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Article

Social media campaigns and domestic products consumption: a study on an emerging economy

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MARKETING | RESEARCH ARTICLE

Social media campaigns and domestic products consumption: a study on an emerging economy

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Abstract: The growth of the “Internet” and the subsequent use of smartphones has led to heavy social media usage in recent years. Social media campaigns have been successful in influencing purchase intention. Ethnocentrism also affects the purchase intention (PI) of domestic products. ETH is an evolving field, particularly for the purchase intention of domestic products. Considering the same, we examined the impact of social media campaigns (SMC) and ethnocentrism (ETH) on the purchase intention of domestic products. The mediating role of ethnocentrism and the moderating role of country-of-origin image (COOI) are examined further. The proposed hypotheses were examined using structural equation modeling. Data was collected from 431 avid social media users in a region that saw massive protests through social media campaigns. The results exhibit the positive impact of social media campaigns and ethnocentrism positively over the purchase intention of domestic products. In addition, ethnocentrism was found to be a mediator between social media campaigns and the purchase intention of domestic products. Moreover, the country of origin image strengthens the positive relationship between social media campaigns and the purchase intention of domestic products. However, COOI dampened the positive relationship between social media campaigns and ethnocentrism. This study provides fresh insights and implications for theory and practice.

Subjects: Quantitative study; Business, Management and Accounting; Accounting

Keywords: Social media campaigns; ethnocentrism; purchase intention; domestic products; country-of-origin image; emerging economy

1. Introduction

Social media impacts every aspect of our lives, including shopping, education, awareness, political decisions, and patriotism. Social media are undoubtedly essential and indispensable for all users (Dessart et al., 2015; Mirbagheri & Najmi, 2019). The acceptance of social media since 2004 has increased considerably among the citizens of every country. It is an essential platform (Mohsin, 2021) that can compete with big brands at a lower cost. Sellers from various regions, states, and countries can overcome geographical limitations and establish a vast clientele base while keeping legal constraints in mind. These campaigns are close to users, as they are emotional, focused, trustworthy, trackable, timely, and unique about the brand (Cyca, 2020). With the evolution of social media, communication has transformed from traditional to multi-dimensional and modernized (Berthon et al., 2012). Marketers have understood the benefits of associating with social media campaigns, such as shorter consumer journeys (Mohsin, 2021), recommendations (Baum et al., 2019), positive word of mouth, and product success. Moreover,

social media campaigns impact brand recognition, trust, high conversion rates, increased referrals, and boosted sales.

Although social media campaigns are receiving a tremendous global response, it is essential to understand how country-of-origin image (COOI) awareness affects these responses (Hien et al., 2020; Suter et al., 2018). Despite such campaigns, citizens with high values of patriotism reflect ethnocentric behavior in response to the campaign. The same is true when buying any available products influenced by any campaign, and the consumer is likely to make a rational decision (Joshi & Joshi, 2021; Makanyeza & Du Toit, 2016). However, social media campaigns have patriotically ignited consumers' minds with a good sense of ethnocentricity by following the “#boycottcampaigns” or “#boycottmadein” movements. The current study considers the indispensable place of country of origin image and its supremacy to affect the acceptance of “#boycottcampaigns” and reject the promotional “#explore” campaigns present in social media, reflecting ethnocentricity simultaneously acting intention to purchase.

Moreover, with the sting of “Covid 19”, these “#boycottcampaigns” have flamed and accelerated their global effects. Therefore, the country of origin image has become crucially imperative considering the reparations done in significant world economies and humanity. During the peak of Covid-19, two major economies in Asia came very close to a war in May 2020. Although peace returned slowly, it created a considerable reaction back home in India with many #boycott campaigns on social media. Together with the Covid-19 origins debate and the heat on the borders, this study tried to explore the role of ethnocentrism as a mediator and the role of country of origin image as a moderator. For instance, In the present era, hashtag moments are gaining momentum. For instance, #Boycottchinaproduct, #notochina, #no2china, #bebhartiyaabuybhartiya, #sayno2china, #saynotochina, #boycottchina are commonly twitted and re-twitted by the customers. In the same stroke, many online giant sellers like “Amazon” and “Flipkart” are not behind in promoting “Made in India” products (Sengupta & Peermohamed, 2020). Many incidents like “Galwan border clash” and “Covid 19” remained the driving force of such a campaign and subsequently selected Indian products over rival country products. (Paramasivan et al., 2021)

Further, the literature has confirmed that ethnocentrism influences consumers' decisions to buy domestic products. However, such behavior is more common among consumers in developed countries. Consumers from less developed and developing nations are also inclined toward imported items (Karoui & Khemakhem, 2019). Of all the factors, the primary factor for such an inclination is cost (John & Klein, 2003) which also influences boycott intelligence (Farah & Newman, 2010). However, it is clear that ethnocentrism affects purchase intention; the influence of social media campaigns on purchase intention in ethnocentrism remains unclear. The primary literature shows a direct effect of ethnocentrism on purchase intention. The decisive role—that is, ethnocentrism's power to override social media campaigns' influence on consumers—is overlooked. The current study is a thorough attempt to explore the strength of ethnocentrism. Thus, the results equate the relationship between social media campaigns and purchase intention via ethnocentrism and the superlative effect of the country-of-origin image. Given this background, we raise and try to answer the following research questions:

RQ1. What is the nature and strength of the relationship between the SMC, ETH, and PI with respect to domestic products?

RQ2. Does ETH mediate the association between SMC and PI with respect to domestic products?

RQ3. Does COOI moderate the association between (a) SMC and ETH, (b) SMC and PI (c) ETH and PI with respect to domestic products?

