

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework



Dang The Hung¹, Bui Van Trinh², Nguyen Van Nguyen³

¹Tra Vinh University, ORCID: 0009-0002-6789-8196

²Mekong University, ORCID: 0000-0002-6253-5532

³Tra Vinh University, ORCID: 0000-0001-5705-9212

ABSTRACT: In the context of Vietnam's increasing emphasis on local economic development and public health, understanding the behavioral determinants of domestic functional food consumption is crucial. This study investigates the impact of consumer ethnocentrism (CET) and domestic brand perception (BRD) on purchase intention, through the mediating role of the Theory of Planned Behavior (TPB) constructs: attitude (ATT), subjective norm (SN), and perceived behavioral control (PBC). The study was conducted in the Mekong Delta region, Vietnam's agricultural hub between May and August 2023. Using a stratified convenient sampling approach, data were collected via both direct and online surveys, targeting consumers aged 15 and above. A total of 828 valid responses were analyzed using Structural Equation Modeling (SEM) via AMOS software. The results show that CET significantly influences ATT and PBC, which in turn strongly predict purchase intention. Conversely, BRD has no significant impact on ATT, SN, or PBC indicating that current domestic branding strategies lack sufficient influence in this sector. The model explains 36.4% of the variance in purchase intention. The study's limitations include its regional focus and cross-sectional design. Future research should incorporate longitudinal analysis and expand to other product categories or regions. A key recommendation is that domestic producers should leverage ethnocentrism by aligning their products with national pride and health values, while improving brand credibility and accessibility to enhance behavioral control.

KEYWORDS: Attitude, Brand perception, Consumer ethnocentrism, Functional foods, Purchase intention

1. INTRODUCTION

In recent years, the intensification of global trade has dramatically increased competition between domestic and imported goods, especially in developing countries like Vietnam. Among Vietnamese consumers, there is a growing shift toward supporting locally made products due to economic, cultural, and community-based motivations. This phenomenon is aligned with the concept of consumer ethnocentrism (CET), which refers to the preference for domestic products over foreign alternatives, often grounded in patriotism, economic protectionism, or ethical consumption perspectives (Shimp & Sharma, 1987).

Parallel to this shift is the increasing demand for functional foods products that provide health benefits beyond basic nutrition. First introduced in Japan in the 1980s, functional foods have emerged as a promising sector in Vietnam's food industry, with over 70% of such products manufactured domestically (Nguyen & Pham, 2021). In the Mekong Delta region Vietnam's agricultural and food processing hub consumer interest in functional foods has been rising due to increasing awareness of health and well being (Nguyen Phuc Hung et al., 2023). However, empirical research on behavioral intentions and consumption of locally branded functional foods in this area remains limited.

Moreover, the perception and value of domestic brands (BRD) in functional foods are increasingly being scrutinized as companies attempt to enhance trust and loyalty among consumers. Domestic brands often symbolize familiarity, quality, and cultural relevance, making them an essential factor in driving purchase intentions, particularly in the health related product segment (Özsomer, 2012; Nguyen et al., 2019).

To analyze consumer behavioral intentions, the Theory of Planned Behavior (TPB) developed by Ajzen (1991) serves as a robust framework. TPB posits that behavior is influenced by three key psychological constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. This theory has been widely validated in consumer behavior research and provides a theoretical lens to investigate how CET and BRD influence consumer purchase intention and decision-making through these mediating variables.

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

Despite the growing interest in green marketing and ethnocentric consumerism, very few studies have integrated these factors within the TPB framework to explain sustainable purchase intentions, especially in the context of functional foods. Furthermore, existing literature often focuses on developed markets, overlooking emerging economies such as Vietnam, where cultural and economic dynamics differ significantly. Recent findings suggest that CET positively influences attitudes and behavioral control by reinforcing the perceived value and accessibility of domestic products (Balabanis & Diamantopoulos, 2004; Nguyen et al., 2019). Simultaneously, brand equity through perceived quality, trust, and familiarity has been shown to strengthen subjective norms and attitudes in favor of locally made goods (Fishbein & Ajzen, 1975; Winit et al., 2014).

Given these gaps, this study investigates the combined impact of consumer ethnocentrism and domestic brand perception on the intention to purchase locally branded functional foods in the Mekong Delta region of Vietnam. The TPB model is extended to incorporate these two antecedent variables as predictors of behavioral intention. The study aims to provide empirical insights into how psychological and sociocultural drivers influence green consumption behavior in emerging markets.

By exploring these relationships, the research contributes theoretically by expanding the TPB framework and practically by offering actionable implications for domestic food companies and policymakers seeking to promote sustainable consumption. This study responds to the urgent need to understand the behavioral determinants of green consumerism and supports the strategic development of Vietnam's local functional food industry within the context of environmental protection and national economic resilience.

2. LITERATURE REVIEW

2.1 Literature Review

Building on the theoretical framework outlined in the previous section, the present study proposes a comprehensive conceptual model integrating consumer ethnocentrism (CET) and domestic brand perception (BRD) within the Theory of Planned Behavior (TPB) to explain purchase intention (INT) and actual purchase decision (PD) toward domestically produced functional foods. To empirically test the proposed relationships, thirteen hypotheses are developed, informed by prior literature and contextual insights from the Vietnamese functional food market.

The first set of hypotheses concerns the influence of green advertising and its effects on the three core constructs of TPB. As green advertising (GA) increasingly gains traction as a persuasive communication tool, it is theorized to influence consumer attitude (ATT) by presenting the environmental benefits and ethical implications of the product. Several studies have confirmed that green advertising significantly shapes positive attitudes, especially when consumers perceive the message to be credible, informative, and aligned with their values (Leonidou et al., 2013; Peattie & Crane, 2005). In the context of functional foods, which often carry health-related messaging, incorporating environmental responsibility into advertising strategies can reinforce consumers' favorable evaluations of the product. Thus, it is hypothesized that green advertising has a positive impact on attitude toward the purchase of domestic functional foods.

In addition to affecting attitude, green advertising is also posited to influence subjective norms (SN). In collectivist societies like Vietnam, social approval and peer perception significantly shape individual choices. When green messages are disseminated through trusted channels and endorsed by influential social actors (e.g., family, community leaders), they can alter normative beliefs and enhance the perceived social desirability of purchasing environmentally friendly domestic products. Therefore, it is hypothesized that green advertising positively influences subjective norms in the context of functional food consumption.

Furthermore, green advertising may strengthen perceived behavioral control (PBC) by providing consumers with practical information about product accessibility, usage, and affordability. When consumers feel well-informed and confident about their ability to engage in environmentally responsible behavior, their perceived control increases, leading to a higher likelihood of behavior execution. Given these insights, it is hypothesized that green advertising positively influences perceived behavioral control in the purchase of domestic functional foods.

