs should be put on all imports	5	4	3	2	1
ETH13	It may cost me in the long-run but I prefer to support Pakistani product	5	4	3	2	1
ETH114	Foreigners should not be allowed to put their products on our market	5	4	3	2	1
ETH115	Foreign products should be taxed heavily to reduce their entry into the country	5	4	3	2	1
ETH116	We should buy from foreign countries only those products that we cannot obtain within our own country	5	4	3	2	1
ETH117	Pakistani consumers who purchase products made in other countries are responsible for putting their fellow Pakistanis out of work	5	4	3	2	1
<b>Brand Trust</b>						
BT1	I trust the brand	5	4	3	2	1
BT2	I rely on the brand	5	4	3	2	1
BT3	The brand is trustworthy	5	4	3	2	1
BT4	The brand is safe	5	4	3	2	1
BT5	The brand is honest	5	4	3	2	1
<b>Perceived Quality</b>						
PQ1	The Style of Pakistani cloths is very fashionable	5	4	3	2	1
PQ2	Colours are generally very fashionable	5	4	3	2	1
PQ3	Fabric quality is excellent	5	4	3	2	1
PQ4	Overall workmanship is excellent	5	4	3	2	1
PQ5	Prices are relatively inexpensive	5	4	3	2	1
PQ6	Clothing is usually excellent fit	5	4	3	2	1
PQ7	Clothing retains its colours	5	4	3	2	1
PQ8	Clothing is very durable	5	4	3	2	1
PQ9	Clothing is generally of high quality	5	4	3	2	1
PQ10	Excellent value for money	5	4	3	2	1
PQ11	Generally manufactures high quality brands	5	4	3	2	1

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**Purchase Intention**

PI1	I would buy this brand rather than any other brands available	5	4	3	2	1
PI2	I intend to purchase this brand in the future	5	4	3	2	1
PI3	I have very low purchase interest in this brand	5	4	3	2	1
PI4	I am willing to recommend that others buy this brand	5	4	3	2	1

**Brand Personality**

Rate the brand according to the following personality that a brand possess

BP1	Down to earth	5	4	3	2	1
BP2	Stable	5	4	3	2	1
BP3	Responsible	5	4	3	2	1
BP4	Active	5	4	3	2	1
BP5	Dynamic	5	4	3	2	1
BP6	Innovative	5	4	3	2	1
BP7	Aggressive	5	4	3	2	1
BP8	Bold	5	4	3	2	1
BP9	Ordinary	5	4	3	2	1
BP10	Simple	5	4	3	2	1
BP11	Romantic	5	4	3	2	1
BP12	Sentimental	5	4	3	2	1

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