

The Impact of National Identity Dimensions in Patriotic Advertising on Consumer Purchasing Behavior in Nepal

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Abstract. The influence of advertising on consumer behavior has attracted considerable interest from scholars, marketers, and advertisers. This study analyzed the impact of patriotic advertising dimensions on consumer purchase behavior in Nepal using a survey of 273 (158 Male and 115 Female) consumers. Correlation and regression analysis found significant positive relationships between national identity factors like national sovereignty ($\beta = 0.185$, $p < 0.05$), freedom and democracy ($\beta = 0.422$, $p < 0.05$), cultural diversity and harmony ($\beta = 0.401$, $p < 0.05$), national symbols and monuments ($\beta = 0.160$, $p < 0.05$), and consumer purchase behavior. However, prosperity ($\beta = -0.233$, $p < 0.05$), showed a negative effect. The results contribute to understanding emotional appeals in marketing but are limited by reliance on self-reports. The study contributes to both marketing strategies and consumer psychology by shedding light on the emotional and cognitive mechanisms that underlie the impact of patriotic advertising on consumer decisions.

Keywords: Consumer psychology, Emotional resonance, Ethical considerations, Marketing strategies, National pride

1. Introduction

In recent years, the role of advertising in influencing consumer behavior has become a topic of considerable interest among researchers, marketers, and advertisers. Advertising serves as a powerful tool for conveying messages (Halili et al., 2016), shaping perceptions (Dahal, 2022; Karamchandani et al., 2021), and eliciting emotions (Periasamy et al., 2017) in consumers. One area that has garnered attention is using patriotic themes in advertising campaigns. Patriotic advertising aims to evoke feelings of national pride (Rai et al., 2022; Yoo & Lee, 2020), unity, and identity by associating products (Wright, 2003) or services with broader societal values and symbols. Patriotic advertising incorporates themes and symbols that resonate with a nation's cultural, historical, and political context (Aronczyk, 2013). By tapping into collective emotions and shared values, advertisers attempt to connect the brand and the consumer's sense of national identity. Such advertisements often leverage narratives that highlight a nation's achievements, struggles, and aspirations. They might feature images of iconic landmarks, historical events, or cultural expressions that evoke a strong emotional response from the audience.

In the contemporary marketing landscape, patriotic themes in advertising campaigns have become a prevalent strategy (Mowen, 1988) employed by brands and marketers to connect with consumers on a deeper emotional level (Dahal, 2021). Patriotic advertising seeks to leverage the powerful sentiments associated with national identity (Carvalho et al., 2019), unity, and pride to influence (Wang, 2005) consumer purchasing decisions (Dahal et al., 2023; Smith & Tryce, 2019). While existing research has extensively explored the broader impact of advertising on consumer behavior, there remains a significant research gap concerning the specific influence of patriotic advertising on consumer purchasing behavior, mainly concerning critical, independent variables such as National Sovereignty, Freedom, Democracy, Prosperous Future and Development, National Symbols, and Cultural Diversity and Harmony.

Despite the widespread use of patriotic advertising across various industries and markets, the specific mechanisms through which these campaigns affect consumers' preferences and choices are poorly understood. The underlying psychological processes that link patriotic messaging with consumer behavior require further investigation. Moreover, the ethical implications of aligning consumerism with patriotic sentiments warrant in-depth exploration, as the potential manipulation of emotions and values for commercial gain raises questions about the boundaries of responsible advertising. Generally, this research aims to bridge the problem of what extent and through what mechanisms patriotic advertising influences consumer purchasing behavior, considering the independent variables of National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols, and Cultural Diversity and Harmony. Moreover, the knowledge gap provides a comprehensive understanding of how patriotic advertising resonates with consumers, impacting their purchasing decisions and shaping their perceptions of brands and products.

The present study is based on the following objectives to resolve these issues:

- 1) To explore the relationship of patriotic messaging on consumers' decisions to purchase products or services.
- 2) To explore how patriotic advertising influences consumer purchasing behavior in Nepal, this study aims to understand how independent variables like National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols, and Cultural Diversity and Harmony contribute to this influence.

