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Ethnocentrism and Purchase Intention of Foreign and Domestic Products: A Systematic Review to a Conceptual Framework

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Abstract

Globalization prompts manufacturers of both international and local products to devise marketing strategies to stimulate the purchase intentions. This research aims to review the underlying theories applied to explain ethnocentrism and purchase intention of foreign and domestic products, as well as the independent and mediating variables, the relationship direction (sign) of major variables to the dependent variables, and the conceptual framework development based on this systematic review. We source the Scopus database and conclude with 31 articles under consideration. We apply a qualitative approach and find that the major theories include the social identity theory and the theory of planned behavior. The central independent variables are consumer ethnocentrism (CET), attitude (ATT), perceived behavior control (PBC), and subjective norms (SUB). The main mediating variable is ATT. We also discover support for relationships between CET, ATT, PBC, SUB, and purchase intentions of domestic or foreign products. We propose a conceptual framework consisting of the major variables. The study implies that CET is more important than ATT to drive the purchase intention of domestic products but not that of foreign products. The study is limited in the context of the countries, product types, and constructs that future research should address.

Keywords: *Ethnocentrism, Purchase Intention, Domestic, Foreign, Systematic Literature Review*

INTRODUCTION

In the context of globalization and the rising role of cross-border e-commerce, international marketers are devising strategies to stimulate the purchase intentions of global products. As a consequence, local manufacturers in developing nations are under intense pressure to rival overseas firms. and, assisted by policymakers of national campaigns, attempt to formulate strategies to promote purchasing intentions of domestic products (Ngoc et al., 2022). This study attempts to uncover the factors affecting purchasing intentions of foreign and domestic products that are useful for marketers of both global and local manufacturers to devise marketing strategies.

According to numerous studies, consumer ethnocentrism, abbreviated CET, is one of key elements influencing buying intentions of both foreign and domestic products. It refers to consumer beliefs about the inappropriateness and even immorality of procuring imported goods. Consumers with an ethnocentric mindset view buying foreign goods as immoral because it unpatriotically damages the domestic economy by eliminating jobs. Consumer ethnocentric tendencies are the propensity to behave consistently when purchasing products made abroad as opposed to domestically (Bearden et al., 2011).

Although CET has been named since 1987 (Shimp & Sharma, 1987) and its scale is well-assessed, its underlying theories are ambiguous, as studies have applied diverse, conflicting theories to purchase intentions with inconsistent findings (Shankarmahesh, 2006). This study attempts to identify the most applicable theories underlying ethnocentrism and purchase intention of foreign and domestic products using a systematic literature review and builds a conceptual framework based on the findings. This paper attempts to uncover the concurrent purchase intentions of both foreign and domestic products because this field is still limited (Diamantopoulos et al., 2019).

A systematic review-based conceptual framework addresses the gap in theoretical controversy as well as the practical implications for marketers working in concurrent global and local settings. As the number of scientific articles on ethnocentrism and purchase intentions of foreign and domestic products tremendously grows over time, it is crucial to reflect on and build a framework from these outputs to summarize the contributions of the studies to the existing literature. Because the review's scope is limited and the dataset makes sense for manual review (Donthu et al., 2021), a systematic literature review is more suitable



for this purpose than a bibliometric method. In specific, the research questions (RQ) of this article are:

RQ1: What are the underlying theories applied to explain ethnocentrism and the purchase intentions of foreign and domestic products?

RQ2: What are the independent variables affecting the purchase intentions of foreign and domestic products?

RQ3: What are the mediating variables affecting the purchase intentions of foreign and domestic products?

RQ4: What is the direction (sign) of the major variables to the dependent variables of purchase intention of foreign and domestic products?

RQ5: What is the proposed conceptual framework based on this systematic review?

This paper body is divided into sections that include an introduction, literature review, methods, discussion, and conclusion.

