

CONSUMER KNOWLEDGE OF BRAND ORIGIN AND PURCHASE PREFERENCES IN THE FMCG SECTOR: A STUDY OF DOMESTIC AND FOREIGN BRANDS

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Abstract:

The purpose of this study is to identify the knowledge of brand origin among consumers and their purchase preferences in the Fast-Moving Consumer Goods (FMCG) sector. This research examines three key FMCG categories: Food & Beverage (chocolate), Household & Personal Care (soap), and Healthcare (toothpaste). Using data collected from a survey of 1,013 respondents, the study explores the preference for domestic versus foreign brands and assesses consumer awareness of brand origins. The results reveal that while a significant proportion of consumers prefer foreign brands, a notable percentage accurately recognize the origins of domestic and foreign brands. The findings provide insights into consumer behavior and brand choice in the FMCG sector, which can inform marketing strategies for both domestic and foreign companies.

Keywords: FMCG, consumer behavior, brand origin, purchase preference, domestic brands, foreign brands, consumer awareness

1 INTRODUCTION:

The Fast-Moving Consumer Goods (FMCG) sector is a major driver of economic activity and consumer engagement worldwide. FMCG products, which include items such as food, beverages, personal care products, and household goods, are characterized by their rapid turnover and low cost (Gázquez-Abad & Martínez-López, 2022). This sector is crucial because it meets the essential needs of consumers, providing goods that are used daily (Steenkamp & De Jong, 2021). As a result, the FMCG industry is marked by intense competition, with both domestic and international brands vying for consumer attention and market share (Sharma & Dey, 2021). Brand origin, or the perception of whether a product is from a domestic or foreign source, has emerged as a key factor influencing consumer behavior and purchase decisions (Bandyopadhyay & Banerjee, 2020). This aspect of branding has become increasingly important due to the effects of globalization, which has significantly broadened the availability of international products (Magnusson et al., 2019). Consumers today have more choices than ever, and their perceptions of brand origin can heavily influence their preferences and loyalty (Ahmed & Azad, 2018). Understanding these preferences is essential for companies aiming to tailor their marketing strategies effectively and enhance their competitiveness in the market (He & Wang, 2021).

This study seeks to explore the extent of consumer knowledge regarding brand origin and how this knowledge influences purchase preferences across three major FMCG categories: Food & Beverage (specifically chocolate), Household & Personal Care (soap), and Healthcare (toothpaste). By examining these categories, the study provides insights into

consumer behavior and attitudes toward both domestic and foreign brands, shedding light on the factors that drive purchase decisions in the FMCG sector.

Objective: *To identify the knowledge of brand origin among consumers regarding Fast Moving Consumers Goods*

LITERATURE REVIEW:

Consumer behavior in the FMCG sector is a complex phenomenon influenced by various factors. One of the most significant is brand origin, which can shape consumer perceptions and decisions (Gázquez-Abad & Martínez-López, 2022). Studies have shown that consumers tend to develop preferences based on the perceived origin of a brand, associating certain qualities and values with domestic or foreign products (Kim & Jang, 2017). The concept of consumer ethnocentrism, which refers to the belief that purchasing domestic products is morally right and beneficial for the local economy, plays a crucial role in this context (Sharma & Dey, 2021). Consumers with high levels of ethnocentrism are more likely to prefer domestic brands, viewing them as a means of supporting local businesses and employment (Ahmed & Azad, 2018).

Conversely, brand familiarity also significantly impacts consumer choices. Familiar brands, which are often associated with reliability and trust, tend to enjoy higher consumer preference (He & Wang, 2021). This familiarity can be a function of long-standing market presence, advertising, and positive word-of-mouth (Bandyopadhyay & Banerjee, 2020). In many cases, global brands have established themselves as household names, leveraging their widespread recognition and perceived quality to capture a large share of the market (Steenkamp & De Jong, 2021). The interplay between brand origin and consumer ethnocentrism is particularly evident in emerging markets (Magnusson et al., 2019). In these markets, there is often a strong sense of national pride, which can drive consumer preference for domestic brands (Lim & Lee, 2019). However, these markets are also increasingly open to foreign brands, which are often seen as symbols of modernity, quality, and status (He & Wang, 2021). This duality presents a unique challenge for marketers, who must navigate the fine line between appealing to local pride and leveraging the allure of global brands (Kim & Jang, 2017).

Furthermore, cultural factors play a significant role in shaping consumer attitudes toward brand origin. In cultures with a high degree of collectivism, where group identity and loyalty are emphasized, there may be a stronger preference for domestic brands that align with national identity (Steenkamp & De Jong, 2021). On the other hand, in more individualistic cultures, where personal achievement and distinction are valued, foreign brands may be more appealing as they offer a sense of exclusivity and global connection (Magnusson et al., 2019).

