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| Title | A Conceptual Framework On Consumers' Willingness To Buy Foreign Products In Bangladesh | | | |
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| Abstract | |  | | |
| Over the last few decades, globalization and the openness of markets worldwide have extended the potential consumer from a domestic base to international consumers. It is critical for international marketers to evaluate consumers’ precise willingness to buy foreign-made products. Therefore, these issues need to be studied to evaluate the acceptance in the foreign market and build up a competitive advantage that will be sustainable in the long run. Regardless of the significance of analyzing consumer product perceptions, there is a research gap in modeling the relationship of essential determinants that affect consumers’ willingness to buy foreign products. The general objective of this study is to develop a conceptual framework on the interrelationship among consumer ethnocentrism, country of origin, and animosity toward consumers’ willingness to buy foreign products. The theory of planned behavior and other supporting theories were applied as the theoretical foundation for developing the conceptual model. The conceptual framework of this study proposed that consumer ethnocentrism, country of origin, and animosity have an enormous impact on willingness to buy foreign products. The research also aims to develop the mediating role of product judgment among consumers' ethnocentrism, country of origin, and animosity with consumers’ willingness to buy. This conceptual frame has proposed seven hypotheses, including the mediating effect of product judgment on the relationship between consumer ethnocentrism, country of origin, and animosity with a willingness to buy foreign-made products. | | | | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

**Goal 12- Responsible Consumption and Production**