LITERATURE REVIEW

Ethnocentrism

Ethnocentrism or ethnocentricity was originally established in psychology, referring to human ethnocentrism or the propensity to value one's own group more than other groups, leads to intergroup bias, which raises intergroup violence, xenophobia, and prejudice. Oxytocin, a neurotransmitter that promotes in-group bias preference and, to a lesser degree, out-group derogatory discrimination, stimulates this behavior (De Dreu et al., 2011).

Consumer ethnocentrism (CET) is a marketing-specific field idea for the study of consumer behavior (Sharma et al., 1995). CET stems from a fondness and concern for consumers' home-country as well as a concern that they might lose their economy due to the potential harm that imports could cause to themselves and their community. Second, it includes the intention or willingness to refrain from purchasing foreign products. For extremely ethnocentric consumers, purchasing foreign goods raises moral as well as economic concerns.

CET is not limited to one country, as it is expanded regionally. The reasons are twofold: first, for some products, such as wine (García-Gallego et al., 2015), the agricultural characteristics endow a regional identity that is inimitable to other regions or countries. Second, consumers can consider themselves part of various groups, such as countries and regions, the latter of which stimulates the term regional ethnocentrism (Fernández-Ferrín & Bande-Vilela, 2013).

Ethnocentrism in international business is generally viewed as negative, unfavorable, dark, and adverse because it inhibits globalization. Nevertheless, the original fields of study for the idea, anthropology, psychology, and sociology, have embraced a broader, much more refined, and philosophically richer perspective that also recognizes the objectivity and advantages of ethnocentrism. Ethnocentric citizens may tend to preserve their culture, and ethnocentric firms get to cut the cost of integration (Michailova et al., 2017).

Purchase Intention

Marketers can predict how consumers will respond to their marketing strategies by understanding the factors that affect consumer buying behavior (Pride & Ferrell, 2020). In the context of domestic and foreign products, purchase intention is the most commonly used variable to effectively predict buying behavior instead of actual purchase behavior (Akar & Nasir, 2015; Han & Kim, 2019; Mady, 2017). The reason is twofold. One is that actual purchase behavior generally includes purchase intention, while the contrary is not applicable. Hence, past studies have used purchase intention in the research framework even though the articles they refer to are purchases.

Second, the purchase intention might be strong, but does not always carry over to the actual purchase (Herz & Diamantopoulos, 2017; Uncles & Sauaraz, 2000). Consumers may say they intend to buy local products but do not actually purchase them. The reasons might be related to product availability when they plan to buy local products that no longer exist. Another reason may be their ability to pay, which forces them to alternate to cheaper options regardless of their initial intention. Another possible reason they finally bought products against their initial preferences might be their inability to accurately determine the country of origin (Uncles & Sauaraz, 2000). A past study found that, in terms of actual purchases of



local and foreign products, a consumer might deny their actual purchases to obtain an acceptable self-image. This fact makes research on the simultaneous perspectives of domestic and foreign products more sensitive (Herz & Diamantopoulos, 2017).

Purchase intent indicates how far consumers are willing to go and how much effort they intend to put in to purchase (Ajzen, 1991). Some articles use similar terms of intention of consumption, usually related to food (Campos-Arteaga et al., 2022), or intention toward shopping (Aljukhadar et al., 2021), or simply consumer buying intention (Vabø & Hansen, 2016; Wel et al., 2018). These terms are synonyms and can be used interchangeably. Another study adds the frequency or repetition or loyalty to this term to come up with a unique variable of repurchase intention (Niros et al., 2022). To some extent, purchase intention can be associated with willingness to buy (Schlegelmilch et al., 2016) and preference (Fernández-Ferrín & Bande-Vilela, 2013). Willingness to buy is different from willingness to pay, which relates to price. While preference relates to the availability of more than one choice, alternative, or option that is relevant in our study setting of domestic and foreign products.

METHODS

Database Selection

In this first step, we choose the Scopus database because of its better coverage than the Web of Science and its more consistent accuracy than Google Scholar (Falagas et al., 2008). The choice of Scopus is consistent with other literature reviews in the international marketing field (Chatterjee et al., 2021). Scopus as a single source for collecting data enables easier replication of the study than multiple sources, at the cost of a narrower but higher standard of journal range than mixing it with multiple sources like Semantic Scholar.