2. Literature Review

National identity is a powerful lens through which individuals perceive and interact with the world around them. Social identity theory posits that individuals categorize themselves and others into social groups (Blount-Hill, 2019; Trepte & Loy, 2017) to enhance their self-esteem and self-identity. Consumers' alignment with patriotic values (Shepherd et al., 2015) and symbols can be seen as a way

to enhance their social identity.

Antibrand actions are consumer behaviors that stem from one's dissatisfaction with a brand, and they can range from sharing negative word-of-mouth (WOM) and organizing boycotts to spreading hatred and threatening the company (Japutra et al., 2018; Kähr et al., 2016). The emotional connection to national identity promoted by patriotic advertising (Carvalho et al., 2019) aligns with the principles of social identity theory. Cultural consumption theory emphasizes how individuals use cultural symbols (Feder et al., 2023; Paterson, 2023;) and practices to construct their identities. Patriotic advertising can be seen as a form of cultural consumption (Heller, 2005) where consumers align themselves with the values, history (Menichini & Rosati, 2014; Sharma et al., 2022), and symbolism of their nation through purchasing. This theory helps explain how consumers use products as tools to express their cultural identity. It is found that the intricate dynamics of red tourism, national identity, and emotional appeals, can be relevant to the understanding of how patriotic advertising influences consumer behavior in various contexts (Wang et al., 2023).

Cognitive dissonance theory also supports that cognitive dissonance arises if consumers perceive a misalignment between their identity and consumption choices (Cairns et al., 2022). Patriotic advertising reduces this dissonance by aligning consumers' values with their purchases (He, 2003) as buying products becomes congruent with their patriotic identity. These theories and concepts provide a robust theoretical foundation for understanding how patriotic advertising influences consumer purchasing behavior. By integrating insights from these theories, the study can comprehensively understand the psychological, emotional, and cultural mechanisms in this dynamic relationship.

Rezvani et al. (2012) and Rybina et al. (2010) found a positive relationship between patriotism and purchase intentions, demonstrating how consumers' opinions of patriotism directly relate to their purchasing behavior. Where the characteristics of national identity are supposed to influence consumer purchasing behavior as a result of patriotic advertising. Kim et al. (2013) investigated how consumer patriotism stimulates support for national teams and fosters group cohesion, supporting the idea that patriotic advertising can establish emotional ties and impact consumer decisions. The study by Rocha and Fink (2015) highlighted the positive impact of patriotism on the intention to purchase league-related products. It is understood that research into the impact of national emblems and ideals on consumer purchasing behavior is being conducted. Mishra et al. (2023) explored the complex interplay between consumers' national identity (NI), psychological ownership (PO), consumer animosity (CA), and consumer ethnocentrism (CET) in the context of Indian consumers' preferences for domestic versus foreign products, specifically Indian and Chinese products. It investigates the mediating and moderating roles of these constructs in shaping consumers' willingness to buy (WTB) domestic products.

The findings of Hong et al. (2000) about eliciting social identities through verbal and visual cues are consistent with the study's focus on leveraging cultural icons, emblems, and monuments in patriotic advertising to elicit feelings of national identity and patriotism among consumers. Kim et al. (2013) demonstrated the importance of emotional connections in influencing customer behavior by demonstrating how consumer patriotism favorably affects views toward businesses and advertising. The studies that mention a positive correlation between consumer ethnocentrism and patriotism (Cvirik, 2021) highlight how consumers' affinity for domestic products can be influenced by their sense of patriotism, directly related to investigating the impact of patriotic advertising on purchasing behavior. Carvalho et al. (2019) and Cvirik (2021) provide theoretical support for the function of national identity in affecting consumer behavior. Rai et al. (2023) discovered that patriotic commercials efficiently catch attention, stimulate interest, inspire desire, and motivate buy actions. It also emphasizes the connection between audience age, consumer ethnocentrism, education level, and the effect of patriotism appeal on consumer behavior. According to the study, the benefits of employing patriotism appeal vary according to the product, adding to product recognition and repositioning. Hong et al. (2000), relate the findings on social identity back to the use of national symbols in ads. Cvirik (2021) has linked ethnocentrism and patriotism more clearly to purchase intentions affected by patriotic advertising.

