



Exploring the Impact of Ethnocentrism, and Country of Origin on Consumer Purchase Intentions: A Case Jingdezhen Blue-and-White Ceramics

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ABSTRACT

In China, the native people living in the society have great enthusiasm for their country and they always prefer using and consuming their homeland-manufactured products. Moreover, Chinese have their own culture in which they possess different arts and creative commodities consumption and purchasing to follow their traditional norms. This study investigates the patriotic nature of Chinese customers, who have a strong preference for their home-made products and cultural heritage. The research uses an empirical model to examine the relationship between animosity, ethnocentrism, country of origin, and country knowledge, as well as perceived warmth as a mediator. The study used a positivist philosophy with a deductive approach, using the S-O-R theory as the empirical support. Quantitative primary data was collected from 280 customers of blue and white ceramic products, with a total sample size of 280. The SEM technique revealed that country of origin and ethnocentrism significantly influences customer purchase intentions for ceramic products. Furthermore, the mediation analysis revealed that customer ethnocentrism indirectly impacts purchase intentions through perceived warmth. The study concludes that Chinese customers have a high devotion to their mother country's products, and the behavior of native sellers and general society people is crucial in stimulating their purchase intentions.

Keywords: ethnocentrism, customer animosity, perceived warmth, SOR theory, ceramic products, Chinese population.

INTRODUCTION

The continuously growing popularity of China and the emergence of Chinese products has been a phenomenon for social science research. The product quality and cheap image of Chinese products raise the question of what customers perceive before buying and why they buy Chinese products. In China, new market opportunities that could be open for purchasing cheap components and outlet markets are welcomed (Ahmed et al., 2020). The consumer buying behaviour toward Chinese products depends on green purchase intention, subjective norms, attitudes, and even gender. The higher degree of purchase intention is directly associated with customers' favourable attitudes (Joshi & Rahman, 2015). Because of trade liberalization and the elimination of trade obstacles, global changes have witnessed the fast expansion of foreign markets. As a result, market opportunities have opened up and foreign items are now available in the home market. Because of its low production costs and technical developments, China has grabbed the lead in global commerce. Chinese ceramics have evolved continuously from pre-dynastic periods and are among the most important kinds of Chinese art and ceramics in the world (Gao et al., 2019).. With the substantial competitive advantage in China, ceramic products are the more traditional export product. China's ceramic product exports have increased significantly from 8.99% to 37.28% in the world market. In 2016, this report was given by United Nations Commodity Trade Statistics. The export of ceramic products from China to central Asia has grown significantly, from US\$ 6 million in 2001 to US\$225 million in 2016. Due to this, China's market share of ceramic products has also grown from 9.38% to 46.92%. Such a huge growth of ceramic products in China also gives an idea about customers' perceptions and trends toward ceramic products (Bavel et al., 2020; Blank-Libra, 2016; Dearing, 2016; Dirks & McLean Parks, 2003).

This research tried to ascertain customer sentiments regarding items of ceramic items created in China. It was driven by the notions of consumer ethnocentrism and consumer antagonism, country knowledge, country of origin, and how they affected consumers' propensity to purchase Chinese ceramic items. The study also found that consumer ethnocentrism is less prevalent in emerging countries than in industrialised countries. Because one country has never been friendly to another, continuing to criticise each other will only make matters worse. They discovered that consumers who disliked a certain nation were less likely to purchase goods from that country.

Even more recent studies have revealed that nations may become adversaries not just as a result of events between them but also as a result of sentiments that have nothing to do with a particular instance (Duy & Hoang, 2017). Regarding consumption and purchasing behaviour of ceramic tiles, China is still on the highest number. Numerous customers buy ceramic tiles from China for their bathroom, kitchen, and living room walls with strong decoration. Ceramic tiles of China have conspicuous consumption attributes. That represents the perception and trends of the customer to purchase the ceramic product in China. Customers of ceramic tiles in China focused more on external factors. For example, appearance, design, and brand. The formation of industry leaders and expansion of the mid and high-end market are accelerated by changing trends of tile consumption over the years. New consumption and buying trends enhance supply chain capabilities, user services, terminal image, and competitive barriers in manufacturers.

