

**The Impact of Consumer Ethnocentrism on Purchase Intention of Batik-Related Products; The Mediation Effect of Attitude towards Local Products with Special Reference to the Western Province of Sri Lanka**

**G B A P De Silva**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*anujidesilva98@gmail.com*

**W M C B Wanninayake**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*bandara@kln.ac.lk*

In Sri Lanka, many local brands utilize the concept of "Ethnocentrism" to promote their products among Sri Lankans. This concept, which encourages the purchase of local products as a national movement, can also be applied to enhance the purchase intention of Batik-related products in Sri Lanka. The primary objective of this research is to identify the relationship between Consumer Ethnocentrism and Customer Purchase Intention for Batik-related products, while also examining the mediating role of Consumer Attitudes toward Local Products, with a specific focus on the Western Province of Sri Lanka. This study employed a deductive approach, and the conceptual framework was developed based on a comprehensive review of the literature. Data were collected through an online questionnaire distributed to users of Batik-related products, utilizing a convenience sampling method. A sample of 246 Batik product users was selected for this study, and the data were analyzed using SPSS software. The findings demonstrated a significant impact of Consumer Ethnocentrism on the Purchase Intention of Batik-related Products in Sri Lanka. It is recommended that businesses involved in Batik-related products develop marketing strategies that leverage Ethnocentrism promotional appeals and foster a sense of Ethnocentrism among consumers. The findings and discussions offer valuable insights for managerial implications and contribute to the further development of the Batik industry in Sri Lanka.

***Keywords:*** *Attitude Towards Local Products, Consumer Ethnocentrism, Individual National Identity, Patriotism, Purchase Intention, Social Responsibility*