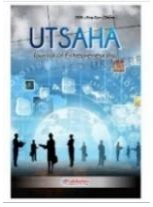

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How Consumer Ethnocentrism Influences Purchase Intention of Local Products in Cambodia: Insights from the Extended Theory of Planned Behavior

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ABSTRACT

Understanding the factors that influence consumers' decisions to purchase local products is crucial for promoting sustainable economic growth in developing countries. This study addresses the gap in empirical research by examining how consumer ethnocentrism affects purchasing behavior toward local products in Cambodia through the lens of the extended Theory of Planned Behavior (TPB). Using a quantitative approach, data were collected from 500 fourth-year undergraduates across various faculties at BELTEI International University via structured questionnaires and analyzed using Excel and SPSS. The results reveal that consumer ethnocentrism significantly and positively influences purchase intention ($\beta=0.605$, $p<0.001$) and affects the TPB components—attitude, subjective norm, and perceived behavioral control. Attitude ($\beta=0.230$, $p<0.001$), subjective norm ($\beta=0.126$, $p<0.01$), and perceived behavioral control ($\beta=0.525$, $p<0.001$) each positively contribute to purchase intention, explaining 66.0% of its variance. These findings underscore the vital role of consumer ethnocentrism in encouraging local product purchases and validate the extended TPB as an effective framework for understanding consumer behavior in Cambodia. The study provides valuable insights for policymakers, producers, consumers, and researchers to develop strategies that enhance support for local products and promote economic sustainability. Future research is recommended to further explore consumer ethnocentrism within the extended TPB framework across diverse sectors and cultural contexts.

Keywords: *Cambodia, Consumer Ethnocentrism, Local Products, Theory of Planned Behavior (TPB)*

INTRODUCTION

The expansion of globalization has enabled international products to expand their reach across cultural and geographic borders (Trisatya & Absah, 2022). There was noticeable competitive growth between local and international commodities, which extended consumer choices and led to a reduction in consumer interest in purchasing local products (Anjelita & Salim, 2025; Aribtha & Salim, 2025; Dwi & Nyoman, 2020 Trisatya & Absah, 2022). Regarding these issues, several countries have introduced national champaigns to support local products, such as the AgriMissouri Promotion Program in Southeast Missouri, USA (Tran et al., 2022), the Teikei movement in Japan (Kondo et al., 2024), the implementation of national principles in Indonesia (Dwi & Nyoman, 2020), and the One Village One Product (OVOP) movement in Cambodia (Mom, 2025).

The OVOP program has been implemented across all 25 provincial capitals in Cambodia; however, this national movement remains largely ineffective, and consumers continue to purchase imported products (Mom, 2025). According to the World Integrated Trade Solution (2022), Cambodia recorded higher import values (US$29,942 million) than exports (US$20,576 million) in 2022 from major trading partners, including China, Vietnam, and Thailand. For example, many consumers prefer to purchase imported products from Thailand and Vietnam, which are frequently priced lower than comparable local items, prompting consumers to weigh their purchases between local and international products (Ongchamroeun, 2025).

In this context, willingness to purchase reflects a consumer's inclination to consider a product, shaped by factors such as ethnocentrism (Ciu & Wijayanti, 2024). It refers to a preference for local products over imported ones, reflecting a negative attitude toward the latter (Siahaan et al., 2021). However, numerous studies have shown that despite deeper ethnocentrism, consumers in developing countries often continue to prefer foreign products, inspired by factors such as brand image (Maghfiroh & Iriani, 2021; Mandagi et al., 2023), perceived quality (Aini & Andjarwati, 2020), and social influences (Gantulga & Ganbold, 2022). Thus, this situation indicates an opportunity to examine the impact of consumer ethnocentrism on the purchase of local products in the Cambodian context.

Despite increasing evidence on the role of ethnocentrism in consumer behavior, there is a lack of empirical studies in the Cambodian context. This study addresses the knowledge gap by investigating how consumer ethnocentrism, in unifying with behavioral frameworks, influences the purchase of local products. Specifically, it aims to examine the direct effect of ethnocentrism on purchase intention, its impact on the Theory of Planned Behavior (TPB) dimensions, and the role of these dimensions in shaping consumers' intention to purchase local products. The findings aim to provide insights for local producers, policymakers, and academics on initiating strategies to effectively promote local products.

LITERATURE REVIEW

Core Concept of Consumer Ethnocentrism

According to Jiménez Guerrero (2025), consumer ethnocentrism originated from the concepts of ethnocentrism, introduced by William Sumner in 1906, and was then developed by Shimp and Sharma in 1987. Baber et al. (2025) determine consumer ethnocentrism as individuals' favour for local over foreign products, a construct widely applied in consumer behavior research, including within the TPB (Ajzen, 1991). For instance, these studies were conducted in Croatia (Maksan et al., 2019), Albania and Kosovo (Miftari et al., 2021), and Portugal (Miguel et al., 2022), constructing consumer ethnocentrism with TPB to examine purchase intentions toward local products.