Critical disparities between countries may pose considerable issues, perhaps leading to political, commercial, or military confrontations. These issues might be created by countries' antipathy toward one another, which reduces the amount of items sold. There are various limitations to the study. The sample size should be expanded, use other independent variables that effect purchase intention of consumer. Similarly, other mediating variables can be used that have an influence on the relation between independent variables (ethnocentrism, animosity, origin of country, country knowledge) and dependent variable (purchase intention) and using other products. The Chinese ceramic industry's sales are indeed jeopardized as a consequence of China's confrontation with numerous nations, which has resulted in dislike and animosity, as well as prejudices about Chinese culture, people, and products. Despite these challenges, the Chinese ceramic sector continues to grow (Xu et al., 2020). As per recent research done by the "World Bank," it has been anticipated that economic trends would alter and China's economy would keep rising, eventually surpassing the economic position of the United States (U.S.) in the global ranking and becoming the world's supreme economy by 2030.

METHODOLOGY

A quantitative research strategy was incorporated to get the opinions of the respondents. It employed to describe thoroughly and among the contents are the research philosophy, research method, the research design that overviews the whole research process according to the Research

Objectives. This study is based on the concept of purchase intention. For this purpose, four variables are taken as drivers of purchase intention. This discussion was followed by the sampling technique and the population which was chosen non-probability convenience sampling through which the Chinese customers of the ceramic products selected as the target population were targeted and assessed. The data collection methods are determined by the researcher that has explained both method of physical and online method of data collection to get a piled-up number of responses. The data is collected through the questionnaire construction. Quantitative primary data was collected from the customers of blue and white ceramic products and a non-probability purposive sampling was employed to assess the respondents. The total sample size was 280 and more than 312 responses were initially gathered and 312 valid responses were incorporated in the data analysis practice. The SPSS and Amos were adopted as data analysis platforms and SEM technique was utilized for the data analysis.

Stimulus-organism-response (SOR) Theory

In any organization, there are some factors that can affect the intention of customers to buy or purchase any product. In this study, the purchasing intention of Chinese ceramic products is influenced by country of origin, customer ethnocentrism, animosity, and knowledge. Perceived warmth is playing a mediating role between all these factors and purchasing intention of customers to purchase Chinese ceramic products. The current study is highly supported by Stimulus-organism-response (SOR) theory. According to this theory, customers react in two different ways to the environment. These are averting behavior and approach behavior (Kim et al., 2020). The averting behavior includes all negative actions, such as the desire not to positively act. On the other hand, approach behavior includes all those positive actions such as the desire to work, affiliate, and explore. The Stimulus-organism-response (SOR) theory is included in the domain of environmental psychology. The SOR theory explains some environmental aspects which act as stimulus, organism, and response according to the situation. Stimulus (S) are those factors that influence the internal state of the individual. According to this study, country of origin, customer animosity, ethnocentrism, and knowledge act stimuli. Organisms (O) are those individuals that derive the behavior. For example, customers Response (R) includes behavior that is influenced by stimulus (Kim et al., 2020).

Components of SOR Theory

1. Stimulus (S):- The stimulus refers to any external factor or event that can influence an individual's perception and behavior. In the context of consumer behavior, stimuli can include marketing messages, product attributes, store environment, advertising, and social influences. Stimuli are typically categorized into controlled stimuli (e.g., advertising campaigns) and uncontrolled stimuli (e.g., word of mouth, economic conditions).

2. Organism (O):- The organism represents the individual's internal processes, including cognitive, emotional, and psychological mechanisms. This component is where perception, interpretation, and internal reactions to stimuli occur. Factors such as personality traits, mood, previous experiences, and cultural background play a crucial role in how stimuli are processed and interpreted. The nature and the intensity of the response are determined by the internal state of the organism.