The next set of hypotheses explores the impact of consumer ethnocentrism on TPB constructs. CET is assumed to positively influence attitude, subjective norms, and perceived behavioral control. Specifically, individuals with high CET levels tend to exhibit more favorable attitudes toward domestic goods, as such preferences are viewed as acts of patriotism and economic solidarity. Shimp and Sharma (1987) argue that CET is both an emotional and moral stance, which intensifies the positive evaluation of local products. Accordingly, a positive relationship is hypothesized between CET and attitude.

Regarding subjective norms, CET is believed to enhance perceived social expectations that reinforce domestic product consumption. In societies where collectivist values and national pride are emphasized, CET can translate into a shared belief system that legitimizes and encourages buying local. Empirical evidence suggests that individuals high in CET often perceive

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

stronger social support and normative pressure to engage in ethnocentric purchasing behavior (Balabanis & Diamantopoulos, 2004). Consequently, CET is hypothesized to positively influence subjective norms.

In relation to perceived behavioral control, CET may instill a sense of ease and self-efficacy in purchasing domestic goods, as consumers feel more familiar with locally produced items and are motivated to support their national economy. This psychological assurance could increase their confidence in making informed and autonomous purchase decisions. Thus, CET is also hypothesized to positively affect perceived behavioral control in the context of functional food consumption.

Another critical dimension in the model is the role of domestic brand perception (BRD). It is hypothesized that BRD positively affects all three TPB constructs. Favorable brand perceptions enhance consumer attitudes by fostering trust, perceived quality, and emotional attachment to the brand. In the case of functional foods, domestic brands that are perceived as credible, health-conscious, and culturally relevant are likely to elicit positive consumer evaluations, thereby improving attitudes. Additionally, strong domestic brand perception is likely to influence subjective norms by signaling social approval and endorsement from peer groups. Consumers often seek social validation when purchasing health products, and the visibility and familiarity of domestic brands can increase perceived social support for such choices. Thus, a positive relationship is hypothesized between BRD and subjective norms.

Moreover, BRD is expected to enhance perceived behavioral control. Well-known and well-distributed domestic brands reduce the cognitive and logistical barriers associated with product selection, enabling consumers to feel more capable and in control of their purchase decisions. This link has been particularly evident in studies where brand equity correlates with consumer confidence and decision-making efficiency (Nguyen et al., 2019; Baker et al., 2002). Accordingly, BRD is hypothesized to positively influence perceived behavioral control.

Moving from antecedents to outcomes, the TPB framework suggests that ATT, SN, and PBC directly influence purchase intention (INT). Attitude remains one of the most consistent predictors of intention across various consumer contexts, as demonstrated by Ajzen (1991) and validated in numerous empirical studies. A consumer who evaluates a behavior positively is more inclined to form an intention to perform that behavior. Thus, it is hypothesized that attitude has a positive effect on purchase intention toward domestic functional foods.

Subjective norms also exert a significant influence on intention, especially in culturally collectivist environments like Vietnam. Consumers are more likely to act in accordance with perceived expectations of significant others, particularly when the behavior in question involves personal health or communal benefits. Therefore, subjective norms are hypothesized to positively influence purchase intention.

Perceived behavioral control, reflecting consumers' confidence in their ability to perform the behavior, is another critical determinant of intention. When consumers believe they possess the necessary resources and self-efficacy, their intention to buy the product is strengthened. This effect is particularly salient in functional food consumption, where health literacy, access, and affordability are central concerns. Thus, PBC is hypothesized to have a positive impact on purchase intention.

Finally, the TPB model posits that behavioral intention leads to actual behavior in this case, the decision to purchase domestic functional foods. While the intention behavior gap is a well documented challenge, numerous studies affirm that intention remains the most proximal predictor of behavior. Particularly when mediated by favorable attitudes, normative support, and a strong sense of control, intentions are more likely to translate into action. Therefore, it is hypothesized that purchase intention positively influences the actual purchase decision of domestic functional foods.

The proposed conceptual model, grounded in TPB and extended with CET and BRD, provides a theoretically robust and contextually relevant framework for understanding consumer behavior in Vietnam's functional food market. Through the formulation and empirical testing of these thirteen hypotheses, this study seeks to bridge theoretical gaps and provide practical insights for marketers and policymakers. By examining how cultural, psychological, and branding factors interact to shape green purchasing behavior, the study contributes to the advancement of sustainable consumption research in emerging economies.

2.1 Hypotheses and research model

Grounded in the Theory of Planned Behavior (TPB), this study conceptualizes consumer ethnocentrism (CET) and domestic brand perception (BRD) as critical antecedents to the three psychological constructs of TPB: attitude (ATT), subjective norm (SN), and perceived behavioral control (PBC), which in turn predict purchase intention (INT) for domestic functional foods. The model aligns with the extended TPB approach that incorporates culturally specific and context driven predictors, thereby providing a more nuanced understanding of consumer decision-making in emerging markets such as Vietnam. Based on theoretical justification and empirical evidence, nine hypotheses (H1 to H9) are proposed.

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

H1: Consumer ethnocentrism has a positive influence on attitude toward purchasing domestic functional foods. This hypothesis is derived from the original conceptualization by Shimp and Sharma (1987), which suggests that ethnocentric consumers perceive purchasing domestic goods not only as a personal preference but also as a moral obligation and patriotic act. When consumers strongly identify with national interests, they are more likely to form favorable evaluations of locally produced goods. Empirical studies support this notion, showing that CET is positively correlated with favorable product attitudes, especially in collectivist cultures where loyalty to the national economy is highly valued (Balabanis & Diamantopoulos, 2004; Nguyen et al., 2019).

H2: Consumer ethnocentrism has a positive influence on subjective norm. In collectivist societies, where group values and social influence are central to behavior, CET not only shapes internal beliefs but also external perceptions of what is socially expected. Individuals with strong ethnocentric values often perceive stronger pressure from family, peers, and the broader community to buy domestic products. This results in heightened subjective norms that reinforce such consumption behavior (Wang & Chen, 2004). Therefore, the hypothesis posits that CET enhances the normative support for purchasing domestic functional foods.

H3: Consumer ethnocentrism has a positive influence on perceived behavioral control. The belief in the superiority or moral necessity of buying domestic products may empower consumers, making them feel more competent and in control of their purchasing behavior. Such empowerment is particularly evident in product categories associated with national identity and public health, such as functional foods. When consumers feel that choosing local products aligns with social, economic, and moral standards, they are more confident in their ability to make such purchases (Ajzen, 1991; Balabanis & Diamantopoulos, 2004). Hence, CET is expected to positively affect perceived behavioral control in this context.

H4: Domestic brand perception has a positive influence on attitude toward purchasing domestic functional foods. Brands are powerful psychological and symbolic assets that influence how consumers evaluate products. A strong domestic brand that communicates quality, reliability, and cultural familiarity can significantly shape positive attitudes. Particularly in the health and wellness domain, where trust and safety are paramount, positive brand perception becomes an essential component of favorable attitude formation. Studies have shown that when consumers perceive domestic brands as professional, modern, and trustworthy, they are more likely to support them (Nguyen, Le, & Tran, 2019; Winit et al., 2014).

