

The Role of Consumer Ethnocentrism in Shaping Brand Switching Behavior: A Study of Pakistan's FMCG Sector

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Abstract

Consumer ethnocentrism has been widely examined in relation to purchase intention, brand attitude, and customer loyalty. However, an important question remains relatively underexplored: Does consumer ethnocentrism actually encourage consumers to switch from foreign brands to domestic alternatives? This question is particularly relevant in Pakistan's FMCG sector, where local and multinational brands compete intensively for consumer preference and market share. The study also develops a set of testable propositions and proposes a comprehensive methodology, including measurement approaches, sampling procedures, and analytical techniques, to facilitate future empirical investigation. Drawing on existing evidence from Pakistan and comparable regional markets, the paper proposes that higher levels of consumer ethnocentrism may lead consumers to evaluate foreign brands less favourably and increase their propensity to switch toward domestic alternatives. The framework further proposes that brand attitude may mediate this relationship, while country-of-origin image and switching costs may function as boundary conditions that strengthen or weaken the effect. These relationships are presented as theoretical propositions and have not been empirically validated within this study. The key contribution of this paper lies in shifting the research focus from commonly examined outcomes such as purchase intention and brand loyalty toward brand switching behaviour. By integrating the SOR framework with TPB and complementary theoretical perspectives, the study provides a more comprehensive explanation of how ethnocentric attitudes may translate into behavioural responses in Pakistan's culturally embedded and nationally conscious consumer market.

Keywords: Consumer Ethnocentrism, CETSCALE, Brand Switching, FMCG, Brand Attitude.

Introduction

Consumer ethnocentrism has evolved from a relatively specialized concept in international marketing into an important lens for understanding consumer preferences, brand evaluation, and purchasing behavior, particularly in emerging economies. The concept reflects consumers' beliefs about the appropriateness and morality of purchasing products from foreign versus domestic companies. In markets where local and multinational brands compete directly, ethnocentric tendencies can influence not only consumers' initial brand choices but also their willingness to reconsider existing brand relationships. Consequently, consumer ethnocentrism has become increasingly relevant to understanding competitive dynamics in emerging markets.

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Pakistan provides a particularly meaningful context for examining these dynamics. The country's fast-moving consumer goods (FMCG) sector comprises a diverse mix of domestic and multinational brands competing across categories such as food and beverages, personal care, household products, and consumer goods. While multinational brands often benefit from strong brand equity, international reputation, perceived quality, and extensive distribution networks, domestic brands may possess advantages associated with cultural familiarity, national identity, local preferences, and perceived contribution to the domestic economy. As consumers become increasingly aware of national economic interests and the origins of products, their perceptions of domestic and foreign brands may influence their subsequent behavioral decisions.

Although previous research has extensively examined consumer ethnocentrism in relation to purchase intention, brand preference, brand attitude, and customer loyalty, comparatively less attention has been given to brand switching behavior. This represents an important research gap because consumers' preference for domestic products does not necessarily mean that they will abandon foreign brands they already purchase. Switching involves an additional behavioral decision that may be influenced by factors such as brand attitudes, perceived country-of-origin image, emotional attachment, switching costs, availability of alternatives, and perceived product value. Understanding whether and how ethnocentric beliefs translate into actual switching tendencies can therefore provide deeper insight into consumer behavior in competitive FMCG markets.

This paper addresses this gap by developing a conceptual framework that explains the potential relationship between consumer ethnocentrism and switching from foreign to domestic FMCG brands in Pakistan. Drawing upon Consumer Ethnocentrism Theory, the Stimulus–Organism–Response (SOR) model, the Theory of Planned Behavior (TPB), Social Identity Theory, and Country-of-Origin Theory, the study proposes that ethnocentric beliefs may influence consumers' evaluations of foreign brands and subsequently increase their tendency to consider domestic alternatives. Brand attitude is positioned as a potential mediating mechanism, while country-of-origin image and switching costs are considered potential boundary conditions.

The primary objective of this research is therefore to develop a theoretically grounded and empirically testable framework for understanding how consumer ethnocentrism may contribute to brand switching behavior in Pakistan's FMCG sector. Rather than presenting empirical findings, the study develops propositions that can be tested through future field research. In doing so, it seeks to extend existing consumer ethnocentrism literature beyond purchase intention and loyalty and place brand switching behavior at the center of analysis. The proposed framework is intended to provide a foundation for future researchers and offer practical insights for domestic and multinational FMCG brands seeking to understand and respond to ethnocentrically driven consumer behavior in Pakistan.