3. Response (R):- From the organism's processing of the stimulus the resulted response is the observable outcome or behavior that can include brand loyalty, purchasing decisions, customers satisfaction. In consumer behavior responses can seek to additional information in order to recommend a product to others. Marketers and researchers often focus on to understand the effectiveness of stimuli, where the responses are the measurably output.

Adoption in consumer behavior: In marketing and consumer behavior, the SOR theory is extensively used to understand how different stimuli consumer decisions and actions. Here are some key applications:

1. Store Environment:- To design the store environment, retailers use the SOR framework that positively influence the consumer behavior. Various factors are responsible to affect a shopper's mood and perception such as lighting, layout, music and scent are stimuli. It ultimately leading to increased spending and prolonged.

2. Advertising and Branding:- Advertisements serve as stimuli that aim to evoke emotional and cognitive responses in consumers for effective advertising that can create positive associations with a brand, leading to increased brand recall, preference, and ultimately purchase decisions.

3. Online Shopping:- In e-commerce, a well-designed website with clear information and positive reviews can enhance the consumer's perception and increase the likelihood of making a purchase where website design, user interface, product descriptions, and online reviews are stimuli that impact a consumer's online shopping experience

4. Customer Experience:- Companies focus on creating positive customer experiences through customer service quality, product availability, and loyalty programs by managing various stimuli that can enhance customer satisfaction and foster repeat business.

OVERVIEW OF THE KEY FACTORS

Ethnocentrism

Ethnocentrism is the belief that someone whose group is the center of existence and that all groups are contrasted and appraised by the criteria of the community, or it might be understood as every group's tendency to perceive cultures as the best cultural community. The ethnocentrism customer has the following characteristics: First and foremost, these traits are indeed the consequence of respect and compassion for the nation itself, as well as the threat of failing and feeling guilty if the foreign goods are a risk to themselves or the community. Furthermore, the hallmarks of which include a wish or purpose in not purchasing international items. Importing foreign items is not just an economic issue for ethnocentric customers; it is also a moral consideration. Lastly, ethnocentrism reflects both personal biases against imported goods and a societal tendency in general (Amri & Prihandono, 2019).

Customer Animosity

Animosity has indeed been defined as a significant opposition or hostility toward a certain nation in an armed confrontation, global political dispute, or economic considerations. Geographical issues, exchange conflicts, economic debates, and international diplomacy problems are mostly to blame for the poor reputation. Consumer hostility has attracted a lot of interest in global advertising research as a predictor of multinational product purchases (Park & Yoon, 2017). Customers' animosity against international items and businesses is a normal behavioral effect. Animosity has been divided in the research into two major aspects: stable and situational, with further aspects falling within these two categories (Aljarboa). War, economic, political, cultural, interpersonal, or perhaps even religious standards, whether steady or temporary, can incite enmity. So far, it has been observed that military conflict hostility has the greatest impact on customers and is steady over time.

Country Knowledge

Consumer purchase intentions can be influenced by a person's awareness of a country's values, beliefs, traditions, culture, inhabitants, language, economy, stability, and several other aspects (Prince et al., 2020). Diverse countries have different cultures and customs, speak differently, and live in different ways. Regional prejudices and consumer preferences impact buying intent. Some people have stereotype attitudes about things from other nations, as well as against those nations as a whole. Individuals' psychological connections and expectancies about any socioeconomic group are represented by "stereotypes," whereas national stereotypes are features thought to be linked with a nation's population (Bukhari et al., 2020). It is essential to have your facts straight before forming assumptions about a country. Many consumers are hesitant to acquire items from undeveloped countries or those with cultural differences from their own. Many individuals prefer items made in Japan and Korea to those made in China since they are regarded as finer (Hatzithomas et al., 2021).