H5: Domestic brand perception has a positive influence on subjective norm. Brand popularity and credibility are often reinforced by community engagement and social validation. In Vietnam, where social networks strongly influence behavior, favorable perceptions of domestic brands may increase perceived social pressure to purchase those products. Consumers are more inclined to act in ways that are approved by their social groups, and when local brands are widely accepted and recommended, the social desirability of buying them increases. As such, BRD is hypothesized to positively influence subjective norms.

H6: Domestic brand perception has a positive influence on perceived behavioral control. Perceived behavioral control is influenced not only by the consumer's internal confidence but also by external factors such as product availability, accessibility, and simplicity in the decision making process. When domestic brands are widely distributed, easy to recognize, and perceived as offering value for money, consumers feel more capable of buying them. Brand familiarity reduces perceived risk and enhances self efficacy in purchase decisions (Ajzen, 1991; Baker et al., 2002). Accordingly, it is hypothesized that positive brand perception enhances perceived behavioral control in purchasing domestic functional foods.

The remaining hypotheses address the core assumptions of the TPB. These relationships have been widely validated across consumption contexts and provide the final pathway through which attitude, subjective norm, and perceived behavioral control influence purchase intention.

H7: Attitude has a positive influence on purchase intention. According to Ajzen (1991), attitude is the most immediate and direct predictor of intention. A positive evaluation of the behavior in this case, buying domestic functional foods leads to stronger intentions to perform the behavior. Studies in green marketing and health related consumption consistently demonstrate that consumers who hold favorable attitudes toward environmentally or health conscious products are more likely to intend to purchase them (Kim & Han, 2010; Paul et al., 2016).

H8: Subjective norm has a positive influence on purchase intention. In contexts where social identity and interpersonal influence are salient, normative pressure is a powerful motivator of behavior. Vietnamese consumers, embedded in a collectivist culture, are particularly responsive to the opinions and behaviors of their reference groups. When individuals believe that important others expect them to buy domestic products, they are more likely to form the intention to comply with those expectations (Fishbein & Ajzen, 1975; Armitage & Conner, 2001). Thus, subjective norm is hypothesized to positively affect purchase intention.

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

H9: Perceived behavioral control has a positive influence on purchase intention. PBC reflects the consumer's perception of ease or difficulty in performing the purchase behavior. The stronger the perceived control over the action, the more likely consumers are to form an intention to execute it. In the context of functional food consumption, where perceived control may be shaped by factors such as affordability, accessibility, and product knowledge, this construct becomes a crucial predictor of intention (Ajzen, 2002). Therefore, it is hypothesized that PBC positively influences the intention to purchase domestic functional foods.

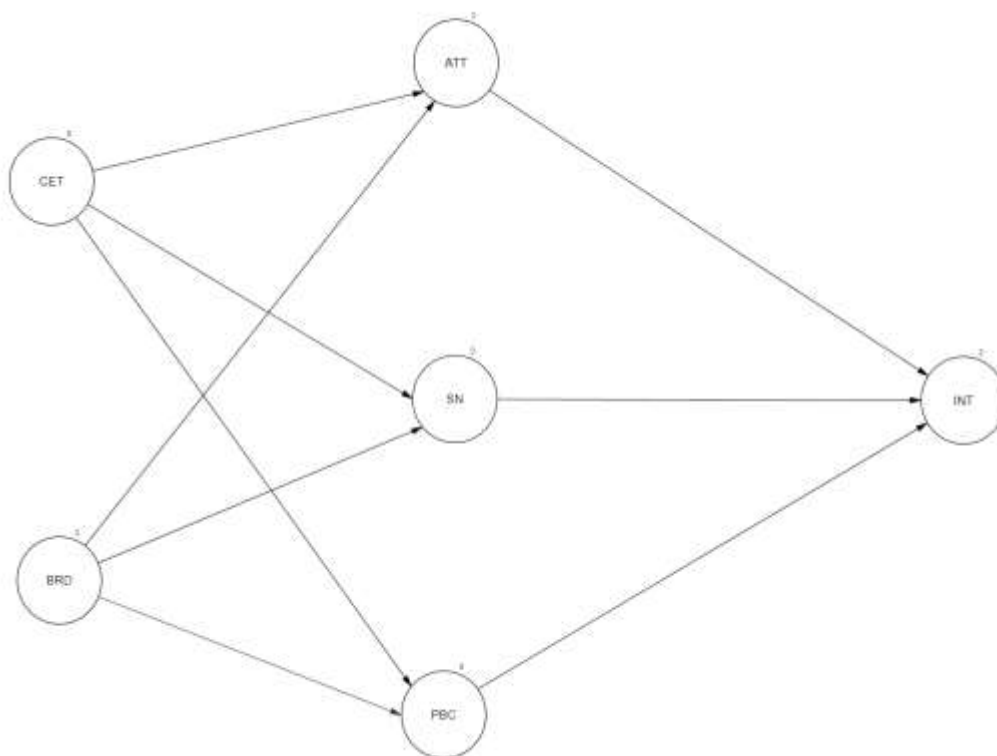


Figure 1: Research model

Source: The authors proposed

The proposed model comprises nine hypotheses that together elucidate the psychological and socio cultural mechanisms driving green and health oriented consumer behavior. By integrating CET and BRD into the TPB framework, the study not only extends the theoretical model but also offers practical insights for marketers aiming to promote domestic brands and sustainable consumption. The conceptual framework derived from these hypotheses will be empirically tested using structural equation modeling (SEM) based on data collected from consumers in the Mekong Delta region, where both ethnocentric tendencies and brand perceptions are expected to play a pivotal role in influencing purchase behavior. This approach ensures that the study is both theoretically rigorous and practically relevant, contributing to the literature on sustainable consumption in emerging economies.

3. RESEARCH METHODOLOGY

This study employed a mixed method approach, incorporating both qualitative and quantitative research phases to ensure a robust and contextually grounded investigation of consumer ethnocentrism and domestic brand perception in influencing purchase intention of domestic functional foods. The research was conducted in the context of the Mekong Delta, Vietnam, and included three distinct components: (1) qualitative exploration for model refinement, (2) scale development and pilot testing, and (3) large-scale quantitative survey with structural equation modeling analysis.

In the formal quantitative study, a stratified convenient sampling technique was used to ensure broad demographic representation while optimizing time and resources. The sampling process followed a three-tier stratification: residential location (provinces in the Mekong Delta), age groups (15–24, 25–49, and 50+), and gender (male and female). After defining strata based on demographic and regional distributions, convenient sampling was applied within each stratum to facilitate respondent access. The total sample was collected from 13 provinces and cities across the Mekong Delta, including Can Tho, Long An, Tien Giang, Vinh

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

Long, Dong Thap, and others. Sample sizes were distributed in proportion to population density, with higher density areas receiving more questionnaires to ensure regional representativeness.