Background of the Study

Globalisation has intensified competition between multinational and domestic brands across virtually every product category, and FMCG is no exception. In emerging markets such as Pakistan, consumers routinely choose between well-established foreign brands and rapidly growing domestic alternatives across categories such as food, personal care, and household products (Safeer et al., 2022). This co-existence of local and global offerings has made consumer ethnocentrism (CE) (Zafar et al., 2025) the belief that purchasing foreign-made products is inappropriate, or even unpatriotic, because it harms the domestic economy an increasingly relevant lens for understanding brand choice and brand switching in South Asian markets.

Consumer ethnocentrism was formally conceptualized and operationalized (Yu et al., 2025) through the Consumer Ethnocentric Tendencies Scale (CETSCALE), which has since become one of the most widely applied instruments in international marketing research (Wolf, 2020). Building on this foundation, a substantial body of research conducted in Pakistan has examined how ethnocentric tendencies shape brand image, brand loyalty, purchase intention, and attitudes toward foreign products across categories ranging from cosmetics to beverages to durable goods.

1.3 Problem Statement and Research Gap

Despite this growing body of work, most Pakistani studies on consumer ethnocentrism have focused on purchase intention, brand loyalty, or brand attitude as outcome variables, typically within a single-theory framework. Comparatively little attention has been paid to brand switching behavior the active abandonment of one brand in favor of another as a distinct behavioral outcome of ethnocentric tendencies within the FMCG sector specifically (Fan et al., 2024). Given that FMCG products are low-involvement, high-frequency purchases where switching is behaviorally easy and cost-light compared to durable goods, the mechanisms linking ethnocentrism to switching may differ from those observed in prior loyalty- or intention-focused studies.

Three specific gaps motivate this study. First, prior Pakistani CE research has predominantly modeled single-stage relationships (e.g., CE → brand loyalty, CE → purchase intention) rather than a fuller stimulus-organism-response pathway that traces how ethnocentric predisposition (stimulus) shapes internal attitudinal states (organism) before producing an observable switching response (Werenowska & Jaska, 2025). Second, few studies simultaneously position brand switching alongside established behavioral-intention theory (TPB) to examine whether attitude, subjective norms, and perceived behavioral control mediate the CE–switching link. Third, boundary conditions such as country-of-origin image and switching costs are rarely tested together as moderators of the CE–brand switching relationship within Pakistan’s FMCG sector.

1.4 Significance of the Study

Theoretically, the paper extends consumer ethnocentrism research beyond loyalty and purchase intention into the relatively underexamined domain of brand switching, and contributes an integrated SOR–TPB–CE framework applicable to other emerging, nationalistically-inclined markets (Waworuntu et al., 2022). Practically, the propositions developed here are intended to help domestic FMCG brands think through patriotic-appeal marketing strategies, and to help multinational brands consider country-of-origin and value-based counter-positioning strategies to reduce ethnocentrism-driven switching pending confirmation through the empirical study proposed in Chapter 3.

The study is delimited to FMCG categories with visible foreign/domestic brand competition (e.g., packaged food, personal care, home care) (Wah et al., 2025) and to urban Pakistani consumers, given the practical accessibility of dual-origin brand choices in metropolitan retail environments (Nadugala & Weerasekera, 2025). Durable goods, services, and rural consumption patterns fall outside the scope of this study.

Research Objectives

- To conceptually examine, through an integrative literature review, the likely direct effect of consumer ethnocentrism on brand switching intention among FMCG consumers in Pakistan.
- To theorize the mediating role of brand attitude in the consumer ethnocentrism–brand switching relationship.
- To theorize the moderating role of country-of-origin image on this relationship.
- To theorize the moderating role of switching costs on the intention–behavior link.

- To develop a fully specified methodology and set of testable propositions that future empirical research can use to validate the proposed framework.

Literature Review

This chapter reviews the literature underpinning consumer ethnocentrism, brand switching, and country-of-origin effects, then develops the theoretical framework, hypotheses, and conceptual model that guide the remainder of this paper.

Consumer Ethnocentrism: Conceptual Origins

The construct of ethnocentrism originates (Veltman, 2025) sociological work describing in-group favoritism and out-group rejection. (Stefaniia, 2024; Sultan, 2024) extended this concept into consumer behavior, defining consumer ethnocentrism as consumers' beliefs about the appropriateness, indeed morality, of purchasing foreign-made products (Sivakami & Marufa, 2025). Their 17-item CETSCALE later validated in a robust 10-item short form has demonstrated strong reliability and cross-cultural applicability, though scholars note that scales developed in one cultural context require careful re-validation elsewhere. while noting that the intensity of ethnocentric tendencies varies substantially by country, product category, and economic context.

