

**CONSUMER ETHNOCENTRISM AND PURCHASE  
INTENTION OF NEPALI FASHION BRANDS**

A Dissertation submitted to the Office of the Dean, Faculty of Management in  
partial fulfillment of the requirements for the Master's Degree

By

Prawesh Khanal

Shanker Dev Campus

Campus Roll No.: 819/074

Regd. No.: 7-2-207-44-2012

Exam Roll No: 5928/18

Kathmandu Nepal,

July, 2024

## **CERTIFICATE OF AUTHORSHIP**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “**Consumer Ethnocentrism and Purchase Intention of Nepali Fashion Brands**”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and co-operative that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

Prawesh Khanal

Date:

## REPORT OF RESEARCH COMMITTEE

Mr. Prawesh Khanal has defended research proposal entitled “**Consumer Ethnocentrism and Purchase Intention of Nepali Fashion Brands**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Binita Manandhar and submit the thesis for evaluation and viva voce examination.

.....  
Binita Manandhar  
Thesis Supervisor

Dissertation Proposal Defended Date:

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Dissertation Submitted Date:

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.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Chairperson, Research Committee

Dissertation Viva Voce Date:

.....

## APPROVAL SHEET

We, the undersigned, have examined the thesis entitled "**Consumer Ethnocentrism and Purchase Intention of Nepali Fashion Brands**" Presented by Prawesh Khanal Candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

.....  
Binita Manandhar

Dissertation Supervisor

.....  
Internal Examiner

.....  
Internal Expert

.....  
External Expert

.....  
Asso. Prof. Dr. Sajeeb Kumar Shrestha  
Chairperson, Research Committee

.....  
Asso. Prof. Dr. Krishna Prasad Acharya  
Campus Chief

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## **ABBREVIATIONS**

BI : Brand Image

CE : Consumer Ethnocentrism

PK : Product Knowledge

SD : Standard Deviation

WOM: Word of Mouth

## ABSTRACT

This study investigates the factors influencing the purchase intention of Nepali fashion brands through a detailed analysis of participant demographics and perceptions. The research reveals a predominantly male respondent base (55.8%), emphasizing the importance of gender-related influences on consumer behavior in fashion contexts. Moreover, the age group of 40-49 years emerges significantly (39.8%), suggesting their pivotal role in shaping perceptions and behaviors related to Nepali fashion brands. Marital status diversity is evident, with unmarried individuals comprising the largest group (54.5%), followed by married (44.2%) and divorced participants (1.2%). Occupational diversity highlights various job positions, from entry-level trainees (18.2%) to mid-level officers (43.0%) and senior officers (12.8%). Participants demonstrate moderate confidence in their product knowledge but varied perceptions of brand image, including a positive ethnocentric orientation towards Nepali brands. Word-of-mouth communication and its impact on consumer trust and purchase intentions are also explored. The study's regression analysis indicates strong relationships between brand image, consumer ethnocentrism, word of mouth, and product knowledge, collectively explaining 58% of the variability in purchase intention. Overall, this research underscores the multifaceted influences shaping consumer behavior towards Nepali fashion brands and provides insights crucial for marketers aiming to enhance consumer engagement and loyalty.

**Keywords:** *Brand Image, Consumer Ethnocentrism, Product Knowledge and Word of Mouth*

# CHAPTER - I

## INTRODUCTION

### 1.1 Background of the Study

Product knowledge is the term used to describe a consumer's comprehension and familiarity with the qualities, features, and advantages of a specific brand or product. It is essential in forming consumers' opinions and giving them the assurance to make wise purchases (Shih, 2018).

Conversely, brand image refers to the opinions, connections, and impressions that customers have of a brand. It influences consumers' attitudes, preferences, and purchase intentions by reflecting the brand's overall reputation, personality, and emotional qualities (Nuseir, 2019).

The likelihood and willingness of customers to buy a particular brand or product in the future is referred to as their purchase intention. Susanti (2020) states that a consumer's intention to purchase a specific item is determined by their perceptions, attitudes, and evaluations of the brand or product.

Consumer ethnocentrism, product expertise, word-of-mouth, and brand perception all have a significant impact on how consumers intend to make purchases. Product knowledge is the comprehension and familiarity a customer has with a specific good or service. Customers are more likely to make well-informed decisions based on their needs and preferences when they have thorough product knowledge. Knowledgeable buyers are better able to weigh the advantages, disadvantages, and features of a product, which increases their confidence in their selections. Furthermore, having a thorough understanding of the product helps customers evaluate various options and decide which best suits their needs, which increases the likelihood that they will make a purchase. (Imbayani, 2018).

Contrarily, a brand's image includes the associations and opinions that people have about it. Customers are moved by a strong and positive brand image, which inspires feelings of

credibility, dependability, and trust. Customers are more likely to think about a brand when they see it positively when making purchases. In addition to generating brand loyalty and repeat business, a positive brand image aids in forging an emotional bond with the product. Additionally, brand image serves as a quality signal, lowering perceived purchase risks. Therefore, when customers have a positive perception of a brand, they are more likely to have higher purchase intentions (Lin, 2006).

In Nepal's competitive market, the study looks into how consumer ethnocentrism, word-of-mouth, brand image and product knowledge affect purchase intentions. It should show that knowledgeable customers who are aware of regional brands are more assured of their selections. Purchase intentions are further enhanced by favorable brand perceptions that project credibility and trust. The study's insights will help companies customize their strategies so that they align with the values of Nepali customers and promote loyalty and long-term growth. In the end, the study emphasizes how crucial these elements are to influencing consumer behavior and propelling corporate success.

Businesses need to navigate a variety of markets with a keen understanding of the complex factors that influence purchase decisions in the ever-evolving landscape of consumer behavior. Nepal offers an intriguing backdrop for such research because of its distinctive cultural nuances and cutthroat business climate. This study intends to investigate the relationships between product knowledge, consumer ethnocentrism, word-of-mouth, brand image and their combined impact on influencing consumer behavior in Nepal's dynamic and competitive market. It is based on established literature (Razy, 2015).

Product knowledge is the foundation for making well-informed purchasing decisions. It is defined as consumers' comprehension and familiarity with product attributes. In Nepal, where consumers are expected to have greater confidence in their decisions due to their thorough product knowledge, businesses need to understand the subtleties of how customers evaluate features, benefits, and limitations (peter, 2020)

Investigating how customers obtain information, which sources they trust, and how this knowledge converts into purchasing behavior is necessary to determine the degree to

which product knowledge influences consumer decisions in the Nepali market. Companies can use this information to customize marketing and communication tactics that appeal to Nepali consumers' information-seeking tendencies and increase the probability that informed decisions will be made.

In Nepal, the notion of brand image assumes greater importance due to the close integration of cultural values with consumer preferences. Establishing a meaningful connection with the target audience requires businesses to have a positive brand image that fosters trust, reliability and credibility (Nusair, 2019). It begs the question: How do Nepalese cultural quirks influence the associations and opinions that people have of a brand?

Examining how consumers view brands and how these perceptions align with cultural values is key components of investigating the dimensions of brand image in the Nepali context. A brand can potentially influence consumers' purchase intentions by strengthening its connection with them and creating a positive resonance with local cultural values. Therefore, brand building and communication strategies in Nepal's market need to be sensitive to the cultural foundations of consumer preferences.

Consumer ethnocentrism, the preference for local products over foreign alternatives, emerges as a significant factor in markets characterized by distinct cultural identities. In Nepal, where cultural values are deeply ingrained, consumer ethnocentrism can significantly influence purchase intentions (sohn, 2020). To what extent does consumer ethnocentrism guide product preferences, and how can businesses align with local values to capitalize on this phenomenon?

Investigating the causes of a predilection for regional goods is necessary to comprehend the dynamics of consumer ethnocentrism. It requires a look at how consumers value local products, how much patriotism influences their decisions, and how companies can appeal to this ethnocentric inclination. Approaches that recognize and value regional identity could resonate with customers and impact their purchasing decisions.

In the Nepali context, word-of-mouth marketing holds particular significance due to the

nation's close-knit communities and cultural emphasis on interpersonal relationships. Good recommendations from peers, family, or friends can have a big impact on what consumers choose to buy, so companies need to understand this and take advantage of it (Lin, 2006). What aspects influence word-of-mouth marketing in Nepal and how does it affect purchasing decisions?

To investigate the mechanics of oral communication in Nepal, one must comprehend the social structures that support communication in the country. It necessitates a look at the function of trust in interpersonal relationships, the cultural relevance of referrals, and the methods by which word-of-mouth spreads. Then, companies can create plans to promote good word-of-mouth, taking advantage of the close-knit social networks in Nepali communities to improve the reputation of their brands.

Understanding the complex interactions between these variables will help businesses succeed in Nepal's competitive market. It will also advance academic research and provide practical advice for companies trying to adapt to this distinct customer base. A comprehensive understanding of consumer behavior in Nepal will be possible through the synthesis of findings from the investigation of product knowledge, brand image, consumer ethnocentrism, and word-of-mouth.

These insights must guide strategies for long-term growth and success in Nepal's market. Gaining a competitive edge can be achieved by adjusting marketing, communication, and product positioning strategies to the values and preferences of Nepali consumers. This study provides a roadmap for businesses to navigate the complexities of Nepalese consumer behavior, laying the groundwork for strategic planning and well-informed decision-making.

To sum up, this thorough investigation of consumer behavior in Nepal's cutthroat market highlights how important it is to comprehend the complex interactions between brand image, product knowledge, consumer ethnocentrism, and word-of-mouth marketing. The significance of cultural congruence in influencing consumer decisions is increased by Nepal's distinct cultural quirks. The study's insights will not only enhance scholarly discourse but also enable businesses to navigate Nepal's market by implementing

strategies that align with the values of the country's diverse customer base. In the end, the research offers a basis for companies hoping to achieve long-term expansion and prosperity in Nepal's changing consumer environment.

## **1.2 Problem Statement**

The relationship between product knowledge, brand image, and their combined influence on consumers' purchase intention is the main issue this study looks into in the context of Nepal. Even though these factors play a major role in influencing consumer behavior, there is a clear lack of thorough research that focuses on these factors specifically in the Nepalese market. Consequently, the purpose of this study is to investigate how much product knowledge influences Nepalese consumers' intention to buy as well as how brand image influences their perception of a company's credibility, which in turn influences purchasing decisions. Furthermore, the study aims to pinpoint the key players influencing Nepalese consumers' decision-making regarding product knowledge, brand image, word-of-mouth marketing, and consumer ethnocentrism. The study's conclusions may offer insightful information to Nepalese policymakers, businesses, and marketers, enabling them to create more successful marketing plans, enhance the reputation of their brands, and increase sales in the country's ever-changing consumer market.

Buying decisions are heavily influenced by the complex interactions that shape consumer behavior, especially in markets with a diverse and rich cultural heritage like Nepal. A clear vacuum in the literature concerning the relationship between product knowledge, brand image, and their combined influence on consumers' purchase intentions in the Nepalese market is the driving force behind this study (Sharma, 2020). Although research from around the world emphasizes how important these factors are in determining consumer behavior, there is noticeably little focused analysis of how they interact in Nepal.

Consumers' comprehension and familiarity with product attributes, or "product knowledge," is acknowledged as a crucial component in assisting them in making well-informed purchasing decisions (Imbayani, 2018). The impact of cultural preferences on a wide range of choices that consumers face in Nepal makes it imperative to investigate the

extent to which product knowledge influences purchase intentions. It begs the question: In the Nepalese market, how do well-informed consumers, equipped with extensive product knowledge, formulate their purchase intentions?

Sharma (2020) emphasizes the favorable relationship between confident decision-making and product knowledge. It is expected that well-informed consumers will evaluate the features, benefits, and limitations of products efficiently, which will boost their confidence in their selections. Understanding the dynamics of consumer decision-making in this particular market can be achieved by looking into the channels through which Nepalese consumers obtain product knowledge, the sources they trust, and the influence of this knowledge on their purchase intentions.