To ensure sufficient statistical power and meet analytical requirements, the sample size was determined based on standards for Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM). According to Hair et al. (2014), EFA requires a sample size of at least 5–10 times the number of observed variables. Given 39 observed items, the minimum requirement for EFA was 195–390 cases. For SEM, based on the number of model paths (13 relationships), Hair et al. (2010) suggests a minimum of 130 observations. To enhance reliability and accommodate potential data loss, the sample size was increased to 1,000 observations approximately 2.5 times the theoretical minimum. This sample size ensures both statistical precision and the representativeness of findings across subgroups.

Data were collected using both direct and online survey methods. In person surveys were conducted at pharmacies, supermarkets, and densely populated residential areas to directly reach target consumers with prior experience or intention of purchasing domestic functional foods. Researchers used structured paper-based questionnaires, enabling clarifications and reducing data entry errors. This approach also increased the response rate by fostering face-to-face interaction. Simultaneously, online surveys were administered via Google Forms, with links and QR codes distributed through social platforms such as Facebook and Zalo, as well as email. The online method extended the study's reach to consumers who were less accessible through traditional in person methods, enhancing inclusivity and cost effectiveness.

The questionnaire used for both data collection methods followed a logically structured format based on theoretical foundations and prior qualitative findings. It comprised three sections: (1) demographic information including gender, age, income, education, and occupation; (2) measurement items for the main research constructs using five-point Likert scales (from 1 = strongly disagree to 5 = strongly agree); and (3) open ended questions inviting participants to provide additional comments or suggestions. The constructs measured included consumer ethnocentrism (CET), domestic brand perception (BRD), attitude (ATT), subjective norm (SN), perceived behavioral control (PBC), and purchase intention (INT).

Data cleaning procedures included removal of incomplete, inconsistent, or duplicate responses. After screening, the data were prepared for statistical analysis using SPSS and AMOS software. The analysis process comprised multiple steps aligned with the research objectives. First, descriptive statistics were employed to profile respondents and examine demographic distributions. Reliability analysis using Cronbach's Alpha was performed to evaluate the internal consistency of measurement items, with an acceptance threshold of $\alpha \geq 0.6$. Next, Exploratory Factor Analysis (EFA) was conducted using Principal Component Analysis (PCA) with Varimax rotation to identify factor structures and eliminate items with low or cross-loadings.

Following EFA, Confirmatory Factor Analysis (CFA) was implemented to validate the measurement model. Fit indices such as the Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Chi-square/df were used to assess model fit. The AVE (Average Variance Extracted) and CR (Composite Reliability) values were computed to ensure convergent validity ($AVE \geq 0.5$) and internal consistency ($CR \geq 0.7$). Discriminant validity was established by verifying that the square root of each construct's AVE exceeded the correlations with other constructs.

To test the theoretical model and hypotheses, Structural Equation Modeling (SEM) was conducted using AMOS. SEM enables the simultaneous estimation of multiple interdependent relationships among latent variables. The structural model assessed the direct and indirect effects of CET and BRD on purchase intention through the mediating variables ATT, SN, and PBC. Model fit was evaluated using the same fit indices applied in CFA. Bootstrapping (with 5,000 resamples) was employed to test mediation effects and the significance of indirect paths. The results provided empirical support for theoretical assumptions and were used to develop managerial recommendations.

In addition, the third research objective developing strategic solutions based on empirical findings was addressed through a qualitative interpretive method. The researcher applied self reflective, argumentative analysis to synthesize findings, link them with contextual insights, and propose feasible strategies to enhance domestic functional food consumption. This process involved examining causality identified through SEM, contextualizing results with market trends and consumer expectations, and recommending policies or marketing actions that align with the broader goals of national health promotion and local brand development.

This research methodology ensures high validity and rigor through a comprehensive design, from model development to quantitative testing. The integration of stratified sampling, mixed-mode data collection, and advanced statistical modeling provides a reliable foundation for understanding the factors that drive consumer purchase intention for domestic functional foods in Vietnam's Mekong Delta region.

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

4. RESULTS AND DISCUSSION

4.1 Sample Description

The official survey was conducted with a final sample size of 828 respondents from 13 provinces and municipalities in the Mekong Delta region, including Long An, Tien Giang, Ben Tre, Tra Vinh, Vinh Long, Dong Thap, An Giang, Kien Giang, Can Tho, Hau Giang, Soc Trang, Bac Lieu, and Ca Mau. The sample was proportionally distributed according to population density and stratified by gender, age, income, and occupation, ensuring broad representation of the target population for the study of consumer behavior toward domestic functional foods.

Regarding gender distribution, the sample was nearly evenly split, with 430 female respondents (51.9%) and 398 male respondents (48.1%), reflecting the overall demographic balance of the Mekong Delta. This gender composition ensures that the analysis captures the perspectives and behavioral tendencies of both male and female consumers in the region.

In terms of age structure, the majority of respondents fell within the economically active age range. Specifically, 29.7% were aged 35–44, followed by 24.6% aged 25–34, and 19.6% under 25. Additionally, 16% were between 45–54, and 10.1% were aged 55 or above. This age distribution is consistent with the region's labor force profile and ensures that consumer insights reflect both young and mature consumer segments, who are likely to exhibit differing attitudes and intentions toward functional food products.

With respect to income levels, a broad spectrum was captured. The largest proportion of respondents (34.9%) reported a monthly income between 5–10 million VND, while 29.9% earned below 5 million VND. Additionally, 20.2% reported income between 10–15 million VND, and 15% earned more than 15 million VND per month. This income distribution aligns with the socioeconomic conditions of the region and provides a robust basis for analyzing how income differentials influence attitudes and purchasing intentions.

In terms of occupation, the sample included a wide range of employment types. The largest group was office workers (21.5%), followed by industrial workers (19.7%), and professionals in service industries (17.6%). Other groups included small business owners (13.8%), self-employed individuals (10%), students (10.3%), freelance laborers (6.9%), and retirees (0.2%). This occupational diversity provides valuable insight into how work environments and lifestyles relate to consumer perspectives on health and domestic product consumption.

Geographically, the distribution of the sample was designed to ensure proportional representation based on provincial population densities and market relevance. The largest number of respondents was from Can Tho (120 respondents), reflecting its status as the regional economic and population center. Other provinces with significant representation included Tien Giang (100), Dong Thap (95), Long An and An Giang (90 each), and several others ranging between 75–85 respondents, such as Ben Tre, Vinh Long, and Soc Trang. The province with the fewest responses was Ca Mau (78 respondents), which is consistent with its relatively lower population density. This geographical spread ensures that the findings of the study are generalizable across the broader Mekong Delta region, accommodating potential regional variations in consumer behavior.