Using the idea of planned behavior and national identity expressions, Amarullah and Handriana (2022) discovered the participation intention in the "buy-local" campaign. Data from 414 online questionnaires validate five out of six hypotheses. Patriotism and ethnocentrism benefit campaign sentiments; however, nationalism has no such effect. Attitude, subjective norms, and perceived behavioral control positively influence participation intentions. According to Malhotra and Ramalingam (2022), consumers had a poor experience with foreign-made products, which led to discomfort in acquiring them and, as a result, feelings of guilt. Mishra et al. (2023) emphasized the importance of extra efforts to reduce feelings of guilt. These findings contributed to the idea that ethnocentrism encourages patriotism in purchasing decisions. Niharika and Yadav's (2023) research discovered four components of emotional branding: sensory appeal, brand attachment appeal, communication appeal, and patriotic appeal, and revealed that emotional branding directly influences purchase intention. Khair et al. (2023) discovered hidden advantages of the pandemic's involvement in modifying views of country image and local goods, extending insights into consumer behavior during crises and the impact of cue theory on goods perceptions.

The empirical findings helped reinforce the study's theoretical framework, illustrating the interconnectedness of patriotism, national identity, and consumer behavior and their relevance to the impact of patriotic advertising on purchasing behavior. The based framework of this study is as follows:

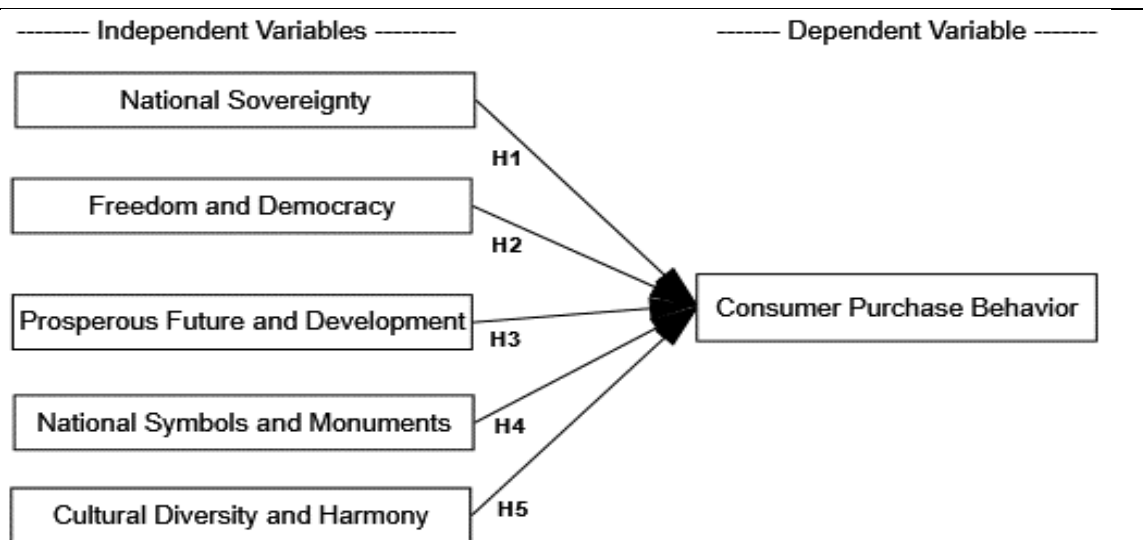


Fig.1: Research Framework

The study is based on the following hypothesis:

H1: A significant relationship exists between patriotic advertisements featuring national sovereignty and consumer buying behavior.