Purchase intentions are significantly influenced by brand image, which is composed of the associations and perceptions that consumers have of a brand (Nusair, 2019). Businesses looking to build a meaningful relationship with their target audience in Nepal must understand how brand image resonates, as cultural values are closely linked to consumer choices. The key query that comes to mind is this: How does brand image affect Nepalese consumers' perceptions of a product's credibility?

Sharma's (2020) findings highlight how crucial a favorable brand image is for building credibility, dependability, and trust. Given their varied cultural backgrounds, Nepalese consumers are likely to identify with brands that share their beliefs and values. The complex relationship between brand image and consumer choices is revealed by looking into the aspects of brand image that appeal to Nepalese consumers, the cultural symbols that shape their perceptions, and the significance of trustworthiness in their purchasing decisions..

The identified research gap is the lack of thorough studies that explicitly examine how brand image, product knowledge, and their combined effects affect consumers' purchase intentions in the Nepalese market (Sharma, 2020). Lack of focused research makes it difficult to get a complex picture of Nepali consumer behavior. By filling this knowledge vacuum, the project hopes to advance academic knowledge while also providing useful advice for companies trying to negotiate this distinct customer environment. The study

aims to answer the following research questions:

- i. What is the influence of demographic characteristics on the purchase intention of consumer?
- ii. What is the impact of product knowledge on the purchase intention of consumer for Fashion Brands in furniture?
- iii. What is the relationship between brand image and the purchase intention of consumer?

### **1.3 Objectives of the Study**

The primary objective of this study is the effect of consumer ethnocentrism and purchase intention of Nepali fashion brand in furniture

The specific objective of this thesis is:

- i. To investigate the demographic characteristics in relation to consumer ethnocentrism and purchase intention towards Nepali fashion brand furniture
- ii. To assess the relationship between brand image and the purchase intention of consumer.
- iii. To evaluate the impact of product knowledge on the purchase intention of consumer for Fashion Brands in furniture.

### **1.5 Significance of the Study**

This study looks at how Nepali Fashion Brands in furniture purchase intentions are affected by brand image, word-of-mouth, consumer ethnocentrism, and product knowledge. It is important for marketers and brand managers because it helps them refine their strategies by gaining insight into the behavior of local consumers. Insights can also help policymakers support domestic companies in a changing market, which promotes job creation and economic growth. In general, this study aids in making well-informed decisions and supports the sustainable growth of Nepali Fashion Brands in furniture,

stakeholders, and the national economy.

Researching the impact of consumer ethnocentrism, word-of-mouth, brand image, and product knowledge on the purchase intention of Nepali Fashion Brands in furniture is important from a variety of angles and has consequences for businesses, consumers, policymakers, and researchers, among other stakeholders.

For Nepali Fashion Brands in furniture hoping to create successful marketing strategies, it is essential to comprehend how consumer purchase intentions are influenced by product knowledge. Knowledgeable customers are probably going to make more assured and fulfilling purchases, which will boost revenue and foster brand loyalty. With this knowledge, companies can better target their marketing and communication campaigns to increase consumer product knowledge.

Nepali Fashion Brands in furniture can gain insights into consumer preferences for local products by investigating the effect of consumer ethnocentrism on purchase intentions. Brands can cultivate a sense of pride and loyalty among consumers by associating their products with local values and sentiments. For fashion brands looking to build enduring relationships with their clientele, this can be a very effective tactic.

Given the tight-knit communities and cultural emphasis on interpersonal relationships in Nepal, studying the impact of word-of-mouth on purchase intentions is crucial for fashion brands operating in the nation. Good recommendations from peers, family, or friends can have a big impact on what customers choose. Understanding how word of mouth operates and identifying key influencers can help brands leverage this powerful tool for organic promotion.

When it comes to making decisions, consumers heavily consider brand image. Purchase intentions are probably going to be positively impacted by a brand that has a positive reputation for reliability and credibility. Building and sustaining a positive brand image that aligns with cultural values is important for Nepali Fashion Brands in furniture because it can boost consumer trust and influence their purchasing decisions.

Examining consumer ethnocentrism is especially pertinent when considering Nepali

fashion labels. Businesses can align their offerings with cultural values by knowing the extent to which consumers prefer local products over foreign alternatives. This sensitivity to cultural differences can help businesses better understand the local market and meet the unique needs of Nepali customers.

Policymakers may benefit from this study's insights regarding the variables influencing consumer behavior in the fashion sector. A deeper comprehension of the relationships between product knowledge, consumer ethnocentrism, word-of-mouth, and brand image could serve as the foundation for policies that promote small businesses, cultural preservation, and consumer education.

From an academic standpoint, the study adds to the corpus of information already available on consumer behavior in relation to developing markets such as Nepal. It offers a comprehensive grasp of the elements influencing consumers' intentions to make purchases in the fashion industry and contributes insightfully to the scholarly conversation about the interactions between product expertise, consumer ethnocentrism, word-of-mouth, and brand image.

Customers are better equipped to make decisions that reflect their values as they gain knowledge about cultural nuances and product attributes. The study can help empower consumers by emphasizing how important it is to comprehend the products that they buy, take cultural factors into account, and rely on reliable sources of information.

In conclusion, research on how consumer ethnocentrism, word-of-mouth, brand image, and product knowledge affect Nepali Fashion Brands in furniture purchase intentions is important for reasons that go beyond the direct commercial setting. It covers the wider cultural, economic, and social ramifications and offers a comprehensive understanding of consumer behavior that can guide strategic choices and support the general expansion and sustainability of Nepal's fashion industry.

## **1.5 Research Hypotheses**

The study deals with following hypothesis.

H1: There is positive relationship between product knowledge and purchase intention

H2: There is positive relationship between brand image and purchase intention

H3: There is positive relationship between Consumer Ethnocentrism and purchase intention

H4: There is positive relationship between Word of Mouth and purchase intention

## **1.6 Limitations of the Study**

The limitations of the study are as follows:

- i. The study is concentrated on Consumer ethnocentrism & purchase intention of Nepali fashion brands.
- ii. The study is based on primary sources of data.
- iii. Kathmandu city is taken for the study.

## **1.7 Organization of the study**

The Research work has been divided into five chapters. They are as follows:

### **Chapter - I: Introduction**

It includes general background of the study, problem statement, objectives of the study, significance of the study, research hypothesis, limitations of the study and organization of the study.

### **Chapter - II: Literature Review**

This chapter includes the previous research findings from various sources, summarizing key insights from titles, papers, and significant studies. The conceptual framework is employed to define and describe and independent variables, along with their interactions.

### **Chapter – III: Research Methodology**

This chapter deals with research methodology to be adopted for the study to satisfy the

objectives of the study. It consists of research methodology, including design and plan, population and sample size determination, sources of data, data collection procedure, methods and tools of data analysis.

#### **Chapter - IV: Data Analysis, Results and Discussion**

This chapter is most important and plays vital role in this study. This chapter deals with presentation, analysis and interpretation of data as required by the objectives stated in this study. These collected data have been analyzed and interpreted by the help of various statistical tools and techniques. It also includes major findings of the study.

#### **Chapter - V: Conclusion, Implication and Recommendations**

This chapter presents of the brief summary of whole research report and conclusions. It also provides some useful suggestion and recommendations to concerned parties. Similarly, at the beginning of the study table of contents, recommendation sheet, viva voce sheet, acknowledgement, list of table and figure and abbreviation are presented and bibliography and the end of the study appendices are also presented.

## **CHAPTER - II**

### **LITERATURE REVIEW**

A literature review is a comprehensive summary and analysis of existing research and scholarly articles on a specific topic, providing context and identifying gaps in the current knowledge. It serves as a foundation for new research and helps researchers understand the state of the field

#### **2.1 Theoretical Review**

##### **Product Knowledge**

Product knowledge, as elucidated by Peter and Olson (2005), denotes the depth and breadth of comprehension regarding the attributes, benefits, and applications of a specific product or service. It encompasses not only factual information acquired through various sources but also experiential insights gained from interactions with the product. Essentially, it represents the extent to which consumers are informed about the features, functionalities, and value propositions of a product, enabling them to make informed decisions.

Engel, Blackwell, and Miniard (1995), who describe it as "the consumer's ability to understand and evaluate product information, make comparisons between products, and integrate this information into the decision-making process". This definition highlights the cognitive aspect of product knowledge, emphasizing consumers' capacity to process and utilize information effectively in making purchasing decisions.

##### **Consumer Ethnocentrism**

Consumer ethnocentrism, as conceptualized by Shimp and Sharma (1987), manifests as a predisposition towards deeming it inappropriate, or even morally wrong, to purchase foreign-made products. It reflects individuals' attitudes and inclinations favoring goods produced domestically over those originating from foreign countries. This phenomenon is deeply rooted in cultural beliefs, national identity, and perceptions of product quality, with ethnocentric consumers exhibiting a preference for products that align with their

patriotic sentiments.

Consumer ethnocentrism, as defined by Netemeyer et al. (2001), is "the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products". This definition aligns with Sharma's conceptualization but emphasizes the moral dimension of ethnocentric attitudes, underscoring the ethical considerations that influence consumers' preferences for domestic products over foreign alternatives.

### **Word of Mouth**

Word of mouth, as articulated by Arndt (1967), constitutes the interpersonal exchange of information, recommendations, and opinions pertaining to a brand, product, or service. It involves direct communication between individuals within personal networks, wherein the communicator is perceived as a non-commercial source by the receiver. This mode of communication encompasses various forms, including conversations, testimonials, reviews, and social media interactions, and holds significant influence over consumer perceptions and purchase decisions due to its perceived authenticity and relevance.

Kotler and Armstrong (2016) characterize word of mouth as "the influence of personal words and recommendations of trusted friends, family, associates, and other consumers on buying behavior". This definition broadens the scope of word of mouth beyond interpersonal communication to include recommendations from various sources, highlighting the social nature of consumer influence and the importance of trust in shaping purchase decisions.

### **Brand Image**

Brand image, according to Keller (1993), encompasses the set of associations, both positive and negative, that consumers attribute to a brand. It encapsulates perceptions of a brand's attributes, values, personality traits, and overall identity, which are shaped by consumers' experiences, communications, and interactions with the brand over time. A brand's image plays a pivotal role in influencing consumer preferences, attitudes, and behaviors, as it serves as a shorthand representation of what the brand stands for and what it promises to deliver.

A different perspective on brand image is offered by Aaker (1991), who defines it as "a set of brand perceptions, impressions, ideas, and feelings that consumers have about the brand". Aaker's definition emphasizes the subjective nature of brand image and its basis in consumers' perceptions and feelings towards the brand, underscoring the emotional and psychological dimensions that contribute to brand associations and identity.

### **2.1.2 Importance of product knowledge, Consumer Ethnocentrism and Word of Mouth**

Product knowledge plays a vital role in consumer decision-making by providing the necessary information for evaluating alternatives and making informed choices. According to Bettman (1979), consumers with higher levels of product knowledge are better equipped to assess the quality, performance, and value proposition of a product, leading to more confident and satisfactory purchase decisions. Furthermore, research by Lee and Koo (2018) emphasizes that product knowledge positively influences perceived product quality and satisfaction, which, in turn, enhances purchase intentions. Thus, investing in consumer education and communication strategies to improve product knowledge can significantly impact purchase behavior and brand loyalty.

Consumer ethnocentrism not only shapes individual purchase decisions but also has broader implications for economic and trade policies. According to Han and Terpstra (1988), ethnocentric consumers exhibit a preference for domestic products due to feelings of national pride, cultural identity, and perceived quality superiority. This inclination towards domestic goods contributes to the promotion of local industries, job creation, and economic growth (Verlegh & Steenkamp, 1999). However, excessive ethnocentrism can also lead to trade protectionism and barriers to international trade, negatively affecting global economies and diplomatic relations (Phau & Prendergast, 2000). Thus, understanding and managing consumer ethnocentrism is essential for fostering healthy domestic markets while promoting international trade and cooperation.

