

**THE EFFECTS OF CONSUMERS' CULTURAL SENSITIVITY,
ETHNOCENTRISM AND DEMOGRAPHICAL
CHARACTERISTICS ON ATTITUDE TOWARD LUXURY
FASHION BRANDS IN SRI LANKA: SPECIAL REFERENCE IN
COLOMBO DISTRICT**

By

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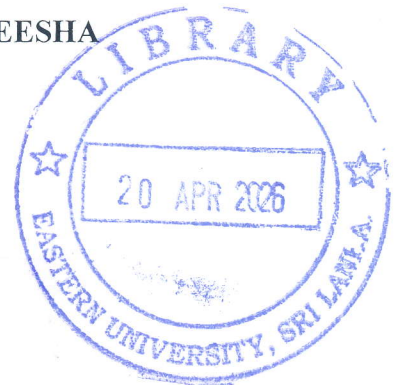
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ABSTRACT

This research study provides a comprehensive understanding of how Consumers' Cultural Sensitivity, Ethnocentrism, and Demographical Characteristics impact consumer attitudes toward luxury fashion brands in Sri Lanka, specifically focusing on the Colombo District. The study also examines how demographic factors such as age, gender and income moderate these relationships, offering insights into consumer segmentation and brand positioning strategies.

Based on an extensive literature review, a conceptual framework was developed to investigate the relationships among Cultural Sensitivity, Ethnocentrism, Demographic Characteristics, and Attitude Toward Luxury Fashion Brands. Primary data was collected through a well-structured questionnaire distributed among 384 local consumers using a convenience sampling method. The study employed univariate (descriptive), bivariate (correlation), and multivariate (regression) analyses, along with moderation analysis, to achieve the research objectives.

The findings revealed that Cultural Sensitivity and Ethnocentrism significantly influence consumer attitudes toward luxury fashion brands. Consumers with high cultural sensitivity exhibited more favorable attitudes toward luxury brands, while those with high ethnocentric tendencies preferred local brands. Additionally, demographic factors such as age, gender, and income significantly moderated these relationships, highlighting variations in brand attitudes among consumer segments.

The research emphasizes the importance of understanding cultural and demographic influences in the Sri Lankan fashion industry. It provides practical implications for both international luxury brands and local fashion marketers, enabling them to tailor their strategies to match the values, preferences, and identities of diverse consumer groups in an emerging market context.

Overall, this study contributes to the existing literature on cross-cultural consumer behavior and luxury branding by examining the combined impact of Cultural Sensitivity, Ethnocentrism, and Demographic Characteristics on consumer attitudes in Sri Lanka's evolving luxury market.

TABLE OF CONTENTS

| | |
|---|-------------|
| ACKNOWLEDGEMENT..... | iv |
| ABSTRACT..... | v |
| TABLE OF CONTENTS..... | vi |
| LIST OF TABLES..... | xi |
| LIST OF FIGURES..... | xiii |
| LIST OF EQUATIONS..... | xiv |
| LIST OF ABBREVIATIONS..... | xv |
| CHAPTER -1..... | 1 |
| INTRODUCTION..... | 1 |
| 1.1 Background of the study | 1 |
| 1.2 Problem Statement/Research Gap | 3 |
| 1.3 Research Questions | 6 |
| 1.4 Research Objectives | 6 |
| 1.5 Significance of the Study | 6 |
| 1.6 Scope of the Study..... | 8 |
| 1.7 The Organization of the Chapter..... | 9 |
| 1.8 Chapter Summary..... | 10 |
| CHAPTER - 2..... | 11 |
| LITERATURE REVIEW | 11 |
| 2.1 Introduction..... | 11 |
| 2.2 Luxury Fashion Branding: Global and Local Perspectives..... | 11 |
| 2.3 Consumer Attitude Toward Luxury Fashion Brands | 11 |
| 2.4 Cultural Sensitivity and Consumer Behavior..... | 12 |
| 2.5 Consumer Ethnocentrism and Purchase Decisions | 12 |
| 2.6 Role of Demographic Characteristics | 13 |
| 2.6.1 Age as a Moderator..... | 13 |
| 2.6.2 Gender as a Moderator | 13 |
| 2.6.3 Income as a Moderator | 13 |
| 2.7 Supporting Theories for the Study | 14 |
| 2.7.1 Hofstede’s Cultural Dimensions Theory | 14 |
| 2.7.2 Consumer Ethnocentrism Theory (CETSCALE)..... | 14 |