The demographic characteristics of the sample provide a comprehensive and representative view of consumers in the Mekong Delta. The balance across gender, age, income, occupation, and geography enhances the generalizability of the study's findings and supports robust statistical analysis of behavioral drivers related to the consumption of domestic functional foods.

4.2 Confirmatory Factor Analysis (CFA)

To validate the measurement model of the proposed constructs, Confirmatory Factor Analysis (CFA) was conducted using AMOS software with the Maximum Likelihood Estimation (MLE) method. The CFA assessed the convergent validity, discriminant validity, and model fit of the latent constructs: Consumer Ethnocentrism (CET), Domestic Brand (BRD), Attitude (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Purchase Intention (INT). The sample size of 828 respondents exceeded the minimum threshold required for robust CFA, satisfying both the criteria of ten observations per indicator and the complexity of the structural model.

Table 1. Results of Confirmatory Factor Analysis (CFA)

Construct	Observed Variable	Standardized Loading	R-squared
CET	CET1	0.832	0.693
CET	CET2	0.885	0.783
CET	CET3	0.845	0.714
CET	CET4	0.892	0.796
CET	CET5	0.873	0.762

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

BRD	BRD1	0.838	0.703
BRD	BRD2	0.827	0.684
BRD	BRD3	0.774	0.599
BRD	BRD4	0.822	0.676
BRD	BRD5	0.859	0.738
BRD	BRD6	0.849	0.721
ATT	ATT1	0.841	0.708
ATT	ATT2	0.844	0.712
ATT	ATT3	0.863	0.745
ATT	ATT4	0.876	0.767
PBC	PBC1	0.86	0.739
PBC	PBC2	0.812	0.66
PBC	PBC3	0.871	0.758
PBC	PBC4	0.836	0.698
SN	SN1	0.786	0.617
SN	SN2	0.879	0.773
SN	SN3	0.929	0.863
SN	SN4	0.778	0.605
INT	INT1	0.902	0.814
INT	INT2	0.856	0.733
INT	INT3	0.876	0.767
INT	INT4	0.869	0.755
INT	INT5	0.923	0.852

Source: Data analysis results

The overall goodness-of-fit indices confirmed that the measurement model achieved an excellent level of fit with the empirical data. Specifically, the Chi-square/df ratio (CMIN/df) was 1.993, which is below the recommended maximum of 3. The Root Mean Square Error of Approximation (RMSEA) was 0.035, well within the ideal range of < 0.05, with a PCLOSE value of 1.000 indicating a perfect fit. The Comparative Fit Index (CFI = 0.982), Tucker-Lewis Index (TLI = 0.980), and Incremental Fit Index (IFI = 0.982) all exceeded the standard threshold of 0.90, supporting the model's good fit to the data. The Parsimony-Adjusted CFI (PCFI = 0.870) and Parsimony-Adjusted NFI (PNFI = 0.855) also indicated that the model maintains parsimony while explaining the observed data well.

Convergent validity was assessed through standardized factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). All standardized loadings for the observed variables were statistically significant ($p < .001$) and exceeded 0.70 in most cases, indicating strong item construct relationships. For example, standardized loadings for CET ranged from 0.832 to 0.892, for BRD from 0.774 to 0.859, for ATT from 0.841 to 0.876, for SN from 0.778 to 0.929, for PBC from 0.812 to 0.871, and for INT from 0.856 to 0.923. These high factor loadings affirm that the observed variables effectively represent their respective latent constructs.

In addition to loadings, the Squared Multiple Correlations (R^2) for most indicators exceeded 0.60, further supporting internal consistency. For instance, the R^2 for INT1 was 0.814, for CET4 was 0.796, and for SN3 was 0.863, indicating that the constructs explain a substantial proportion of the variance in the observed variables.

Inter-construct correlations were generally low to moderate, confirming discriminant validity. The correlations between CET and BRD ($r = 0.049$), BRD and INT ($r = -0.002$), and SN and ATT ($r = 0.016$) were all below the threshold of 0.85, suggesting that the constructs are empirically distinct. The model also satisfies the Fornell-Larcker criterion, as the square root of AVE for each construct was greater than its correlations with other constructs, though specific AVE and CR values were not listed in the CFA report.

The model estimation also reported sufficient construct variances (e.g., CET = 1.275, ATT = 1.028, INT = 1.465) and low residual variances for indicators (e.g., e1 to e34), indicating minimal measurement error. These results further support the reliability and precision of the measurement model.

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

The CFA results confirm that the measurement model is valid and reliable, exhibiting strong convergent and discriminant validity as well as excellent model fit. These findings validate the use of the six latent constructs in the subsequent structural model and provide a solid empirical foundation for hypothesis testing using Structural Equation Modeling (SEM) in the next section.

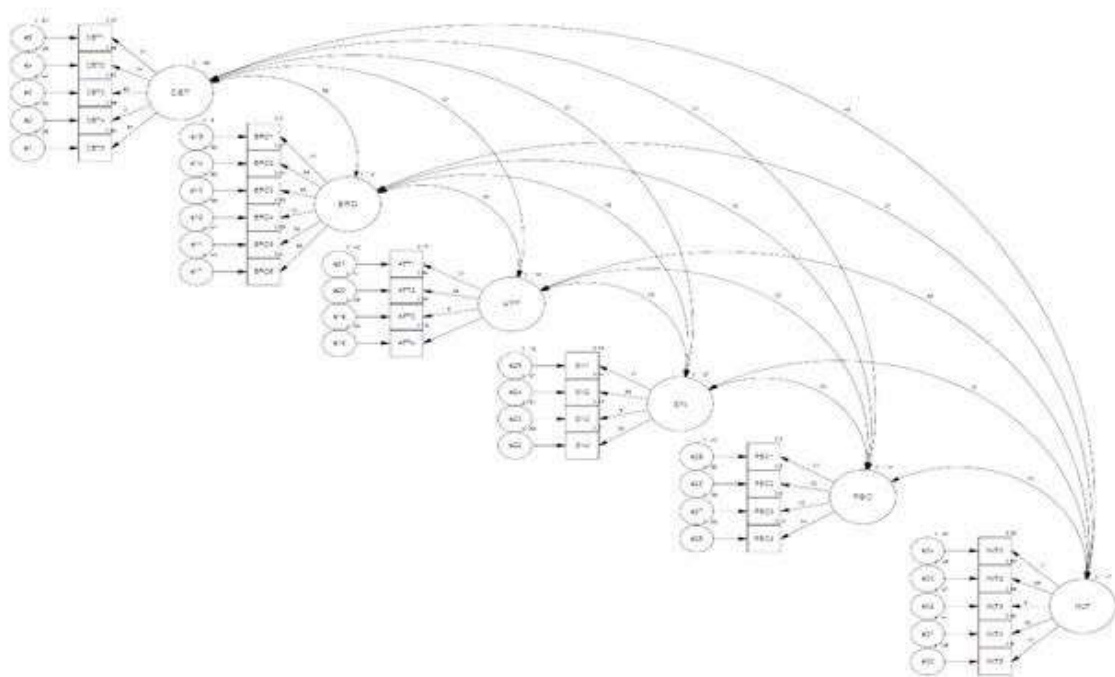


Figure 2: Confirmatory Factor Analysis

Source: Data analysis results

4.3 Structural Equation Modeling (SEM) Results

To test the theoretical framework and examine the causal relationships among the latent variables, Structural Equation Modeling (SEM) was conducted using the Maximum Likelihood Estimation (MLE) method in AMOS. The sample size of 828 respondents satisfies the recommended ratio of observations to parameters and exceeds the minimum required for robust SEM. The structural model was constructed to test nine hypotheses, incorporating six constructs: Consumer Ethnocentrism (CET), Domestic Brand (BRD), Attitude (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Purchase Intention (INT).