Keyword Selection

We determine five keywords: ethnocentrism, purchase, intention, domestic/foreign, and theory. We specifically add the word “theory” to achieve our aim of building a theoretical framework. We selected the synonyms for each word as detailed in Table 1.

Table 1**Ethnocentrism and Purchase Intention of Foreign and Domestic Products Keywords and Synonyms**

Keywords	Synonyms
ethnocentrism	ethnocentri*, ethno-centri*
purchase	purchas*, buy*, shop*
intention	intent*
domestic/foreign	domestic, local, home-country, national, import*, foreign, global, international
theory	theory

Ethnocentric consumers adhere to ethnocentrism dearly. As such, the authors use ethnocentri* to cover the terms ethnocentricity (Sharma et al., 1995), ethnocentric, and ethnocentrism. We use purchas* to cover purchase and purchasing, buy* to cover buy and buying (Kol et al., 2022), shop* to cover shop and shopping (Aljukhadar et al., 2021), intent* to cover intent and intention, and import* to cover import and imported (Xin & Seo, 2020). We use the Boolean operator “OR” for each synonym. We use “AND” for each keyword. The initial search of “all fields” resulted in 3,035 documents.

Data Strategy for Searching and Exclusion Criteria

We forego “all fields” from Scopus as many fields are not relevant to our searches, such as names of authors, sources or journal titles, affiliations, and funding. We narrow down to only three fields, namely the paper title, abstract, and keywords, as the most relevant queries for our specific topic, as this scoping practice is consistent with the prior studies to maintain consistency with the research topics (Chatterjee et al., 2021). These filtering criteria pass 39 documents on the search period ending April 9, 2023.

We get a CSV file from the Scopus database. We manually scan any incomplete data, duplicates, and irrelevant documents using MS Excel software. We excluded two studies with no authors and unclear abstracts. We only evaluate all publications with full text available because we extract information for our analysis from the full text; as such, four articles are excluded. One article is not in English but in Spanish;



thus, we process exclusion based on language. Last, we screened out by abstract and found that one article did not talk about purchase intention but participation intention, hence being ineligible (Amarullah & Handriana, 2022). These criteria qualify 31 documents for further analysis. Our complete algorithm is:

TITLE-ABS-KEY(ethnocentri* OR ethno-centri* AND theory AND purchas* OR buy* OR shop* AND intent* AND domestic OR national OR local OR home-country OR import* OR foreign OR global OR international) AND (LIMIT-TO (LANGUAGE,"English"))

We do not limit the duration of the research; hence, the final list of documents includes articles published between 2008 and 2023. We recognize that research in this field has only recently grown exponentially in the last 15 years. We included articles-in-press on purpose to keep the study and analysis up-to-date.

We explicitly specified complete predetermined exclusion and inclusion criteria to minimize error and set a high standard of credibility for this study. In sum, we recap the protocol for this systematic review in Table 2.

Table 2
Screening Process

Filtering Procedure	n
Records identified from Scopus with selected keywords on all fields	3,035
Records included based on keywords, titles, abstracts	39
Number of papers included based on English language reason	38
Literature included based on full-text availability	34
Records included based on the relevancy of dependent variable on abstracts	33
Records included based on manual data cleaning of authorship (no author) – final selection	31

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Data Analysis

There are numerous approaches to systematic reviews, such as bibliometric analysis, meta-analysis, and systematic literature review. We decide to conduct a systematic literature review to synthesize findings of existing literature on our specific scope and small dataset using a descriptive qualitative analysis approach for evaluation and interpretation (Donthu et al., 2021).