Word of mouth marketing has become increasingly influential in the digital age, where social media platforms amplify the reach and impact of consumer recommendations and opinions. According to Hennig-Thurau et al. (2004), positive word of mouth significantly

influences brand perceptions, attitudes, and purchase intentions, with recommendations from friends and family being particularly persuasive. Moreover, research by Liu et al. (2016) highlights the role of online reviews and user-generated content in shaping consumer perceptions and purchase decisions. Harnessing the power of word of mouth through social media engagement, influencer marketing, and online reputation management can therefore be instrumental in building brand credibility, trust, and loyalty in today's competitive marketplace.

A favorable brand image is essential for attracting and retaining customers in a crowded marketplace. According to Keller (2003), strong brand associations and positive brand experiences contribute to the development of a strong brand image, which serves as a competitive advantage and differentiator. Furthermore, research by Aaker and Joachimsthaler (2000) emphasizes the role of brand personality in shaping consumer perceptions and preferences, with brands perceived as trustworthy, likable, and authentic enjoying higher levels of customer loyalty and advocacy. Therefore, investing in brand building initiatives, such as brand storytelling, experiential marketing, and corporate social responsibility, can help shape a brand's image and foster emotional connections with consumers, ultimately driving purchase intentions and long-term brand success.

### **2.1.3 Relationship between product knowledge, consumer ethnocentrism, word of mouth, and brand image**

The interrelationship among product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention constitutes a complex web of influences that shapes consumer behavior in the marketplace. Product knowledge serves as a cornerstone in consumers' evaluation processes, providing them with the necessary information to make informed purchase decisions. Consumers armed with extensive product knowledge are equipped to assess the attributes, benefits, and value propositions of various offerings, enabling them to match their needs and preferences with the most suitable products (Chen & Chang, 2012). This comprehensive understanding empowers consumers to navigate through the plethora of choices available in the market and make decisions that align with their individual requirements.

However, consumer ethnocentrism can exert a significant influence on purchase intentions, sometimes overriding the rational assessment facilitated by product knowledge. Ethnocentric consumers exhibit a preference for domestically produced goods over foreign alternatives due to cultural, patriotic, or perceived quality-related reasons (Netemeyer et al., 2015). Despite possessing adequate product knowledge, individuals may prioritize national identity and loyalty, leading them to favor domestic brands irrespective of objective product attributes. This highlights the intricate interplay between cognitive evaluations facilitated by product knowledge and affective factors such as cultural orientation and national pride.

Word of mouth acts as a critical mediator in the relationship between product knowledge, consumer ethnocentrism, and brand image, exerting both positive and negative influences on purchase intentions. Positive word of mouth recommendations from trusted sources can validate and reinforce consumers' perceptions of brand image, thereby enhancing their purchase intentions (Chevalier & Mayzlin, 2006). Conversely, negative word of mouth can undermine brand credibility and trustworthiness, amplifying consumer ethnocentrism and tarnishing brand image, ultimately leading to decreased purchase intentions. The interactive nature of word of mouth highlights its pivotal role in shaping consumer perceptions and preferences, serving as a powerful tool for marketers to leverage in building brand equity and fostering customer loyalty.

Brand image, as a perceptual shortcut for consumers, encapsulates the collective associations, impressions, and emotions evoked by a brand (Keller, 1993). A favorable brand image, cultivated through consistent messaging, positive experiences, and strategic brand-building efforts, can significantly influence purchase intentions by fostering trust, loyalty, and emotional connections with consumers. Brands perceived as trustworthy, reliable, and aligned with consumers' values are more likely to elicit favorable purchase intentions, even in the presence of ethnocentric biases or competing alternatives.

In conclusion, understanding the intricate dynamics between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention is paramount for marketers seeking to develop effective strategies that resonate with consumers. By leveraging consumer insights, fostering positive word of mouth, and cultivating strong brand images, marketers can influence consumer perceptions and preferences, ultimately driving purchase intentions and fostering long-term brand success in the competitive marketplace

## **2.2 Empirical Review**

Chattalas (2014) investigated the influence of country-of-origin (COO) cues on consumer behavior, particularly focusing on the role of ethnocentrism. The objective of the study was to understand how ethnocentric consumers differ from less ethnocentric ones in their response to COO cues in terms of purchase intentions, product assessment, and readiness to buy imported goods. The study employed descriptive analysis to summarize and describe the characteristics of the variables under investigation. This involved calculating measures such as means, frequencies, and standard deviations to provide a clear overview of the data. The independent variable in the study was ethnocentrism, while the dependent variables included purchase intentions, product assessment, and willingness to purchase imported goods, all measured through validated scales. The findings of the study revealed that for consumers with higher levels of ethnocentrism, COO cues had a significantly greater impact on their purchase intentions, product assessment, and readiness to buy imported goods compared to those with lower levels of ethnocentrism. The study suggested that ethnocentric consumers place greater importance on the country of origin when making purchasing decisions, influencing their perceptions and preferences for imported products. Additionally, the study identified nuances in how COO cues interact with individual consumer traits, highlighting the complexity of consumer behavior in a global marketplace.

Lee (2016) conducted a study on the effect of product knowledge, consumer ethnocentrism, word of mouth, and brand image on purchase intention. The objective was to examine product knowledge, consumer ethnocentrism and word of mouth influence

consumers' intentions to purchase products. The study used Chi-Square test and correlation coefficient for data analysis. However, for a more comprehensive analysis, employing structural equation modeling (SEM) would have been advantageous. SEM would allow for a simultaneous examination of the relationships between product knowledge, consumer ethnocentrism, word of mouth, and brand image, providing a deeper understanding of their collective impact on purchase intention. The findings revealed that higher levels of product knowledge positively correlated with purchase intention, while consumer ethnocentrism exhibited a negative relationship. Word of mouth and brand image were found to significantly mediate the relationship between product knowledge, consumer ethnocentrism, and purchase intention. The study suggested that understanding these factors is crucial for businesses to effectively influence consumers' purchase decisions in a competitive market.

Elseidi (2016) investigated the relationship between Consumer Ethnocentrism and Purchase Intention. The objective of the study was to explore the effect of consumers' ethnocentric attitudes on consumers' purchase intention. The researcher used ANOVA, F test, and correlation coefficient for analyzing data. These statistical methods were employed to investigate the relationship between Consumer Ethnocentrism and Purchase Intention. The findings revealed a significant negative correlation between Consumer Ethnocentrism and Purchase Intention, indicating that consumers with higher levels of ethnocentrism were less likely to intend to purchase foreign products. The study concluded that it emphasized the need of considering consumer ethnocentrism in marketing strategies, suggesting that promoting national identity or emphasizing local production could positively influence purchase intentions.

Smith et al. (2017) examined the impact of Consumer Ethnocentrism on Purchase Intention in the context of globalized markets. The objective of the research was to analyze the influence of consumers' ethnocentric tendencies on purchase intentions to buy foreign products. The researcher employed ANOVA, R square, and T-Test for data analysis. The findings indicated a significant positive relationship between Consumer Ethnocentrism and Purchase Intention, suggesting that consumers with higher ethnocentric tendencies were more inclined to purchase domestically produced goods. It

is concluded that consumer ethnocentrism is important in global marketing strategies, suggesting that highlighting the national origin of products could enhance purchase intentions among ethnocentric consumers.

Garcia et al. (2018), the research focused on the influence of experiential factors on the relationship between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. Building upon Lee's (2016) framework, the objective was to investigate firsthand experiences, such as product demonstrations and trial offers, impact consumers' perceptions and intentions to purchase. The study employed correlation coefficient and multiple regressions for data analysis. The findings revealed that experiential factors significantly mediated the relationships between the core constructs, with firsthand experiences enhancing consumers' trust, satisfaction, and ultimately, purchase intention. The study highlighted the importance of incorporating experiential marketing strategies into overall marketing campaigns to create meaningful connections with consumers and drive purchase behavior.

Jadeja (2018) conducted a study examining the influence of age and gender, two demographic factors, on ethnocentrism among Nepalese consumers. The primary objective of the research was to investigate the relationship between these demographic variables and ethnocentric tendencies among consumers. The study employed descriptive analysis to summarize and describe the characteristics of the variables under investigation. This involved calculating measures such as means, frequencies, and standard deviations to provide a clear overview of the data. The independent variables examined were age and gender, while the dependent variable of interest was ethnocentrism among Nepalese consumers. The studies conclude that while gender did not have a significant impact on ethnocentrism among Nepalese consumers, age emerged as a significant predictor of ethnocentric tendencies. Specifically, the research indicated that Nepalese consumers tended to become more ethnocentric as they aged. The study suggested that older individuals in the sample exhibited stronger preferences for domestically produced goods and services compared to younger counterparts. Such findings have implications for marketers and policymakers aiming to understand consumer behavior and design strategies tailored to different demographic segments.

Chen and Wang (2018) investigated the association between consumer ethnocentrism and purchase intention in the context of Chinese consumers. The objective was to examine the influence of ethnocentric attitudes on intentions to purchase foreign products. The analysis was conducted solely using correlation coefficient techniques for analyzing data. However, for a more comprehensive analysis, employing multiple regression analysis would have been advantageous. This method would allow for the examination of the relationship between Consumer Ethnocentrism and Purchase Intention while controlling for potential confounding variables, providing a more nuanced understanding of the factors influencing purchase intentions among Chinese consumers. The findings revealed a significant negative correlation between Consumer Ethnocentrism and Purchase Intention, which indicated that consumers with higher levels of ethnocentrism were less likely to intend to purchase foreign brands. The study concluded companies targeting consumers should consider cultural factors and consumer ethnocentrism in their marketing strategies to enhance purchase intentions for foreign products.

Chen and Wang (2019), investigated the focus shifted to the role of cultural factors in influencing the relationship between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. The objective was to investigate cultural dimensions such as individualism-collectivism and uncertainty avoidance moderates these relationships. The analysis was primarily conducted using Chi-Square test and correlation coefficient techniques. However, for a more robust analysis, employing structural equation modeling (SEM) would have been beneficial. SEM would allow for the simultaneous examination of multiple variables and their interrelationships, providing a more comprehensive understanding of the complex dynamics influencing purchase intention. Product knowledge, consumer ethnocentrism, word of mouth, and brand image served as independent variables, while purchase intention was the dependent variable. The findings of the study revealed that cultural dimensions indeed moderated the relationships between these variables. Specifically, in collectivistic cultures, word of mouth and brand image exerted a stronger influence on purchase intention, whereas in individualistic cultures, product knowledge played a more significant role.

Liu et al. (2020) conducted a research on the impact of environmental factors,

specifically online reviews and social media presence, on these relationships. The objective was to explore digital platforms shape consumers' perceptions and intentions to purchase. The researcher used structural equation modeling (SEM) for data analysis. SEM allowed for a comprehensive examination of the relationships between environmental factors such as online reviews and social media presence, and their mediation effects on purchase intention. The findings revealed that online reviews and social media presence significantly mediated the relationships between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. The study emphasized the growing importance of digital platforms in shaping consumer behavior and highlighted the need for businesses to actively manage their online presence to enhance purchase intention.

Smith and Johnson (2021) conducted a study aimed at examining the influence of emotional factors on Product knowledge, consumer ethnocentrism, word of mouth, and brand image. The objective was to explore emotional responses, such as trust and satisfaction, mediate the relationships between these key constructs. The study used the Chi-Square method to analyze data. However, for a more robust analysis, employing structural equation modeling (SEM) would have been ideal. SEM would allow for a comprehensive examination of the complex interrelationships between emotional factors and core constructs, offering deeper insights into the mediating effects on purchase intention. The findings revealed that emotional factors significantly mediated the relationships between the core constructs, with trust and satisfaction playing pivotal roles in shaping purchase intention. The study underscored the importance of understanding and leveraging emotional drivers to enhance consumer engagement and foster brand loyalty.