Similarly, Bhutto et al. (2022) applied only the TPB in China to explore organic meat, in Indonesia, Manalu and Adzimatinur (2020) identified local fashion brands, and Trisatya and Absah (2022) investigated Batik products through the combination of consumer ethnocentrism with the TPB model. In Cambodia, purchase intentions have been examined using TPB and Theory of Reasoned Action across products, including green products (Liao et al., 2021), dietary supplements (Nak & Ratasuk, 2024), and Thai skincare products (Seavmey & Piriyapada, 2023). Thus, previous studies offer a limited combination of consumer ethnocentrism and TPB in investigating purchase intentions of local products, indicating the need to apply an extended TPB model in Cambodia to address this existing gap.

Consumer Ethnocentrism and Purchase Intention

Consumer ethnocentrism relates to consumers' preference for local over imported products (Aydin & Ünal, 2020), developed by Shimp and Sharma (1987) and measured using the Consumer Ethnocentric Tendency Scale (CETSCALE), which has been widely applied to assess ethnocentric tendencies (Stepchenkova, 2022) and purchase intention across contexts (Gupta, 2024). For instance, previous studies revealed that consumer ethnocentrism positively influences purchase intentions toward local products (Wang et al., 2022; Gadtaulaa et al., 2024; Ahmad & Rehman, 2024; Hung et al., 2025). Thus, this study proposes the following hypothesis.

H1: Consumer ethnocentrism has a significant influence on the purchase intention of local products.

Consumer Ethnocentrism and Theory of Planned Behavior

According to Norng (2022), the Theory of Planned Behavior (TPB) serves as an appropriate model in describing an individual's behaviors. TPB was developed from the Theory of Reasoned Action (Fishbein & Ajzen, 1975). It explains key determinants of behavioral intention (Ajzen, 1991) and has been integrated with concepts such as consumer ethnocentrism (Shimp & Sharma, 1987). For instance,

several studies integrated this concept into the TPB framework to assess consumer attitudes toward local versus foreign products, social influence in supporting domestic items, and perceived control over purchasing decisions (Tomić Maksan & Jelić, 2022; Miguel et al., 2022; Bhutto et al., 2022).

Consumer Ethnocentrism and Attitude

Attitude (ATT) is defined as a consumer's evaluation based on cognitive factors, beliefs, and emotional engagement toward any item, including purchased products (Khan et al., 2023). Meanwhile, consumer ethnocentrism serves as a meaningful motivator for individuals to feel an ethical obligation to purchase local products when they perceive that their country's economic or cultural integrity is threatened by foreign goods (Jamii, 2025). For instance, several studies indicated that consumer ethnocentrism has a significantly positive attitude towards the purchase intention of local products (Maksan et al., 2019; Manalu & Adzimatinur, 2020; Syahlani et al., 2024; Wang et al., 2024; Gadtaulaa et al., 2024). Thus, this study proposes the following hypothesis.

H2: Consumer ethnocentrism has a significant influence on attitude toward the purchase intention of local products.

Consumer Ethnocentrism and Subjective Norm

Subjective norm (SN) reflects social influences from family, friends, colleagues, and peers that drive consumers' purchase intentions (Jung et al., 2023; Liang et al., 2024). Consumer ethnocentrism is considered an external determinant influencing purchasing behavior through subjective norm regarding locally produced products (Miguel et al., 2022) and encourages consumers' local product purchases (Chaturvedi et al., 2024). For instance, several studies demonstrated that consumer ethnocentrism exerts a strong influence on subjective norms regarding the purchase intention of local products (Wang et al., 2022; Miguel et al., 2022; Gadtaulaa et al., 2024; Algharib, 2025). Thus, this study proposes the following hypothesis.

H3: Consumer ethnocentrism has a significant influence on subjective norm toward the purchase intention of local products.

Consumer Ethnocentrism and Perceived Behavioral Control

Perceived behavioral control (PBC) includes resources, skills, and external challenges influencing consumption, and together with ethnocentrism has shaped attention in local consumption contexts (Ariffin, 2025; Sharma et al., 2023). Consumers with deeper ethnocentric tendencies may demonstrate higher PBC, enabling individuals' preference for purchasing local products over imported ones (Amanda & Marsasi, 2024; Ariffin, 2025). For example, several studies demonstrated that consumer ethnocentrism positively influences PBC toward

purchasing local products (Chaturvedi et al., 2021; Miguel et al., 2022; Algharib, 2025). Thus, this study proposes the following hypothesis.

H4: Consumer ethnocentrism has a significant influence on perceived behavioral control toward the purchase intention of local products.