Country of origin

CoO is described as the location where goods are created, produced, created, and finished. This element effects both customer attitude and buying behavior. Another finding from research is that consumers care about the nation in which things are created and wherever they are produced, and they take these aspects into account when determining quality control (Riefler & Diamantopoulos, 2007). If the user has limited knowledge of the goods, he will consider CoO as a sign of the quality of the product (Sharma & Kaur, 2020). Regional stereotypes and consumer preferences impact purchase intent. People's hypersensitivity can be caused by the country's politics, culture, and economy. A country of origin, also known as a "country of production," "country of assembly," or "country of design," can analyses data about goods and consumer purchasing behaviors. As a consequence, customers think about various nations based on their understanding and views, and they assess their purchases in light of this influence.

Purchase Intension

Purchase intention is defined by academics as human behavior inclinations based on company (Amri & Prihandono, 2019). Researchers also came to the conclusion that intent is distinct from attitudes. While attitude refers to goods appraisal, intention refers to a person's purpose in terms of his or her purpose to conduct activity. An alternative explanation is that purchase intention is

the person's knowledge of attempting to acquire a brand (Huang et al., 2020). Purchase intent is influenced by demographic parameters such as age, gender, occupation, and education. Additional assertions indicate that specific product attributes, customer perception, place of origin, and perspective of place of origin all have an effect on customer purchasing behavior. Consumer resentment and ethnocentrism will also influence consumer purchasing intentions. Understanding about a country's values, beliefs, traditions, culture, language, economics, stability, and several other things may all influence a buyer's purchase intention.

Chinese Ceramic Product

Ceramics are probably the most common form of item created by humans in the last 12,000 years. Chinese ceramics vary from building materials like supplementary cementations materials to palm clay containers burnt in campfires or furnaces, as well as the exquisite Chinese ceramic wares made for the imperial court and for export. Chinese potters distinguish two kinds of product lines: porosity earthenware (Tao) and ceramics with crystalline cores (ci), which ring like a chime when hit. The world's first ceramics are estimated to have been created approximately 15,000 years ago in China (Miksic, 2017).

China's ceramics industry is a pivotal sector within its economy, known for its vast scale and substantial contribution to global markets. This industry has deep historical roots, tracing back to ancient times when Chinese porcelain was highly sought after worldwide. Today, ceramics remain a significant part of China's export portfolio, embodying both traditional craftsmanship and modern manufacturing techniques.

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Key Indicators as a predictor of Intension to purchase Chinese Ceramic Products

Country knowledge impact on Intentions to buy Chinese Ceramic Products

Businesses run by local people in countries such as China face many problems daily. Due to the desire of multinational companies to break into new markets, there is a lot of competition and a wide range of brands all in one place (Gera et al., 2022). As per sources, the Chinese government is making more progress in this area (Monyae & Matambo, 2021). People usually expect traditional ceramic stores to have two to three times as many brands as online and other types of marketplaces. There is a lot of information about the problems local brands in developing countries face and how they deal with them. Researchers such as Batra, Sharma, and Ozsomer in 2012 looked at how Chinese local and foreign brands were seen in terms of perceived quality, appeal to social status, and equity in a brand (Guo et al., 2019). At the same time, people in emerging Chinese markets have become more proud of their country related to ceramic products (Verma, 2021). There have been outbursts that are caused by a different series of events. Recent events have been broken down and discussed in the media and other social media sites (Paul, 2019).

It has been stated by experts such as Zhu et al. (2019) that disliking China from other countries might lower people's likelihood of buying or owning something. It affects how people feel and think about Chinese ceramic products and generates negative words of mouth and product avoidance, which has been the writer's primary focus for the most part in their paper (Zhu et al., 2019). Much research hasn't been done that has examined the other side, which suggests that items and brands can be switched out or avoided. Bardia and Hazel (2018) state that local and foreign competitors (competitors of Chinese ceramic products) may take advantage of such animosity, but they do not elaborate on any further information regarding these potential outcomes (Bardia & Hazel, 2018).