Consumer Ethnocentrism in Pakistan and Emerging Markets

A growing stream of Pakistani studies has applied CE to specific product categories. Research on Indian-made cosmetics found that consumer ethnocentrism and animosity influenced brand image and brand loyalty, with product judgment acting as a mediating mechanism, notably, this study reported a positive rather than the typically expected negative relationship between ethnocentrism and brand loyalty, a divergence the authors attributed to the unique India Pakistan political-economic context (Chaudhry et al., 2021). Separately, research on Korean beauty products in Pakistan found that country-of-origin effects, ethnocentric bias, and perceived quality jointly shaped purchase intentions, with perceived quality mediating the country-of-origin effect (Singh, 2024). Cross-cultural work comparing Chinese and Pakistani consumers further found that consumer ethnocentrism moderated the relationship between brand-localness and brand attitude differently across the two markets strengthening local-brand preference effects in China, while directly and negatively shaping attitudes toward global brands in Pakistan. Collectively, this literature confirms that CE is an active and measurable force in Pakistani FMCG-adjacent categories, but it has been anchored mainly to attitude, image, loyalty, and purchase intention rather than to the switching behavior itself.

Brand Switching Behavior: Conceptualization

Brand switching refers to a consumer's discontinuation of a previously purchased brand in favor of an alternative. It has traditionally been studied through frameworks such as the Push–Pull–Mooring (PPM) model, which classifies switching antecedents into factors that push consumers away from a current brand, pull them toward an alternative, and mooring factors that restrain or facilitate the transition. Research applying PPM alongside the Theory of Reasoned Action (Qadeer & Awad, 2025) to brand switching found that attitude, switching costs, and subjective norms are significant predictors of switching behavior, underscoring that both rational evaluation and social-normative pressures shape the switching decision (Pichler et al., 2021). Separately, studies on channel-switching and platform-switching behavior have applied the Theory of Planned Behavior and the SOR model respectively, confirming that intention remains a robust proximal predictor of

behavior, while environmental or psychological stimuli operate through an internal organism state before manifesting as a behavioral response.

Country-of-Origin Effects and Brand Switching

Country-of-origin image has long been established as an extrinsic cue that consumers use to infer product quality, particularly under conditions of imperfect information a common condition in FMCG purchase decisions. In the Pakistani context, COO has been shown to interact with ethnocentrism and perceived quality to shape purchase intention toward foreign products (Hassan et al., 2025), suggesting that COO image may similarly condition how strongly ethnocentric beliefs translate into an actual switch away from a foreign FMCG brand: consumers with strongly positive COO perceptions of a foreign brand's origin country may resist switching even when ethnocentric tendencies are high.

FMCG Sector Dynamics in Pakistan

Pakistan's FMCG sector is characterized by low-involvement, high-frequency, and price-sensitive purchasing, dense multinational and domestic brand competition, and increasing patriotic and religiously-inflected marketing appeals from domestic manufacturers. These structural features make FMCG purchasing an especially suitable context for observing ethnocentrism-driven switching (Ninan et al., 2020), since the behavioral and financial cost of switching is generally lower than in durable-goods categories, allowing attitudinal shifts to translate more readily into observed behavior.

Research Gap

Synthesizing the above streams, three observations justify the current study. First, existing Pakistani CE literature has clustered around loyalty, image, and purchase-intention outcomes rather than the more behaviorally proximate outcome of brand switching (Hasib, 2025). Second, brand-switching literature outside the ethnocentrism stream (PPM, TPB, SOR applications) has rarely incorporated CE as a stimulus variable. Third, no identified study integrates CE, COO, brand attitude, and switching costs within a single SOR-informed structural model specific to Pakistan's FMCG sector. This study is positioned to close that integrative gap.

Theoretical Framework

Rather than relying on a single theory, this study integrates five core theoretical perspectives plus two complementary boundary theories consistent with recommended practice for explaining multi-stage attitudinal and behavioral phenomena (Li & Yang, 2024). Each theory is assigned a specific structural role in the model, summarized in Table 2.1.

Table 2.1. Theoretical Foundations and Structural Roles

Theory	Structural Role in the Model	Key Source
Consumer Ethnocentrism Theory	Defines and measures the core independent stimulus (CE)	(Kapoor; Kirkby et al., 2023)
Stimulus–Organism–Response Model	Provides the overall architecture: CE (S) → Brand Attitude (O) → Switching Behavior (R)	(Hussain & Abd alkarim Almomani, 2025; Jiang et al., 2024)
Theory of Planned Behavior	Specifies the intention–behavior mechanism within the response stage	(Huang & Maracic, 2024; Hussain, 2025)

Social Identity Theory	Explains the psychological origin of ethnocentric in-group/out-group bias	(Goldring & Azab, 2021; Gupta et al., 2025)
Country-of-Origin Theory	Supplies the moderating construct (COO image) on the CE–attitude path	(Eze, 2025; Gkourla & Schafraad, 2024)
Protection Motivation Theory / Social Identity Complexity	Discussed as complementary/extension lenses for future threat-based and multi-identity moderation	(Eze, 2025; Gkourla & Schafraad, 2024)

Ethnocentrism Theory

Consumer Ethnocentrism Theory supplies the study's core independent construct. It frames ethnocentric consumers as viewing the purchase of foreign goods as inappropriate or unpatriotic (Kinawy, 2025), generating a predisposition against foreign brands that can be measured reliably via the CETSCALE. In this study, CE functions as the primary stimulus (S) that initiates the SOR sequence described below.