Theory of Planned Behavior and Purchase Intention

The Theory of Planned Behavior, including attitude, subjective norm, and perceived behavioral control (Kurniawati et al., 2023), is used to predict consumers' purchase intentions toward products, involving the purchase intention of local products (Yeğin & Ikram, 2022). Studies applying the TPB model, involving ATT (Manalu & Adzimatinur, 2020; Bhutto et al., 2022; Conoly et al., 2023; Pusparini & Simanjuntak, 2024), SN (Ahmad et al., 2020; Bhowmick et al., 2023; Garg et al., 2024; Tarawneh et al., 2024), and PBC (Dangi et al., 2020; Del Castillo et al., 2021; Pratap et al., 2024; Ngo-Thi-Ngoc et al., 2024) show that these factors strongly influence the purchase intention of local products. Thus, this study proposes the following hypothesis.

H5: Attitude has a significant influence on the purchase intention of local products.
H6: Subjective norm has a significant influence on the purchase intention of local products.
H7: Perceived behavioral control has a significant influence on the purchase intention of local products.

Based on the above discussion, this study proposes a conceptual framework, as shown in Figure 1, which adapts elements from previous studies by integrating consumer ethnocentrism into the TPB model.

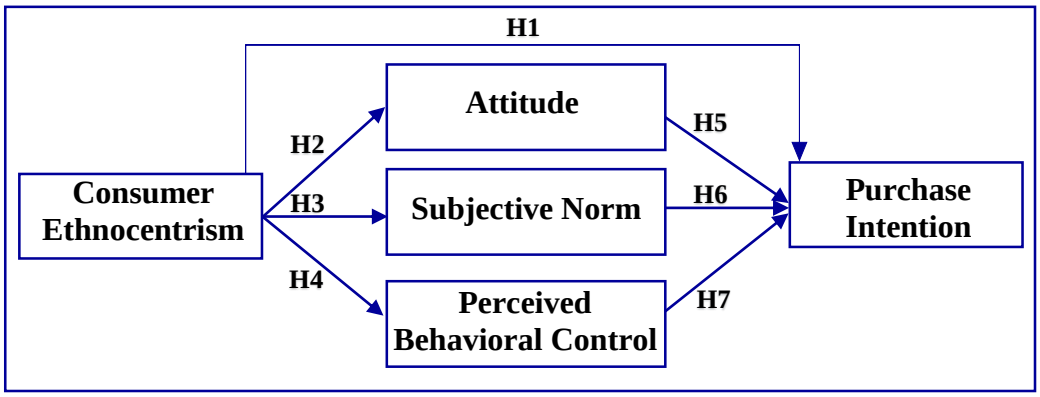

Figure 1 Conceptual Framework
Source: Adapted from Miguel et al. (2022)

RESEARCH METHODOLOGY

Research Design

According to Creswell and Creswell (2018), quantitative research is a scientific technique widely employed to address theoretical objectives by testing relationships among variables and presenting findings through statistical analysis and reliable measurement instruments. Putri et al. (2025) determine that a correlational study is a methodological approach used to assess the relationships among two or more variables in their natural settings. Additionally, survey design is considered an essential method that enables researchers to collect data from a broad sample of target participants (Stantcheva, 2023). Overall, this study integrates these approaches into a unified research methodology to rigorously support the study.

Sample and Sampling Design

The sample size was determined by using Cochran's formula, including n=sample size, p= population proportion, e=acceptable sampling error (e=0.05), and z = the z-value at the desired confidence or significance level, such as 95% confidence (z=1.96) or 99% confidence (z=2.58) (Chaokromthong et al., 2021). The formula $n=z^2/4*e^2$ ensures a minimum acceptable sample size of 385 (Chaokromthong et al., 2021). The study's sample size exceeds the minimum required to enhance the robustness of the regression analysis and confidence in the results (Hair et al., 2019), aligning with the case-to-IV ratio of 40 to 1 (Norng, 2022). The study involved 500 fourth-year undergraduates from various faculties at BELTEI International University across both Phnom Penh campuses, using a convenience sampling strategy (Stratton, 2021; Golzar et al., 2022).

Research Instruments

According to Table 1, the questionnaire was structured into two main sections, including respondents' demographic information and key constructs was adopted from six scholars: Shimp and Sharma (1987), Ajzen and Fishbein (1980), Ajzen (1991), Han et al. (2010), Miftari et al. (2021), and Chandon et al. (2025), and measured by using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Armstrong, 1987) and modifying the items to match participants' contexts and research objectives (Un & Ngoy, 2024). The study followed the classification by Armstrong (1987), where 1.00–1.79=strongly disagree, 1.81–2.59=disagree, 2.60–3.39=neutral, 3.40–4.19=agree, and 4.20–5.00=strongly agree. In brief, a bilingual questionnaire in Khmer and English was designed to facilitate clear and rigorous data collection (Kašćelan et a., 2022).