RESULTS AND DISCUSSION

Data Description

Table 3 displays the most important data from 31 selected papers in the study of ethnocentrism and purchase intention of domestic and foreign products. The total number of authors involved is 110, but only two authors consistently write more than one article in the research field, namely Maksan, and Cerjak. On average, 3-4 authors collaborate in writing an article. Our topic's field is flocked by researchers from business, management, and accounting, together with psychology and social sciences. Agricultural and biological scientists come in to discuss the types of products under scrutiny, mostly food (Campos-Arteaga et al., 2022; García-Gallego et al., 2015; Kol et al., 2022; Maksan et al., 2019; Miftari et al., 2021). The variety of subjects makes this field an excellent interdisciplinary study.

Table 3
Data Descriptions

Descriptions	Remarks
Time range	2008 – 2023
Number of authors	110
Documents by subject area	
Business, Management, and Accounting	20 (37.7%)
Agricultural and Biological Sciences	7 (13.2%)
Psychology	5 (9.4%)
Social Sciences	5 (9.4%)
Others	16 (30.2%)



Descriptions	Remarks
Documents by type	
Article	29 (93.5%)
Conference paper	1 (3.2%)
Review	1 (3.2%)
Publication stage	
Final	29 (93.5%)
Article in press	2 (6.5%)
Source type	
Journal	30 (96.8%)
Book series	1 (3.2%)
Accessibility	
All open access	17 (54.8%)
Green	12 (38.7%)
Gold	11 (35.5%)

The type of documents is mostly articles. The only conference paper is also published in a journal that has been indexed by Scopus since 2000. The proportion of journal articles is 96.8 percent representing the quality of literature coverage on our topic. We include articles-in-press to ensure the recency of our findings. Most of our coverage is all open-access articles.

The observed research period runs from 2008 to 2023. Even though the studied period spans 15 years, the majority of contributions were made in the last year in 2022 totaling 9 records. Only three countries are producing more than two papers: the UK, the US, and Indonesia.

The Underlying Theories

There are 42 mentions of theories applied in 31 articles under the study meaning that most authors apply 1-2 theories in their articles. The major theories are social identity theory and the theory of planned behavior, as shown in Table 4.

Table 4**Underlying Theories**

Underlying Theories	n
Social identity theory (SIT)	14
Theory of planned behavior (TPB)	13
System justification theory	2

The articles also mention the following theories: consumer cultural theory, value-attitude-behavior theory (Long et al., 2022), the theory of cognitive consistency, attribution theory (Barbarossa et al., 2016), human schema theory (Rajput et al., 2022), optimal distinctiveness theory (Ma et al., 2020), terror management theory, global consumer culture (Okazaki et al., 2019), theory of the halo (García-Gallego et al., 2015), utility theory (Mughtar et al., 2012), social class (Aljukhadar et al., 2021), social comparison theory (Fang et al., 2019), and social dominance theory (Schlegelmilch et al., 2016).

A wide range of behavioral intentions, including purchase intentions, have been successfully predicted and explained by the theory of planned behavior (TPB). TPB extends the Theory of Reasoned Action (TRA). TRA mandates that behavioral intention is determined by attitudes and subjective norm. TPB adds perceived behavioral control (PBC) in the equation (Ajzen, 1991). In this paper, TPB is further extended to predict and explain purchase intention of domestic products and foreign products by evaluating major variables the framework.

TRA actually extends the Fishbein model in the efforts to understand factors that can be used to understand, and possibly predict, a consumer's attitude (Pride & Ferrell, 2020). Fishbein or belief-attitude-behavior model (Naseem et al., 2015) argues that belief creates attitude, and attitude drives individual's behavior toward an object. Marketers are interested in directing favorable consumers' behavioral intentions by modifying their attitudes, beliefs, and perceptions toward a brand, product or service (Safeer et al., 2022).

Social identity theory (SIT) is commonly used to explain CET concept (Zeugner-Roth et al., 2015). It is among the most well-known and comprehensive theories of intergroup relationships and group dynamics (Abrams & Hogg, 2012).



Even the perception of being a member of two different groups (also known as its sub theory of “self-categorization”) is sufficient to trigger favoring the in-group and unfairness against the out-group (Tajfel & Turner, 1979). This theory suggests that consumers desire to belong to groups that enjoy positive identities, also called in-group purchasers of domestic products. The positive identities consumers wish to enjoy are heroism, patriotism, and glory for buying local products. On the other hand, consumers treat their rivals, the out-group of purchasers of foreign products, with prejudice of unpatriotism, hostility, and wrongdoings.