The present study reviews prior works based on SMC, ETH, COOI, and PI and develops hypotheses to be tested with the various relationships between the proposed constructs in section two. The

third section explains the methodology with three facets. Facet one is data collection, the second is sampling, and the third is instrument design. The fourth section presents the analysis findings in the results section. The fifth section discusses the results in line with the research questions. Finally, this study concludes with theoretical and managerial implications. This study aims to assist scholars with future directions for research work while keeping the limitations of the current research into consideration.

2. Literature review and hypotheses development

2.1. Impact of social media campaigns on ethnocentrism with respect to domestic products

A social media campaign is a series of planned and coordinated efforts by social media users to reinforce or assist with a societal goal on one or more social media platforms. “Campaigns” was defined as a series of planned programs different from the routine post on social media (Dash & Chakraborty, 2021; B. K. Sharma et al., 2018). Social media campaigns carry with them several appeals. They are trendy because of their ability to reach the public more effectively than any other media, such as conventional or contemporary, and netizens switch to them quickly as well (Kaplan & Haenlein, 2010; Schivinski & Dabrowski, 2016). Social media campaigns are essential elements of ethnography. The literature suggests that social media campaigns have discussed protests and controversial movements. Whereas social media not only creates unity but encourages high ethnocentrism as well (Ridzuan et al., 2012). Although, the relationship between social media and ethnocentrism depends on users’ level of social media exposure and ethnocentrism (Ridzuan et al., 2012). Literature confirms that social media is a tool for receiving or providing information. Message or communication over social media can help or hamper development (Ridzuan et al., 2012). It is a must to note that Indians commonly use Facebook and YouTube, followed by Instagram and Twitter, with 290 million dominated by millennials and Generation Z. The only objective of social media campaigns is to bring people with shared interests and opinions.

Social media also helps to socialize and interact. This socialization helps the homegrown or domestic products to buzz around to influence the locals towards the products, especially when the product is newly introduced (Baum et al., 2019). The aim of social media and ethnocentrism is based on the basic principle of “sharing commonness” in interaction, which results in high ethnocentrism. Therefore, social media can be viewed as a factor that creates solidarity and encourages ethnocentrism (Ridzuan et al., 2012). However, according to Sun et al. (2021), e-WOM created through social media campaigns weakens consumer ethnocentrism and brand equity toward domestic and foreign smartphone brands. Based on the above literature, the following hypothesis is proposed.

H1: Social Media Campaigns (SMC) has a significant positive impact on ethnocentrism (ETH) with respect to domestic products.

1.2. Impact of social media campaigns on purchase intention with respect to the domestic products

The social media campaign’s harmful contents could have a negative word of mouth, and their share, ‘likes,’ and ‘dislikes,’ help evaluate the campaign’s success and failure (Arli & Dietrich, 2017; Sharma & Pal, 2020; Turnbull & Jenkins, 2016). The literature has confirmed the influence of such communications on consumers’ purchase intentions (Abdullah et al., 2014). Social media is more like an ecosystem that integrates all possible tools to support the marketing system (Hanna et al., 2011). Social media is an innovative tool in the research findings, which helps run online campaigns through advertising products and brands by inducing customers to purchase. Social media campaigns effectively promote promotional activities (Matin et al., 2020). Hence, social media campaigns positively influence customers’ purchase intentions. Shan et al. (2020) suggest that a social media campaign positively and directly impacts the purchase intentions of

young consumers prone to addiction to social media platforms. Shouman (2020) found that social media platforms such as Facebook, Twitter, and Instagram are used to promote products and services. Organizations boost social media campaigns as these platforms are economical and can create snowballing worldwide (Shouman, 2020). Social media campaigns targeting the diverse needs of customers could be used to educate customers by creating brand awareness and engagement with the central goal of influencing customers' purchase intentions (Li & Huang, 2009).

Moreover, there is a positive relationship between social media marketing practices and customers' purchase intention. The results conclude that social media marketing campaigns are tools used to create value for organizations by attracting, engaging, and retaining customers (Ramadanty & Safitri, 2019). In the era of globalization, organizations have made efforts to promote products through various campaigns, specifically through social media (Laksamana & Patria, 2018). Numerous studies have reported a significant positive relationship between social media campaigns and purchase intention (Balakrishnan et al., 2014; Chang, 2015; Kamal et al., 2013; Todua & Joshi, 2015). Social media facilitates social interaction and online word-of-mouth and broadens the influence, and fast-tracks the diffusion of information about the new product (Baum et al., 2019). The content generated through social media significantly influences purchase intentions of domestic products (Sethna et al., 2017). Based on the above literature, the following hypothesis is proposed.

H2: Social Media Campaigns (SMC) have a significant and positive impact on Purchase Intention (PI) of Domestic Products

2.3. Impact of ethnocentrism on purchase intention with respect to the domestic products

In countries with low ethnocentrism, citizens buy products from other countries because of the high-quality perception. Notably, ethnocentrism also varies from product to product (Javalgi, Khare et al., 2005). Other factors, such as socio-psychological, political, economic, demographic tariff, and non-tariff barriers, affect ethnocentrism (Shankarmahesh, 2006). Ethnocentrism is not always related to nations but is more related to ethnic affiliations or cultural associations (Vida et al., 2008). Ethnocentrism refers to the tendency of consumers to think their country's products and services are superior to those of other countries (Ridzuan et al., 2012). Consumers' intention to buy an indigenous product is high when their ethnocentricity is high, especially in the early 90s (Herche, 1992). Since then, consumers have had a dilemma regarding their product preferences. It was challenging to put domestic products above all in a globalized world. However, consumers' responses were positive in this regard, supported by literature (Bahoo et al., 2020; Purwanto, 2014). Country-of-origin image (COOI), social media campaigns, and ethnocentrism strongly bond in various aspects. However, the correlation between ethnocentrism and purchase intention is negative in many cases (Bannister & Saunders, 1978). Several studies have suggested that a high degree of consumer ethnocentrism leads to purchasing domestic products, whereas low consumer ethnocentrism is more inclined to buy foreign products (T. D. Nguyen et al., 2008; Li et al., 2012). However, this attitude was not present in all nationalities. For instance, Turkish people did not discriminate against imported products; however, they gave more weightage to local products when they were on par with imported ones (Acikdilli et al., 2018). Vuong and Khanh Giao (2020) observed that ethnocentrism positively influenced consumers' purchase intentions, apart from perceived brand quality and brand globalness.

