

## ABSTRACT

In the modern world where consumers have been offered various choices of products, marketing plays a key role in drawing attention from consumers. An important question is how to put a product in the top of consumers' mind since the competition is fierce and new rivalries are rising up every single day. It is undeniable that the congruency of psychology and social science has an effect on the human mind. Apart from product attributes such as price, color, taste, or size, there are psychological factors such as ethnocentric tendency that plays an important role in consumers' intention to purchase domestic and foreign products. To understand the root of consumer ethnocentrism will enhance the opportunities for success for marketers and business firms.

This research aimed to explore socio-psychological factors: cultural openness, patriotism, conservatism, collectivism, animosity, cosmopolitanism, and xenophobia, as well as demographic factors: age, gender, income, and educational level on consumer ethnocentrism. An additional objective was to investigate the influence of consumer ethnocentrism on intention to purchase domestic products.

Data was collected from 400 respondents, aged 25 – 60 years old in Bangkok's central business district (CBD): early Sukhumvit, Phayathai, Ratchada, Silom, Sathorn and Lumpini. The researcher employed a self-administered questionnaire via convenient sampling technique. For the data analysis process, Structural Equation Model (SEM) was used to test the hypotheses posited - socio-psychological factors on consumer ethnocentrism and its influence on intention to purchase domestic products. ANOVA was used to test differences in respondents' demographic factors and consumer ethnocentrism.

The results showed that only two out of seven socio-psychological factors, collectivism and xenophobia had an influence on consumers' intention to purchase domestic products. The remaining factors, including demographic factors, had no influence on consumer ethnocentrism.

According to the research findings, recommendations have been proposed associated with branding strategies. Domestic firms can develop stronger ethnocentrism by emphasizing on “Pure Thai products” through their marketing campaigns. As is well known, consumer behavior is highly influenced by the marketing communication strategies adopted by firms. The study concluded by offering suggestions for future research.