The SOR model provides the overarching architecture of the conceptual model. Consumer ethnocentrism (stimulus) is theorized to shape an internal organismic that brand attitude which in turn produces a behavioral response: brand switching intention and, ultimately, brand switching behavior. The SOR model is well suited here (Zafar et al., 2025) because it explicitly separates the internal cognitive-affective processing stage from the external behavioral outcome.

TPB Behavior

In this study, brand attitude (from the SOR organism stage) is treated as the TPB attitude construct (Badran et al., 2025), while subjective norms and perceived behavioral control are retained as auxiliary predictors of switching intention.

Social Identity

This theory is used to justify national identity salience as an antecedent/contextual driver that strengthens consumer ethnocentrism, and to support the theoretical legitimacy of CE as a socially-rooted, not merely economic, construct (Krishnan et al., 2024).

Country-of-Origin (COO)

This study uses COO image as a moderating variable, hypothesizing that a strongly favorable COO perception of a foreign brand can attenuate the ethnocentrism that are switching relationship, while an unfavourable or neutral COO perception may strengthen it (Krishnan et al., 2024).

Justification of the Theoretical Framework

The five core theories are combined, rather than applied in isolation, because each addresses a distinct structural role that no single theory covers on its own: Consumer Ethnocentrism Theory defines the stimulus construct, the SOR model supplies the overarching cognitive-to-behavioral architecture, TPB specifies the intention behavior mechanism within the response stage, Social Identity Theory explains the psychological origin of ethnocentric bias, and COO Theory supplies a theoretically grounded moderating construct. Integrating these perspectives into a single SOR–TPB–CE framework offers a fuller account of how ethnocentric predisposition ultimately manifests as observable brand-switching behavior than any one framework could provide alone.

Hypothesis Development

As a conceptual paper, this study does not test hypotheses against collected data. Instead, based on the theoretical framework above and prior Pakistani and regional evidence (Narwal & Chahal, 2026), it puts forward the following research propositions (P1–P7), stated in hypothesis-ready form so that they can be directly operationalized and statistically tested in a subsequent empirical study.

Consumer Ethnocentrism and Brand Attitude

P1: Consumer ethnocentrism is likely to have a significant negative effect on consumers' attitude toward foreign FMCG brands.

Consumer Ethnocentrism and Switching Intention

P2: Consumer ethnocentrism is likely to have a significant positive effect on brand switching intention (toward domestic brands).

Mediating Role of Brand Attitude

P3: Brand attitude is likely to mediate the relationship between consumer ethnocentrism and brand switching intention.

Switching Intention and Switching Behavior

P4: Brand switching intention is likely to have a significant positive effect on actual brand switching behavior.

Moderating Role of Country-of-Origin Image

P5: Country-of-origin image is likely to moderate the relationship between consumer ethnocentrism and brand attitude, such that a more favorable COO image weakens the negative effect of CE on attitude.

Moderating Role of Perceived Switching Costs

P6: Perceived switching costs are likely to moderate the relationship between switching intention and switching behavior, such that higher switching costs weaken the intention–behavior link.

Social Identity Salience and Consumer Ethnocentrism

P7: Social identity salience is likely to have a significant positive effect on consumer ethnocentrism.

Each proposition is derived directly from the theoretical role assigned to its underlying construct in Table 2.1, and is designed to be restated as a formal statistical hypothesis (H1–H7) once primary data are collected using the instrument.