In contrast to the previous literature, consumer ethnocentrism also reduces consumers' purchase intention of domestic products due to its negative association with the brand's quality (Vuong & Khanh Giao, 2020). Therefore, a plan of action is needed to amplify the purchase intention. Based on these studies, the following hypothesis is proposed:

H3: Ethnocentrism (ETH) significantly and positively impacts Purchase Intention (PI) of Domestic Products.

2.4. Mediation effect of ethnocentrism between social media campaign and purchase intention of domestic products

Understanding the mediating role of ethnocentrism between social media campaigns and purchase intention is critical as ethnocentrism plays an essential role in domestic products purchase (Huang et al., 2008). Furthermore, numerous studies have also confirmed that in the presence of ethnocentrism, the relationship between social media campaigns and purchase intention improved (Sahagun & Vasquez-Parraga, 2018; Wei, 2008). Therefore, a social media campaign promoting an ethnocentric attitude leads to better purchase intentions (Sahagun & Vasquez-Parraga, 2018; Wei, 2008). Furthermore, studies suggest that ethnocentrism develops a positive attitude toward own country's products and services, which leads to the development of purchase intention. Therefore, ethnocentrism is a mediator in measuring purchase intention, as reported in many studies (Kaeomanee et al., 2014; Petra & Wiese, 2018; Rauniar et al., 2014; Renny et al., 2013). Customers with high ethnocentrism take a positive attitude toward domestic products, which are alternative to foreign products, or for the products from countries with which they are culturally close, they have taken a negative attitude towards foreign products (Watson & Wright, 2000). Hence, the role of ethnocentrism as a mediator is crucial, and its indirect effects must be assessed. Therefore, considering the literature following hypothesis is derived and put forward:

H4: Ethnocentrism (ETH) mediates the association between social media campaigns and Purchase Intention (PI) of Domestic Products.

2.5 (a) Moderation effect of country of origin image (COOI) between social media campaigns (SMC) and ethnocentrism (ETH) with respect to domestic products

Few studies have confirmed that country of origin image (COOI) significantly moderates the relationship between social media campaigns and ethnocentrism (Wang & Chen, 2004). However, the use of social media during crises has proven more effective. With better COOI, social media campaigns could boost customers' ethnocentrism (Xu & Wu, 2015). The moderating effects of COOI and social media campaigns on ethnocentrism are rare in the literature. However, according to the human schema theory, communication in social media is significantly impacted by the country of origin (Feng et al., 2020), although not supported in much literature (Chui et al., 2010). Therefore, considering the above literature, the following hypothesis is proposed.

H5 (a): Country of origin image (COOI) positively moderates the association of Social Media Campaigns (SMC) and Ethnocentrism (ETH) with respect to domestic products.

2.6 (b) Moderation effect of country of origin Image (COOI) between social media campaign and purchase intention (PI) with respect to domestic products

P. v. Nguyen et al. (2019) found that country-of-origin image is critical in shaping consumers' purchase intentions. The country of origin shapes consumers' attitudes toward a product or brand by determining the level of product and brand quality. Thus, COOI influences the direct relationship between SMC and PI (P. v. Nguyen et al., 2019). Previous literature has confirmed the relationship between communication on social media and the country of origin. The relationship between COOI and SMC is crucial for boosting PI (Feng et al., 2020). Any brand's social media activities and the involvement of its participants affect purchase intention to a greater extent. For instance, the Facebook fan page positively involves the intent to purchase depending on COOI. In social media campaigns, ads are connected to purchase intentions. Purchase intention is more susceptible to COOI than other elements, such as perceived quality. COOI is a moderator and enhancer of purchase intention with variables like brand personality (Wang et al., 2008). Hence, the gap

persists in establishing the relationship between SMC and PI under the influence of COOI. Therefore, considering the above literature, the following hypothesis is proposed.

H5 (b): Country of Origin Image (COOI) positively moderates the association of Social Media Campaigns (SMC) and Purchase Intention (PI) with respect to domestic products.

2.7 (c) Moderation effect of country of origin image (COOI) between ethnocentrism and purchase intention (PI) with respect to domestic products

Xin and Seo (2020) studied the role of ethnocentrism and country-of-origin image on purchase intention. Although ethnocentrism negatively and indirectly influenced the purchase intention of Korean functional foods, the country-of-origin image influenced the purchase intention of Korean functional foods (Xin & Seo, 2020). Therefore, this also establishes the moderating role of the COOI. For instance, Chinese consumers prefer homemade food and food products because of their origin from their home country, influencing purchase intention, whereas, on ethnocentrism, the effect was lower (Xu et al., 2020). A literature review shows that the country of origin image sometimes also modifies ethnocentrism and consumers' purchase intention (Wang et al., 2008). Customers living in a bi-culture prefer local products over foreign products. In another instance, a study on Colombian and Canadian products revealed that ethnocentrism positively impacts Canadian product perceptions more than Colombian product perceptions (Aguilar-Rodríguez & Arias-Bolzmann, 2021). Thus, the country of origin image positively affects bi-cultural consumers' purchase intentions and ethnocentrism. Ethnocentrism also moderates consumers' behavioral intentions. Therefore, considering the existing literature, the following hypothesis is proposed.