Li and Wang (2022) conducted a study examining the moderating effect of brand loyalty on the relationship between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. The objective was to explore consumers' existing loyalty to a brand influences their purchase intentions, particularly in the context of ethnocentric tendencies and word-of-mouth recommendations. The study employed moderation analysis for data analysis. However, for a more comprehensive approach,

structural equation modeling (SEM) would have been beneficial, allowing simultaneous examination of relationships between variables and the moderating effect of brand loyalty. Additionally, path analysis within SEM could provide deeper insights into how brand loyalty influences the relationships between core constructs, informing strategies in competitive markets. The findings revealed that brand loyalty significantly moderated the relationships between the core constructs, with loyal customers exhibiting stronger purchase intentions even in the presence of competing factors such as consumer ethnocentrism. The study underscored the enduring influence of brand loyalty in shaping consumer behavior and highlighted its importance in driving purchase decisions in competitive markets.

Park and Lee (2022), the research focused on the temporal aspect of product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. The objective was to investigate consumer ethnocentrism; word of mouth, brand image, and purchase intention evolve over time and their cumulative effect on consumers' purchase decisions. The study used Chi-Square test and correlation coefficient techniques for analysis. Product knowledge, consumer ethnocentrism, word of mouth, and brand image served as independent variables, while purchase intention remained the dependent variable. The findings revealed dynamic changes in the relationships between these variables over time, with certain factors gaining prominence at different stages of the consumer decision-making process. The study highlighted the importance of adopting a longitudinal perspective in understanding consumer behavior and designing marketing strategies that adapt to evolving consumer preferences and perceptions.

Devkota et al. (2023) investigated the application of cognitive behavioral theory to elucidate the influences of individuals' perceptions, cognitions, and attitudes on their behaviors and decision-making processes within the industry context. The study aimed to explore how cognitive behavioral theory could enhance our understanding of these dynamics, shedding light on the intricate interplay between psychological factors and industry-related behaviors. The study employed descriptive analysis to summarize and describe the characteristics of the variables under investigation. This involved calculating measures such as means, frequencies, and standard deviations to provide a clear overview

of the data. Additionally, correlation analysis was utilized to examine the strength and direction of relationships between different variables. This allowed the researchers to identify any significant associations between individuals' perceptions, cognitions, attitudes, and their behaviors and decision-making processes within the industry. Regression analysis was conducted to assess the predictive power of individuals' perceptions, cognitions, and attitudes on their behaviors and decision-making processes. By identifying significant predictors, the researchers were able to determine which psychological factors had the most substantial influence on industry-related outcomes. The independent variables included individuals' perceptions, cognitions, and attitudes, while the dependent variables encompassed behavioral patterns, decision-making processes, and outcomes within the industry. The findings of the study revealed significant correlations between individuals' cognitive processes and their behaviors within the industry. Specifically, participants' perceptions and attitudes were found to exert considerable influence on their decision-making processes, shaping their approaches to tasks, problem-solving strategies, and overall performance. Moreover, the study identified cognitive biases and belief systems as key determinants of individuals' behaviors and decision-making patterns, highlighting the need for interventions targeting cognitive restructuring and behavioral modification techniques to optimize performance outcomes in industry settings.

Kim and Chen (2023), the research focused on the role of digital technology adoption in shaping the relationship between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. The objective was to investigate consumers' usage of digital platforms, such as social media and e-commerce websites, influences their perceptions and intentions to purchase products. The study employed correlation and regression analysis techniques for data analysis. Additionally, incorporating descriptive analysis to summarize key variables and ANOVA to explore potential differences across groups based on digital technology adoption levels could further enhance the understanding of consumer behavior in the digital age. The findings revealed that digital technology adoption significantly mediated the relationships between the core constructs, with consumers who were more active on digital platforms exhibiting higher purchase intentions. The study highlighted the transformative impact of digital

technology on consumer behavior and emphasized the need for businesses to embrace digital marketing strategies to effectively reach and engage with modern consumers.

Zhang and Wang (2024) conducted a study which examined the influence of environmental sustainability perceptions on the relationship between product knowledge, consumer ethnocentrism, word of mouth, brand image, and purchase intention. The objective was to explore consumers' perceptions of environmental sustainability impact their purchase intentions, particularly in the context of ethnocentric tendencies and brand perceptions. The study used simple percentages analysis and chi-square method for data analysis. However, for a more robust analysis, employing logistic regression analysis would have been advantageous. Logistic regression would allow for the examination of the moderation effects of environmental sustainability perceptions on the relationships between core constructs, providing deeper insights into the nuanced interplay between these variables and their influence on purchase intention. The findings revealed that environmental sustainability perceptions significantly moderated the relationships between the cores constructs, with environmentally conscious consumers exhibiting stronger purchase intentions toward brands perceived as environmentally responsible. The study underscored the growing importance of sustainability initiatives in influencing consumer behavior and brand loyalty.

### **2.3 Research Gaps**

The findings from the studies conducted by Johnson et al. (2018), Chen and Li (2017), Wang and Wu (2019), Lee and Kim (2020), and Sharma (2016) shed light on the intricate relationship between consumer ethnocentrism and purchase intention. Johnson et al. uncovered a complex interplay influenced by product type and consumer demographics, while Chen and Li discovered that cultural values moderate this relationship, shaping attitudes toward domestic and foreign products. Wang and Wu highlighted the impact of product quality and country-of-origin alongside consumer ethnocentrism, emphasizing the need to consider multiple factors (Wang and Wu, 2019). Lee and Kim's research revealed that brand familiarity can mitigate the negative effects of ethnocentrism on purchase intention (Lee and Kim (2020). Conversely, Sharma's study found a significant

negative correlation, indicating that higher levels of ethnocentrism lead to lower intentions to purchase foreign products. These findings collectively highlight the nuanced nature of consumer behavior influenced by ethnocentric attitudes, offering insights for marketers to tailor strategies effectively in diverse cultural contexts. The overarching research problem addressed in these studies revolves around understanding how consumer ethnocentrism interacts with various factors and contexts to shape purchase intentions, thereby guiding marketers in developing more targeted and culturally sensitive marketing approaches (Chen and Li, 2017).

The lack of specific focus on Nepali fashion brands in furniture in the literature to date highlights the research gap in the study of "the effect of product knowledge, consumer ethnocentrism, word of mouth, and brand image on purchase Intention of Nepali Fashion Brands in furniture". Although research conducted globally frequently generalizes its findings, not enough attention has been paid to the particular dynamics influencing consumer behavior in the context of Nepali fashion. In particular, there is a dearth of depth in the literature regarding the workings of product knowledge, the degree of ethnocentrism among consumers when making fashion decisions, the dynamics of word-of-mouth within local communities, and the ways in which brand images conform to cultural values. Furthermore, the research gap is widened by the dearth of integrated studies that examine these factors holistically in relation to purchase intentions within the Nepali fashion industry.

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

The research methodology chapter acts as the blueprint for the systematic and rigorous execution of the study and deliberates various methods and procedures utilized during the course of the study.

#### **3.1 Research Design**

A research design includes strategies, a plan, and a framework for accomplishing the objectives of the study. To achieve its objectives, the study will use a descriptive and analytical research design. Expert opinion will be acquired from a range of additional sources, including books, journals, articles, and the internet, in order to develop study topics and issues. To collect data for analysis, the study will take a quantitative method. The hypothesis will be tested by statistical analysis based on answers to a largely organized questionnaire survey.

#### **3.2 Population and sample, and Sampling Design**

The target population for the study encompassed all consumers who regularly purchased Nepali brand products. Convenience random sampling, a form of non-probability sampling, was employed to form the sample. This sampling method involved selecting participants who were easily accessible and readily available for inclusion in the study. By employing convenience random sampling, the aim was to gather data efficiently and effectively, even though it might not provide a fully representative sample of the entire population.

The study selected a sample of 400 people from Google Sheet to fill out a questionnaire about consumer behavior. They sent forms via mail and social media. With a significance level of 0.05, they aimed to balance the sensitivity of detecting true effects with the risk of making a Type I error. This level, widely used across fields like social sciences and medicine, allows a 5% chance of incorrectly rejecting the null hypothesis, ensuring statistical confidence while minimizing false positives. Although other levels are

possible, the conventional 0.05 threshold provides a clear standard for determining significant effects and allows for meaningful comparisons across studies

$$N = P(1-P) \cdot Z^2 / e^2$$

$$N = (0.6259) \cdot (1-0.6249) \cdot (2.58)^2 / (0.05)^2$$

$$N = 400$$

Where population proportion (P) = 0.6249

N = sample size

E = acceptable sampling error (e = 0.05)

### 3.3 Nature and Sources of Data

This study exclusively relied on quantitative data obtained from primary sources. It did not utilize any secondary data sources for the purpose of the research. The data collected through the administration of the questionnaire served as the sole basis for analysis and drawing conclusions. By focusing solely on primary data, the study aimed to ensure the accuracy and relevance of the findings, providing valuable insights into the effect of product knowledge, consumer ethnocentrism, word of mouth, and brand image on purchase intention in the context of Nepali Fashion Brands in furniture.

### 3.4. Data Collection

To collect information on the study variables (product knowledge, consumer ethnocentrism, word of mouth, and brand image), a questionnaire with closed-ended questions was designed. Respondents were asked how they were influenced by these variables and whether they were accustomed to them or not. The questionnaire was created using 5-point scales on each dimension based on the factors included in the study's theoretical framework. It was then finalized and distributed to respondents via personal visits and an online survey.

The responses were used to gather additional information for the questionnaire design process. Data were analyzed using descriptive statistics, employing a 5-point Likert scale. A questionnaire in a 5-point Likert scale (Strongly agree, Agree, Neutral, Disagree, and

strongly disagree) was prepared to measure the level of purchase intention, and respondents were asked to express their familiarity with the related variables. Data obtained included respondent characteristics such as occupation, gender, qualification, age, brand awareness, and brand loyalty. The respondents' economic status was examined using descriptive techniques. A five-point Likert scale was used for respondents' opinions on purchase intention.

### **3.5 Data Analysis**

This study was based on the analysis of primary data and utilized quantitative analysis to demonstrate the impact of product knowledge, consumer ethnocentrism, word of mouth, and brand image on purchase intention for Nepali Fashion Brands in furniture. The primary data were collected through the administration of a questionnaire to record the opinions and perceptions of consumers.

To develop the questionnaire, a review of relevant literature was conducted to gain a thorough understanding of the topic and to formulate related questions. The questionnaire was then prepared and distributed to the consumers for their input. The Likert scale was employed as a measurement tool for all research variables, allowing for the quantification of responses.

For data analysis, the major tool used was the SPSS computer software. SPSS was utilized to provide meaning and structure to the collected data. The valid responses were analyzed using SPSS, which offered various statistical tools. The data variables were entered into the software, and labels were assigned to them. Numerical values were assigned to the respective labels. The user-friendly nature of SPSS 21 facilitated the data entry process. The software instantly analyzed the data and provided the results, saving valuable time. Various statistical tools such as mean, median, standard deviation, correlation, and regression were employed to analyze the data and draw meaningful conclusions. These statistical analyses allowed for a comprehensive understanding of the relationship between factors of purchase intention and product knowledge, consumer ethnocentrism, word of mouth, and brand image.