According to equity theory, repeating situational hostility may increase animosity. As per (Ruiz et al., 2021), there is a relationship between short-term and long-term animosity related to a country (China). One country has never been friendly toward another, so continuing to criticize each other can only make things worse between them (Ruiz et al., 2021). Additionally, one such example of something angered a significant number of people in the manner in which the tragedy was reported in the media, such as the news and blogs. The theory says that when customers are mad at people from other cultures, it could definitely affect the business of that particular company (Chinese ceramic products in this context) (Wey & Harun, 2018).

Customers may be less willing to spend money on products they don't need (ceramic products) because they don't see many benefits in purchasing them. It could be because they have a higher risk perception (Tsang et al., 2022). According to the results of a study, when customers think there are a lot of risks, they act in significant ways. Customers may postpone purchases and spend less money on items that aren't really necessary for them (Ceschin & Gaziulusoy, 2019). During the economic instability of China, customers are more aware of their own needs and are less likely to buy (Ceschin & Gaziulusoy, 2019).

Another problem with the Chinese ceramic products is the product consciousness of the customer for these products (Liu et al., 2019). Because of this, it is reasonable to think that promoting situational animosity will lead to these purchase reductions of Chinese ceramic products (Liu et al., 2019). Customers in markets like China are angry and hostile toward Japan and the U.S. because of their history and political and economic disagreements (Liang et al., 2017). A public opinion poll that Japan and China did together in 2019 shows that South Koreans and Chinese see Japan as the second most scary military threat after North Korea.

Similarly, fifty-two per cent of the Chinese who answered the survey said they didn't like Japan (Vekasi & Nam, 2019). Customers' dissatisfaction and the country's reputation are tied together in a way that can't be broken. Experts say that people should consider how others take their country and the products seen as symbols before disliking (animosity) its products. If the country is known for making high-quality items of that kind and has a good reputation, then it is less likely that the customer will be unhappy with the purchase (Lee et al., 2020). So, it is essential to

look into how managing a country's image could help lessen the harmful effects of consumer hostility in emerging markets like China (Lee et al., 2020).

Consumer Animosity impact on Intentions to buy Chinese Ceramic Products

Animosity is described as a strong feeling or attitude of resentment regarding a specific nation due to the past or present political, military, and economic hostility between these nations or their people (Farah & Mehdi, 2021). Customer animosity is a concept generally used to understand consumer buying behavior toward foreign products (Abrar et al., 2019). Klein and Ettensoe (1999) in their model of a foreign product purchase, described the term customer animosity as the negative feelings of an individual, toward the purchase of a foreign product, that originate from the hatred towards a specific nation (Hoang et al., 2022). These feelings of hostility, discomfort, and hatred for another country are reflected directly in the purchasing behavior of individuals (Asyhari & Yuwalliatin, 2022). These feelings tend to impact the opinions of the people and therefore they avoid buying and supporting products of that country with which they have had any socio-political, cultural, or economic differences (Rai, 2019). Customer animosity is in accordance with the country of origin of the product (Hoang et al., 2022). As people reject a product based on the country it originated in and belongs to. Thus, consumer purchasing behavior and animosity have an inverse relation (Chun, 2020).

The animosity of consumers can be of two types. It could either be situational animosity or stable animosity (Farah & Mehdi, 2017). Situational animosity refers to the type of hostility or rejection that is due to ongoing economic or political situations between two countries and this situation can potentially be solved in some time (Stepchenkova et al., 2018). These types of animosities are passed from one generation to another and cannot be resolved quickly (Loureiro & Jesus, 2019). Studies have revealed that there are three main modes of entry of animosity including war and economic animosity, cultural and religious animosity, and political animosity (Campo & Alvarez, 2017). Research also reveals that religious animosity is the leading cause of diversification among people and the most severe form of animosity (Kalliny et al., 2017).