H5 (C): Country of Origin Image (COOI) moderates the association of Ethnocentrism (ETH) and Purchase Intention (PI) with respect to domestic products.

2.8 Proposed model

The literature review in the previous subsection suggests sufficient gaps to be explored in this area. Therefore, this study establishes a unique proposition between social media campaigns, ethnocentrism, and purchase intention, where the country of origin image (COOI) moderates the relationships between these three constructs. Additionally, the mediating role of ethnocentrism was explored. Finally, an integrated model is proposed for empirical data testing (See Figure 1).

3. Methodology

3.1. Sample and data

A survey method was used to collect the data. The population consisted of social media users who specifically used it for social interaction, advocacy, and opinion generation. Therefore, the study treated individual social media users as sampling elements. A hybrid sampling design was applied, which included stratified and purposive methods. The data were collected online mode due to Covid-19 restrictions. This period was chosen because of various groups' heavy campaigns on social media to boycott products from a specific country. Therefore, the data collection zone was limited to a few cities in central India, where massive protests demanded a boycott of imported products. A detailed questionnaire was then administered. More than 800 questionnaires were sent to active participants of social media trends. Four hundred ninety-two responses were returned, of which 431 were complete in all aspects; hence, the final sample stood at 431. Demographic details of the participants are provided in Table 1.

3.2. Constructs, variables, and measures used

This study includes three constructs derived from the literature and the proposed model (Figure 1). Social media campaigns (SMC), ethnocentrism (ETH), and purchase intention (PI) were considered

Figure 1. Proposed model.

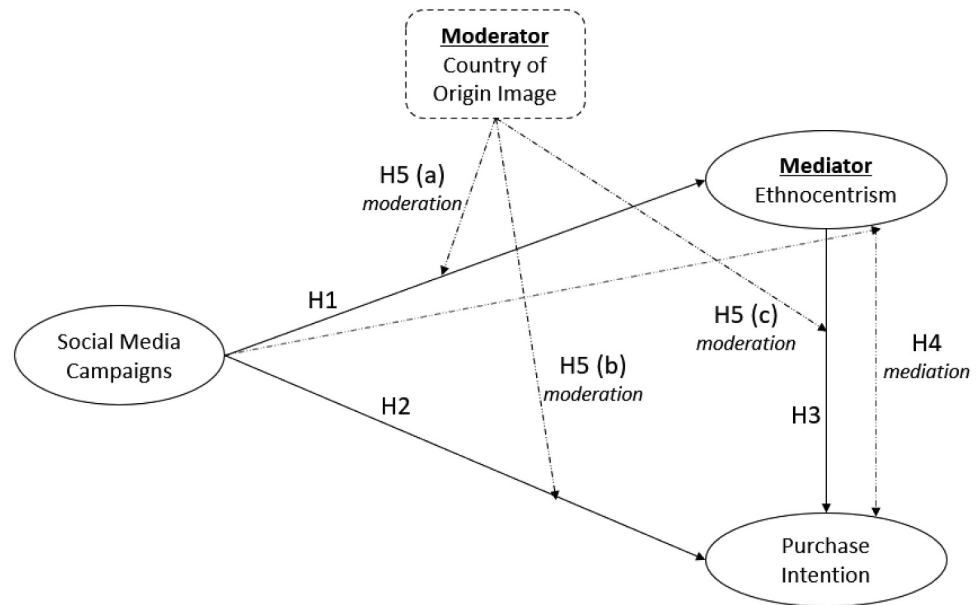


Table 1. Participants' details

Gender	Male	265	61.5%
	Female	166	38.5%
	Total	431	100.0%
Age (years)	≤30	197	45.7%
	31–45	146	33.9%
	≥46	88	20.4%
	Total	431	100.0%
Education	Below HSC	117	27.1%
	HSC to Undergraduate	114	26.5%
	Graduate and above	200	46.4%
	Total	431	100.0%

Source: Demographic details extracted from SPSS output

in the initial framework. PI was the dependent construct, and SMC was the independent construct. ETH is another construct that acts as a mediator between SMC and PI. In addition, country of origin image (COOI) was taken as the moderator that influenced all three direct relationships between the three core constructs, as depicted in Figure 1.

The existing scales were modified according to the requirements of this study. Some items were dropped or added according to specific needs and timeline adjustments. The improvised scales were revalidated using empirical data to make them suitable for testing the proposed relationships. The questionnaire used in this study contained statements as per the scales on a seven-point scale with strongly disagree = 1 and strongly agree = 7. All four constructs and the initial statements used under them are outlined in Table 2. A pilot study was conducted with 50 participants from core groups of social media trends. Alternations were made to the statements as per the feedback, and a few items required dropping from the questionnaire. However, all samples were retained in the final phase to check with a larger sample. Finally, the researchers dropped items because of a lack of reliability and validity. (See, Table 2).

