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The Role of Consumer Ethnocentrism on Artisan products
in Pakistan



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DEDICATION

I dedicate my thesis work to everyone who has helped me grow through this entire learning journey. An incomparable feeling of admiration for my loving parents and supportive siblings; who have they encouraged me and cheered for me during the completion of my thesis especially during the roller coaster of emotions. For everyone who shouldered me through the highs and lows. I dedicate this work to my parents and my best friends who supported me in every moment of my life and never underestimated my acumen in the field of marketing and my related skills. They have been the biggest supporter of my life and this thesis would not have been possible without their undying support.

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Abstract:

In a globalizing and more integrated world economy that we exist in, artisan products that are home grown and indigenous to the local culture are increasingly becoming part of the decorative arrangement in household's style as well as displayed with pride against foreign produce of artisan products. Although there has been recently emerged detailed research on artisans and their integration into global markets, and on consumption more generally, there has been comparatively slight sociological research concerning the consumption of artisanal products in Pakistan. In light of researches concerning the consumer ethnocentrism role in the consumption of artisan products, and based on multiple articles that aimed at the understanding of consumer ethnocentrism this research aims to analyses the behavioral and cultural impacts on Pakistani's to be willing to purchase their local artisan products instead of foreign artisan products. It also reflects on the notions of "homegrown", "indigenous", "authentic" and "traditional" preferences for artisan products. Underlying the analysis and interpretation of purchasing from the community and helping it grow. The research thus develops the understanding of the role of Consumer ethnocentrism on artisan products in Pakistan. The sample size was 430 ranging the age of 18-34+ for convenience data was collected online and the instrument used for collecting data for this particular study comprises of four constructs that is individualism/collectivism, cultural openness, national identity and willingness to buy. After determining the normality a frequent multiple step procedure was used which included Descriptive analysis, Exploratory Factor Analysis, Reliability analysis, Pearson analysis and Regression analysis. The results were significant between consumer ethnocentrism and individualism/collectivism, cultural openness, national identity and willingness to buy and farther validating the hypotheses. The hypotheses were reliable. Implications and discussions for marketers were drawn from the results. This study can be used for understanding and significance of consumer ethnocentrism.

Keywords:

Ethnic groups, Bias, Consumer research, Artisan products marketing, Customer value, Artistic experience, Co-creation of value, Consumer ethnocentrism, Purchase intention, Cultural Values, Consumer Well-being, Ethnic Affiliation