H2: A significant relationship exists between dimensions of a patriotic advertisement featuring freedom and democracy and consumer buying behavior.

H3: A significant relationship exists between dimensions of a patriotic advertisement featuring a prosperous future and development and consumer buying behavior.

H4: There is a significant relationship between dimensions of a patriotic advertisement featuring national symbols, landmarks, monuments, figures, and sports and activities representing the nation and consumer buying behavior.

H5: There is a significant relationship between dimensions of patriotic advertisement featuring cultural diversity and harmony and consumer buying behavior.

3. Methodology

The study employed a causal research design by developing study hypotheses to express independent and dependent variables to discover the link between the variables studied. The focus of the study was to assess the impact of the patriotic appeal of advertising on consumer purchase behavior in the Nepalese market. The population of this study includes all customers, regardless of gender, who are permanently or temporarily residing in the Kathmandu Valley, have any degree of education, and are employed in any line of work. Only comments from Nepalese clients are being collected because the study's primary focus is on patriotic appeal. Only Nepalese may benefit from the patriotic appeal in Nepalese commercials.

The study employed a non-probability sampling technique referred to as convenience sampling. The selection of respondents was determined at the researcher's discretion, considering their availability and willingness to participate in the survey. The data was collected in Kathmandu Valley, the capital city of Nepal. Patriotic advertising has been a prevalent feature in advertisements for an extensive duration, resulting in a substantial exposure of responders to patriotic advertising across diverse mediums. The study's sample size consisted of 273 consumers who purchased various products within the Kathmandu Valley.

The study used a self-administered questionnaire via field and online survey. The first section of the questionnaire contained four questions relating to the respondents' socio-demographic information. The second section contained twenty-eight items relating to the dependent and independent variables based on a five-point Likert-type scale.

The data was coded using the SPSS software for Windows, which converts the alphabet into numerical form and generates various outputs. Statistical techniques such as mean and frequencies were used to process the data. The processed data was used to draw conclusions about the research effort and determine the outcome. To manage and evaluate the data, Microsoft Excel was also used. Correlational analysis was used to analyze the data in this study. The study's hypotheses were tested using regression analysis. Reliability tests ensure measurement accuracy, while demographic profiling contextualizes participants. The descriptive analysis summarizes data characteristics. Pearson Correlation reveals variable relationships and regression analysis models these relationships. The study implemented these essential aspects of statistical measurements.

This study's detailed data analysis was justified by the urgent necessity to thoroughly examine the complex interactions between patriotic advertising and consumer purchasing behavior in the particular setting of Nepal. Focusing on National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols, Cultural Diversity and Harmony, and National Symbols as independent variables, the analysis acts as a strategic compass to comprehend not only the degree to which patriotic advertising influences consumer choices but also the particular aspects of national identity that have the most influence. This study uses statistical analysis to test theories empirically, identify important factors influencing consumer behavior, look for correlations, and provide useful information that can guide policy and advertising decisions in Nepal's fast-paced market.

The reliability of research instruments is a fundamental aspect that ensures the robustness and credibility of study findings. This section focuses on evaluating reliability, which refers to the consistency and stability of the measurements over time. By examining the reliability processes employed in this study, a comprehensive understanding of the trustworthiness and accuracy of the collected data can be established.

Table 1: Reliability Test

S. N.	Dimensions	Items (Nos.)	Cronbach's Alpha
1	National Sovereignty	4	0.816
2	Freedom and Democracy	4	0.856

3	Prosperous Future and Development	4	0.842
4	National Symbols and Monuments	4	0.843
5	Cultural Diversity and Harmony	4	0.809
6	Consumer Purchase Behavior	7	0.886
Total		27	0.975

Table 1 presents the reliability test results conducted to assess the internal consistency of the research instrument. Each dimension, represented by a set of items, was evaluated for reliability using Cronbach's Alpha coefficient. The dimensions include National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols, Cultural Diversity and Harmony, and Consumer Purchase Behavior. The Cronbach's Alpha values for each dimension indicate strong internal consistency, with scores ranging from 0.809 to 0.886. Additionally, the combined reliability score for all dimensions in the study is exceptionally high, with a Cronbach's Alpha of 0.975. These results affirm the reliability of the data collection tool and suggest that the items within each dimension consistently measure the intended constructs, thereby enhancing the credibility of subsequent analyses and findings.