Table 2. Measurement model summary

Construct/ Factor	Items/ Statements	FL (EFA)	Items Retained	Contributions
Social Media Campaigns (SMC) AVE = 0.79 CR = 0.94 α = 0.91	<i>Participating in this campaign is an enjoyable and exciting experience.</i>	.879	Four retained, Two merged into one, Two dropped (5/7)	Mirbagheri & Najmi, (2019), Dessart et al. (2015, 2016)
	<i>Participating in this campaign and following its related posts can influence how I behave.</i>	.907		
	<i>I cannot detach myself from the campaign if I visit social media.</i>	.781		
	<i>I follow the posts related to this campaign regularly and like/ comment/ share regularly.</i>	.883		
Ethnocentrism (ETH) AVE = 0.78 CR = 0.93 α = 0.91	<i>I feel that right now, my country is a great nation.</i>	.893	Four retained, One dropped (4/5)	Joshi and Joshi (2021), Makanyeza and Du Toit (2016)
	<i>Indian people should always buy Indian-made products instead of imports.</i>	.866		
	<i>Foreigners should not be allowed to put their products on our markets.</i>	.853		
	<i>It is always best to purchase Indian products.</i>	.876		
Purchase Intention (PI) AVE = 0.83 CR = 0.95 α = 0.93	<i>I have the willingness to buy domestic products</i>	.838	Four retained, One dropped (4/5)	Dash et al. (2021), Hien et al. (2020), Prendergast et al. (2010)
	<i>I will buy many products from domestic companies this year.</i>	.931		
	<i>I will persuade my friends and family to purchase domestic products.</i>	.934		
	<i>I have decided to repurchase.</i>	.875		

(Continued)

Construct/ Factor	Items/ Statements	FL (EFA)	Items Retained	Contributions
Country of Origin Image (COOI) AVE = 0.74 CR = 0.95 α = 0.94	<i>My country is creative in the production</i>	.820	All seven	Hien et al. (2020), Suter et al. (2018), Pisharodi and Parameswaran (1992)
	<i>My country's technology is the best</i>	.863		
	<i>My country's designs are beautiful</i>	.875		
	<i>My country's professional skills are the best</i>	.851		
	<i>My country has highly qualified workers</i>	.854		
	<i>My country has a good reputation</i>	.821		
	<i>My country is developing on all fronts</i>	.811		

Source: Smart PLS/ SPSS/ Amos outputs

4. Data analysis and results

4.1. Measurement model

The measurement model must be validated as the items were taken from standard scales and modified for this study. Therefore, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) was conducted using IBM SPSS 24 and IBM SPSS AMOS 24.

Four constructs were obtained, with 79% variance. Both the EFA and CFA suggested dropping four items, as was found in the pilot study. Two items from SMC and one each from PI and ethnocentrism were dropped. Various measures, such as factor loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE), were calculated for the measurement model. All the assessments are provided in Table 2.

All measures were validated with EFA and CFA. Except for four items, others were above the threshold level of 0.7 (Dash & Paul, 2021; Hair et al., 2010; Malhotra et al., 2006). In addition, the reliability of all constructs was established by computing Cronbach's alpha coefficients. All four values were more significant than 0.9, much above the threshold level (0.7; Dash & Paul, 2021; Hair et al., 2010; Malhotra et al., 2006). Finally, two additional assessments—CR and AVE—were used. The CR values for all four constructs were more than 0.9 (0.8), which is much above the threshold level. Similarly, all the AVE values exceeded the threshold level of 0.5 (Dash & Chakraborty, 2021; Dash & Paul, 2021; Fornell & Larcker, 1981; Henseler et al., 2015; Nunnally, 1978).

Furthermore, the goodness-of-fit measures for the CFA were assessed. CMIN/DF: 2.28; goodness of fit index (GFI), 0.93; adjusted goodness-of-fit index (AGFI), 0.91; standardized root means square residual (SRMR), 0.04; root mean square error of approximation (RMSEA), 0.05; Tucker—Lewis index (TLI), 0.97; normed fit index (NFI), 0.96; comparative fit index (CFI), 0.97. These findings suggest convergent and discriminant validity of the measures (Dash & Paul, 2021; Hair et al., 2010; Malhotra et al., 2006; see Table-2).

Table 3. HTMT Criterion

	COOI	ETH	PI
ETH	0.06		
PI	0.25	0.29	
SMC	0.36	0.31	0.17

Source: PLS output

heterotrait-monotrait (HTMT) (discriminant validity; Henseler et al., 2015) was used to assess the measurement model. Table 3 showed that no values exceeded 0.85 (the recommended limit), and the data indicated a good discriminant validity.

4.2. Common method bias (CMB)

Any empirical data-based study with the same pool of participants may lead to a common method bias. The unrelated marker variable method (Hair et al., 2010; Malhotra et al., 2006) was used to test CMB. Procedural remedies provide better results in addressing CMV (Baumgartner et al., 2021; MacKenzie & Podsakoff, 2012). These issues have already been addressed previously. Hence, CMB was absent.

4.3. Structural model

All assessments implied that the chosen measures were sufficient for further analysis in the previous section. Therefore, the proposed conceptual model was assessed using Smart PLS 3.3.3. Finally, all four constructs and items were put into an integrated framework to be tested with empirical data (See, Figure 2). H1, H2, and H3 are the direct relationships between SMC, ETH, and PI (See, Table 4). H4 is the mediation effect of ETH. H5 (a, b, c) shows the moderating effects of COOI on direct hypotheses.

SMC had a positive and significant impact on ETH (0.33**). In contrast, SMC positively and significantly impacted PI (0.16**). Finally, ETH positively and significantly impacted PI (0.22**). Hence, all three direct hypotheses (H1, H2, and H3) are accepted (See Figure 2 & Table 4).

Figure 2. Structural model.