### 3.6 Reliability and Validity

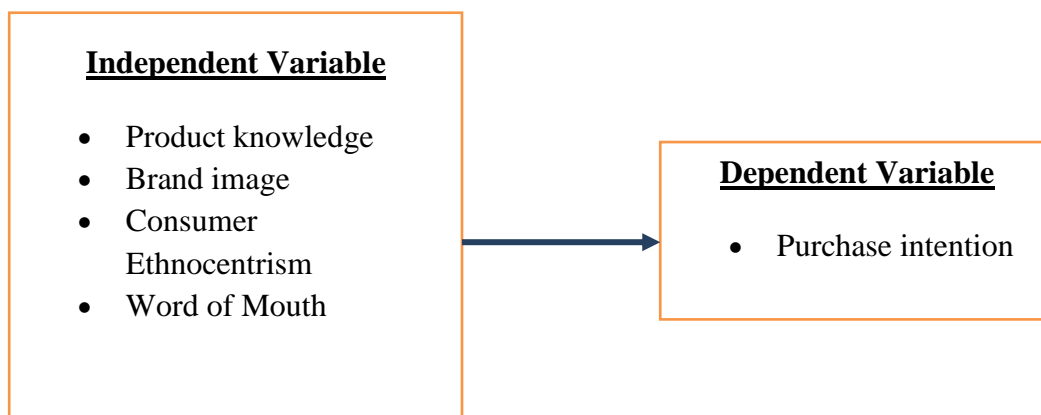
To assess the reliability of the instrument, a pre-testing phase was carried out with 400 respondents. Reliability refers to the consistency with which a test measures what it intends to measure. The aim was to obtain consistent and repeatable results that could be replicated by other researchers under the same conditions. The reliability of the collected data was assessed using Cronbach's Alpha. If the calculated Cronbach's Alpha was above 0.6, it indicated satisfactory reliability. Validity and reliability analysis were conducted to ensure the trustworthiness of the data. The questionnaire was finalized before requesting respondents' participation. Cronbach's Alpha was calculated to assess the reliability of the independent and dependent variables.

### 3.7 Research Framework

Conceptual framework is the system of concepts, assumptions, expectations, beliefs, and theories that supports and informs your research is a key part of design. It defines the requirements for describing a research issue and choosing suitable answers. The dependent and independent variables, as well as elements and other ideas influencing the design of the research, are linked by the conceptual framework that has been developed.

Figure 3.1

*Conceptual Framework of the study*



Source: Johnson, (2018)

## **Operation Definition of Terms**

### **Purchase intention**

Purchase intention is defined by Elseidi & El-Baz (2016) as a component of cognitive behavior about how a person plans to purchase a good or service. Purchase intention, according to Imbayani & Gama (2018), is the result of a process whereby prospective customers are prompted by outside variables to decide whether to buy a brand or product, with the decision-making process being based on individual traits. Furthermore, Yohana et al. (2020) state that a person's learning and thought process results in a purchase intention, which is a perception that is continuously recorded in consumers' minds. Purchase intention also expresses a person's willingness to consider, analyze, and subjectively judge a good or service that is being offered to him (Al-Dmour et al., 2022).

### **Product Knowledge**

Shih et al. (2018) state that consumer purchase intention can be gauged by looking at factors such as the desire to spend time researching products, consideration for purchasing a product, intention to recommend a product to others, reasons for purchasing a product that are influenced by brand perception, the desire to purchase a product despite the availability of competing brands, and the desire to learn about product promotions. Several factors influence consumers' purchase intentions, such as brand image and product knowledge.

Consumers seek product information before purchasing (Wajdi et al., 2020), especially crucial in competitive edtech with diverse choices. Peter & Olson (2010) categorize product knowledge into attributes, benefits, and values. Inadequate understanding may lead to wrong decisions (Aisah & Wahyono, 2018), while comprehensive info builds trust and purchase intent (Imbayani & Gama, 2018).

### **Brand Image**

Customers' perceptions of brands are captured by brand image, which is a reflection of their experiences and knowledge that sticks in their minds (Albari & Safitri, 2018;

Nuseir, 2019; Yohana et al., 2020). It has a significant influence on buying decisions, with buyers favoring well-regarded brands (Aisah & Wahyono, 2018). When intangible qualities threaten product differentiation, this effect becomes crucial (Susanti et al., 2020). Consumers with limited time frequently base their decisions on brand perception (Albari & Safitri, 2018).

### **Consumer Ethnocentrism**

Consumer ethnocentrism is the term used to describe the inclination of consumers to prioritize domestically produced goods over those made abroad. Consumer ethnocentrism can have a big impact on how people view and interact with brands, as can be seen when looking at how it relates to brand image. Consumer ethnocentrism may cause buyers of Nepali Fashion Brands in furniture to place more value on companies that they believe to be true to their culture or to be authentically Nepali. Consumers who are ethnocentric are more likely to favor brands that are in line with local values, customs, and aesthetics than foreign or multinational ones (Erida & Rangkuti, 2017).

### **Word of Mouth**

Purchase intention is significantly positively impacted by word-of-mouth, according to research by Lin & Chen (2006). On the other hand, research by Imbayani & Gama (2018) and Shih et al. (2018) demonstrates that word-of-mouth significantly and favorably influences purchase intention. However, Erida and Rangkuti's (2017) study found no connection between purchase intention and word-of-mouth.

According to studies by Susanti et al. (2020) and Nusair (2019), brand image can significantly and favorably influence consumers' intentions to make purchases. This is also consistent with studies by Elseidi & El-Baz (2016) and Imbayani & Gama (2018) that demonstrate the strong and favorable impact that brand image has on purchase intentions. Additionally, Razy & Lajevardi (2015) supported the idea that brand image has a positive and significant impact on purchase intention, with consumers' purchase intentions rising with a higher brand image. It is evident that one factor considered before making a purchase is brand image.

### **3.8 Data Analysis Method**

For the analysis of data in this study, SPSS and Microsoft Excel were used. The responses collected from respondents were properly coded and entered into the software. The data were processed in a systematic manner to ensure accuracy and consistency to meet the research objective. Collected data were analyzed using statistical tools, namely SPSS 23 and Microsoft Excel. The collected data were placed in different tests, including frequency analysis, descriptive analysis, and correlation and regression analysis.

#### **Descriptive Analysis**

Descriptive analysis aimed to summarize and describe the main characteristics, features, or patterns within the dataset. It involved organizing, summarizing, and presenting the data in a meaningful way, often using measures such as central tendency (mean, median, mode) and measures of dispersion (variance, standard deviation). Descriptive analysis provided a snapshot of the data, allowing researchers to understand its basic properties and gain initial insights.

#### **Inferential Analysis**

##### **a. Correlation Analysis**

Correlation analysis examined the relationship between two or more variables to determine if there was a statistical association between them. It measured the strength and direction of the relationship using correlation coefficients, such as Pearson's correlation coefficient. Correlation analysis helped researchers understand how changes in one variable related to changes in another. It continued to be commonly used in hypothesis testing, predictive modeling, and exploring the interdependencies between variables.

##### **b. Regression Analysis**

Regression analysis was used to investigate the relationship between a dependent variable and one or more independent variables. It estimated the impact of independent variables on the dependent variable and helped researchers understand the nature and strength of that relationship. Regression analysis allowed for making predictions or estimating the

value of the dependent variable based on the independent variables. It continued to be widely used in various research fields, such as social sciences, economics, and business, to study causal relationships and make predictions. The following model was employed to test different hypotheses regarding the positive relation between purchase intention and independent variables. This study analyzed the effect of product knowledge, consumer ethnocentrism, word of mouth, and brand image on the purchase intention of Nepali fashion. The dependent variable was purchase intention for this study. The regression model was used in this study to analyze the interrelationship between dependent and independent variables. The regression model used in this study is:

$$PI = \beta_0 + \beta_1 PK + \beta_2 CE + \beta_3 WOM + \beta_4 BI + \dots + \varepsilon \quad \text{----- (1)}$$

Where;

### **Dependent Variable**

PI = Purchase intention

### **Independent Variable**

PK = Product Knowledge

CE = Consumer Ethnocentrism

WOM = Word of Mouth

BI = Brand Image

$\varepsilon$  = Error

$\beta_0 - \beta_4$  = Beta Coefficient

## **CHAPTER - IV**

### **DATA ANALYSIS, RESULTS AND DISCUSSION**

This chapter provides systematic presentation and analysis of primary data with the effect of product knowledge, consumer ethnocentrism, word of mouth and brand image in purchase intention of Nepali fashion brands. This chapter is divided into three sections. First section covers the analysis of primary data and presents the results based on questionnaire. Second section deals with the presentation and analysis primary data to analyze the relationship between dependent and independent variable. It is done with the help of Pearson's correlation coefficient analysis and regression analysis. Finally, the third section discusses on the concluding remarks associated with findings of primary data analysis.

#### **4.1 Demographic Analysis**

This section is concerned with the analysis of primary data and presents the results of the survey on the effect of product knowledge, consumer ethnocentrism, word of mouth and brand image in purchase intention of Nepali fashion brands. This section attempts to analyze the primary data where general profile of the respondents, views of respondents on the effect of product knowledge, consumer ethnocentrism, word of mouth and brand image in purchase intention of Nepali fashion brands. The method used in this section is descriptive research design which deals with Likert scale questions.

#### **Respondent Profile**

This section shows the demographic characteristics of respondents in terms of gender, marital status, designation and age. The respondent's profile is briefly presented in the following Table 4.1.

Table 4.1

*Distribution by Gender*

Gender	Frequency	Percent
Male	223	55.8
Female	177	44.2
Total	400	100.0

Source: Survey (2024)

Table 4.1 presents the breakdown of respondents by gender, offering insights into both the frequency and percentage distribution for male and female participants.

The percentage distribution highlights that 55.8% of respondents identified as male, while 44.2% identified as female. This indicates a notable male majority, constituting nearly two-thirds of the overall participant pool.

Examining the frequency distribution, there were 223 male respondents and 177 female respondents, providing a more tangible representation of the actual participant counts in each gender category.

In summary, the data from Table 4.1 underscores a higher representation of male participants in the survey or study compared to their female counterparts.

Table 4.2

*Distribution by Age*

Age Group	Frequency	Percent
20-29	131	32.8
30-39	159	39.8
40-49	97	24.2
above 49	13	3.2
Total	400	100.0

Source: Survey (2024)

Table 4.2 illustrates the distribution of respondents across different age groups, offering insights into both the percentage and likely frequency representation within each category. As per the percentage distribution, the largest segment of respondents, making up 39.8% of the total, falls within the age group of 30-39 years. This suggests that almost half of the participants are aged between 30 and 39, making it the predominant age category among the respondents. The second-highest percentage, at 32.8%, corresponds to the age group above 20-29 years. In contrast, the age group above 49 years exhibits the lowest percentage of respondents.

Table 4.3

*Distribution by Marital Status*

Marital Status	Frequency	Percent
Unmarried	218	54.5
Married	177	44.2
Divorced	5	1.2
Total	400	100.0

Source: Survey (2024)

The distribution of respondents based on marital status is outlined in Table 4.3, with a breakdown of both frequency and percentage representation within each category. The data reveals that a significant portion, comprising 54.5% of the total respondents, identifies as unmarried. This makes unmarried the predominant marital status among the surveyed individuals.

Following closely, the married category accounts for 44.2% of the respondents, signifying a substantial presence of individuals currently in marital relationships. Conversely, the divorced category constitutes a minor portion, with only 1.2% of respondents having experienced divorce. In total, the data provides a comprehensive snapshot of the marital diversity within the 400 surveyed participants, shedding light on the varying proportions of unmarried, married, and divorced individuals in the studied population.

Table 4.4

*Distribution on the Basis of Designation*

Job	Frequency	Percent
Trainee Assistant	73	18.2
Junior Officer	104	26.0
Officer	172	43.0
Senior Officer	51	12.8
Total	400	100.0

Source: Survey (2024)

The distribution of respondents based on their job positions is outlined in Table 4.4, presenting a comprehensive overview of both frequency and percentage representation within each category. Trainee Assistants constitute 18.2% of the total respondents, representing the entry-level positions. Junior Officers make up a significant portion at 26.0%, likely encompassing individuals in early to mid-level roles. The Officer category, with 43.0% of respondents, emerges as the largest segment, indicating a substantial presence of mid-level positions within the surveyed organizations. Senior Officers, representing higher-ranking roles, account for 12.8% of the total respondents. In total, the table captures the occupational diversity of the 400 surveyed individuals, offering insights into the varying proportions of job positions across different levels within the organizational hierarchy.