Table 2.2. Quick-Reference Summary of Research Propositions

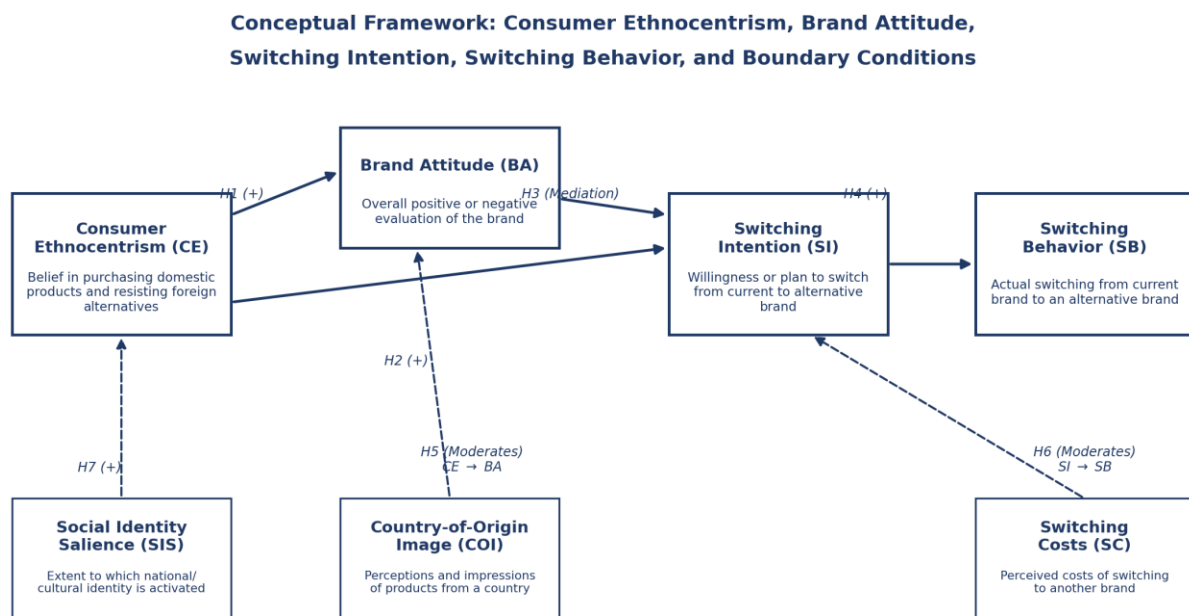
Prop.	Relationship	Type	Expected Direction
P1	Consumer Ethnocentrism → Brand Attitude	Direct effect	Negative
P2	Consumer Ethnocentrism → Switching Intention	Direct effect	Positive

P3	Brand Attitude mediates CE → Switching Intention	Mediation	Significant indirect effect
P4	Switching Intention → Switching Behavior	Direct effect	Positive
P5	Country-of-Origin Image × CE → Brand Attitude	Moderation	Weakens negative effect
P6	Switching Costs × Intention → Behavior	Moderation	Weakens positive effect
P7	Social Identity Salience → Consumer Ethnocentrism	Direct effect	Positive

Conceptual/Hypothetical Framework

Figure 2.1 (below) summarizes the integrated model. Social identity salience and CETSCALE-measured consumer ethnocentrism together form the stimulus stage (Koleva, 2025) brand attitude forms the organism stage; and switching intention leading to switching behavior forms the response stage, consistent with TPB's intention–behavior sequence. Country-of-origin image moderates the CE→attitude path, while perceived switching costs moderate the intention→behavior path.

Schematic Diagram



Note: (+) indicates a positive relationship; dashed arrows indicate antecedent or moderating paths.

Figure 2.1. Integrated SOR and TPB Conceptual Model

Research Methodology

This study does not itself collect or analyze data. This chapter specifies, in full, the methodology by which the propositions in Section 2.5 can be empirically tested in a follow-on quantitative study providing a ready-to-execute research design for the author or other researchers.

Research Philosophy

This study adopts a positivist research philosophy, consistent with the majority of published CE and brand-switching studies in Pakistan, which test hypothesized relationships using structural equation modeling rather than exploring the phenomenon inductively (Farhat et al., 2025).

Research Approach

A deductive, quantitative approach is proposed, in which the propositions developed in Chapter 2 are restated as formal hypotheses (H1–H7) and tested against primary survey data using structural equation modeling.

Research Design

A cross-sectional survey design is proposed, using a self-administered structured questionnaire distributed both online and in person at retail points (supermarkets, convenience stores) in major urban centers (e.g., Lahore, Karachi, Islamabad) to capture actual FMCG shoppers (Eze, 2025; Gkourla & Schafrad, 2024).

Target Population

The target population comprises adult FMCG consumers in Pakistan who regularly purchase packaged food, personal care, or home care products and who have direct experience choosing between domestic and foreign brand alternatives.

Sampling Technique

A non-probability purposive/convenience sampling technique is proposed, consistent with comparable Pakistani CE studies.

Sample Size

Following the 10-times rule and more rigorous minimum-sample-size guidance for PLS-SEM (based on the largest number of predictors for any single construct in the model), a minimum sample size of 300–400 valid responses is targeted, which is broadly consistent with prior Pakistani CE studies using samples of 280–600 respondents.