Table 1 A Summary of the Construct Measurement

Items	Description of items	Sources
CE1-CE7	Consumer Ethnocentrism	(Shimp & Sharma, 1987); (Miftari et al., 2022)
ATT1-ATT5	Attitude	(Miftari et al., 2022)
SN1-SN5	Subjective Norm	(Ajzen, 1991), (Miftari et al., 2022)
PBC1-PBC5	Perceived Behavioral Control	(Han et al., 2010), (Miftari et al., 2022)
PI1-PI5	Purchase Intention	(Ajzen & Fishbein, 1980), (Miftari et al., 2022), (Chandon et al., 2025)

Source: Author's Design (2025)

Pilot Test

The pilot test was conducted using two main analyses: factor analysis and reliability analysis (Un & Ngoy, 2024). Principal axis factoring (PAF) was utilized in exploratory factor analysis to examine questionnaire items with high factor loadings and to compare these items with those proposed by theoretical frameworks (Grieder & Steiner, 2022). Multiple scales were applied to verify the factor structure, including a Factor Loading greater than 0.60 (Kline, 1994), Kaiser-Meyer-Olkin and Bartlett's test values above 0.60 (Kaiser, 1974), an Eigenvalue above 1, and a Cumulative Percentage higher than 0.60 (Hair et al, 2014). Overall, the results indicated that all factor scores complied with the established criteria and were ranked from highest to lowest values, as shown in Table 2.

Table 2 Result from Factor Analysis

Item codes	Item description	Factor analysis			
		FL	KMO	E	Cu%
Consumer Ethnocentrism (CE)					
CE7	Purchasing locally made Cambodian products is always the best option.	0.843	0.875	4.291	61.298
CE5	A true citizen of Cambodia should always purchase local products.	0.815			
CE3	I feel guilty when I buy foreign-made products instead of supporting local ones.	0.808			
CE2	I believe purchasing from local producers is a patriotic act.	0.807			
CE4	I prefer buying local products even though they are sometimes more expensive.	0.791			
CE6	The purchase of foreign products should be minimized to essential items.	0.710			
CE1	I believe that purchasing local products is important for my country's economy.	0.695			
Attitude (ATT)					
ATT5	Purchasing local products brings me positive feelings.	0.929	0.881	3.922	78.436

Item codes	Item description	Factor analysis			
		FL	KMO	E	Cu%
ATT3	From my perspective, purchasing local products is a meaningful choice.	0.908			
ATT4	Purchasing local products is an enjoyable experience for me.	0.871			
ATT2	I feel satisfied when I purchase local products.	0.863			
ATT1	Purchasing local products is absolutely important to me.	0.855			
Subjective Norm (SN)					
SN2	My close friends approve of my regular purchase of local products.	0.882			
SN5	My friends commonly purchase local products.	0.877			
SN4	My colleagues agreed to purchase local products made in Cambodia.	0.866	0.857	3.669	73.387
SN1	My family members approve of my regular purchases of local products.	0.864			
SN3	My family members regularly purchase local products.	0.791			
Perceived Behavioral Control (PBC)					
PBC2	I plan to regularly purchase local products made in Cambodia.	0.918			
PBC3	I feel confident that I could regularly purchase local products if I wanted to.	0.899			
PBC1	For me, regularly purchasing local products is easy.	0.849	0.818	3.638	72.751
PBC4	Purchasing local products is entirely my decision.	0.830			
PBC5	I can afford to buy local products made in Cambodia.	0.759			
Purchase Intention (PI)					
PI2	I plan to purchase local products made in Cambodia.	0.931			
PI3	I will recommend local products to friends.	0.922			
PI4	I will probably choose local products whenever I need to buy something.	0.865	0.869	3.895	77.908
PI1	I will consider buying local products made in Cambodia.	0.852			
PI5	I will continue to buy local products made in Cambodia in the future.	0.839			

Source: Author's Design (2025)

According to Bujang et al. (2024), a pilot test should include at least 70 participants, which is appropriate for preliminary findings before the actual study, and ensure that Cronbach's alpha exceeds the recommended threshold of 0.70. Cronbach's alpha (α) is commonly evaluated using thresholds, with values exceeding 0.70 generally considered acceptable for study purposes (Hussey et al.,

2025). Ultimately, the pilot study was conducted with 70 participants, and the Cronbach's alpha values for all variables exceeded 0.70 (α>0.70), as presented in Table 3.

Table 3 Result from Reliability Analysis

Variables	Number of items	α (Pilot Test, n=70)
Consumer Ethnocentrism	7 (CE1–CE7)	0.781
Attitude	5 (ATT1–ATT5)	0.861
Subjective Norm	5 (SN1–SN5)	0.848
Perceived Behavioral Control	5 (PBC1–PBC5)	0.816
Purchase Intention	5 (PI1–PI5)	0.861

Source: Author's Design (2025)

Data Collection Procedures

Data were collected from fourth-year undergraduates across various faculties at both campuses of BELTEI International University employing a survey questionnaire administered via Google Forms. Participation was voluntary, and all participants were informed of the study's objectives in advance. The data collection process began with a pilot test (n=70) conducted on October 6, 2025, at 5:18 p.m., followed by the actual study (n =500), which ran from October 8, 2025, at 7:36 p.m. to October 25, 2025, at 8:23 p.m., when all targeted data were successfully obtained via Google Form.