COO impact on Intentions to buy Chinese Ceramic Products

As soon as the First World War began, the concept of the country of origin improved a lot. All of the goods from the winning countries had to have a Country of origin signed on them during that

time (Rezvani et al., 2012). Studies show that that programme was made to make countries like Germany look bad and ruin their reputations (Cai et al., 2012). Researchers in many fields have long thought about whether a ceramic product or Chinese as a place of origin affects a consumer's buying decision. When it comes to making a purchase, different people can have different worldviews based on their own experiences. It can lead to varying assessments of their various options (Kilders et al., 2021).

Experts agree with this argument that when people could only buy things made nearby, it is now more important than ever to consider where the item came from. People's feelings and opinions about the quality of a product can be affected by where the factory that made it is. As a direct result of globalization, the number of foreign businesses grew, making it essential for global marketers and managers to find out more about how their customers were doing. Everyone knows that what the people of a country do as consumers can have a wide range of effects on that country's reputation (Dandolo, 2018). Personal traits are the parts of a person's life most likely to affect how often they shop. People who live in the same country and believe the same things can have very different shopping habits from each other. Studies have shown that a COO affects the long-term outcome of this situation (Wilson, 2018). Another study found that different people have very different ideas about how much the country of origin affects ceramic product ratings. The COO involves the observations about individual products, and when these observations are applied to the product evaluation as a whole, they can be used to make generalizations. Second, the country of origin affects how the customer sees the country of origin and the things made there. Its point of view may affect how more information about a particular product is shared, either good or bad (Wilson, 2018). According to a different point of view, the country of origin (COO) usually decides where a product comes from and how it is evaluated overall.

According to research done by Carter (2020), countries with bad reputations are more likely to lose when it comes to their consumers' plans to buy ceramic products (Ahmed et al., 2018). Like other researchers, VO et al. (2022) concluded that a person's buying plan can be seen as an evaluation of the buying process. Li and Xie (2021) say that the origin of a customer's attitude is related to how likely they are to buy something. They also found a direct link between the COO and the intention to buy (Li & Xie, 2021). As per studies in the west, if businesses in Western

Europe and North America want to do well in international markets, they must first know how their customers, both at home and abroad, feel about the products and services they buy. Customers in developed countries that are part of developing markets are getting richer, so their ability to buy things has grown along with their income. Because of this power, western businesses that make ceramic goods ready for export and compete successfully on international markets can now trade with other countries (Thuy et al.). From all the above discussion, it is hypothesized that country of origin impacts on the intentions to buy Chinese ceramic products.

Consumer Ethnocentrism impact on Intentions to buy Chinese Ceramic Products

Consumer ethnocentrism plays a significant role in shaping intentions to buy Chinese ceramic products. While high ethnocentrism can pose challenges, Chinese ceramic brands can employ strategies such as emphasizing quality, cultural integration, and local partnerships to overcome these barriers. By understanding and addressing the specific concerns and preferences of ethnocentric consumers, Chinese ceramic brands can enhance their appeal and drive positive purchase intentions in diverse global market.

According to Yalley (2021) argument, brand involvement is more than the importance of a brand. It is how important a brand seems to the consumer. The results of this study show that the term brand engagement refers to how consumers think organizations are relevant to them based on their realistic goals, values, and interests (Peterson et al., 2015). Brand engagement is an external stimulus because customers' emotional responses to brands and products are affected by things they can't control. If a new product is expensive or comes from another country, the average Chinese consumer won't be one of the first to try it. This goal can be reached in several ways, depending on the marketing strategy used. It is especially true if the goods come from or are brought in from another country. Marketers need to get customers interested in and familiar with their brand to set the stage for how they will buy in the future (Mkedder et al., 2021).