However, some researchers feel that SIT overlook positivism toward out-group and claim that system justification theory can better explain this phenomenon (Niros et al., 2022). To preserve the current state or the status quo, fellows of a particular group concede current social norms, according to the theory behind system justification, although if doing so implies confessing the inferiority of in-groups to outgroups. When consumers embody and admit national differences (such as those in social, technological and economic development) in the current context, their own (home) country is viewed as being less developed than other, higher-status nations. These latter individuals then turn into “desirable” outgroups, whose association (for example, through the consumption of products) enables symbolize higher social status. Subsequently, xenocentrism construct is built from limited literature, capturing out-group favoritism and in-group derogation (Diamantopoulos et al., 2019).

The Independent Variables

There are 107 mentions of independent variables applied in 31 articles relate to purchase intentions, meaning that authors explain purchase intentions with approximately 3-4 independent variables. The major independent variables are consumer ethnocentrism, attitude, perceived behavior control, and subjective norms, as shown in Table 5.

Table 5
Independent Variables

Independent Variables	n
Consumer ethnocentrism (CET)	21
Attitude (ATT)	7
Perceived behavior control (PBC)	7
Subjective norm (SUB)	7
Cosmopolitanism (COS)	5
Product category/type	3
Country of Origin(COO)	2

The articles also mention the following independent variables: materialism, social class, consumer xenocentrism, price sensitivity, product country image, brand familiarity (Diamantopoulos et al., 2019), perceived quality, perceived value, brand image (Nguyen et al., 2023), social value, globalization attitude, global consumption orientation, sympathy, attachment, product specific (social value, emotional value, price functional value or quality) (Naseem et al., 2015), religiosity, distinctiveness of in-group, racism of in-group, animosity (Schlegelmilch et al., 2016), hedonism, self direction, stimulation, achievement, power, (Ma et al., 2020), country image, health consciousness, functional product image (Xin & Seo, 2020), internal locus, stability, controllability, competence, warmth (Barbarossa et al., 2016), national identity, empathy (Awaluddin & Hamid, 2019), brand equity, relationship equity, value equity (Niros et al., 2022), attention to social comparison information (Fang et al., 2019), patriotism (Wel et al., 2018), allocentrism (Huang et al., 2008), avoidance attitude, undesired self-congruence, negative social influence, intention to avoid (Khan et al., 2019), consumer perceptions of brand globalness/localness (Safeer et al., 2022), mortality salience, hope (Okazaki et al., 2019), pro environmental, generational cohort (Kol et al., 2022), corporate social responsibility (Long et al., 2022), regional CET (Fernández-Ferrín & Bande-Vilela, 2013), social media campaign (Rajput et al., 2022), global/local prestige, global/local quality (Šapić et al., 2018), and the region's image (García-Gallego et al., 2015).

Besides CET, Table 5 lists the TPB elements, i.e. ATT, SUB, and PBC. Attitude (ATT) is defined as favorable or unfavorable evaluation of specific behavior, in this



case is buying behavior. Consumers can evaluate whether their buying behavior exerts pleasure, positive emotions, and a sense of accomplishing a ritual for them (Maksan et al., 2019). Subjective norm (SUB) means consumers perceived social pressure that can come from their social circle, like family, friends, and important others. Perceived behavioral control (PBC) indicates refers to consumers' perceived capacity (in terms of time or money) to engage in or refrain from engaging in their intended purchasing behavior. PBC recognizes whether the consumers can spend enough money and become independent to purchase foreign or domestic fashion products on CBEC (Manalu & Adzimatinur, 2011; Son et al., 2013).