Data Analysis Method

The study used two main software programs for data analysis, including Microsoft Excel version 2015 for data preparation (Ozgur et al., 2025) and SPSS (Statistical Package for the Social Sciences) for descriptive and inferential analysis (Murugan & Govindarajan, 2023). The analysis method follows two primary equations: (1) simple linear regression equations and (2) multiple regression equations, structured as follows:

$$\mathbf{Y=\beta 0+\beta_1 X+\varepsilon} \qquad \mathbf{(1)}$$

Where:

β_0 = Intercept term
β_1 = Regression coefficient of X
X = CE
ε = Error Term
Y_1 = PI, Y_2 = ATT, Y_3 = SN, Y_4 = PBC

Flow Path
Hypothesis 1: CE → PI
Hypothesis 2: CE → ATT
Hypothesis 3: CE → SN
Hypothesis 4: CE → PBC

$$Y=\beta_0 +\beta_1 X_1 +\beta_1 X_2 +\beta_1 X_3 +\varepsilon \quad (2)$$

Where:

	Flow Path
β_0 = Intercept term	Hypothesis 5: ATT → PI
β_1 = Regression coefficient of X_1	Hypothesis 6: SN → PI
β_2 = Regression coefficient of X_2	Hypothesis 7: PBC → PI
β_3 = Regression coefficient of X_3	

ε = Error Term, X_1 = ATT, X_2 = SN, X_3 = PBC, Y = PI,

RESULT AND DISCUSSION

Analysis of Respondent Demographics

According to Table 4, the study exhibited more female respondents (371; 74.2%) than males (129; 25.8%). Most participants were aged 21–23 years (355; 71.0%), followed by 18–20 years (83; 16.6%), 24–26 years (50; 10.0%), and above 26 years (12; 2.4%). The major group came from the Faculty of Business Administration (316; 63.2%), followed by Finance and Banking (55; 11.0%), Law (41; 8.2%), Education, Arts, and Humanities (37; 7.4%), and Tourism and Hospitality (30; 6.0%). Moreover, the Faculty of Architecture contributed 8 participants (1.6%), the Faculty of Information Technology and Science 7 (1.4%), and the Faculty of International Relations 6 (1.2%). Most participants earned $201–$300 (185; 37.0%), followed by $301–$400 (115; 23.0%), above $400 (78; 15.6%), $100–$200 (75; 15.0%), and less than $100 (47; 9.4%).

About awareness of local products, the majority were "somewhat aware" (348; 69.6%), 80 (16.0%) were "very aware," and 49 (9.8%) were "neutral." Additionally, 20 participants (4.0%) were "slightly aware," and 3 (0.6%) were "not aware at all." Regarding preferences, most participants preferred local products: 211 (42.2%) "prefer" and 179 (35.8%) "strongly prefer" local products, while 93 (18.6%) were "neutral." Only 14 (2.8%) "prefer imported," and 3 (0.6%) "strongly prefer imported" products. Ultimately, 299 respondents (59.8%) reported "often," 109 (21.8%) "sometimes," 80 (16.0%) "always," 10 (2.0%) "rarely," and 2 (0.4%) "never."

Table 4 Result from the Analysis of Demographics

Demographic	Description (n=500)	Frequency	Percentage (%)
Gender	Male	129	25.8
	Female	371	74.2
Age	18–20 years	83	16.6
	21–23 years	355	71.0
	24–26 years	50	10.0
	Above 26 years	12	2.4

Demographic	Description (n=500)	Frequency	Percentage (%)
Faculty	Faculty of Business Administration	316	63.2
	Faculty of Finance and Banking	55	11.0
	Faculty of Law	41	8.2
	Faculty of Education, Arts, and Humanities	37	7.4
	Faculty of Tourism and Hospitality	30	6.0
	Faculty of Information Technology and Science	7	1.4
	Faculty of Architecture	8	1.6
	Faculty of International Relations	6	1.2
Monthly income	Less than $100	47	9.4
	$100–$200	75	15.0
	$201–$300	185	37.0
	$301–$400	115	23.0
	Above $400	78	15.6
Awareness of local products	Very aware	80	16.0
	Somewhat aware	348	69.6
	Neutral	49	9.8
	Slightly aware	20	4.0
	Not aware at all	3	0.6
Product preference	Strongly prefer local products	179	35.8
	Prefer local products	211	42.2
	Neutral	93	18.6
	Prefer imported products	14	2.8
	Strongly prefer imported products	3	0.6
Purchase frequency	Never	2	0.4
	Rarely	10	2.0
	Sometimes	109	21.8
	Often	299	59.8
	Always	80	16.0

Source: Author's Design (2025)

Level of Agreement Analysis

According to Table 5, the findings showed that respondents reported strong levels of agreement across all constructs, with mean scores falling within the standard "strongly agree" range of 4.20–5.00. Specifically, PI indicated the highest mean score of 4.400 (SD=0.5952), whereas SN reported the lowest mean score of 4.254 (SD=0.6746). In brief, the results indicate that, on average, participants

strongly agreed, highlighting a consistently positive orientation toward the study's constructs.