The model demonstrated a good overall fit to the empirical data. The chi-square statistic was $\chi^2 = 693.901$ with 340 degrees of freedom ($p < .001$), and the relative chi-square value ($\chi^2/df = 2.041$) was within the acceptable range. Additional fit indices confirmed model adequacy, including RMSEA = 0.035 (PCLOSE = 1.000), CFI = 0.981, TLI = 0.979, and NFI = 0.963. All values exceeded the commonly accepted threshold of 0.90, indicating that the proposed model adequately represents the observed data.

Regarding hypothesis testing, the results revealed that consumer ethnocentrism (CET) had a significant positive impact on both attitude (ATT) ($\beta = 0.244$, $p < .001$) and perceived behavioral control (PBC) ($\beta = 0.219$, $p < .001$). However, CET's effect on subjective norm (SN) was not statistically significant ($\beta = 0.001$, $p = 0.976$). Therefore, H1 and H3 were supported, while H2 was not supported.

Similarly, domestic brand (BRD) perception did not significantly influence any of the three TPB mediators. Its effects on attitude ($\beta = 0.039$, $p = 0.285$), subjective norm ($\beta = 0.024$, $p = 0.533$), and perceived behavioral control ($\beta = 0.029$, $p = 0.426$) were all non-significant. Consequently, H4, H5, and H6 were not supported.

In terms of the TPB path relationships, attitude (ATT) had a strong positive effect on purchase intention (INT) ($\beta = 0.469$, $p < .001$), and perceived behavioral control (PBC) also significantly influenced intention ($\beta = 0.354$, $p < .001$). However, subjective norm (SN) had no significant impact on purchase intention ($\beta = 0.018$, $p = 0.560$). These results provide empirical support for H7 and H9, while H8 was not supported.

Table 2. Hypothesis Testing Results from Structural Equation Modeling

Hypothesis	Path	Standardized Coefficient	p-value	Result
H1	CET --> ATT	0.244	< .001	Supported

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

H2	CET --> SN	0.001	0.976	Not Supported
H3	CET --> PBC	0.219	< .001	Supported
H4	BRD --> ATT	0.039	0.285	Not Supported
H5	BRD --> SN	0.024	0.533	Not Supported
H6	BRD --> PBC	0.029	0.426	Not Supported
H7	ATT --> INT	0.469	< .001	Supported
H8	SN --> INT	0.018	0.56	Not Supported
H9	PBC --> INT	0.354	< .001	Supported

Source: Data analysis results

Moreover, the model indicated that the indirect effects of consumer ethnocentrism on purchase intention, mediated through ATT and PBC, were significant. The standardized total effect of CET on INT was $\beta = 0.192$, mainly transmitted through attitude and PBC. The indirect effects of BRD on INT, however, remained non-significant ($\beta = 0.029$), due to the lack of significant paths from BRD to the mediating variables. This further confirms the mediating role of ATT and PBC for CET, but not for BRD.

Squared Multiple Correlations (R^2) indicate the explanatory power of the model. The model explained 36.4% of the variance in purchase intention (INT), 6.2% of the variance in attitude (ATT), and 4.9% of the variance in perceived behavioral control (PBC). However, the explained variance for subjective norm (SN) was negligible at 0.1%, aligning with the non-significant path coefficients from CET and BRD.

The SEM results provide partial support for the proposed model. Consumer ethnocentrism emerged as a significant driver of purchase intention via attitude and perceived behavioral control, while domestic brand perception did not have a notable effect in this context. The Theory of Planned Behavior was partially validated: attitude and perceived behavioral control were strong predictors of intention, whereas subjective norm was not. These findings underscore the importance of national identity and psychological empowerment over social conformity in driving consumer behavior toward domestic functional foods in Vietnam.

