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Review on Doctoral Thesis

Title: Consumer Ethnocentrism as a Strategic Tool for Developing Domestic Brand Equity in Developing Countries

Author: Wanninayake Mudiyansele Chandrarathna Bandara Wanninayake, B.Sc. MBA

Reviewer: Ass Prof. Jaroslava Kubátová, Ph.D.

The doctoral thesis presented by Mr. Wanninayake Mudiyansele Chandrarathna Bandara Wanninayake, B.Sc. MBA deals with highly actual and socially relevant subject of consumer ethnocentrism, which should be used as a strategic tool for developing domestic brand equity.

In chapter 1 the research problem solved in the thesis is clearly explained and its novelty is specified. One main and seven additional objectives of the study are given. Furthermore, the author asks nine research questions.

In chapter 2 an extraordinarily broad literature review is presented. This review demonstrates that the author has a solid understanding of the state-of-the-art in the research area as well as the knowledge of the most important and current literature.

In chapter 3 a conceptual framework for the research is developed. This framework is one of the author's contributions to the science, mainly the groups of antecedents of consumer ethnocentrism. In this chapter also seven hypothesis/groups of hypothesis for the next research are introduced.

In the next chapter (4) a research methodology is designed and explained. The methodology is scientifically sound and well described. Using this methodology, the research can be whenever reproduced.

In chapter 5 the gathered data are analyzed. Based on comprehensive statistical processing the groups of hypothesis are tested. The key findings of the statistical analysis are discussed in

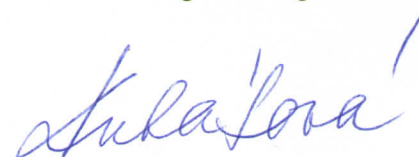
the next chapter (6). The key findings and their meaning is clearly and neatly presented in table 6.1. Subsequently the findings of this study are compared with previous literature.

In subchapter 6.2 a domestic brand equity model based on findings of the study is presented. It is evident, that the author met the objective of the study. This model, designed by the author is a next important contribution of the author to science and practice, particularly for marketing and for local brand development.

Not only from a scientific point of view but also formally and technically is the work excellent. Only a few abbreviations (FMCG, COO, SPA, PEA) are missing in the list of abbreviations, GP is used for two different objects (Cf. the list and p. 42). The author has also published many articles and papers in prestigious publications in several countries, so his long-term interest in the field is evident.

Overall, this doctoral thesis is of very high quality. However, I would like to ask some questions. In some parts of the work it seems (at least to me) that the author considers the multinational companies as predators, who try to weaken the local companies (see the first sentence of Extended abstract or the first sentence of subchapter 6.2, where consumer ethnocentrism is recommended as a strategic weapon, not strategic tool). Does the author see the globalization as a threat or as an opportunity for local companies, or both of them? In chapter 6.3.2 emotional and moral appeals are recommended to be used in encouraging national identity. Is not the author a little bit afraid that particularly emotional appeals can be to manipulative? I also do not understand the idea from the same subchapter, that blind patriotism can be promoted by adopting emotional brand appeals and constructive patriotism can be intensified by highlighting the development process of the country. What does it mean blind patriotism, why to promote it? And what does the author mean under the term constructive patriotism and why to intensify it? What does the author mean about the idea, that there is a considerable segment of customers in many countries interested in conscious consumption and that it is a great opportunity for the development of local brands, because these people would prefer ethnic products instead of the products made by multinational corporations?

In my opinion the author has all necessary practical skills, theoretical knowledge and high motivation for research work and **I recommend the thesis for defence.**



Jaroslava Kubátová

Olomouc, June 6, 2013