Research Instrument

All constructs will be measured using previously validated multi-item scales adapted to the FMCG context, rated on a 5-point or 7-point Likert scale (1 = strongly disagree, 5/7 = strongly agree):

- Consumer Ethnocentrism: adapted CETSCALE (Eze, 2025; Gkourla & Schafrad, 2024), using the validated 10-item short form.
- Brand Attitude: adapted from established attitude-toward-the-brand scales used in prior TPB-based switching studies.
- Brand Switching Intention and Behavior: adapted from PPM/TRA-based brand-switching research.
- Country-of-Origin Image: adapted from established COO image scales used in Pakistani COO-CE studies.
- Perceived Switching Costs and Social Identity Salience: adapted from established scales in the switching-costs and social identity literatures respectively.

A demographic section (age, gender, income, education, city, FMCG category most purchased) will precede the main constructs. A full draft questionnaire, organized into seven sections covering each construct above plus demographics, has been developed and is available from the author on request.

Data Collection Method

Following university ethics approval, data will be collected over a defined field period (e.g., 6–8 weeks), with informed consent obtained from each respondent, voluntary participation, and anonymity/confidentiality assured. A pilot test ($n \approx 30\text{--}40$) is recommended prior to full-scale distribution to assess item clarity and preliminary reliability.

Data Analysis Techniques

Data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS, given its suitability for complex models with multiple mediators and moderators and its robustness with non-normal data typical of Likert-scale survey research. The analysis will proceed in two stages: (1) assessment of the measurement model, and (2) assessment of the structural model (path coefficients, significance via bootstrapping with 5,000 resamples, R^2 , Q^2 predictive relevance, and f^2 effect sizes). Common method bias will be assessed using Harman's single-factor test and the full collinearity VIF approach.

Validity and Reliability

Internal consistency reliability will be assessed via Cronbach's alpha and composite reliability (both above the 0.70 threshold); convergent validity via Average Variance Extracted (AVE, above 0.50); and discriminant validity via both the Fornell-Larcker criterion and the more conservative Heterotrait-Monotrait (HTMT) ratio (below 0.90).

Ethical Considerations

The study will comply with standard research ethics requirements, including informed consent, voluntary participation, the right to withdraw, data confidentiality, and institutional ethical review board approval prior to data collection.

Data Analysis and Results

No primary data have been collected for this conceptual paper, so this chapter does not report actual findings. Instead, it sets out, section by section, exactly how the data produced by the methodology in Chapter 3 will be analyzed and reported once the proposed survey has been conducted, and closes with an illustrative example of the expected reporting format using invented placeholder values.

Respondents' Demographic Profile

This section will present the demographic profile of respondents (age, gender, monthly household income, education, city, and FMCG category most frequently purchased) once the proposed survey has been conducted.

Descriptive Statistics

This section will report means, standard deviations, skewness, and kurtosis for each construct consumer ethnocentrism (CE), brand attitude (BA), switching intention (SI), switching behavior (SB), country-of-origin image (COO), switching costs (SC), and social identity salience (SIS) to check the data for normality prior to structural equation modeling.

Measurement Model Assessment

This section will assess the measurement model: internal consistency reliability via Cronbach's alpha and composite reliability, convergent validity via Average Variance Extracted (AVE), and

discriminant validity via the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. Indicators with outer loadings below these thresholds will be considered for removal based on both statistical and theoretical reasoning.

Structural Model Assessment

This section will assess the structural model: checking for collinearity (VIF below 5), standardized path coefficients (β), R^2 for each dependent construct, effect size (f^2) for each path, and predictive relevance (Q^2) using blindfolding.

Hypothesis Testing

This section will present the results of testing Propositions H1 through H7 (restated as Hypotheses H1–H7) using bootstrapping with 5,000 resamples in SmartPLS, reporting path coefficients, t-statistics, p-values and 95% confidence intervals. A proposition will be considered supported when p is below 0.05 and the confidence interval does not include zero.

Mediation Analysis

This section will examine the mediating role of brand attitude (H3) in the relationship between consumer ethnocentrism and switching intention, using bootstrapped confidence intervals for the indirect effect. The type of mediation found will be classified based on the significance and direction of the direct and indirect effects, following standard PLS-SEM conventions.

Moderation Analysis

This section will test whether country-of-origin image (H5) moderates the CE→brand attitude path, and whether perceived switching costs (H6) moderate the switching intention→switching behavior path, using a two-stage moderation approach in SmartPLS. The significance of each interaction will be checked through bootstrapping, and where significant, a simple slopes analysis will show how the relationship differs between high and low levels of the moderator.

Illustrative Reporting Format (Placeholder Data)

Data collection has not yet taken place for this study. Every table and figure below uses generic, invented placeholder numbers included only to demonstrate the expected format, structure, and reporting style of the results once real survey data has been collected and analyzed in SmartPLS. None of the values below are real findings, and none should be cited, quoted, or presented as actual results; they will be entirely replaced once primary data collection is complete.