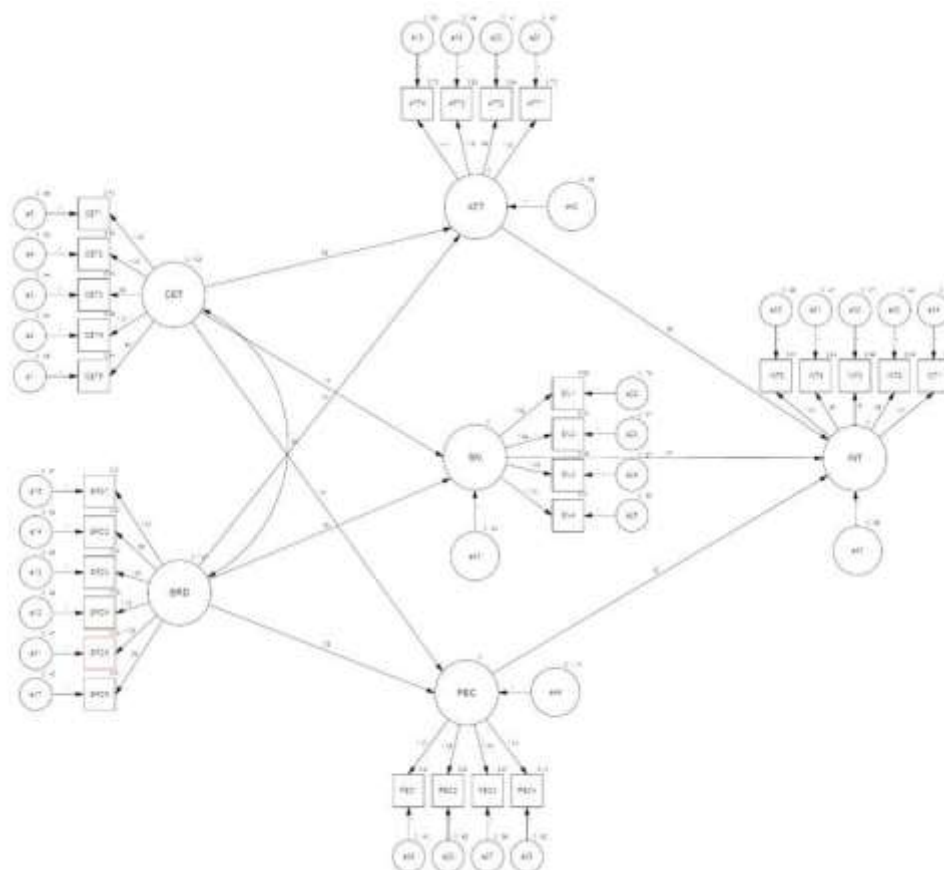


Figure 3: Structural Equation Model

Source: Data analysis results

4.4 Discussion of Findings

The findings of this study offer nuanced insights into consumer behavior toward domestic functional foods in the Mekong Delta, with several results aligning with expectations from the Theory of Planned Behavior (TPB), while others diverge in thought-provoking ways. Notably, the data confirm that consumer ethnocentrism (CET) significantly influences attitude (ATT) and perceived behavioral control (PBC), which in turn significantly affect purchase intention (INT). These results are consistent with prior research suggesting that national identity and patriotism are powerful drivers in emerging markets, where local consumers often associate domestic products with social responsibility, economic protection, and moral obligation (Shimp & Sharma, 1987; Balabanis & Diamantopoulos, 2004).

However, one of the most surprising and theoretically significant findings of this study is the lack of significant effect of domestic brand perception (BRD) on all three core constructs of TPB: ATT, SN, and PBC. Despite the assumption that favorable perceptions of domestic brands would enhance consumer attitudes, normative pressures, or a sense of behavioral control, the empirical evidence did not support these paths. This unexpected outcome merits critical reflection and contextual analysis.

First, the absence of effect on attitude (H4 not supported) suggests that consumers in the Mekong Delta may not associate domestic functional food brands with superior or emotionally compelling brand equity, as is often the case in developed markets. While brand perception is typically linked to quality, reliability, and trust, the local branding landscape in Vietnam's functional food sector remains relatively immature and fragmented. Many domestic brands lack long-term investment in brand identity, marketing communication, or customer experience management. Consequently, consumers may perceive these brands as interchangeable, generic, or lacking differentiation, thereby weakening their attitudinal impact. This interpretation is supported by prior research indicating that brand equity is built not only on name recognition but also on perceived innovation, storytelling, and emotional resonance attributes still underdeveloped in Vietnam's health related sectors (Nguyen et al., 2019; Özsomer, 2012).

Second, the non-significant relationship between BRD and subjective norm (H5) may be attributed to the low social visibility and limited aspirational value of domestic functional food brands. In collectivist cultures such as Vietnam's, subjective norms are influenced not only by product perception but also by the degree to which consumption behavior is seen as socially desirable or status-enhancing. Functional foods, despite their health benefits, are often consumed privately and do not carry the social signaling power of luxury or fashionable products. Moreover, many domestic brands are positioned as affordable and utilitarian rather than premium or trend-setting. As a result, there is limited peer or community pressure to conform to brand-specific choices, and normative influence is more likely driven by general health consciousness or ethnocentric sentiments rather than brand allegiance. This suggests that while Vietnamese consumers might feel a patriotic duty to support local products (as shown in the effect of CET), they do not necessarily perceive social endorsement or disapproval tied to specific domestic brand choices.

Third, the failure of BRD to influence perceived behavioral control (H6) highlights an important structural and market-based constraint. Perceived behavioral control is affected by the availability, accessibility, and confidence in one's ability to evaluate and purchase a product. While brand strength typically reduces uncertainty and enhances consumer confidence, this only occurs when the brand offers consistent quality, widespread distribution, and clear product messaging. In Vietnam's functional food sector, many domestic brands face challenges such as inconsistent quality standards, unclear labeling, and limited distribution networks. This environment reduces the perceived ease and confidence with which consumers can choose and trust domestic brands, thereby undermining the expected influence of BRD on PBC. Furthermore, since most domestic brands in this category are relatively young, under regulated, and lack endorsements from authoritative bodies, they may not contribute significantly to consumers' perceived control over their purchase decisions.

Additionally, the findings reflect a broader structural asymmetry in how consumers form behavioral intentions in health related contexts. While ethnocentrism reflects a deep seated psychological orientation rooted in national identity and social obligation, brand perception is more dependent on marketing inputs and competitive positioning. When branding strategies are underdeveloped or inconsistent as is often the case in Vietnam's functional food market brand perception becomes a weak predictor of core TPB constructs. This implies that in emerging markets, cultural and ideological factors (e.g., CET) may override marketing-based factors (e.g., BRD) in influencing behavior, particularly in categories like health products where safety and legitimacy are paramount.

Moreover, the null findings for BRD challenge the conventional assumption that brand perception universally translates into behavioral predictors across product categories. In commoditized or semi regulated markets such as domestic functional foods in Vietnam, brand perception alone may not be sufficient to drive psychological engagement or influence decision-making pathways. This calls for a re-examination of how branding strategies should be implemented in developing markets not merely focusing on visual identity and promotions but also addressing trust-building mechanisms such as third-party endorsements, health certifications, product trials, and consumer education.

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

The lack of influence of BRD on ATT, SN, and PBC underscores the limitations of domestic brand positioning in Vietnam's functional food industry. The findings suggest that brand perception must evolve beyond basic recognition and price value association to develop real psychological influence. To achieve this, Vietnamese brands need to invest in long term brand building, strengthen credibility through consistent quality, and align with consumer health narratives. At the same time, policymakers can play a complementary role by enforcing stricter quality standards and promoting certified local brands through public health campaigns. Only through such structural and strategic shifts can brand perception begin to exert the expected influence within behavioral models such as TPB.

5. CONCLUSION AND MANAGERIAL IMPLICATIONS

This study aimed to investigate the factors influencing consumers' purchase intention toward domestic functional foods in Vietnam's Mekong Delta, with a particular focus on the roles of consumer ethnocentrism (CET) and domestic brand perception (BRD) within the framework of the Theory of Planned Behavior (TPB). By integrating culturally and market relevant constructs into an established behavioral model and testing it through a robust empirical methodology, this research contributes both theoretically and practically to the literature on sustainable consumption and localized brand strategy in emerging markets.

The results of the Structural Equation Modeling (SEM) reveal several key findings. First, consumer ethnocentrism significantly influences both attitude (ATT) and perceived behavioral control (PBC), which in turn have strong, positive effects on purchase intention (INT). These findings affirm that in contexts where national identity and economic self reliance are socially salient as is the case in Vietnam ethnocentric beliefs can effectively drive pro domestic purchasing behaviors, particularly in categories such as health related products that are tied to public welfare and social trust.