Expanding Consumer Knowledge of Brand Origin:

Consumer knowledge of brand origin refers to the extent to which consumers are aware of where a brand comes from, which can significantly impact their perceptions and buying behavior (Xie & Lee, 2013). This knowledge is shaped by various factors, including marketing communications, brand history, and consumer experience (Alserhan & Alnawas, 2018). Research indicates that consumers with greater knowledge of a brand's origin are more

likely to make informed choices, aligning their purchases with their values and beliefs (Magnusson et al., 2019). For example, a consumer who is aware that a particular brand of chocolate is domestically produced may choose it over a foreign alternative to support local businesses (Ahmed & Azad, 2018).

Conversely, lack of knowledge about brand origin can lead to misconceptions and unintended purchasing behavior (He & Wang, 2021). Consumers who are unaware of the origin of a brand may base their choices solely on other factors, such as price, packaging, or product placement (Bandyopadhyay & Banerjee, 2020). This lack of awareness can be problematic for brands seeking to build a strong, differentiated identity in the market (Sharma & Dey, 2021). As such, educating consumers about brand origin and effectively communicating this aspect can be a powerful tool for building brand loyalty and preference (Steenkamp & De Jong, 2021).

The importance of brand origin knowledge is further underscored in the context of globalized markets, where consumers are exposed to a vast array of products from different countries (Xie & Lee, 2013). In such environments, brands that successfully convey their origin can differentiate themselves and create a unique value proposition (Lim & Lee, 2019). For instance, a foreign brand that highlights its heritage and international quality standards can appeal to consumers looking for premium and exotic products (Magnusson et al., 2019). Conversely, domestic brands that emphasize their local roots and cultural relevance can attract consumers who prioritize supporting local businesses and products (Ahmed & Azad, 2018).

Factors Influencing Brand Origin Perceptions:

Several factors influence consumer perceptions of brand origin, including marketing strategies, brand name, product labeling, and cultural cues (Alserhan & Alnawas, 2018). Marketing strategies that emphasize a brand's origin through slogans, imagery, and storytelling can effectively shape consumer perceptions and create strong associations with a particular country or region (Xie & Lee, 2013). Brand names that include geographical indicators or cultural references can also signal origin and influence consumer perceptions (Lim & Lee, 2019). For example, a brand name that includes a well-known foreign city or region may be perceived as more exotic and premium (He & Wang, 2021).

Product labeling and packaging also play a crucial role in conveying brand origin (Magnusson et al., 2019). Labels that prominently display the country of origin or use language and symbols associated with a particular culture can create a sense of authenticity and trust (Steenkamp & De Jong, 2021). Moreover, cultural cues, such as the use of traditional patterns, colors, and motifs, can further reinforce brand origin perceptions and appeal to consumers' cultural sensibilities (Bandyopadhyay & Banerjee, 2020).

Methodology:

This study employs a quantitative research approach, utilizing data from a survey of 1,013 respondents. The survey was designed to capture consumer preferences and knowledge of brand origin in three FMCG categories: chocolate, soap, and toothpaste. Respondents were asked to identify the brands they generally purchase and to indicate their awareness of each brand's origin—domestic or foreign. For each product category, the four brands with the

highest responses were selected for analysis, including two domestic brands and two foreign brands. The data were analyzed using frequency and percentage calculations to understand the distribution of consumer preferences and awareness levels.

RESULTS AND DISCUSSION:

In order to identify the knowledge of brand origin among consumers regarding Fast Moving Consumers Goods various domestic and foreign companies were selected on basis of data received from respondents through final questionnaire.

The respondents were asked to provide responses regarding their purchase preferences from each FMCG categories i.e., Food & Beverage (Chocolate), Household care & Personal care (Soap) and Health care (Toothpaste). The data from respondents are collected through open ended question like: Which brand of Chocolate do you generally purchase; which brand of Soap do you generally purchase; which brand of Toothpaste do you generally purchase. The four companies from each FMCG categories with highest responses were selected for analysis (two domestic companies and two foreign companies).

4.1.1. Purchase preference of consumers regarding FMCG.

Table 4.1: Consumers' Purchase Preference regarding CHOCOLATE product

CHOCOLATE	FREQUENCY	PERCENTAGE (%)
Cadbury	667	65.8
Patanjali	39	3.8
Amul	127	12.5
Nestle	135	13.3
Mother Diary	1	0.1
Ferro Rocher	4	0.4
Snickers	1	0.1
Parle	3	0.3
Kinder Joy	10	1.1
Mars	23	2.3
Belgium	3	0.3
Total	1013	100

(Source: Primary data)

The Table 4.1 shows that majority of respondents prefer to purchase Amul (12.5%) & Patanjali (3.8%) as domestic brand and prefer Cadbury (65.8%) & Nestle (13.3%) as foreign brand.