According to previous studies, customer ethnocentrism is when someone thinks that buying things from other countries is acceptable from an economic point of view (Sharma, 2015). They concluded that ethnocentrism is a way of thinking that makes people want to be part of their group and dislike being part of other groups (Nguyen & Pham, 2021). An ethnocentric consumer gives more importance to ceramic products made in their own country than those made in other

parts of the world. It is because they have a world view in which one's group is at the centre of everything. Shimp and Sharma (1987) say ethnocentric customers may think that buying foreign products is not patriotic because those purchases hurt their own country's economy. Because foreign things will likely break the local economy, they strongly react emotionally to everything foreign (brands). Because of this, they are willing to give up their own goals to protect the goals of their country (Zeren et al., 2020).

Customer ethnography has been shown to affect why people buy Chinese ceramic products made in their own country instead of those from other countries (Sousa et al., 2018). According to research by Qing et al. (2012), ethnocentrism changed how Chinese consumers felt about native ceramic products. Also, Thomas et al. (2020) found that Indian buyers' negative attitudes toward the consequences of multinational corporations were affected by ethnocentrism.

A previous study in industrialized countries found that ethnocentric consumers tend to choose products made in their own country over those made in other countries (Diamantopoulos et al., 2019). Balabanis and Diamantopoulos, Granzin and Painter, and Marn worked that it is a common belief that people in economies that are still growing and developing like imported goods more than those that are made in their own country. Because ethnocentrism hasn't been studied in developing countries, the results of studies done in industrialized countries can't be used in emerging countries. Wang and Chen say that in developing countries, ethnocentrism and the desire to buy things made locally are not as linked as they are in developed countries. In a cross-cultural study, Song (2013) found, for example, that US customers care more about their own culture than Chinese and South Korean customers. It was found when customers from China and South Korea were compared (Dogan & Yaprak, 2017). Researchers like Mensah, Bahhouth, Zimnowic, Bamfo, and Saffu all concluded that customers in Iran, Ethiopia, Nigeria, Tunisia, Morocco, and Indonesia had similar experiences with the products in their countries (Purwanto, 2016).

CONCEPTUAL FRAMEWORK

Based on the above literature and hypothesis, the following is the research model of this study. There are four independent variables. These are country knowledge, customer animosity, ethnocentrism, and country-of-origin (COO). The dependent variable is the intention to purchase

and buy Chinese ceramic products. The perceived warmth plays a mediating role in the impact of independent variables on the dependent variable.