Table 5 Results from the Analysis of Descriptie Statistics

Variables	Minimum	Maximum	Mean	SD	Level of Agreement
CE	1.00	5.00	4.295	0.6319	Strongly agree
ATT	1.00	5.00	4.362	0.6613	Strongly agree
SN	1.00	5.00	4.254	0.6746	Strongly agree
PBC	1.00	5.00	4.308	0.6550	Strongly agree
PI	1.00	5.00	4.400	0.5952	Strongly agree

Source: Author's Design (2025)

Correlation Analysis, Validity, and Reliability Test

According to Janse et al. (2021), correlation coefficients (r) range from –1 to +1, with ±0.6 to ±0.7 viewed as moderate correlation and ±0.7 to ±0.8 considered good correlation. The results exhibit that CE and PI had a moderate correlation, the lowest among the variables (r=0.605), whereas PBC and PI had a strong correlation, the highest observed (r=0.786). Overall, Table 6 underscores that all constructs are significantly correlated at the 0.001 significance level (2-tailed).

Table 6 Result of Correlation Analysis

Variables	CE	ATT	SN	PBC	PI
CE	1				
ATT	0.689***	1			
SN	0.667***	0.766***	1		
PBC	0.660***	0.715***	0.762***	1	
PI	0.605***	0.702***	0.702***	0.786***	1
*Note: *=P<0.05,**=P<0.01, and ***=P<0.001 (2-tailed)*					

Source: Author's Design (2025)

Table 7 illustrates that all constructs have Cronbach's alpha values above 0.7 in both the pilot test (n=70) and the actual study (n=500), ensuring their appropriateness for examining consumers' purchase intentions toward local products.

Table 7 Analysis of the Reliability Test

Variable	Number of items	α (pilot test, n=70)	α (Actual Study, n=500)
CE	7 (CE1–CE7)	0.781	0.838
ATT	5 (ATT1–ATT5)	0.861	0.897
SN	5 (SN1–SN5)	0.848	0.898
PBC	5 (PBC1–PBC5)	0.816	0.876
PI	5 (PI1–PI5)	0.861	0.847

Source: Author's Design (2025)

Automatic Linear Modeling

Based on Figure 2, the results from automatic linear modeling indicated a significant relationship (R^2=0.663, Adjusted R^2=0.660, Std. E=0.347), with the predictors explaining 66.0% of the variance in purchase intention, showing a good model fit and significant predictive accuracy.

Model summary[a]				
Model	R	R Square	Adj. R Square	Std. Error of the Estimate
1	0.814[a]	0.663	0.660	0.34699
a. Predictors: (Constant), CE, ATT, SN, PBC b. Dependent Variable: PI				

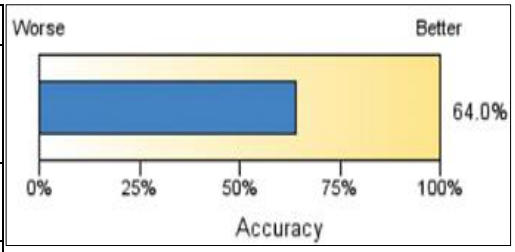

Figure 2 Result of Automatic Linear Modeling
Source: Author's Design (2025)

Simple Linear Regression

According to Table 8, the findings illustrated that consumer ethnocentrism (B=0.570, β=0.605, p<0.001) had a positive influence on purchase intention. The model demonstrated an adjusted R-squared of 0.365 (p<0.001), highlighting that consumer ethnocentrism accounted for 36.5% of the variance in purchase intention. Thus, H1 was supported.

Table 8 Regression Results on Purchase Intention

	Coefficients[a]						
Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			LB	UB
(Constant)	1.952	0.146		13.377	0.000***	1.665	2.238
CE	0.570	0.034	0.605	16.959	0.000***	0.504	0.636
Note: Dependent variable: PI=Purchase Intention							

Source: Author's Design (2025)

Based on Table 9, the results uncovered that consumer ethnocentrism (B=0.721, β=0.689, p<0.001) had a positive effect on attitude toward purchasing local products. An adjusted R-squared value of 0.473 (p<0.001) confirmed that consumer ethnocentrism accounted for approximately 47.3% of the variance in attitude toward the purchase of local products. Therefore, H2 was supported.