Table 4.2 Consumers' Purchase Preference regarding SOAP product

SOAP	FREQUENCY	PERCENTAGE (%)
Pears	39	3.8
Lux	222	21.9
Dove	59	5.8
Dettol	318	31.4
Himalaya	14	1.4

Godrej	27	2.7
Cinthol	37	3.7
Medimix	15	1.5
Margo	35	3.5
Lifebuoy	37	3.7
Patanjali	144	14.2
Johnson soap	25	2.4
Liril	20	1.9
Santoor	21	2.1
Total	1013	100

(Source: Primary data)

The Table 4.2 shows that majority of respondents prefer Patanjali (14.2%) & Margo (3.5%) as Domestic brand and prefer Dettol (31.4%) & Lux (21.9%) as Foreign brand.

Table 4.3 Consumers' Purchase Preference regarding TOOTHPASTE product

TOOTHPASTE	FREQUENCY	PERCENTAGE (%)
Colgate	392	38.7
Dabur	92	9.1
Pepsodent	73	7.2
Close Up	33	3.3
Sensodyne	31	3.1
Modi Care	2	0.2
Amway	6	0.6
HUL	4	0.4
Vicco	4	0.4
Meswak	3	0.3
Glister	6	0.6
Neem	3	0.3
Dr. Teeth	1	0.1
Oral B	1	0.1
Patanjali	348	34.4
Himalaya	14	1.4
Total	1013	100.0

(Source: Primary Data)

Table 4.4: Consolidated details regarding majority of response for CHOCOLATE, SOAP AND TOOTHPASTE included in study

Categories	Brands	Frequency (in %)	Domestic and Foreign
Chocolate	Cadbury	65.8	79.1 % (Foreign Brand)
	Nestle	13.3	
	Amul	12.5	16.3 % (Domestic Brand)
	Patanjali	03.8	

Soap	Dettol	31.4	53.3 % (Foreign Brand)
	Lux	21.9	
	Patanjali	14.2	18.1 % (Domestic Brand)
	Margo	03.9	
Toothpaste	Colgate	38.7	45.9 % (Foreign Brand)
	Pepsodent	07.2	
	Patanjali	34.4	43.5 % (Domestic Brand)
	Dabur	09.1	

(Source: Primary Data)

The Table 4.3 shows that majority of respondents prefer Patanjali (34.4%) & Dabur (9.1%) as Domestic brand and prefer Colgate (38.7%) & Pepsodent (7.2%) as Foreign brand.

The Table 4.4 shows that for ‘CHOCOLATE’ product, majority of respondents selected Amul & Patanjali (Domestic Brand) and Cadbury & Nestle (Foreign Brand), for “SOAP” product, majority of respondents selected Patanjali & Margo (Domestic Brand) and Dettol & Lux (Foreign Brand) and for “Toothpaste” product, majority of respondents selected Patanjali & Dabur (Domestic Brand) and Colgate & Pepsodent (Foreign Brand)). It is also found that majority of respondents have purchase preference for foreign products in all FMCG category as in chocolate product category foreign brand account for 79.1 % as compare to domestic brand which account for only 16.3 %, in soap product category foreign products account for 53.3% as compare to domestic brand which account for only 18.1% and in toothpaste product category foreign products account for 45.9% as compare to domestic brand which account for 43.5%.

4.1.2. Consumers Knowledge of Brand Origin for FMCG

Further consumers KNOWLEDGE OF BRAND ORIGIN is also examined as to check whether consumers are well aware about the origin of brand or not. So to identify consumers’ knowledge of brand origin, respondents were asked to identify the origin of domestic and foreign brands in three different product categories of FMCG: food & beverages, household & personal care and health care. In each product categories, respondents were presented with two domestic brands and two foreign brands and they have to correctly identify each brand with country of origin (Domestic origin brand or Foreign origin brand), further they were given option of don’t know if they were not sure about the origin of brand. The brands for each FMCG category were selected on the basis of data collected in pilot study. The knowledge of brand origin of consumers’ was evaluated through product “CHOCOLATE” in food & beverages category with brands like Cadbury, Nestle, Amul and Patanjali; through product “SOAP” in household and personal care category with brand like Margo, Patanjali, Lux and Dettol; through product “TOOTHPASTE” in healthcare category with brands like Dabur, Patanjali, Colgate and Pepsodent. The respondents have to correctly identify one option from out of three options in each product categories: Domestic country origin, Foreign country origin or don’t know (if they are not aware of origin of brand).