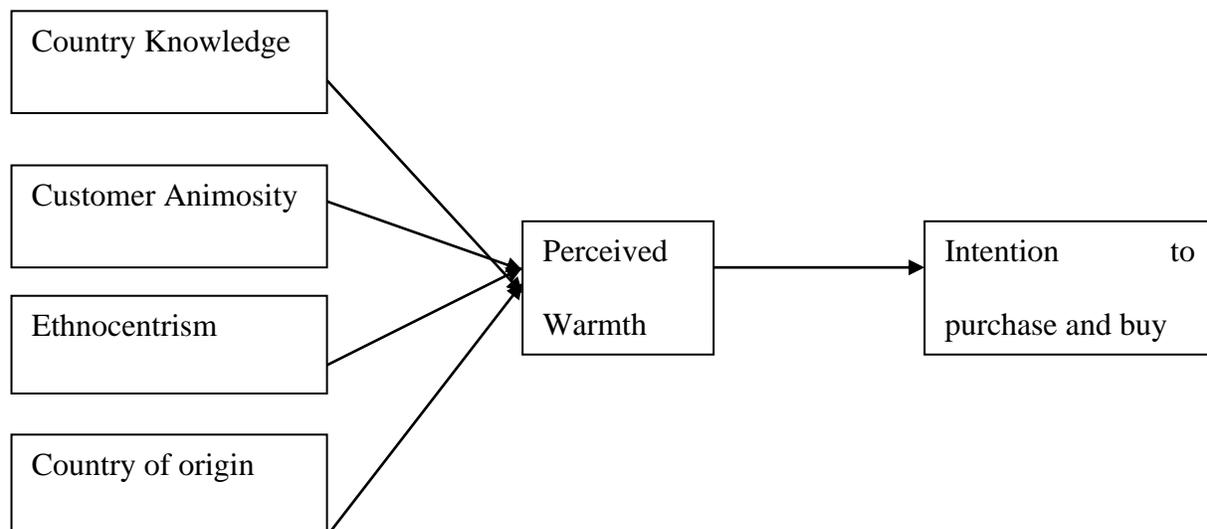


Figure 1.1: Proposed Conceptual Framework

CONCLUSION

The concluded remarks reflected that the country or origin and the related factors associated with the symbolization of a country in customers' mind has a significant and incumbent role in determining the certain behavior and pattern of customers' purchase intentions and continuous usage behavior. Along with it, the mediation of perceived warmth has been also calculated as a significant predictor for increasing the purchase intentions of the customers for Chinese ceramic products, thus has depicted that the empathy, soft edge, and any favor received from anyone especially an organization or a country certainly create a positive impression in the customers' mind which develop a happy experience and their purchase intentions show increment. Literature has also supported the preceding concepts and results of this research through different studies. Like, a study (Gantulga & Ganbold, 2022) investigated the role of country of origin, ethnocentrism, and social influence on the purchase intentions of imported products with the mediating impacts of product quality and image, and after the quantitative data analysis they have illustrated that country of origin with the product quality does impact the purchase

intentions of the customers and they have emphasized that ethnocentrism should be focused for increasing the product selling of the domestic companies (Gantulga & Ganbold, 2022).

Another study (Rezvani et al., 2012) has conducted a systematic literature review and has only targeted the country of origin and purchase intention. After reviewing the selected papers explored from the literature, the study has contended the crucial incremental or decremental effect of country of origin on the purchase intentions and has also mentioned that ethnocentrism cause a deflating role in the purchasing of less-developed countries, along with it, the product quality, and the country of origin of the products as significant variables from the perspective of country of origin (Rezvani et al., 2012). This study has also aligned the concept of country, and ethnocentrism in defining the purchase intentions of the customers and the significance of the country the customers pursue while purchasing any products of other countries and the hindrance of the enthusiasm the customers mostly encounter and it significantly define the purchasing behavior of the customers. For further justification, another study (Motsi & Park, 2020) was found that explored the variables including stereotype competencies, the micro and macro images of a country, and the perceived warmth. This study has analyzed the quantitative data and has elaborated that the relationship between the stereotype people have developed about certain countries and the country image has a significant association, along with it, it has also portrayed the dimensions of warmth and competence in the perception generation about the imported products of those certain countries.

This study has elaborated that people having a high warmth level regarding any country have a favorable perception of their products and it defines their buying and usage patterns (Motsi & Park, 2020). The preceded study has revealed the significance of the perceptions that people hold regarding any country, the role of perceived warmth in structuring their thoughts and viewpoints, the value of the image of the country of origin, and the combined role of these factors in determining, shaping, and stimulating the purchase intentions of the customers about the imported products of any specific country, therefore by keeping these revolutionary treatments of these factors on the purchase intentions, this study has targeted these factors within the context of Jingdezhen, and has provided a significant contribution to the literature by illustrating the significance of ethnocentrism and country of origin for Chinese ceramic products purchase intentions.

Furthermore, integrating the sustainability practices within the supply chain is also important to appeal to the consumers who are environmentally conscious. In this regard, the marketing strategies must focus on constructing emotional connections with the consumers through storytelling techniques, personalized interactions and initiatives of community engagement. In this way, a strategic framework is provided for Jingdezhen markets through which they can effectively position and promote their products of ceramics. By aligning the marketing strategies with the preferences of consumers, cultural values and sustainability concerns Jingdezhen markets can foster the brand competitiveness and long-term success

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