4. Analysis and Presentation of Results

This section provides a snapshot of the demographic characteristics of the study participants by capturing critical information such as age, gender, education, cultural background, and geographic location to gain insights into the diverse sample composition. Understanding these demographic factors is crucial for interpreting how various segments of the population might respond to patriotic advertising, adding depth to our analysis of its influence on consumer behavior.

Table 2: Respondent Profile

Dimensions	Frequency	Percentage
Gender		
Male	158	57.9
Female	115	42.1
Total	273	100
Age		
19 to 26	50	18.3
27 to 34	117	42.9
35 to 42	68	24.9
42 and above	38	13.9
Total	273	100
Academic Qualification		
SEE/SLC to Intermediate (+2) level	49	17.9
Bachelor	165	60.4
Masters and above	59	21.6
Total	273	100

Table 2 provides a comprehensive overview of the respondent profile regarding gender, age, and academic qualifications. Regarding gender distribution, the study encompassed a diverse representation, with 57.9 % of the participants identifying as male and 42.1 % as female. Turning to age distribution, the largest segment of respondents, constituting 42.9 % of the total sample, falls within the 27 to 34 age range. The subsequent age bracket of 35 to 42 encompasses 24.9 % of participants, while those aged 19 to 26 and 42 and above account for 18.3% and 13.9 %, respectively. Regarding academic qualifications, a significant proportion (60.4 %) of respondents hold a Bachelor's degree, 21.6 % with a Masters's or higher degree, and 17.9 % with qualifications ranging from SEE/SLC to Intermediate (+2) level. These demographic insights lay a crucial foundation for interpreting the influence of patriotic advertising on

consumer purchasing behavior, offering a lens through which to analyze potential variations in responses based on gender, age, and educational background.

This section serves as a comprehensive exploration of the collected data, presenting insights into the influence of patriotic advertising on consumer purchasing behavior across various dimensions. By rigorously examining the relationships between independent variables, such as National Sovereignty (NSG), Freedom and Democracy (FAD), Prosperous Future and Development (PFAD), National Symbols and Monuments (NSAM), and Cultural Diversity and Harmony (CDAH), and the dependent variable of Consumer Purchase Behavior (CPB), this section aims to provide a deep understanding of how patriotic appeals impact consumers' decisions and preferences.

Table 3: Correlations

	NSG	FAD	PFAD	NSAM	CD	CPB
CPB	.927**	.933**	.895**	.919**	.925**	1

***. Correlation is significant at the 0.01 level (2-tailed)*

Table 3 presents the correlation coefficients among the variables: National Sovereignty (NSG), Freedom and Democracy (FAD), Prosperous Future and Development (PFAD), National Symbols and Monuments (NSAM), Cultural Diversity and Harmony (CD), and Consumer Purchase Behavior (CPB). The correlation values indicate the strength and direction of relationships between these variables. The highest positive correlations are observed between Consumer Purchase Behavior (CPB) and each of the independent variables, National Sovereignty (NSG), Freedom and Democracy (FAD), Prosperous Future and Development (PFAD), National Symbols and Monuments (NSAM), and Cultural Diversity and Harmony (CD). These robust correlations range from 0.895 to 0.933, signifying a robust positive association between consumers' purchase behavior and their perceptions of these dimensions.