The knowledge of brand origin in food and beverages category was evaluated through product “CHOCOLATE” with brands like Amul, Nestle, Patanjali and Cadbury.

From the Table 4.5, it is found that 89.6% (907) respondents have correctly identified “Amul” chocolate as domestic brand, while 5.9% (60) respondents have wrongly identified “Amul” chocolate as foreign brand, whereas 4.5% (46) respondents provide don’t known response for “Amul” chocolate as they are not aware of origin of Amul brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Amul brand as a domestic country origin.

Table 4.5: KNOWLEDGE OF BRAND ORIGIN: CHOCOLATE

Category	Brand Origin	Frequency	Percentage (%)
Amul	Domestic Product	907	89.6
	Foreign Product	60	5.9
	Don't Know	46	4.5
	Total	1013	100.0
Nestle	Domestic Product	204	20.1
	Foreign Product	700	69.1
	Don't Know	109	10.8
	Total	1013	100.0
Patanjali	Domestic Product	969	95.7
	Foreign Product	15	1.4
	Don't Know	29	2.9
	Total	1013	100.0
Cadbury	Domestic Product	164	16.2
	Foreign Product	711	70.2
	Don't Know	138	13.6
	Total	1013	100.0

(Source: Primary Data)

From the Table 4.5, it is also found that 69.1% (700) respondents have correctly identified “Nestle” chocolate as foreign brand, while 20.1% (204) respondents have wrongly identified “Nestle” chocolate as domestic brand, whereas 10.8% (109) respondents provide don’t known response for “Nestle” chocolate as they are not aware of origin of Nestle brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Nestle brand as a foreign country origin.

From the Table 4.5, it is also found that 95.7% (969) respondents have correctly identified “Patanjali” chocolate as domestic brand, while 1.4% (15) respondents have wrongly identified “Patanjali” chocolate as foreign brand, whereas 2.9% (29) respondents provide don’t known response for “Patanjali” chocolate as they are not aware of origin of Patanjali brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Patanjali brand as a domestic country origin.

From the Table 4.5, it is also found that 70.2% (711) respondents have correctly identified “Cadbury” chocolate as foreign brand, while 16.2% (164) respondents have wrongly identified “Cadbury” chocolate as domestic brand, whereas 13.6% (138) respondents provided don’t known response for “Cadbury” chocolate as they are not aware of origin of

Cadbury brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Cadbury brand as a foreign country origin.

The knowledge of brand origin of consumers in household & personal care category was evaluated through product “SOAP” with brands like Lux, Margo, Dettol and Patanjali.

From the Table 4.6, it is found that 52.7% (534) respondents have correctly identified “Lux” soap as foreign brand, while 37.8% (383) respondents have wrongly identified “Lux” soap as domestic brand, whereas 9.5% (96) respondents provide don’t known response for “Lux” soap as they are not aware of origin of Lux brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Lux brand as a foreign country origin.

From the Table 4.6, it is also found that 66.0% (669) respondents have correctly identified “Margo” soap as domestic brand, while 19.1% (193) respondents have wrongly identified “Margo” soap as foreign brand, whereas 14.9% (151) respondents provided don’t known response for “Margo” soap as they are not aware of origin of Margo brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Margo brand as a domestic country origin.

Table 4.6: KNOWLEDGE OF BRAND ORIGIN: SOAP

Category	Brand Origin	Frequency	Percentage (%)
Lux	Domestic Product	383	37.8
	Foreign Product	534	52.7
	Don't Know	96	9.5
	Total	1013	100.0
Margo	Domestic Product	669	66.0
	Foreign Product	193	19.1
	Don't Know	151	14.9
	Total	1013	100.0
Dettol	Domestic Product	407	40.2
	Foreign Product	536	52.9
	Don't Know	70	6.9
	Total	1013	100.0
Patanjali	Domestic Product	960	94.8
	Foreign Product	23	2.2
	Don't Know	30	3.0
	Total	1013	100.0

(Source: Primary Data)

From the Table 4.6, it is also found that 52.9% (536) respondents have correctly identified “Dettol” soap as foreign brand, while 40.2% (407) respondents have wrongly identified “Dettol” soap as domestic brand, whereas 6.9% (70) respondents provide don’t known response for “Dettol” soap as they are not aware of origin of Dettol brand whether it is

domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Dettol brand as a foreign country origin.

