

**THE IMPACT OF CONSUMER NATIONAL ETHNOCENTRISM
ON WILLINGNESS TO BUY CONFECTIONERY ITEMS OF SRI
LANKA; MODERATED BY THE ROLE OF CONSUMER
PERCEIVED VALUE**



By

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ABSTRACT

Consumer national ethnocentrism and consumer perceived value are among significant influences in willingness to buying behavior. In today's world of globalizing, the purchasing power of the consumer has increased exponentially. It allows consumers can move away from the local market and to reach the global market. It has increased the threats of local manufactures. It is also harmful to the economic condition of the country. In this research study independent variable is consumer national ethnocentrism and dependent variable is willingness to buy and moderate variable is Consumer perceived value. Consumer perceived value has two dimensions such as functional value of product purchase and functional product price.

Thus, this study intends to investigate the level, relationship, and impact of consumer national ethnocentrism, willingness to buy and consumer perceived value for confectionery items in the Nuwara Eliya Town.

In this research study, primary data was collected. A structured questionnaire was used as the method of data collection. The convenience sampling method was used to create the sampling framework for the study. The quantitative research approach was used. The data were analyzed using descriptive statistics, correlation, and regression analyses.

The findings indicate good reliability and a high level of consumer national ethnocentrism on willingness to buy confectionery items consumers in the Nuwara Eliya Town. Also there is a strong positive relationship between consumer national ethnocentrism and willingness to buy and consumer perceived value moderates the relationship between consumer national ethnocentrism and willingness to buy. Furthermore, consumer national ethnocentrism and perceived value significantly impact willingness to buy Sri Lankan confectionery items.

Keywords: *Consumer National Ethnocentrism, Willingness to buy, Consumer Perceived Value.*

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