These findings underscore the significant influence of the studied dimensions on consumers' purchase behavior, indicating that participants' perceptions of Freedom and Democracy are higher among other variables and National Sovereignty, Prosperous Future and Development, National Symbols and Monuments, and Cultural Diversity and Harmony increase, their likelihood of engaging in positive purchase behavior also rises. Notably, these correlations are statistically significant at the 0.01 level, emphasizing the strength and reliability of the observed relationships. The results are a source of implications related to theoretical frameworks in marketing, consumer behavior, and advertising research. To begin, the positive connections between patriotic advertising and consumer purchasing behavior are consistent with existing theories that highlight the persuasive power of emotional appeals in advertising. This highlights the importance of ideas like the Elaboration Likelihood Model (ELM) and the Emotional Branding Theory, which argue that emotional connections can help shape customer attitudes and intentions. Second, the role of National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols, and Cultural Diversity and Harmony in influencing consumer behavior strengthens the case for cultural identity theories.

The subsequent section employs regression analysis to delve deeper into the multivariate relationships among the study variables, providing insights into independent variables that collectively contribute to predicting Consumer Purchase Behavior.

Table 4: Regression Results

Factors	Beta	T	Sig.
(Constant)	.202	3.116	.002
NSG	.185	3.591	.000
FAD	.422	7.128	.000
PFAD	-.223	-3.661	.000
NSAM	.160	2.550	.011

CD	.401	8.401	.000
R= .960	R Square = .921	F Value=623.95	.000

Dependent Variable: Consumer Purchase Behavior

Table 4 presents the outcomes of the regression analysis, which aimed to elucidate the predictive influence of the factors, including National Sovereignty (NSG), Freedom and Democracy (FAD), Prosperous Future and Development (PFAD), National Symbols and Monuments (NSAM), and Cultural Diversity and Harmony (CD), on the dependent variable Consumer Purchase Behavior. The analysis reveals several significant findings. Notably, the constant term has a coefficient of 0.202 and is statistically significant ($t = 3.116$, $p = 0.002$). This indicates the baseline effect on Consumer Purchase Behavior when all other predictor variables are constant. Among the factors under investigation, Freedom and Democracy (FAD) and Cultural Diversity and Harmony (CD) emerge as particularly influential. Both exhibit substantial beta coefficients of 0.422 and 0.401, respectively and are highly statistically significant ($t = 7.128$, $p = 0.000$ for FAD; $t = 8.401$, $p = 0.000$ for CD). This suggests that participants' perceptions of freedom, Democracy, and cultural harmony significantly impact their Consumer Purchase Behavior.

Moreover, National Sovereignty (NSG) and National Symbols and Monuments (NSAM) also contribute to the predictive model, albeit with relatively lower beta coefficients of 0.185 ($t = 3.591$, $p = 0.000$ for NSG) and 0.160 ($t = 2.550$, $p = 0.011$ for NSAM). On the other hand, Prosperous Future and Development (PFAD) exhibit a negative influence, with a beta coefficient of -0.223 ($t = -3.661$, $p = 0.000$), indicating that perceptions of prosperous future and development negatively affect Consumer Purchase Behavior.

The regression model demonstrates high predictability, as indicated by an impressive R-square value of 0.921. This suggests that around 92.1% of the variability in Consumer Purchase Behavior can be explained collectively by the factors studied. The F-statistic of 623.95 is highly significant ($p = 0.000$), reinforcing the overall validity of the regression model. The regression analysis underscores the significance of Freedom and Democracy, Cultural Diversity and Harmony, National Sovereignty, and National Symbols and Monuments in influencing Consumer Purchase Behavior. The model provides a comprehensive understanding of how these factors collectively shape consumer decisions in the context of patriotic advertising.

The findings shed light on the complex relationship between patriotic advertising and consumer purchasing behavior in Nepal. Notably, Freedom and Democracy, as well as Cultural Diversity and Harmony, appear as important drivers of consumer choices, highlighting the power of emotional appeals that celebrate these ideals. Prosperous Future and Development, on the other hand, have a negative effect on purchasing behavior, implying that advertisements emphasizing economic advancement may not be as appealing to customers. National Sovereignty and National Symbols also play a role, though to a lesser extent. These findings provide advertisers with concrete advice, underlining the need for personalized advertisements that resonate with specific aspects of national identity. However, the study acknowledges the limits of self-reported data and recommends that future research investigate the complex cultural and socioeconomic elements that influence consumer behavior in the context of patriotic advertising.