Table 9 Regression Results on Attitude

	Coefficients[a]						
Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			LB	UB
(Constant)	1.266	0.148		12.971	0.000***	0.976	1.556
CE	0.721	0.034	0.689	21.991	0.000***	0.654	0.788
Note: Dependent variable: ATT=Attitude							

Source: Author's Design (2025)

According to Table 10, the results exhibited that consumer ethnocentrism (B=0.712, β=0.667, p<0.001) had a positive impact on subjective norm toward purchasing local products. An adjusted R-squared of 0.444 (p<0.001) highlights that consumer ethnocentrism accounted for 44.4% of the variance in subjective norm toward the purchase of local products. Hence, H3 was supported.

Table 10 Regression Results on Subjective Norm

	Coefficients[a]						
Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			LB	UB
(Constant)	1.195	0.155		7.722	0.000***	0.891	1.499
CE	0.712	0.036	0.667	19.977	0.000***	0.642	0.782
Note: Dependent variable: SN=Subjective Norm							

Source: Author's Design (2025)

According to Table 11, the results demonstrated that consumer ethnocentrism (B=0.684, β=0.660, p<0.001) had a positive effect on perceived behavioral control toward purchasing local products. An adjusted R-squared value of 0.436 (p<0.001) showed that consumer ethnocentrism accounted for approximately 43.6% of the variance in perceived behavioral control toward the purchase of local products.

Table 11 Regression Results on Behavioral Control

Coefficients[a]							
Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			LB	UB
(Constant)	1.368	0.151		9.031	0.000***	1.070	1.665
CE	0.684	0.035	0.660	19.625	0.000***	0.616	0.753
Note: Dependent variable: PBC=Perceived Behavioral Control							

Source: Author's Design (2025)

Multicollinearity Diagnostics

To detect multicollinearity, the study assessed multiple scales, including the Variance Inflation Factor (VIF), Condition Index (CI), and Tolerance. If the VIF is below 5, multicollinearity is absent (Shrestha, 2020). A CI below 30 reflects weak multicollinearity (Young, 2017), while Tolerance values above 0.3 demonstrate that multicollinearity is absent (O'Brien, 2007). In brief, the results indicate the absence of multicollinearity, as all predictor scales meet the rule of thumb, as shown in Table 12.

Table 12 Result of Collinearity Diagnostics

Model	**Variance Inflation Factor**	**Condition Index**	**Tolerance**
ATT	2.687	16.480	0.372
SN	3.134	24.911	0.319
PBC	2.653	27.691	0.377
Note: Dependent Variable: Purchase Intention (PI), VIF<5, CI<30, and Tolerance>0.3			

Source: Author's Design (2025)

Multiple Linear Regression

Based on Table 13, the results of multiple regression illustrated that attitude (B=0.207, β=0.230, p<0.001), subjective norm (B=0.111, β=0.126, p< 0.01), and perceived behavioral control (B=0.477, β=0.525, p < 0.001) significantly influenced purchase intention. As indicated by an adjusted R-squared value of 0.660 (p<0.001), this model explained 66.0% of the variance in purchase intention. Thus, H4, H5, and H6 were supported.

Table 13 Regression Results on Purchase Intention

	Coefficients[a]						
Independent variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			LB	UB
(Constant)	0.969	0.112		8.638	0.000***	0.749	1.189
ATT	0.207	0.038	0.230	5.368	0.000***	0.131	0.282
SN	0.111	0.041	0.126	2.732	0.007**	0.031	0.191
PBC	0.477	0.039	0.525	12.358	0.000***	0.401	0.553
Note: Dependent variable: PI=Purchase Intention							

Source: Author's Design (2025)

Hypotheses Testing

According to Table 14, the summary of results shows that all examined hypotheses (H1–H7) were supported, with significance levels of 0.000, 0.000, 0.000, 0.000, 0.000, 0.007, and 0.000, respectively.

Table 14 Result Summary from Hypothesis Testing

Constructs (variables)	**Hypothesis**	**Relationship**	**Sig.**	**Result**
Consumer Ethnocentrism (CE)	H1	CE→PI	0.000***	Supported
	H2	CE→ATT	0.000***	Supported
	H3	CE→SN	0.000***	Supported
	H4	CE→PBC	0.000***	Supported
Attitude (ATT)	H5	ATT→PI	0.000***	Supported
Subjective Norm (SN)	H6	SN→PI	0.007**	Supported
Perceived Behavioral Control (PBC)	H7	PBC→PI	0.000***	Supported
*Note: Dependent variable: PI=Purchase Intention *=P<0.05; **=P< 0.01; ***=P<0.001 (2-tailed)*				

Source: Author's Design (2025)

Consumer Ethnocentrism and Purchase Intention

The finding underscores a substantial positive influence (B=0.570, β=0.605, p<0.001), highlighting that consumers with deeper ethnocentric tendencies are more likely to support and purchase domestic products, consistent with existing studies (Wang et al., 2022; Gadtaulaa et al., 2024; Ahmad & Rehman, 2024; Hung et al., 2025). In the Cambodian context, this relationship may enhance national pride and support local economic empowerment, thereby indicating H1.