In contrast, domestic brand perception was found to have no statistically significant effect on ATT, SN, or PBC, thus contributing no meaningful explanatory power to the behavioral model. This unexpected result suggests that in Vietnam's functional food sector, domestic brands have not yet established sufficient psychological or practical value to shape consumer evaluations, normative pressures, or perceived behavioral control. The findings further indicate that while the TPB framework remains robust in explaining behavioral intention through ATT and PBC, it requires cultural adaptation when applied in settings where social norms and brand maturity may diverge from traditional assumptions.

From a theoretical perspective, this study extends the TPB framework by demonstrating how ethnocentric values serve as antecedents to attitudinal and control beliefs in the context of functional foods. The results emphasize that ideological and cultural orientations such as CET may play a more substantial role than brand perception in shaping health conscious consumer behavior in emerging economies. The study also highlights the contextual limitations of branding in underdeveloped sectors, inviting future research to explore alternative mechanisms of consumer influence, such as certification labels, health endorsements, or community based marketing.

In terms of managerial implications, the findings offer several strategic recommendations for businesses operating in the domestic functional food sector:

First, companies should leverage ethnocentric consumer sentiment by framing their products as symbols of national pride, economic contribution, and cultural heritage. Marketing campaigns should reinforce narratives of "supporting Vietnamese goods for a healthier Vietnam," while highlighting the local origin of ingredients and domestic production processes. Messaging that aligns consumption with patriotism and community solidarity can activate CET driven attitudes and increase perceived behavioral empowerment.

Second, while current brand perception does not significantly impact behavioral predictors, this does not imply that branding is unimportant. Instead, it indicates that current domestic branding strategies are insufficiently effective. Companies must invest in building brand equity through consistent quality, trustworthiness, product differentiation, and consumer education. Partnerships with health authorities, nutritionists, and medical professionals can lend credibility and reduce uncertainty, thereby strengthening the psychological relevance of the brand.

Third, firms should focus on enhancing consumers' perceived behavioral control by simplifying purchase decisions. This includes expanding distribution networks to improve product accessibility, investing in clear and transparent labeling to reduce information asymmetry, and offering free trials or guarantees to reduce perceived risk. Mobile applications or loyalty programs tailored for health conscious users in rural and semi urban areas can also enhance engagement and perceived ease of access.

Fourth, although subjective norm did not significantly influence purchase intention, marketers should not disregard the role of community influence entirely. Given Vietnam's collectivist culture, normative pressure may manifest more effectively through community based interventions rather than individual peer influence. Organizing health seminars, neighborhood

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

sampling events, or co-branding with local cooperatives may generate informal social endorsement and gradually shift normative beliefs over time.

Fifth, policy makers and governmental agencies should consider supporting domestic functional food branding through public-private partnerships, national health campaigns, and formal certification schemes. Initiatives such as “Vietnamese Functional Foods of Trust” could be developed to enhance public awareness, validate product quality, and reduce consumer skepticism. These programs can serve as institutional anchors that strengthen both brand perception and behavioral control.

In conclusion, this study underscores the complexity of consumer decision-making in Vietnam’s functional food market and reveals both the power and limits of ethnocentric marketing and brand influence. By integrating local cultural psychology with established behavioral theory, it offers a context sensitive understanding of purchase intention and provides a roadmap for both business and public policy to encourage sustainable, health conscious consumption. As the domestic functional food industry continues to evolve, it is essential for stakeholders to recognize that trust, cultural identity, and structural support are the keystones of consumer behavior not branding alone.

ACKNOWLEDGMENTS

Not applicable.

AUTHOR CONTRIBUTIONS

Conceptualization: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Methodology: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Software: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Calibration and validation: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Formal analysis: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Investigation: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Data curation: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Writing—original draft preparation: Dang The Hung

Writing—review and editing: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

Visualization: Dang The Hung, Bui Van Trinh, Nguyen Van Nguyen

All authors have read and agreed to the published version of the manuscript.

FUNDING

Not applicable.

INSTITUTIONAL REVIEW BOARD STATEMENT

Not applicable.

INFORMED CONSENT STATEMENT

Not applicable.

DATA AVAILABILITY STATEMENT

All data are in the manuscript.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

REFERENCES

- 1) Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- 2) Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- 3) Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471–499. <https://doi.org/10.1348/014466601164939>

Drivers of Purchase Intention for Domestic Functional Foods: The Role of Ethnocentrism and Brand Under TPB Framework

- 4) Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: A multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32(1), 80–95. <https://doi.org/10.1177/0092070303257644>
- 5) Baker, M. J., Buttery, E. A., & Richter-Buttery, E. M. (2002). Relationship marketing in three dimensions. *Journal of Interactive Marketing*, 16(4), 29–45. <https://doi.org/10.1002/dir.10044>
- 6) Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- 7) Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson Education.
- 8) Kim, Y., & Han, H. (2010). Intention to pay conventional-hotel prices at a green hotel—a modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 18(8), 997–1014. <https://doi.org/10.1080/09669581003777747>
- 9) Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–100. <https://doi.org/10.1177/002224299806200108>
- 10) Leonidou, C. N., Leonidou, L. C., Paliawadana, D., & Hultman, M. (2013). Value relevance of environmental marketing strategy: Empirical evidence from marketing managers in Europe. *Journal of Business Ethics*, 104(4), 547–563. <https://doi.org/10.1007/s10551-011-0927-5>
- 11) Maksan, M. T., Mihic, M., & Kursan Milaković, I. (2021). Functional food buying intention and behavior: Application of the theory of planned behavior and self-identity. *British Food Journal*, 123(5), 1755–1773. <https://doi.org/10.1108/BFJ-09-2020-0859>
- 12) Miguel, C. M. (2021). Factors influencing consumers' intention to purchase functional foods: Application of the theory of planned behavior. *Journal of Retailing and Consumer Services*, 61, 102550. <https://doi.org/10.1016/j.jretconser.2021.102550>
- 13) Nguyen, T. D., Le, H. T., & Tran, T. T. H. (2019). The role of brand trust and perceived value in predicting brand preference: An empirical study in Vietnam. *Journal of Asian Business and Economic Studies*, 26(2), 215–234. <https://doi.org/10.1108/JABES-08-2018-0061>
- 14) Özsomer, A. (2012). The interplay between global and local brands: A closer look at perceived brand globalness and local iconness. *Journal of International Marketing*, 20(2), 72–95. <https://doi.org/10.1509/jim.11.0105>
- 15) Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- 16) Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- 17) Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280–289. <https://doi.org/10.1177/002224378702400304>
- 18) Winit, W., Gregory, G., Cleveland, M., & Verlegh, P. W. J. (2014). Global vs local brands: How home country bias and price differences impact brand evaluations. *International Marketing Review*, 31(2), 102–128. <https://doi.org/10.1108/IMR-10-2013-0231>
- 19) Wang, C. L., & Chen, Z. X. (2004). Consumer ethnocentrism and willingness to buy domestic products in a developing country setting: Testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391–400. <https://doi.org/10.1108/07363760410558663>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0)

(<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.