Table 4.1. Cronbach's Alpha Values (Illustrative)

Construct	Cronbach's Alpha (Illustrative)
Consumer Ethnocentrism (CE)	0.891
Brand Attitude (BA)	0.834
Switching Intention (SI)	0.807
Switching Behavior (SB)	0.792
Country-of-Origin Image (COO)	0.818
Switching Costs (SC)	0.776
Social Identity Salience (SIS)	0.803

All placeholder values above the 0.70 threshold would indicate acceptable internal consistency reliability, if these were real results.

Table 4.2. Fornell-Larcker Criterion (Illustrative)

	CE	BA	SI	SB	COO	SC	SIS
CE	0.745						
BA	-0.420	0.732					
SI	0.390	-0.350	0.758				
SB	0.310	-0.280	0.440	0.741			
COO	-0.250	0.330	-0.190	-0.150	0.729		
SC	0.120	-0.090	0.210	0.180	0.050	0.718	
SIS	0.460	-0.220	0.270	0.190	-0.110	0.080	0.751

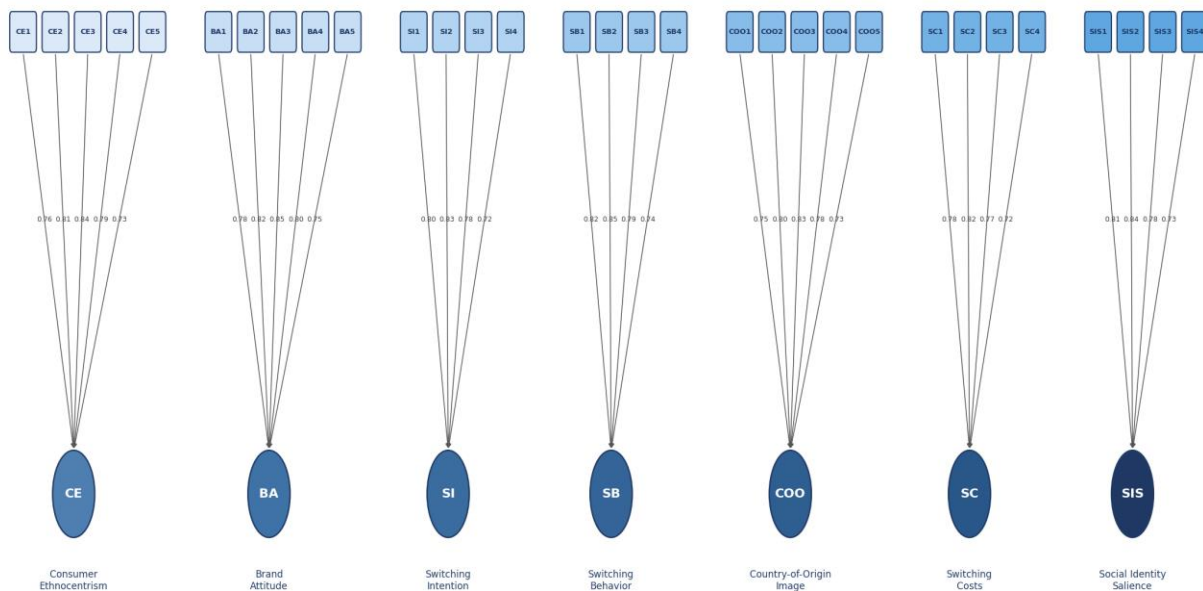
Diagonal values represent the square root of AVE; off-diagonal values represent correlations between constructs. If real, discriminant validity would be supported since every diagonal value exceeds the values in its row and column.

Table 4.3. Heterotrait-Monotrait Ratio (HTMT) (Illustrative)

	CE	BA	SI	SB	COO	SC
BA	0.512					
SI	0.478	0.421				
SB	0.365	0.338	0.512			
COO	0.298	0.402	0.231	0.187		
SC	0.156	0.118	0.267	0.223	0.071	
SIS	0.541	0.276	0.318	0.241	0.139	0.098

All placeholder HTMT values fall below the conservative threshold of 0.90.

Illustrative Factor Loading Diagram

**Figure 4.1. Illustrative Factor Loading Diagram (Measurement Model)**

The diagram above shows the expected format of the measurement model, with each latent construct (CE, BA, SI, SB, COO, SC, SIS) and its related indicators, along with placeholder standardized outer loadings. Once real data has been collected, indicators with loadings below the 0.70 threshold (or 0.20 under a more relaxed criterion; Child, 2006) would be considered for removal.