Consumer Ethnocentrism and Attitude Toward Local Products

The result indicates a significant positive influence (B=0.721, β=0.689, p<0.001), demonstrating that high levels of consumer ethnocentrism lead to positive attitudes toward purchasing local products, aligned with prior studies (Maksan et al., 2019; Manalu & Adzimatinur, 2020; Syahlani et al., 2024; Wang et al., 2024; Gadtaulaa et al., 2024). In the Cambodian context, these results indicate that consumer ethnocentrism serves a crucial role in shaping favorable attitudes toward local products, thus confirming H2.

Consumer Ethnocentrism and Subjective Norm

The finding highlights a significant positive impact (B=0.712, β=0.667, p<0.001), indicating that deeper consumer ethnocentrism enables consumers to observe family, friends, and community as preferring local products to imported items. These results match with previous studies (Wang et al., 2022; Miguel et al., 2022; Gadtaulaa et al., 2024; Algharib, 2025) and demonstrate that consumer ethnocentrism encourages the subjective norm in the Cambodian context, thereby supporting H3.

Consumer Ethnocentrism and Perceived Behavioral Control

The results reveal that consumer ethnocentrism significantly influences perceived behavioral control (B=0.684, β=0.660, p<0.001), motivating consumers to perceive purchasing local products as the ethically right decision. These findings are consistent with several previous studies (Chaturvedi et al., 2021; Miguel et al., 2022; Algharib, 2025) and confirm that consumer ethnocentrism positively determines perceived behavioral control in the Cambodian context, thereby supporting H4.

Attitude and Purchase Intention

The finding highlights a significant positive impact (B=0.207, β=0.230, p<0.001), showing that attitude is a crucial factor in shaping the purchase intention of local products within the context of Cambodia. These results aligned with existing studies (Manalu & Adzimatinur, 2020; Bhutto et al., 2022; Conoly et al., 2023; Pusparini & Simanjuntak, 2024) and exhibit that attitude has a significant impact on consumers' purchase intention of local products in the Cambodian context, thereby confirming H5.

Subjective Norm and Purchase Intention

The result indicated that subjective norm significantly influences purchase intention (B=0.111, β=0.126, p<0.01), revealing that consumers prefer to buy local products when influenced by family, friends, colleagues, or peers. These findings aligned with previous studies (Ahmad et al., 2020; Bhowmick et al., 2023; Garg et al., 2024; Tarawneh et al., 2024) and suggest that subjective norm acts as a

paramount mechanism for shaping the purchase intention of local products in the Cambodian context, thereby supporting H6.

Perceived Behavioral Control and Purchase Intention

The finding exposed that perceived behavioral control has a strong influence on the purchase intention of local products (B=0.477, β=0.525, p<0.001), showing that Consumers feel confident and plan to purchase local products, with the awareness, capabilities, and self-reliance needed. These results were consistent with prior studies (Dangi et al., 2020; Del Castillo et al., 2021; Pratap et al., 2024; Ngo-Thi-Ngoc et al., 2024) and underscore that perceived behavioral control is a major factor in driving Cambodian consumers' intention to buy local products, supporting H7.

CONCLUSION

This study concludes that consumer ethnocentrism significantly and positively influences the intention to purchase local products in Cambodia. Through an extended Theory of Planned Behavior (TPB) framework, quantitative analysis of data from 500 university students confirms that consumer ethnocentrism not only directly strengthens purchase intention but also positively impacts the core TPB dimensions: attitude, subjective norms, and perceived behavioral control. These dimensions, in turn, act as robust predictors of a higher intention to buy domestic goods. The research thus validates the integration of a socio-cultural construct into the TPB, enhancing its explanatory power within a developing economy context.

The findings carry substantial theoretical and practical implications. Theoretically, the study demonstrates the critical role of socio-cultural factors, affirming that the extended TPB model is effective in a Cambodian setting and underscoring the importance of national identity and social engagement in consumer decision-making. Practically, the results provide valuable insights for local producers, marketers, and policymakers. Strategies such as nationalistic marketing campaigns, robust quality assurance for local goods, and community-based movements are recommended to leverage ethnocentric tendencies. Such initiatives can effectively stimulate demand for domestic products, reduce import dependence, and contribute to long-term economic resilience and strengthened national identity.

While this investigation offers a novel contribution by applying an extended TPB model to Cambodia, its limitations suggest avenues for further research. The use of a convenience sample of university students in Phnom Penh may affect the generalizability of the findings. Future studies should employ more diverse sampling techniques and extend the geographical and demographic scope to include other regions and population segments within Cambodia. Additionally, employing qualitative or mixed-methods approaches could yield deeper insights into the

nuanced relationships between the constructs. Despite these limitations, this study establishes a critical foundation for future research on consumer behavior in similar developing contexts.

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