Note 1. The values in the factors represent composite reliability (CR).
 2. R^2 (PI) = 0.39 and R^2 (ETH) = 0.17

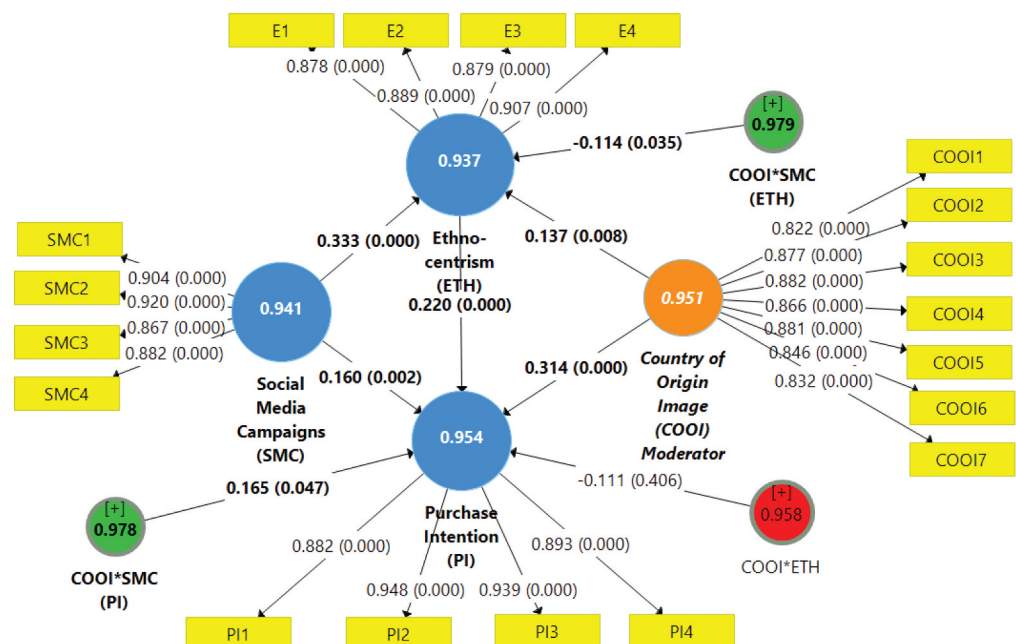


Table 4. Standardized regression weights

Hypothesis	Hypothesized Relationship			Estimate	Accepted/ Rejected
H1	Social Media Campaigns (SMC)	→	Ethnocentrism (ETH)	0.33**	Accepted
H2	Social Media Campaigns (SMC)	→	Purchase Intention (PI)	0.16**	Accepted
H3	Ethnocentrism (ETH)	→	Purchase Intention (PI)	0.22**	Accepted

*Significant at 5%, **significant at 1%

Table 5. Mediation Effects (H4)

Relationship	Direct Effect	Indirect Effect	Result
SMC→ETH→PI	.16**	.07**	Partial

Source: Author's compilation based on PLS/AMOS output

**p < 0.01; * p < 0.05

4.4. Mediation

In this study, ETH acted as a mediator between SMC and PI. Therefore, both direct and indirect effects were computed to assess the significance of the mediation. Usually, if both effects are significant, mediation is considered partial. On the other hand, if only the direct effect is significant or both effects are insignificant, then there is no mediation. Finally, if only the indirect effect is significant, it is called full mediation (Dash & Paul, 2021). Bootstrapping with 2000 samples at a 95% confidence level was applied to assess the significance levels of the mediation effect (Byrne, 2013; Dash & Chakraborty, 2021; Dash & Paul, 2021). Table 5 shows that both the direct (0.16**) and indirect effects (0.07*) are significant. Hence, the mediation effect can be considered partial, and H4 is accepted.

4.5. Moderation effects

COOI was the sole moderator for all three hypotheses. Table 6 shows that COOI significantly influences the relationship between SMC and ETH (−0.11*). COOI dampened the positive relationship between SMC and ethnocentrism (See Figure 3). COOI also significantly influenced the relationship between SMC and PI (0.17). Finally, COOI strengthened the positive relationship between SMC and PI (See Figure 4). However, this did not significantly affect the relationship between ETH and PI. Hence, H5 (a) and H5 (b) are accepted, but H5 (c) is not.

5. Discussion

This section discusses the findings of the three sets of hypotheses tested. The **first** set of hypotheses represents the direct influence of **(H1)** social media campaigns on ethnocentrism, **(H2)** social media campaigns on purchase intention, and **(H3)** ethnocentrism on purchase intention. The **second** hypothesis represents ethnocentrism's **(H4)** mediation effect on social media campaigns and purchase intention. The last set represents the moderating effect of country-of-origin image on **(H5a)** social media campaigns and ethnocentrism, **(H5b)** social media campaigns and purchase intention, and **(H5c)** ethnocentrism and purchase intention.

The findings showed that social media campaigns significantly influence consumers' ethnocentrism. In other words, social media campaigns are supremacy in triggering ethnocentrism. Furthermore, social media campaigns reveal a wide range of impartial content, opinions, and

Table 6. Moderation Effects of COOI (H5)

Effect of “COOI” on the Relationship	Hypothesis	Estimate	Result
SMC→ETH	H5(a)	−0.11*	Accepted
SMC→PI	H5(b)	0.17*	Accepted
ETH→PI	H5(c)	−0.11	Rejected

**p < 0.01; * p < 0.05

Source: Author's compilation based on PLS/AMOS output

Figure 3. Moderation Effect COOI*SMC on ETH- H5 (a)