COS, as Table 5 indicates, can play a vital role in the equation. It is a representation of consumers who reject national identity and see themselves as the world citizens, viewing every region as their homeland. Cosmopolitan consumers are welcoming, open-minded, and not biased against foreign countries, cultures, and products, but merits (Long et al., 2022). This behavior can also be seen as the complete antithesis of ethnocentrism (Campos-Arteaga et al., 2022).

The Mediating Variables

There are 33 mentions of mediating variables applied in 31 articles, meaning that most authors implement 1-2 mediating variables to explain purchase intentions. The major mediating variable is attitude (ATT), as shown in Table 6. ATT is the second major variable after CET in terms of the number of mentions, both as an independent and mediating variable.

Table 6

Mediating Variables

Mediating Variables	n
Attitude (ATT)	9
Consumer ethnocentrism (CET)	4
Perceived value	2
Perceived quality	2

The articles under study also mention the following mediating variables: perceived behavioral control, subjective norms (Miguel et al., 2022), consumer affinity to country (Nugraha et al., 2022), identification with global consumer culture (Okazaki et al., 2019), acceptability, schadenfreude, copycat (Loebnitz & Grunert, 2019), avoidance attitude (Khan et al., 2019), blame (Barbarossa et al., 2016), animosity towards out-group (religious minorities) (Schlegelmilch et al., 2016), promotional campaign for regional product, tendency to read product label (Fernández-Ferrín & Bande-Vilela, 2013), social class consciousness (Mughtar et al., 2012), foreign product judgment (Nugraha et al., 2022), and national identity (Fang et al., 2019).

The Relationship Direction of Major Variables

We limit our discussions on major variables to the variables that receive support from at least seven articles, namely consumer ethnocentrism (CET), attitude (ATT), perceived behavior control (PBC), and subjective norm (SUB). ATT acts more often as a mediating variable. We also find support for the indirect path between CET, ATT, and purchase intention of domestic product (PIDP) or purchase intention of foreign product (PIFP). All 10 relationships are discussed in Table 7.

Table 7

Relationship Direction of Major Variables

Hypotheses (direction)	Sign	Supports
H1a: CET → PIDP (direct, positive)	+	(Maksan et al., 2019; Miftari et al., 2021; Miguel et al., 2022)
H1b: CET → PIFP (negative)	-	(Long et al., 2022)
	0/-	(Boulouta & Manika, 2022)
H2a, H3a: CET → ATT → PIDP (indirect path, positive)	+	(Kol et al., 2022; Maksan et al., 2019; Miftari et al., 2021; Miguel et al., 2022; Šapić et al., 2018)
CET → ATT → PIFP (indirect path, nonsignificant)	0	(Long et al., 2022)



Hypotheses (direction)	Sign	Supports
H2b: CET → ATT (PIFP) (negative)	-	(Šapić et al., 2018; Xin & Seo, 2020)
	0	(Long et al., 2022)
H3b: ATT → PIFP (positive)	+	(Long et al., 2022; Šapić et al., 2018; Xin & Seo, 2020)
H4a: PBC → PIDP (positive)	+	(Maksan et al., 2019; Miguel et al., 2022; Vabø & Hansen, 2016)
	0	(Campos-Arteaga et al., 2022)
H4b: PBC → PIFP (positive)	+	(Xin & Seo, 2020)
H5a: SUB → PIDP (positive)	+	(Maksan et al., 2019; Miguel et al., 2022; Vabø & Hansen, 2016)
	0	(Campos-Arteaga et al., 2022)
H5b: SUB → PIFP (insignificant)	+	(Park & Kitty, 2002)
	0	(Son et al., 2013; Xin & Seo, 2020)

We denote the hypotheses with a dan b, where “a” refers to PIDP and “b” to PIFP. There are 10 hypotheses in total and the first one is the direct path between CET à PIDP. The indirect complex path between CET à ATT à PIDP as well as direct path CET à PIDP is mostly supported by literature under this study. The strong support also found for the association of ATT à PIFP as well as PBC à PIFP. For these cases where support is convergent, we propose the hypotheses H1a, H2a, H3a, H3b, and H4b adopted directly from the findings. H1a, H2a, H3a declare that the more ethnocentric consumers, the more likely they generate positive attitudes toward purchasing domestic product, and the higher their consumption intentions. H3b and H4b simply posits that attitude toward foreign products and perceived behavioral control will have significant positive influence on purchase intention of foreign products.