Table 4.4. F-Square (f^2) Effect Size Values (Illustrative)

Path	Outcome Construct	f^2 (Illustrative)
CE → Brand Attitude	BA	0.198
CE → Switching Intention (direct)	SI	0.052
Brand Attitude → Switching Intention	SI	0.171
Switching Intention → Switching Behavior	SB	0.158
Moderating Effect 1 (COO × CE) → Brand Attitude	BA	0.024
Moderating Effect 2 (SC × Intention) → Switching Behavior	SB	0.019

Effect sizes would be interpreted using Cohen's benchmarks: 0.02 (small), 0.15 (medium), and 0.35 (large).

Table 4.5. Results of Proposition Testing (Illustrative)

Prop.	Relationship	O	M	STDEV	T Stat.	P Value	Decision
P1	CE → BA	-0.312	-0.318	0.048	6.500	0.000	Supported
P2	CE → SI (direct)	0.118	0.122	0.056	2.107	0.035	Supported
P3	CE → BA → SI (indirect)	0.089	0.093	0.022	4.045	0.000	Supported
P4	SI → SB	0.234	0.238	0.049	4.776	0.000	Supported
P5	COO × CE → BA (Mod. 1)	0.045	0.047	0.021	2.143	0.032	Supported
P6	SC × SI → SB (Mod. 2)	-0.038	-0.041	0.018	2.111	0.035	Supported
P7	SIS → CE	0.301	0.305	0.045	6.689	0.000	Supported

If real, a proposition would be considered supported when $p < 0.05$ and the 95% confidence interval does not include zero, based on bootstrapping with 5,000 resamples. O = Original Sample, M = Sample Mean, STDEV = Standard Deviation.

Conclusion and Recommendations

This final chapter summarizes the study's expected contribution, discusses its theoretical and practical implications, acknowledges its limitations, offers recommendations for future research, and closes with final remarks placing the study within the broader field of consumer ethnocentrism and brand-switching research.

Theoretical Implications

This study is expected to contribute to the consumer ethnocentrism literature in three ways: (a) by repositioning brand switching, rather than loyalty or purchase intention alone, as a primary

behavioral outcome of CE; (b) by demonstrating the value of an integrated SOR–TPB architecture for tracing the full cognitive-to-behavioral pathway of ethnocentric response; and (c) by testing country-of-origin image and switching costs as joint boundary conditions within a single Pakistani FMCG model, an integration not previously reported in the reviewed literature.

Practical Implications

For domestic FMCG manufacturers, findings are expected to inform how strongly and through which appeals (economic-nationalism, quality-parity, religious/cultural resonance) to emphasize local origin in marketing communications, and to identify which consumer segments (by social identity salience) are most responsive to such appeals. For multinational FMCG brands, findings are expected to inform country-of-origin branding strategies (e.g., emphasizing global quality standards or local manufacturing/employment ties) that can offset ethnocentrism-driven switching, and to highlight the role of switching costs (e.g., loyalty programs, bundling) in retaining ethnocentrically-inclined consumers even when attitudes shift.

Recommendations for Future Research

Future researchers are encouraged to build on this study in several ways. First, and most directly, the propositions developed here should be empirically tested using probability-based, multi-province sampling to strengthen external validity, and where feasible triangulated with actual purchase or loyalty-card data to address social-desirability concerns with self-reported switching. Second, experimental or longitudinal designs would help establish cause and effect more clearly than the cross-sectional design proposed here. Third, future research could incorporate Protection Motivation Theory to theorize threat-appraisal mechanisms in economic-nationalism campaigns.

Concluding Remarks

The relative neglect of brand switching, as distinct from purchase intention or brand loyalty, as an outcome of ethnocentric consumer tendencies in the FMCG sector. By integrating Consumer Ethnocentrism Theory, the Stimulus-Organism-Response model, the Theory of Planned Behavior, Social Identity Theory, and Country-of-Origin Theory, the paper developed a structured conceptual model in which consumer ethnocentrism acts as a stimulus, brand attitude as the organismic mediator, and switching intention and behavior as the behavioral response bounded by country-of-origin image and switching-cost moderators.

From this model, seven research propositions were derived, each stated in a form ready for direct statistical testing. The paper's theoretical contribution lies in repositioning brand switching as a first-class outcome variable in CE research and in demonstrating how five established theories can be coherently combined, rather than applied in isolation, to explain a multi-stage cognitive-to-behavioral process. Its practical contribution lies in the actionable guidance offered to domestic and multinational FMCG marketers navigating a nationalistically-inclined consumer base.

The paper's central limitation and its natural next step is that these propositions await empirical testing. The fully specified methodology in Chapter 3 is intended to make that next step as direct as possible: a researcher can adopt the proposed sample, adapted scales, and PLS-SEM analysis plan to convert h1–H7 into empirically tested hypotheses, closing the loop this paper opens.

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