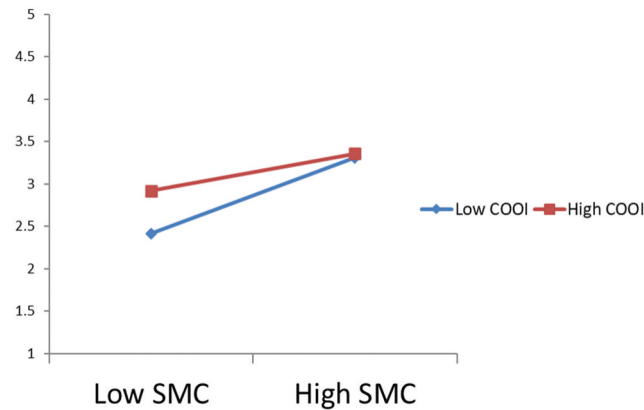
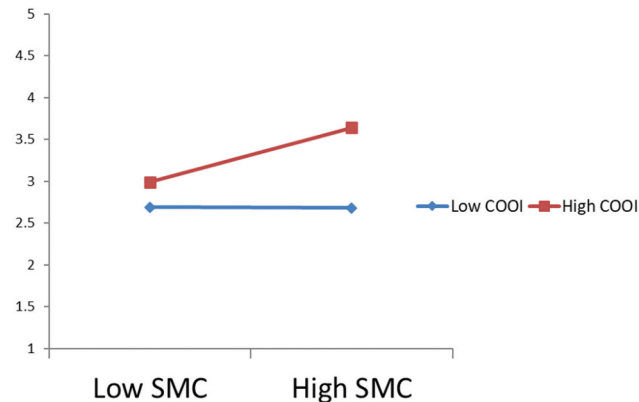


Figure 4. Moderation Effect COOI*SMC on PI- H5 (b)



reviews by viewers and followers, resulting in a positive evaluation of homemade domestic products. This positive review consequently leads to unity, thus increasing ethnocentrism. These findings are consistent with those in the literature (Ridzuan et al., 2012), although contradicted by many studies (Sun et al., 2021). Moreover, social media campaigns ignite and spread among the users positive and negative aspects about the instances of the world in the context of the home country. The dissemination of information about the various event affecting the country in any form influences the citizen to react ethnocentrically (Yousaf et al., 2021; *HI*).

Social media campaigns also significantly influenced purchase intention. The study highlights that social testimonies associated with various product dimensions, such as its benefits, price, and repercussions, are presented in promotional content (Matin et al., 2020). The findings are consistent with the literature (Ramadanty & Safitri, 2019) wherein social media marketing boosted using various campaigns develops a positive purchase intention for domestic products through attractions, engagements, and retentions of consumers (Balakrishnan et al., 2014; Chang, 2015). At the

time, the consumer gets engaged in the interaction on social media as an outcome of campaigns which is another reason that affects his/her purchase intention (Jamali & Khan, 2018). However, there are conditions under which this action can paradoxically reduce a consumer's subsequent purchase intentions (Grewal et al., 2019). (H2)

Another interesting finding is the significant influence of ethnocentrism on purchase intention. Ethnocentrism consists of ethnic affiliation, leading to a positive purchase intent (Vida et al., 2008). It simultaneously develops a feeling among consumers that domestic products and services are superior to other countries' products and services (Ridzuan et al., 2012). Studies wherein ethnocentrism and purchase intention were negatively correlated (Winit et al., 2014) but limited to the purchase of foreign products (T. D. Nguyen et al., 2008; Li et al., 2012; H3).

In the second set of hypotheses, ethnocentrism partially mediates the relationship between social media campaigns and purchase intention. In other words, social media campaigns have significantly influenced purchase intention in the presence of ethnocentrism with a higher intensity than in the absence of ethnocentrism, but to some extent. However, the literature confirms the mediating role of ethnocentrism in social media campaigns and purchase intentions (Sahagun & Vasquez-Parraga, 2018; Wei, 2008). At times, it is the level of patriotism that increases post social media campaigns and thus subsequently leading to buy or not buying decisions (Yousaf et al., 2021). Some studies mentioned that ethnocentrism does not mediate purchase intention. However, in the context of the country of origin image (Nellikunnel et al., 2017) and not in the case of social media campaigns, few studies have shown that ethnocentrism has no mediating effect on social media campaigns and purchase intentions. The "partial" mediation effect may be the perceived quality of the products, which encourages the consumer to get inclined towards a non-domestic product (Acharya & Elliott, 2003). However, there are studies where ethnocentrism creates an inclination toward domestic products over other foreign products and strengthens purchase intention by developing a cultural bias against foreign products (S. Sharma et al., 1994; H4).

The final set of hypotheses explores the moderating effect. Country of origin image negatively influenced social media campaigns and ethnocentrism. In other words, when the country of origin image moderates, the relationship between social media campaigns and ethnocentrism becomes negative, or social media campaigns cannot enhance the ethnocentrism level when they are specifically exposed to the country of origin image. This negative effect arises from other factors considered by consumers, such as the premium quality of foreign products and cost benefits supported by (Chui et al., 2010). After a thorough review, studies reflecting the moderating effect of COOI on SMC and ETH were not found. However, there are instances where the findings were partially supported, stating an adverse effect of COOI on ETH but limited to less developed countries (Yagci, 2001). Many studies confirmed that the country of origin image positively moderates the relationship between social media campaigns and ethnocentrism (Wang & Chen, 2004). In contrast, social media campaigns significantly influence purchase intention by moderating country-of-origin image with particular reference to domestic products (P. v. Nguyen et al., 2019). Thus, it confirms that country of origin image reduces perceived risk related to a product and helps consumers draw inferences from social media campaigns about domestic products and their brand attributes, leading to purchase intentions.