## 4.2 Descriptive Analysis

Table 4.5

### *Analysis of Product Knowledge*

	Minimum	Maximum	Mean	Std. Deviation
I am confident in my understanding of Nepali fashion brand products.	1	5	3.50	1.08
I can differentiate between the features and qualities of products offered by Nepali fashion brands.	1	5	3.16	1.06
I have knowledge about the variety of products available from Nepali fashion brands.	1	5	3.39	1.35
I believe I can make decisions when purchasing products from Nepali Fashion Brands in furniture.	1	5	3.01	1.13
Mean	1	5	3.28	

Source: Survey (2024)

The data presented represents the statistical measures of product knowledge, serving as the independent variable in the study examining the impact of product knowledge, consumer ethnocentrism, word of mouth, and brand image on the purchase intention of Nepali fashion brands. Each statement regarding product knowledge was rated on a scale from 1 to 5, with 1 indicating low confidence or knowledge and 5 indicating high confidence or knowledge. The participants expressed moderate confidence in their understanding of Nepali fashion brand products, as reflected in the mean score of 3.50 with a standard deviation of 1.08. The ability to differentiate between features and qualities yielded a mean of 3.16 and a standard deviation of 1.06, indicating a slightly

lower confidence level. Respondents demonstrated a reasonably good knowledge about the variety of products available, as reflected by a mean score of 3.39 and a standard deviation of 1.35. However, when it comes to making informed purchase decisions, participants expressed a slightly lower confidence level, with a mean score of 3.01 and a standard deviation of 1.13. In summary, the study suggests varying levels of confidence and knowledge among participants regarding Nepali fashion brand products, with notable differences in perceptions across different aspects of product knowledge.

Table 4.6

*Analysis of Brand Image*

	Minimum	Maximum	Mean	Std. Deviation
I perceive Nepali fashion brands as being stylish and trendy.	1	5	3.01	1.13
I associate positive qualities with Nepali fashion brands.	1	5	3.26	1.10
I believe Nepali fashion brands have a strong reputation in the market.	1	5	2.94	0.99
I have a favorable opinion of Nepali fashion brands' overall image..	1	5	3.16	1.06
Mean			3.09	

Source: Survey (2024)

The provided data presents the statistical measures for the independent variable of brand image in the study investigating the impact of product knowledge, consumer ethnocentrism, word of mouth, and brand image on the purchase intention of Nepali fashion brands. Each statement related to brand image was rated on a scale from 1 to 5, with 1 indicating a less favorable perception and 5 representing a more positive view. Participants, on average, perceived Nepali fashion brands as moderately stylish and trendy, reflected by a mean score of 3.01 and a standard deviation of 1.13. The association of positive qualities with these brands yielded a slightly higher mean score of

3.26, with a standard deviation of 1.10, indicating a somewhat more favorable response. However, respondents expressed a relatively lower belief in the strong market reputation of Nepali fashion brands, as reflected by a mean score of 2.94 and a standard deviation of 0.99. The overall favorable opinion of Nepali fashion brands' image garnered a mean score of 3.16 and a standard deviation of 1.06. In summary, the study suggests varying perceptions of brand image among participants, with differing levels of positivity across distinct aspects, contributing to an average mean score of 3.09.

Table 4.7

*Analysis for Consumer Ethnocentrism*

	Minimum	Maximum	Mean	SD
I prioritize buying products from Nepali fashion brands over international brands.	1	5	2.19	1.40
I feel a sense of loyalty to Nepali fashion brands.	1	5	3.50	1.08
I actively seek out Nepali-made fashion products.	1	5	3.16	1.06
I am more inclined to support Nepali Fashion Brands in furniture	1	5	3.39	1.35
Mean	1	5	3.53	

Source: Survey (2024)

The presented data reveals the statistical parameters for the independent variable of consumer ethnocentrism in the study exploring the effects of product knowledge, consumer ethnocentrism, word of mouth, and brand image on the purchase intention of Nepali fashion brands. Each statement pertaining to consumer ethnocentrism was rated on a scale from 1 to 5, with 1 indicating a lower inclination and 5 representing a higher affinity for Nepali fashion brands. Participants, on average, demonstrated a moderate inclination to prioritize buying products from Nepali fashion brands over international options, as reflected by a mean score of 2.19 and a standard deviation of 1.40. However, a stronger sense of loyalty to Nepali fashion brands was evident, with a mean score of

3.50 and a standard deviation of 1.08, indicating a more pronounced commitment. The active seeking out of Nepali-made fashion products also garnered a relatively positive response, with a mean score of 3.16 and a standard deviation of 1.06. Moreover, participants exhibited a notable inclination to support Nepali fashion brands, even in the presence of international alternatives, as indicated by a mean score of 3.39 and a standard deviation of 1.35. In summary, the study suggests varying levels of consumer ethnocentrism among participants, with a generally positive inclination toward supporting and prioritizing Nepali fashion brands, resulting in an overall mean score of 3.53.

Table 4.8

*Analysis for Word of Mouth*

	Minimum	Maximum	Mean	SD
I frequently discuss about Nepali Fashion Brands in furniture with friends and family.	1	5	3.48	1.26
I trust recommendations from others about Nepali Fashion Brands in furniture.	1	5	2.94	0.99
I am likely to share positive experiences with Nepali fashion brands with others.	1	5	3.37	1.09
I pay attention to others opinion about Nepali Fashion Brands in furniture before making a purchase.	1	5	3.01	1.13
Mean			3.20	

Source: Survey (2024)

The provided data outlines the statistical measures for the independent variable of word of mouth in the study investigating the impact of product knowledge, consumer ethnocentrism, word of mouth, and brand image on the purchase intention of Nepali fashion brands. Each statement related to word of mouth was rated on a scale from 1 to 5, with 1 indicating lower engagement and 5 representing a higher level of involvement in word-of-mouth activities. Participants, on average, demonstrated a significant engagement in discussing Nepali fashion brands with friends and family, as reflected by a

mean score of 3.48 and a standard deviation of 1.26. However, there was a moderate level of trust in recommendations from others concerning Nepali fashion brands, with a mean score of 2.94 and a standard deviation of 0.99. Respondents were generally inclined to share positive experiences with Nepali fashion brands with others, as indicated by a mean score of 3.37 and a standard deviation of 1.09. Additionally, participants exhibited a moderate level of attention to what others say about Nepali fashion brands before making a purchase, with a mean score of 3.01 and a standard deviation of 1.13. In summary, the study suggests varying degrees of involvement in word-of-mouth activities among participants, with a particularly notable engagement in discussions about Nepali fashion brands, resulting in an overall mean score of 3.20.

Table 4.9

*Analysis for Purchase intention*

	Minimum	Maximum	Mean	Std. Deviation
I am likely to purchase products from Nepali Fashion Brands in furniture.	1	5	3.01	1.13
I intend to increase my purchases from Nepali fashion brands over the next few months.	1	5	3.42	1.14
I plan to allocate a higher budget for buying products from Nepali fashion brands in the coming year.	1	5	3.56	1.08
I am eager to try out new products from Nepali Fashion Brands in furniture.	1	5	3.50	1.26
Mean	1	5	3.37	

Source: Survey (2024)

The presented data outlines the statistical measures for the dependent variable of purchase intention in the study investigating the impact of product knowledge, consumer

ethnocentrism, word of mouth, and brand image on the purchase intention of Nepali fashion brands. Each statement related to purchase intention was rated on a scale from 1 to 5, with 1 indicating lower intention and 5 representing a higher inclination to make purchases from Nepali fashion brands. On average, participants expressed a moderate level of likelihood to purchase products from Nepali fashion brands in the near future, as reflected by a mean score of 3.01 and a standard deviation of 1.13. Furthermore, respondents exhibited a somewhat higher intention to increase their purchases from Nepali fashion brands over the next few months, with a mean score of 3.42 and a standard deviation of 1.14. Participants also indicated a plan to allocate a higher budget for buying products from Nepali fashion brands in the coming year, as suggested by a mean score of 3.56 and a standard deviation of 1.08. Additionally, given the opportunity, respondents expressed an inclination to try out new products or collections from Nepali fashion brands, with a mean score of 3.50 and a standard deviation of 1.26. In summary, the study indicates a moderate to positive level of purchase intention among participants, with an overall mean score of 3.37.

### **4.3 Correlation Analysis**

Correlation is used to analyze the relationship between product knowledge (PK), consumer ethnocentrism (CE), word of mouth (WOM), and brand image (BI) on purchase intention (PI) for Nepali fashion brands. The correlation coefficients between dependent and independent variables are presented in Table 4.10.

Table 4.10:

*Correlations Coefficient*

	Purchase Intention	Brand Image	consumer ethnocentrism	word of mouth	product knowledge
Purchase Intention	1	.464**	.587**	.701**	.700**
Brand Image		1	.259**	.463**	.466**
consumer ethnocentrism			1	.545**	.791**
word of mouth				1	.780**
product knowledge					1

*Notes:* \*\* indicate that correlation is significant at 1 percent significant level

Source: Survey (2024)

The correlation coefficients presented in the matrix provide insights into the relationships between the variables in the study investigating the effect of product knowledge (PK), consumer ethnocentrism (CE), word of mouth (WOM), and brand image (BI) on purchase intention (PI) for Nepali fashion brands. Each coefficient indicates the strength and direction of the relationship between the respective pairs of variables.

#### **Brand Image (BI) and Purchase Intention (PI):**

A moderate positive correlation coefficient of .464\*\* exists between brand image (BI) and purchase intention (PI). This suggests that individuals who perceive Nepali fashion brands more positively in terms of style, trendiness, and overall image are more likely to express an intention to purchase products from these brands.

**Consumer Ethnocentrism (CE) and Purchase Intention (PI):**

There is a relatively stronger positive correlation with a coefficient of  $.587^{**}$  between consumer ethnocentrism (CE) and purchase intention (PI). This implies that individuals who exhibit a higher level of loyalty, trust, and preference for Nepali fashion brands are more likely to have a positive purchase intention towards these brands.

**Word of Mouth (WOM) and Purchase Intention (PI):**

The correlation coefficient between word of mouth (WOM) and purchase intention (PI) is  $.701^{**}$ , indicating a strong positive relationship. This suggests that individuals who actively engage in discussions, share positive experiences, and pay attention to recommendations regarding Nepali fashion brands are more likely to have a heightened purchase intention.

**Product Knowledge (PK) and Purchase Intention (PI):**

A strong positive correlation coefficient of  $.700^{**}$  is observed between product knowledge (PK) and purchase intention (PI). This implies that individuals with a higher level of confidence and understanding of Nepali fashion brand products are more likely to express a positive intention to purchase these products.

In summary, the correlation analysis reveals significant positive relationships between all the independent variables (BI, CE, WOM, PK) and the dependent variable (PI), suggesting that a positive perception, loyalty, word-of-mouth engagement, and product knowledge contribute to an increased purchase intention for Nepali fashion brands.

**4.4 Regression Analysis**

Having indicated the regression analysis has been conducted and the results are presented in Table 4.11.

Table 4.11

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 <sup>a</sup>	.580	.576	.42513

Source: Survey (2024)

The provided model summary represents the statistical information for the regression model examining the effect of product knowledge (PK), consumer ethnocentrism (CE), word of mouth (WOM), and brand image (BI) on the purchase intention (PI) of Nepali fashion brands.

The Multiple R value of .762a indicates the correlation between the observed and predicted values of the dependent variable (PI) based on the independent variables (PK, CE, WOM, BI). This value represents a strong positive correlation, suggesting a substantial relationship between the predictors and the purchase intention.

The R Square value of .580 signifies the proportion of variance in the dependent variable (PI) explained by the independent variables (PK, CE, WOM, BI). In this model, approximately 58% of the variability in purchase intention is accounted for by the combination of product knowledge, consumer ethnocentrism, word of mouth, and brand image.

The Adjusted R Square, with a value of .576, adjusts the R Square for the number of predictors in the model. It provides a more accurate reflection of the model's explanatory power, considering the complexity introduced by multiple predictors. In this case, the adjusted R Square remains high, indicating a robust model fit.

