Investigating the Effect of Consumer Ethnocentrism and Attitude toward Local Products on Consumer Loyalty to Local Products in Comparison with Global Products

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Abstract

The purpose of this paper is to analyse the impact of consumer ethnocentrism and attitude toward local products on perceived consumer effectiveness and consumer loyalty to local products instead of imported products. For testing our hypothesis 384 undergraduate management students chosen by simple random sampling. The data that collected from respondents was analyzed with confirmatory factor analysis (CFA) and structural equation modeling (SEM). According to results the all attributions can affect consumer loyalty in relation with how consumers feel their effectiveness to the environment according to their ethnocentrism attributes and the amount of their feeling of effectiveness to the environment.

Keywords: Consumer Ethnocentrism, Attitude towards Local Products, Perceived Consumer Effectiveness, Consumer Loyalty to Local Products.

References