The country-of-origin image could not moderate the relationship between ethnocentrism and purchase intention. Thus, ethnocentrism has an insignificant effect on purchase intention when using a country of origin image as a moderator (Chui et al., 2010). This finding indicates that country of origin image is not essential for strengthening the effect of ethnocentrism on purchase intention. In other words, a high level of ethnocentrism will lead to purchase intention for domestic products irrespective of additional information related to their country of origin, as the direct effect of ethnocentrism is seen over purchase intentions. The moderating role of COOI for ETH and PI tends to be an exclusive finding of the current study, as not much literature is present to support

the same results. Thus, in the current study, social media undoubtedly triggered ethnocentrism positively without moderation of country-of-origin images. By contrast, purchase intention is significantly affected with and without information on the country of origin. While exploring the relationship between ethnocentrism and purchase intention, the country of origin image must be kept apart, as it does not moderate the same. Without a country-of-origin image, ethnocentrism can influence purchase intentions to a greater extent.

6. Conclusion, implications, and future research

6.1. Theoretical implications

The results of this study have several academic implications. The role of social media campaigns in adopting domestic products by promoting ethnocentrism is still in its nascent stages. This study investigated the impact of social media campaigns on the purchase intention of domestic products. Social media is an emerging advertising platform through which young consumers can share reviews, recommend products, and raise their voices if they dislike them. It has been seen that Indian consumers are more fascinated with imported products due to increasing disposable income, aspirational buying, and lifestyle changes. However, consumers' attitudes and preferences toward domestic brands have changed drastically. Hence, social media campaigns are critical in changing consumer attitudes toward domestic products. However, the impact of social media on the adoption of domestic products has not been well established. This study fills this gap in the literature.

More importantly, this study proposes a comprehensive moderated mediation mechanism to investigate the impact of social media campaigns on domestic product purchase intention. We suggest that ethnocentrism mediates the impact of social media campaigns on the purchase intention of domestic products, and the country of origin image does not moderate these mediation effects. The study's findings supported the mediation effect of ethnocentrism and the moderating effects of country of origin image while measuring the effects of social media campaigns on ethnocentrism and purchase intention. However, this study does not support the moderating effect of country of origin image between ethnocentrism and purchase intention. Therefore, this study supports the partial mediation moderation mechanism introduced. The mediation moderation mechanism proposed by Hayes (2013) was adopted to understand how this critical mechanism was applied to investigate the association between social media campaigns and purchase intention or purchase of domestic products and services. However, a mediation moderation mechanism has not yet been proposed in social media; hence, the present study fills this gap in the literature.

6.2. Managerial implications

In addition to providing educational implications, this study provides numerous practical implications for marketers to plan their marketing strategies by adopting its key findings. "Social media, a powerful tool for marketing purposes, has provided marketers with numerous advantages globally by providing a platform loaded with potential customers using various social networking sites. However, most people do not have sufficient time to shop and interact with others in this digital era. Social media have successfully encountered this issue, which helps people connect virtually at their convenience. Conversely, global companies have adopted the trend of social media marketing, and they have started promoting their products and services using social media.

Thus, global marketers can connect and engage with their potential customers through social media by boosting their marketing campaigns to educate, attract, and retain customers through various attractive sales promotional campaigns using SMC to deliver more value (Laksamana & Patria, 2018; Ramadanty & Safitri, 2019).

Furthermore, the feeling of patriotism among people has increased multiple folds. People generally express their emotions on various social networking sites, as this is the best tool for virtual interaction. Considering these developments, marketers should use social media campaigns

(SMC) to promote domestic products to ignite more patriotism and generate the feeling of “my country,” i.e., ethnocentrism level among the consumers. Our findings confirm that SMC positively and significantly impacts ethnocentrism, that is, nationalism or patriotism. When the ethnocentrism level increases among the citizens, they will be more inclined to purchase such products that remind them of their own country.

Emotional attachments to homemade products directly relate to the purchase intentions of people whose SMC is influential. People will express positive comments about domestic products, and their opinions and emotions can influence others (Shan et al., 2020; Sun et al., 2021). The findings of this study demonstrate that social media campaigns significantly affect consumers’ ethnocentrism. Therefore, it can be an opportunity for marketers to establish mass communication by assigning a social media brand ambassador who has more numbers of followers and is very active on social networking sites, and this will help in getting a cutting edge over foreign products in the promotion of domestic products by reinforcing marketing promotional communication-related strategies. The rise in patriotic campaigns in different parts of the world, such as “Buy American,” “Make in India,” and “Swadeshi Campaign,” i.e., “Be Indian, Buy Indian,” and so on. have changed consumers’ attitudes toward the country of origin, as people prefer homemade products over foreign products because of their love for their country (P. v. Nguyen et al., 2019; Vuong & Khanh Giao, 2020; Xu & Wu, 2015).

The COOI must be taken very carefully by the marketer; it does not always COOI results to increase purchase intentions associated with ethnocentrism. It must be noted that COOI acts as an effective tool to be merged with SMC targeted for purchase intention.

6.3. Limitations & future research

This study had some limitations that can be addressed in future studies. First, we did not consider the control variables. Future research should explore this issue, especially using socio-demographic variables. Second, this study used self-reported quantitative methods only. To reduce bias, future scholars should use mixed methods and include a qualitative approach to ensure fairness in the study. Longitudinal and experimental studies can also be included. Third, the study was limited to only one moderator. Lastly, studies can be done on the product’s nature and quality, like the dispensable luxury nature of the product, to study the effect of mediators and moderators (Javalgi, Khare et al., 2005). We strongly believe that future scholars can consider a few other factors, such as government role and the state of the economy. Finally, we used only domestic products. Scholars are encouraged to add foreign products to real-time comparative analyses in the future.

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Ethical compliance

NA

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