From the Table 4.6, it is found that 94.8% (960) respondents have correctly identified “Patanjali” soap as domestic brand, while 2.2% (23) respondents have wrongly identified “Patanjali” soap as foreign brand, whereas 3.0% (30) respondents provide don’t known response for “Patanjali” soap as they are not aware of origin of Patanjali brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Patanjali brand as a domestic country origin.

Table 4.7: KNOWLEDGE OF BRAND ORIGIN: TOOTHPASTE

Category	Brand Origin	Frequency	Percentage (%)
Colgate	Domestic Product	297	29.3
	Foreign Product	654	64.6
	Don't Know	62	6.1
	Total	1013	100.0
Pepsodent	Domestic Product	228	22.5
	Foreign Product	664	65.6
	Don't Know	121	11.9
	Total	1013	100.0
Patanjali	Domestic Product	963	95.1
	Foreign Product	21	2.1
	Don't Know	29	2.8
	Total	1013	100.0
Dabur	Domestic Product	892	88.1
	Foreign Product	58	5.7
	Don't Know	63	6.2
	Total	1013	100.0

(Source: Primary Data)

Further, the knowledge of brand origin of consumers in healthcare category was evaluated through product “TOOTHPASTE” with brands like Colgate, Pepsodent, Patanjali and Dabur. From the Table 4.7, it is found that 64.6% (654) respondents have correctly identified “Colgate” toothpaste as foreign brand, while 29.3% (297) respondents have wrongly identified “Colgate” toothpaste as domestic brand, whereas 6.1% (62) respondents provide don’t known response for “Colgate” toothpaste as they are not aware of origin of Colgate brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Colgate brand as a domestic country origin.

From the Table 4.7, it is found that 65.5% (664) respondents have correctly identified “Pepsodent” toothpaste as foreign brand, while 22.5% (228) respondents have wrongly

identified “Pepsodent” toothpaste as foreign brand, whereas 11.9% (121) respondents provide don’t known response for “Pepsodent” toothpaste as they are not aware of origin of Pepsodent brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Pepsodent brand as a foreign country origin.

From the Table 4.7, it is found that 95.1% (963) respondents have correctly identified “Patanjali” toothpaste as domestic brand, while 2.1% (21) respondents have wrongly identified “Patanjali” toothpaste as foreign brand, whereas 2.8% (29) respondents provide don’t known response for “Patanjali” toothpaste as they are not aware of origin of Patanjali brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Patanjali brand as a domestic origin.

From the Table 4.7, it is found that 88.1% (892) respondents have correctly identified “Dabur” toothpaste as domestic brand, while 5.7% (58) respondents have wrongly identified “Dabur” toothpaste as foreign brand, whereas 6.2% (63) respondents provide don’t known response for “Dabur” toothpaste as they are not aware of origin of Dabur brand whether it is domestic brand or foreign brand. Therefore, it is concluded that most of the respondents are very well aware about the origin of Dabur brand as a domestic origin.

So from the above aforementioned statistics, it is concluded that majority of respondents are aware of the origin of brand as more than half of respondents are able to correctly identify the brand origin in each product categories. In Chocolate product category, majority of respondents are able to correctly identify all brands (Amul: 89.5, Nestle: 69.1, Patanjali: 95.7 and Cadbury: 70.2) as compare to respondents who are not able to correctly identify all brands (Amul: 5.9, Nestle: 20.1, Patanjali: 1.5 and Cadbury: 16.2). In Soap product category, majority of respondents are able to correctly identify all brands (Lux: 52.7, Margo: 66, Dettol: 52.9 and Patanjali: 94.8) as compare to respondents who are not able to correctly identify all brands (Lux: 37.8, Margo: 19.1, Patanjali: 2.3 and Dettol: 40.2). In Toothpaste product category, majority of respondents are able to correctly identify all brands (Colgate: 64.6, Pepsodent: 65.5, Patanjali: 95.1 and Dabur: 88.1) as compare to respondents who are not able to correctly identify all brands (Colgate: 29.3, Pepsodent: 22.2, Patanjali: 2.1 and Dabur: 5.7).

Hence, on basis of above statistics, it can be said that respondents have knowledge of brand origin as majority of respondents in each products category have correctly identified the origin of brand.

CONCLUSION

This study underscores the importance of brand origin in shaping consumer behavior within the FMCG sector. While foreign brands are widely preferred, the awareness of brand origin among consumers remains high, indicating that brand origin plays a critical role in purchase decisions. Marketers should consider these insights when developing strategies to enhance brand loyalty and appeal, taking into account the cultural and national sentiments that influence consumer choices. Further research could explore the underlying reasons behind the preference for foreign brands and how domestic brands can leverage local appeal to compete more effectively in the market.

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