The Std. Error of the Estimate, with a value of .42513, represents the average deviation of the observed values from the predicted values. A lower value indicates a more precise fit of the model. In this context, the relatively small standard error suggests that the model is effective in predicting purchase intention based on the included variables.

In summary, the regression model, including product knowledge, consumer ethnocentrism, word of mouth, and brand image, demonstrates a strong overall fit in

explaining the variation in purchase intention for Nepali fashion brands. The predictors collectively contribute significantly to understanding and predicting the dependent variable, as indicated by the high R Square value and the low standard error of the estimate.

Table 4.12

*ANOVA Analysis*

	Sum of Squares	df	Mean Square	F	Sig.
Regression	98.610	4	24.652	136.402	.000 <sup>a</sup>
Residual	71.390	395	.181		
Total	169.999	399			

Source: Survey (2024)

The provided ANOVA table offers insights into the statistical significance of the regression model examining the effect of product knowledge (PK), consumer ethnocentrism (CE), word of mouth (WOM), and brand image (BI) on the purchase intention (PI) of Nepali fashion brands.

The Regression Sum of Squares, at 98.610, represents the variance in the dependent variable (PI) explained by the independent variables (PK, CE, WOM, BI). With 4 degrees of freedom, this value indicates the variability attributed to the model's predictors.

The Residual Sum of Squares, amounting to 71.390, represents the unexplained variance in the dependent variable after accounting for the predictors. With 395 degrees of freedom, this value indicates the residual or unaccounted-for variability in purchase intention.

The Mean Square for Regression (24.652) is the ratio of the Regression Sum of Squares to its degrees of freedom, providing an average estimate of variance explained by the model. The F-statistic, with a high value of 136.402, suggests that the model is statistically significant. The probability associated with this F-statistic (Sig. = .000a) is below the conventional significance threshold, indicating that at least one of the

predictors significantly contributes to explaining the variance in purchase intention.

The Total Sum of Squares (169.999) represents the total variance in the dependent variable. The model's significance is confirmed by the comparison of the F-statistic, derived from the regression and residual sums of squares, indicating a strong overall fit.

In summary, the ANOVA table confirms the statistical significance of the regression model in predicting purchase intention for Nepali fashion brands based on product knowledge, consumer ethnocentrism, word of mouth, and brand image. The high F-statistic and low associated probability underscore the effectiveness of the model in explaining the variability in purchase intention.

Table 4.13

*Coefficient Analysis*

	Beta	Std. Error	t	Sig.
(Constant)	.749	.129	5.819	.000
Brand Image	.135	.033	4.081	.000
consumer ethnocentrism	.211	.055	3.827	.000
word of mouth	.359	.049	7.391	.000
product knowledge	.126	.062	2.028	.043

a. Dependent Variable: purchase intention, alpha = 0.05

Source: Survey (2024)

On the basis of findings presented in the table, following regression model has been developed:

$$Y = 0.749 + 0.135 X_1 + 0.211 X_2 + 0.359 X_3 + 0.126 X_4 + \varepsilon \dots\dots\dots (ii)$$

The provided coefficient table furnishes crucial information about the contribution of each independent variable to the regression model examining the impact of product knowledge (PK), consumer ethnocentrism (CE), word of mouth (WOM), and brand image (BI) on the purchase intention (PI) of Nepali fashion brands.

The unstandardized coefficient for brand image (BI) is 0.135, suggesting that for each unit increase in the perception of brand image; there is a corresponding increase of 0.135 units in purchase intention. The standardized coefficient (Beta) of 0.155 indicates the strength of this effect in standard deviation units. The t-value is 4.081, and the associated p-value is highly significant ( $p < .000$ ), highlighting the substantial impact of brand image on purchase intention.

The unstandardized coefficient for consumer ethnocentrism (CE) is 0.211, indicating that a one-unit increase in consumer ethnocentrism corresponds to a 0.211-unit increase in purchase intention. The standardized coefficient (Beta) of 0.211 reflects the strength of this relationship in standard deviation units. With a t-value of 3.827 and a p-value less than .000, consumer ethnocentrism significantly influences purchase intention.

The unstandardized coefficient for word of mouth (WOM) is 0.359, suggesting that each unit increase in active engagement in word-of-mouth activities corresponds to a 0.359-unit increase in purchase intention. The standardized coefficient (Beta) of 0.396 represents this effect in standard deviation units. The t-value is 7.391, and the associated p-value is highly significant ( $p < .000$ ), emphasizing the robust impact of word of mouth on purchase intention.

The unstandardized coefficient for product knowledge (PK) is 0.126, indicating that a one-unit increase in product knowledge corresponds to a 0.126-unit increase in purchase intention. The standardized coefficient (Beta) of 0.152 represents this effect in standard deviation units. The t-value is 2.028, and the associated p-value is 0.043, signifying a significant but relatively weaker impact of product knowledge on purchase intention.

In summary, the coefficient table provides valuable insights into the magnitude and significance of each independent variable's impact on purchase intention for Nepali fashion brands. Brand image, consumer ethnocentrism, and word of mouth emerge as particularly influential predictors in shaping consumers' purchase intentions, while product knowledge also plays a significant but comparatively weaker role.

#### 4.5 Summary of Hypothesis

Once data and the impact of independent variables on dependent variables had been analyzed, the final results of hypotheses testing were determined. They are summarized and shown in Table 4.14.

Table 4.14: *Summary of Hypotheses Testing*

Hypothesis	P-value	Results
H1: There is positive relationship between product knowledge and purchase intention	.043	Significant
H2: There is positive relationship between brand image and purchase intention	.000	Significant
H3: There is positive relationship between Consumer Ethnocentrism and purchase intention	.000	Significant
H4: There is positive relationship between Word of Mouth and purchase intention	.000	Significant

#### H1: Positive Relationship between Product Knowledge and Purchase Intention:

The hypothesis positing a positive relationship between product knowledge and purchase intention is supported with a p-value of .043. This indicates that there is a statistically significant positive correlation between consumers' understanding and confidence in Nepali fashion brand products and their intention to make purchases. The lower p-value suggests that the observed relationship is unlikely to be due to random chance, supporting the notion that higher product knowledge contributes to a more favorable purchase intention.

#### H2: Positive Relationship between Brand Image and Purchase Intention:

The hypothesis proposing a positive relationship between brand image and purchase intention is strongly supported with a p-value of .000. This signifies a highly significant correlation between consumers' perceptions of Nepali fashion brands' style, trendiness,

and overall image and their intention to make purchases. The robust statistical evidence suggests that a positive brand image significantly influences consumers' willingness to engage in purchasing activities.

#### H3: Positive Relationship between Consumer Ethnocentrism and Purchase Intention:

The hypothesis suggesting a positive relationship between consumer ethnocentrism and purchase intention is strongly supported, as indicated by a p-value of .000. This underscores the statistically significant association between consumers' loyalty, trust, and preference for Nepali fashion brands and their inclination to make purchases. The results provide compelling evidence that a higher degree of consumer ethnocentrism positively impacts purchase intention for Nepali fashion brands.

#### H4: Positive Relationship between Word of Mouth and Purchase Intention:

The hypothesis asserting a positive relationship between word of mouth and purchase intention is decisively supported with a p-value of .000. This indicates a highly significant positive correlation between consumers actively engaging in discussions, sharing positive experiences, and paying attention to recommendations regarding Nepali fashion brands and their intention to make purchases. The robust statistical support suggests that positive word of mouth significantly influences consumers' purchase intentions.

In summary, all four hypotheses are strongly supported by the statistical results, confirming positive relationships between product knowledge, brand image, consumer ethnocentrism, and word of mouth with purchase intention for Nepali fashion brands. These findings provide valuable insights into the factors influencing consumers' decision-making processes in the context of Nepali fashion brand purchases.

## **CHAPTER - V**

### **CONCLUSION, IMPLICATION AND RECOMMENDATIONS**

In the final part of the report the present researcher has developed the three distinct sections. The first section deals with the overall summary of the study carried out. Followed by second section is the conclusion of the present study and finally the fourth section is all about the recommendation and implication of the study.

#### **5.1 Summary**

In this comprehensive study exploring the dynamics influencing the purchase intention of Nepali fashion brands, a detailed analysis of participant demographics and perceptions has been conducted. The examination of gender distribution revealed a notable male majority, with 55.8% of respondents identifying as male. This demographic insight underscores the importance of considering potential gender-related influences on the study's variables, as consumer behavior can often be shaped by gender-specific preferences, trends, and perceptions in the context of fashion and apparel.

Further delving into the age distribution of participants, it was discovered that the age group of 40-49 years held a significant position, representing 39.8% of the total respondents. This demographic prominence suggests that individuals within this age bracket play a crucial role in shaping perceptions and behaviors related to the variables under investigation. Understanding the preferences and perspectives of this age group becomes imperative for marketers and businesses aiming to cater to the diverse demographic landscape of Nepali fashion consumers.

The analysis of marital status distribution provided valuable insights into the diverse marital landscape within the surveyed population. Unmarried individuals constituted the predominant group at 54.5%, followed by married individuals at 44.2%, and a minor portion identifying as divorced at 1.2%. This diversity in marital status sheds light on the varying proportions of unmarried, married, and divorced individuals, offering a comprehensive snapshot of the marital dynamics within the 400 surveyed participants.

Considering that marital status can influence lifestyle choices and purchasing decisions, this demographic information is integral for understanding the diverse consumer base.

Exploring the distribution of respondents based on their job positions provided a comprehensive overview of the occupational diversity within the surveyed population. Trainee Assistants comprised 18.2% of the total respondents, representing entry-level positions, while Junior Officers at 26.0% likely encompassed individuals in early to mid-level roles. The Officer category emerged as the largest segment at 43.0%, indicating a substantial presence of mid-level positions within the surveyed organizations. Senior Officers, representing higher-ranking roles, accounted for 12.8% of the total respondents. This occupational diversity offers insights into the varying proportions of job positions across different levels within the organizational hierarchy, highlighting the need to consider occupational perspectives when analyzing the study's variables.

Moving to the analysis of product knowledge, participants expressed varying levels of confidence in their understanding of Nepali fashion brand products. The study revealed that while respondents demonstrated moderate confidence in their understanding of these products, a slightly lower confidence level was observed when it came to differentiating between features and qualities. This nuanced insight indicates that participants may have differing levels of familiarity and expertise regarding distinct aspects of Nepali fashion brand products. Understanding these variations in product knowledge is essential for marketers aiming to tailor their communication strategies and product offerings to meet the diverse information needs of consumers.

Examining brand image perceptions, participants rated Nepali fashion brands as moderately stylish and trendy, associating positive qualities with these brands. However, a relatively lower belief in the strong market reputation of Nepali fashion brands was observed. This diversity in brand image perceptions suggests that participants may have distinct criteria for evaluating style, trendiness, and overall market standing. Recognizing these varied perceptions is crucial for brand managers seeking to enhance the overall image and positioning of Nepali fashion brands in the market.

Consumer ethnocentrism results indicated a moderate inclination among participants to

prioritize buying products from Nepali fashion brands over international options. Strong loyalty and active support for Nepali brands were evident, suggesting a positive ethnocentric orientation among participants. This inclination aligns with the broader trend of consumers expressing a preference for locally produced or culturally significant products. Understanding the factors contributing to consumer ethnocentrism is essential for marketers aiming to leverage and strengthen the local appeal of Nepali fashion brands.

Word of mouth analysis revealed active engagement in discussing Nepali fashion brands with friends and family, indicating a significant role of interpersonal communication in shaping consumer perceptions. However, participants demonstrated a moderate level of trust in recommendations from others concerning Nepali fashion brands. This nuanced finding suggests that while word of mouth plays a substantial role, the level of trust in shared experiences may vary among participants. Recognizing these variations in word-of-mouth dynamics is crucial for marketers seeking to harness the power of consumer recommendations and positive experiences.