| | |
|---|-----------|
| 2.7.3 Theory of Planned Behavior (TPB)..... | 14 |
| 2.7.4 Consumer Engagement Theory | 14 |
| 2.8 The Relationships Among Variables..... | 15 |
| 2.8.1 Relationship Between Cultural Sensitivity and Consumer Attitude | 15 |
| 2.8.2 Relationship Between Ethnocentrism and Consumer Attitude | 15 |
| 2.8.3 Moderating Effect of Age on CE/CS and Attitude..... | 15 |
| 2.8.4 Moderating Effect of Gender on CE/CS and Attitude..... | 15 |
| 2.8.5 Moderating Effect of Income on CE/CS and Attitude | 15 |
| 2.9 Empirical Evidence from Sri Lanka and Similar Markets | 15 |
| 2.10 Research Gap Identification | 16 |
| 2.11 Conceptual Framework Justification..... | 16 |
| 2.12 Chapter Summary..... | 16 |
| CHAPTER - 3..... | 17 |
| CONCEPTUALIZATION AND OPERATIONALIZATION | 17 |
| 3.1 Introduction | 17 |
| 3.2 Conceptualization..... | 17 |
| 3.3 Conceptual Framework | 18 |
| 3.4 Variables Relevant to the Conceptual Model..... | 20 |
| 3.4.1 Consumer’s cultural sensitivity | 20 |
| 3.4.2 Consumers’ Ethnocentrism..... | 20 |
| 3.4.3 Demographical Characteristics..... | 22 |
| 3.4.4 Attitude toward luxury fashion brands | 23 |
| 3.5 Operationalization of variables | 24 |
| 3.6 Hypothesis..... | 26 |
| 3.7 Chapter Summary..... | 26 |
| Chapter – 4 | 28 |
| RESEARCH METHODOLOGY | 28 |
| 4.1 Introduction | 28 |
| 4.2 Research Philosophy | 29 |
| 4.3 Research Approach | 30 |
| 4.4 Research Strategy | 31 |
| 4.5 Methodological Choice | 31 |
| 4.6 Time Horizon | 32 |

| | |
|--|-----------|
| 4.7 Research Site / Area Selection | 33 |
| 4.8 Population of the Study | 33 |
| 4.9 Sampling Technique / Method | 34 |
| 4.10 Sample Size and Sample Framework | 34 |
| 4.10.1 Sample Size | 34 |
| 4.10.2 Sample Framework | 35 |
| 4.11 Method of Data Collection and Sources | 36 |
| 4.11.1 Primary Data | 36 |
| 4.12 Research Instrument | 36 |
| 4.13 Source of Measurement | 37 |
| 4.13.1 Method of Using Personal Information | 37 |
| 4.13.2 Method of Measurement on Research Information | 38 |
| 4.14 The Pilot Study | 39 |
| 4.15 Reliability of Instruments | 40 |
| 4.16 Unit of Data Analysis | 41 |
| 4.17 Method of Data Analysis | 41 |
| 4.17.1 Method of Data Analysis for First Objective | 41 |
| 4.17.2 Method of Data Analysis for Second Objective | 42 |
| 4.17.3 Method of Data Analysis for Third Objective | 42 |
| 4.17.4 Method of Data Analysis for Fourth Objective | 42 |
| 4.18 Method of Data Evaluation | 43 |
| 4.18.1 Univariate Analysis | 44 |
| 4.18.2 Correlation Analysis | 45 |
| 4.18.3 Regression Analysis | 46 |
| 4.18.4 Moderation Analysis | 47 |
| 4.19 Hypothesis Testing | 48 |
| 4.20 Data Presentation | 51 |
| 4.20.1 Data Presentation for Personal Information | 51 |
| 4.20.2 Data Presentation for Research Information | 51 |
| 4.21 Ethical Consideration | 52 |
| 4.22 Chapter Summary | 53 |
| CHAPTER - 5..... | 54 |
| DATA PRESENTATION AND ANALYSIS..... | 54 |

| | |
|--|-----------|
| 5.1 Introduction | 54 |
| 5.2 Analysis of Reliability | 54 |
| 5.3 Data Presentation..... | 55 |
| 5.3.1 Data Presentation of Personal Information..... | 55 |
| 5.3.2 Data Presentation and Analysis of Research Information | 57 |
| 5.4 Chapter Summary..... | 74 |
| Chapter - 6 | 75 |
| DISCUSSION | 75 |
| 6.1 Introduction | 75 |
| 6.2 Discussion of Personal Information of the Respondents | 75 |
| 6.2.1 Age..... | 75 |
| 6.2.2 Gender | 75 |
| 6.2.3 Monthly income..... | 76 |
| 6.2.4 Ethnicity..... | 76 |
| 6.2.5 Education | 76 |
| 6.3 Research Information | 77 |
| 6.3.1 Univariate Analysis | 77 |
| 6.3.2 Pearson Correlation Analysis | 80 |
| 6.3.3 Multiple Regression Analysis..... | 81 |
| 6.3.4 Moderation Regression Analysis..... | 82 |
| 6.4 Discussion of Hypotheses Testing | 83 |
| 6.5 Chapter Summary..... | 85 |
| Chapter - 07 | 86 |
| CONCLUSION AND RECOMMENDATIONS..... | 86 |
| 7.1 Introduction | 86 |
| 7.2 Conclusion..... | 86 |
| 7.2.1 Univariate Analysis | 86 |
| 7.2.2 Correlation Analysis..... | 87 |
| 7.2.3 Multiple Regression Analysis..... | 87 |
| 7.3 Contributions of the Study | 87 |
| 7.4 Recommendations | 88 |
| LIST OF REFERENCES..... | 91 |
| APPENDIX -1..... | 96 |

| | |
|--|------------|
| RESEARCH QUESTIONNAIRE | 96 |
| APPENDIX -2..... | 101 |
| OUTPUT OF THE DATA ANALYSIS | 101 |