In the meantime, the literature also found ambiguous findings, for example

CET à PIFP. The conflicting findings from three assorted country of origins lean towards negative because two out three models in the paper show negative direction (Boulouta & Manika, 2022). The inconsistencies might be caused by other variables such as cosmopolitanism, country of origin, product categories, or poor domestic production that resulting in unavailability of local alternatives. Altogether, dominant findings support negative sign, hence H1b is hypothesized negative, meaning that the more ethnocentric consumers are, the less likely they are to plan to purchase foreign goods.

Inconsistencies occur for CET à ATT (PIFP). Because more papers support negative direction, and only one paper found insignificant (Long et al., 2022), we hypothesize H2b in negative direction as the majority studies call. We note that the indirect path of CET à ATT à PIFP has been found insignificant simultaneously, but the indirect paths from each variable, i.e. H2b and H3b, are sufficiently backed. Thus, H2b asserts that the more ethnocentric consumers, the less favorable their attitude toward buying foreign products. This statement is followed by H3b that says the less favorable their attitude toward buying foreign products, the less likely they intend to buy foreign products.

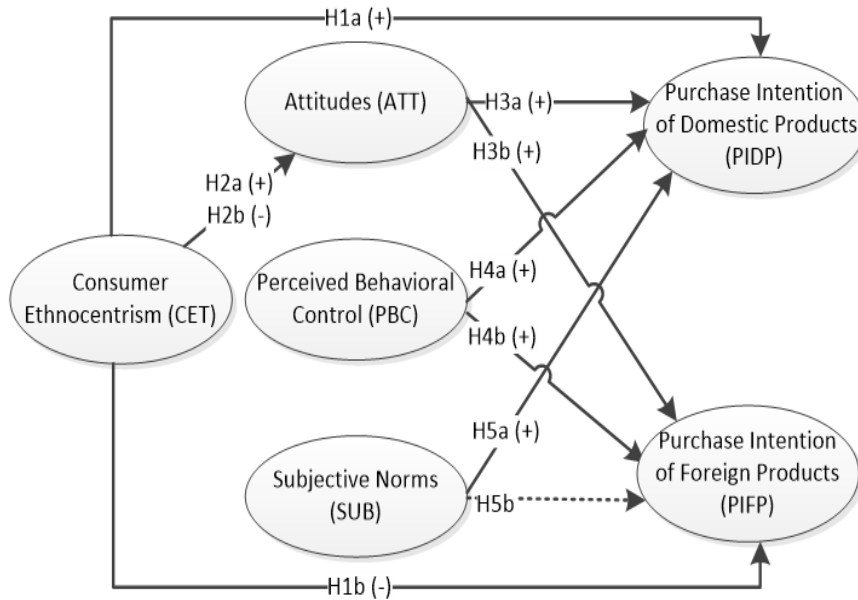
We hypothesize SUB à PIDP and PBC à PIDP in positive sign because more studies support this direction for H4a and H5a. These hypotheses state that the purchase intentions of domestic products are affected by consumers' perceived behavioral control (H4a) and subjective norms (H5a).

As bulk studies reject the significant relationship of SUB à PIFP, hence H5b is hypothesized nonsignificant, meaning that subjective norms will not have a significant influence on purchase intention of foreign products.

The Proposed Conceptual framework

We propose a conceptual framework consisting of the major variables of consumer ethnocentrism (CET), perceived behavior control (PBC), and subjective norm (SUB). ATT acts often as a mediating variable; hence, we build the framework as follows:



Figure 1**The Proposed Framework**

The above model describes the biggest contribution of this paper, i.e., extending the TPB into explaining both purchase intention of domestic and foreign products by adding CET as supported by social identity theory (SIT). We maintain a parsimonious framework by concentrating on only two major theories and four independent variables. Other variables are beyond our scope of study.