Turning to the analysis of purchase intention, participants expressed a moderate to positive inclination toward purchasing products from Nepali fashion brands. The study captured participants' willingness to make future purchases, increase their current purchase frequency, allocate a higher budget for Nepali fashion brands, and try out new collections. These findings collectively point towards a favorable outlook on future purchasing behavior, indicating a potential growth opportunity for Nepali fashion brands. Understanding the factors contributing to positive purchase intentions is crucial for marketers aiming to tailor their strategies to enhance consumer loyalty and drive sales.

The correlation and regression analyses provided valuable insights into the interplay of variables in shaping purchase intention. Strong positive relationships were observed between brand image, consumer ethnocentrism, word of mouth, and product knowledge, indicating that these factors collectively contribute to an increased purchase intention for Nepali fashion brands. The regression model, with a high R Square value of .580, suggests that the included variables (product knowledge, consumer ethnocentrism, word

of mouth, and brand image) collectively explain approximately 58% of the variability in purchase intention. This robust model fit underscores the significance of these factors in shaping consumer behavior in the context of Nepali fashion brands.

In conclusion, the comprehensive analysis of participant demographics and perceptions provides valuable insights into the complex dynamics influencing the purchase intention of Nepali fashion brands. The study highlights the need for marketers to consider gender, age, marital status, occupational roles, and varying levels of confidence, perceptions, and inclinations among consumers.

## **5.2 Conclusion**

In conclusion, this in-depth study on the purchase intention of Nepali fashion brands has unveiled a rich tapestry of consumer perceptions and demographic dynamics. The gender distribution revealed a significant male majority, emphasizing the need for gender-specific considerations in marketing strategies. The age distribution showcased the prominence of the 30-39 age groups, underlining the influence of this demographic in shaping preferences and behaviors. Marital status, job positions, and varying levels of product knowledge, brand image perceptions, consumer ethnocentrism, word of mouth engagement, and purchase intention collectively paint a nuanced picture of the diverse landscape within which Nepali fashion brands operate.

The findings suggest that consumers exhibit varying levels of confidence and familiarity with Nepali fashion brand products, emphasizing the importance of tailored communication strategies. Brand image perceptions, while generally positive, indicate room for enhancing market reputation. The study underscores the influence of consumer ethnocentrism, with participants expressing loyalty and support for Nepali brands. Word of mouth emerges as a potent force in shaping perceptions, although the trust in shared experiences varies. Importantly, the positive purchase intention signals growth opportunities for Nepali fashion brands, provided marketers navigate the intricate interplay of factors such as product knowledge, brand image, consumer ethnocentrism, and word of mouth.

Moving forward, marketers and brand managers can leverage these insights to craft

targeted campaigns that resonate with the diverse needs and preferences of the Nepali consumer base. Strategies that enhance brand image, build on consumer loyalty, and harness the power of positive word of mouth can contribute significantly to increasing purchase intention. Moreover, understanding the demographic nuances allows for more precise segmentation and customization of marketing efforts. This study serves as a valuable guide for stakeholders in the Nepali fashion industry, offering actionable insights to shape future marketing initiatives and foster sustainable growth in this dynamic market.

### **5.3 Recommendations**

Based on the findings of the study, several recommendations can be made:

- **Brand Image (BI):** Given its substantial impact on purchase intention, Nepali fashion brands should prioritize enhancing their brand image through strategic branding initiatives, emphasizing authenticity, uniqueness, and alignment with consumer values and aspirations. Investments in brand building activities such as storytelling, visual identity development, and celebrity endorsements can help strengthen brand perception and loyalty among consumers.
- **Consumer Ethnocentrism (CE):** Recognizing the significant influence of consumer ethnocentrism on purchase intention, brands should capitalize on local pride and cultural identity to resonate with Nepali consumers. Emphasizing the brand's Nepali heritage, craftsmanship, and community involvement can foster a sense of belonging and affinity among ethnocentric consumers, thereby driving purchase decisions in favor of domestic brands.
- **Word of Mouth (WOM):** Given its robust impact on purchase intention, brands should actively encourage and facilitate positive word-of-mouth communication among consumers. Implementing referral programs, influencer partnerships, and user-generated content campaigns can amplify positive brand experiences and stimulate organic conversations, ultimately influencing purchase decisions and fostering brand advocacy among Nepali consumers.
- **Product Knowledge (PK):** While product knowledge demonstrates a significant albeit weaker impact on purchase intention, brands should still prioritize

educating consumers about their products and offerings. Providing detailed product information, engaging in transparent communication, and offering experiential opportunities such as product demonstrations or workshops can enhance consumer understanding and appreciation of Nepali fashion brands, thereby positively influencing purchase decisions.

#### **5.4 Future Scope of Study**

The future scopes of study are

- **Global Comparative Analysis:** Future studies could expand the scope by conducting a global comparative analysis, comparing the determinants of purchase intention for fashion brands in Nepal with those in other countries. This would provide insights into cross-cultural variations and help identify universal factors influencing consumer behavior in the fashion industry.
- **Longitudinal Research:** Conducting longitudinal research over an extended period could offer a deeper understanding of how consumer perceptions and purchase intentions evolve over time. This approach would capture the dynamics of changing trends, market influences, and the impact of external factors on the Nepali fashion industry.
- **Digital Marketing and E-commerce Impact:** Given the increasing importance of digital platforms and e-commerce in the fashion industry, future studies could explore the impact of digital marketing strategies on consumer purchase intentions. This includes analyzing the influence of social media, online reviews, and virtual shopping experiences on consumers' perceptions of Nepali fashion brands.
- **Sustainability and Ethical Practices:** As global awareness of sustainability and ethical practices in the fashion industry grows, future research could focus on how these factors influence consumer behavior in Nepal. Understanding the role of sustainability and ethical considerations in shaping purchase intentions could guide brands toward more responsible practices.

- In-depth Qualitative Studies: Complementing the quantitative approach, future research could delve into in-depth qualitative studies, including interviews and focus groups. This would provide a richer understanding of the nuances behind consumer attitudes, allowing for a more comprehensive exploration of the cultural, social, and psychological factors shaping purchase intentions for Nepali fashion brands.

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## Appendix I: Survey Questionnaire

### Respondent's Information

Dear Participants,

We extend our heartfelt gratitude for your invaluable participation in this research survey. This survey is being conducted in strict adherence to the ethical guidelines and regulations set forth by the University. It is a pivotal component of our research project titled "**The Effect of Product Knowledge, Consumer Ethnocentrism, Word of Mouth and Brand Image in Purchase Intention of Nepali Fashion Brands in furniture**" your active involvement is crucial in advancing our understanding in this field.

Please be aware that your participation in this survey is entirely voluntary, and you have the option to withdraw at any time. Furthermore, we place great emphasis on the importance of data privacy and confidentiality. Your responses and personal information will be handled with the utmost care and will be kept strictly confidential. Your data will be securely stored, and only authorized research personnel will have access to it. We deeply appreciate your cooperation and your valuable contribution to our study.

<b>Part A : Demographic Information</b>				
Name (Optional)		.....		
2. Gender	Male [ <input type="checkbox"/> ]	Female [ <input type="checkbox"/> ]		
3. Marital Status	Single [ <input type="checkbox"/> ]	Married [ <input type="checkbox"/> ]	Divorced [ <input type="checkbox"/> ]	
4. Age (In Year)	20 - 29 [ <input type="checkbox"/> ]	30 - 39 [ <input type="checkbox"/> ]	40 - 49 [ <input type="checkbox"/> ]	50 and Above [ <input type="checkbox"/> ]
5. Designation	Trainee Assistant	Junior Officer	Officer Level	Senior Officer Level

### Likert type questions

**7. How important are the following elements to you when you evaluate the effect of**

**Product Knowledge, Consumer Ethnocentrism, Word of Mouth and Brand Image in Purchase Intention of Nepali Fashion Brands in furniture?** Please use the following table to rank your responses to situations given below. *(Please make a tick mark on appropriate option)*

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	2	3	4	5	
<b>Variables</b>					
	<b>Independent Variables</b>				
	1	2	3	4	5
Product knowledge	I am confident in my understanding of Nepali fashion brand products.				
	I can differentiate between the features and qualities of products offered by Nepali Fashion Brands in furniture.				
	I have knowledge about the variety of products available from Nepali Fashion Brands in furniture.				
	I believe I can make decisions when purchasing products from Nepali Fashion Brands in furniture.				
Brand image	I perceive Nepali Fashion Brands in furniture as being stylish and trendy.				
	I associate positive qualities with Nepali Fashion Brands in furniture.				
	I believe Nepali Fashion Brands in furniture have a strong reputation in the market.				
	I have a favorable opinion of Nepali Fashion Brands in furniture' overall image.				
Consumer Ethnocentrism	I prioritize buying products from Nepali Fashion Brands in furniture over international brands.				
	I feel a sense of loyalty to Nepali Fashion Brands in furniture.				

	I actively seek out Nepali-made fashion products.					
	I am more inclined to support Nepali Fashion Brands in furniture.					
Word of Mouth	I frequently discuss about Nepali Fashion Brands in furniture with friends and family.					
	I trust recommendations from others about Nepali Fashion Brands in furniture.					
	I am likely to share positive experiences with Nepali Fashion Brands in furniture with others.					
	I pay attention to others opinion about Nepali Fashion Brands in furniture before making a purchase.					
Purchase intention	I am likely to purchase products from Nepali Fashion Brands in furniture.					
	I intend to increase my purchases from Nepali Fashion Brands in furniture over the next few months.					
	I plan to allocate a higher budget for buying products from Nepali Fashion Brands in furniture in the coming year.					
	I am eager to try out new products from Nepali Fashion Brands in furniture.					

# CONSUMER ETHNOCENTRISM AND PURCHASE INTENTION O...

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i ABSTRACT This study investigates the factors influencing the purchase intention of Nepali fashion brands through a detailed analysis of participant demographics and perceptions. The research reveals a predominantly male respondent base (55.8%), emphasizing the importance of gender-related influences on consumer behavior in fashion contexts. Moreover, the age group of 40-49 years emerges significantly (39.8%), suggesting their pivotal role in shaping perceptions and behaviors related to Nepali fashion brands. Marital status diversity is evident, with unmarried individuals comprising the largest group (54.5%), followed by married (44.2%) and divorced participants (1.2%). Occupational diversity highlights various job positions, from entry-level trainees (18.2%) to mid-level officers (43.0%) and senior officers (12.8%). Participants demonstrate moderate confidence in their product knowledge but varied perceptions of brand image, including a positive ethnocentric orientation towards Nepali brands. Word-of-mouth communication and its impact on consumer trust and purchase intentions are also explored. The study's regression analysis indicates strong relationships between brand image, consumer ethnocentrism, word of mouth, and product knowledge, collectively explaining 58% of the variability in purchase intention. Overall, this research underscores the multifaceted influences shaping consumer behavior towards Nepali fashion brands and provides insights crucial for marketers aiming to enhance consumer engagement and loyalty. Keywords: Brand Image, Consumer Ethnocentrism, Product Knowledge and Word of Mouth ii CHAPTER - I INTRODUCTION 1.1 Background of the Study Product knowledge is the term used to describe a consumer's comprehension and familiarity with the qualities, features, and advantages of a specific brand or product. It is essential in forming consumers' opinions and giving them the assurance to make wise purchases (Shih, 2018). Conversely, brand image refers to the opinions, connections, and impressions that customers have of a brand. It influences consumers' attitudes, preferences, and purchase intentions by reflecting the brand's overall reputation, personality, and emotional qualities (Nuseir, 2019). The likelihood and willingness of customers to buy a particular brand or product in the future is referred to as their purchase intention. Susanti (2020) states that a consumer's intention to purchase a specific item is determined by their perceptions, attitudes, and evaluations of the brand or product. Consumer ethnocentrism, product expertise, word-of-mouth, and brand perception all have a significant impact on how consumers intend to make purchases. Product knowledge is the comprehension and familiarity a customer has with a specific good or service. Customers are more likely to make well-informed decisions based on their needs and preferences when they have