Implications

Table 4 indicates the paramount importance of CET among other variables, even ATT. This finding is supported mainly for domestic products (Maksan et al., 2019; Miguel et al., 2022; Vabø & Hansen, 2016). This result theoretically implies that any study should incorporate ethnocentrism as a key driver before other variables. This outcome also implies that marketers of domestic products working with highly ethnocentric consumers gain an unparalleled competitive advantage, as ethnocentrism is resembling personality traits and harder to change than subjective norms (Vabø & Hansen, 2016). Policymakers in ethnocentric countries should feel

confident launching a “buy local” campaign as their policies will gain better support (Amarullah & Handriana, 2022).

CET is arguably a better predictor than ATT in explaining the purchase intention of foreign products (Long et al., 2022) and domestic products (De Dreu et al., 2011). This finding prompts the theoretical exploration of other variables that better explain the purchase intention of foreign products than CET. Cosmopolitanism (COS) has been found to be significant for both purchase intention of domestic (Campos-Arteaga et al., 2022) and foreign products (Long et al., 2022). COS exerts more influence on the purchase intention of domestic products than CET, but not on that of foreign products. This outcome calls for other drivers to explain purchase intentions for foreign products, as current antecedents are not sufficiently prominent.

This study supports the comprehensive conceptual framework that combines TPB and SIT. We expect to test the applicability of this framework in a real-world setting to provide empirical evidence.

Limitations and Future Research

We build the framework based on a systematic review of articles that have diverse home-country characteristics and numerous countries of origin (COO) to determine the foreign country. Different COOs may result in different findings (Boulouta & Manika, 2022). The generalizability and representativeness of this study in samples across countries is subject to further investigation.

The literature under scrutiny also varies in terms of the type of product it focuses on. Some articles implement general products (Aljukhadar et al., 2021; Huang et al., 2008; Šapić et al., 2018), but others focus on very specific product categories like wine (Maksan et al., 2019), fashion (Nguyen et al., 2023), food (Kol et al., 2022), shoes (Diamantopoulos et al., 2019), fruits and vegetables (Miguel et al., 2022), global fast-moving consumer goods brands (Niros et al., 2022), cosmetics (Nugraha et al., 2022), car (Wel et al., 2018), bank services (Muchtar et al., 2012). The mainstream rationales for selecting specific product types are product availability and prominent alternatives from global and local manufacturers in the countries where studies are conducted. The issue of varying product types might limit the replication of this paper’s findings for different product categories. For example, shoes and fashion are visible and conspicuous products that might influence atypical consumer behavior compared to products that are consumed privately.



We exclude control and moderating variables to achieve parsimony in the study as well as fulfill the word limitation. We limit our variables by excluding potential constructs such as cosmopolitanism, product category or type, country of origin, perceived value, and perceived quality that might otherwise exert tremendous progress in this field. We also exclude four articles for which we cannot access the full text. Further, we limit our scope to two major theories, whereas other theories like system justification and consumer culture theory might enrich explanations from other perspectives. This exclusion practice may induce bias risk and influence the relevance of our proposed framework for future research seeking to examine unusual variables and going off the beaten path.

CONCLUSIONS

We implement a systematic literature review and find that the major theories related to ethnocentrism and purchase intentions of domestic and foreign products are social identity theory and the theory of planned behavior. The major independent variables are consumer ethnocentrism (CET), attitude (ATT), perceived behavior control (PBC), and subjective norms (SUB). The major mediating variable is attitude (ATT). We also find support for the relationships between CET, ATT, PBC, SUB, and purchase intention of domestic product (PIDP) or purchase intention of domestic product (PIFP). We propose a conceptual framework consisting of the major variables by combining the above theories. The theoretical implication from the extension of the theories is that CET is more important than ATT to drive purchase intentions of domestic products, but not foreign products. Marketers of domestic products practically gain a more competitive advantage from ethnocentric consumers. The study is limited in terms of country, product type, and other constructs that future research should address.

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