5. Discussions

Previous studies showcase a rich tapestry of studies exploring the relationship between patriotism and consumer behavior, particularly in patriotic advertising. These studies highlight how national identity and patriotic appeals can influence consumers' attitudes and intentions, shedding light on the potential impact on purchasing decisions. The outcomes observed in Rezvani et al. (2012) and Rybina et al. (2010) studies reinforce the idea of a positive connection between patriotism and the intention to make

purchases. This aligns with the core focus of our study, which aims to understand how patriotic advertising influences consumer behavior. Kim et al. (2013) and Rocha and Fink (2015) further emphasize the potency of emotional bonds fostered by patriotic advertising. These emotional ties not only bolster support for national teams but also influence the inclination to purchase products associated with leagues or national symbols. These collective findings provide substantial evidence that patriotic advertising can indeed create emotional connections that shape consumer decision-making.

Earlier studies revealed that the role of age, consumer ethnocentrism, and education level in mediating the effect of patriotism appeal on consumer behavior adds complexity to the discussion. This emphasizes the importance of considering demographic variables in understanding the nuanced impact of patriotic advertising. Amarullah and Handriana's (2022) exploration of participation intentions in the "buy-local" campaign brings in the concept of nationalism and its varying effects. This contrasts with the current study's emphasis on other dimensions of national identity, indicating that different facets can impact consumer intentions differently. Malhotra and Ramalingam (2022), and Mishra et al. (2023) offered insights into the potential discomfort and guilt associated with foreign-made products, illustrating how feelings of ethnocentrism and patriotism can shape purchasing decisions. These findings resonate with the present study's investigation of Consumer Purchase Behavior (CPB). Niharika and Yadav's (2023) exploration of emotional branding and its direct impact on purchase intentions reinforces the role of emotional connections, aligning with the understanding that patriotic appeals create emotional ties that influence consumer behavior. Mishra et al. (2022) investigated the impact of customers' national identification on their propensity to purchase local versus foreign items, as well as the mediating functions of psychological ownership and consumer animosity. This study echoes the current study's analysis of the impact of patriotic advertising, underlining the necessity of understanding the psychological components that underpin consumer purchase behavior (Mishra et al., 2022).

Khair et al. (2023) extended insights into the impact of external factors, such as crises, on consumer behavior, highlighting the malleability of consumer perceptions and behaviors based on the country's image and local goods. The collective findings from these studies provide substantial support for the current study's exploration of the impact of patriotic advertising on Consumer Purchase Behavior (CPB) through various dimensions of national identity. The positive relationships observed between patriotism, emotional connections, ethnocentrism, and purchasing intentions offer a coherent narrative that resonates with the study hypotheses. However, it is worth noting that the varying effects of nationalism, as indicated by Amarullah and Handriana (2022), and the potential discomfort with foreign-made products, as highlighted by Malhotra and Ramalingam (2022) and Mishra et al. (2023), introduce a layer of complexity. These findings suggest that while national identity plays a pivotal role, its facets can lead to contrasting effects on consumer behavior based on specific contexts and psychological mechanisms. However, the nuanced role of nationalism, discomfort with foreign-made products, and the age and education level of the audience indicate that a one-size-fits-all approach may not be effective. Instead, advertisers should conduct audience segmentation and tailor their campaigns to align with the unique characteristics and values of specific consumer groups. The study on red tourism in China by Wang et al. (2023) provides support to the present study by emphasizing the influential role of emotions and national identity in shaping behavioral intentions. While the contexts differ, the common themes of emotional impact and national identity underscore the relevance of understanding these factors in the context of patriotic advertising and consumer purchasing behavior.

Moreover, the study underscores the importance of ethical considerations in patriotic advertising. While patriotism can be a powerful tool, it should be used responsibly, respecting the complexity of national identity and the potential for emotional manipulation.

6. Conclusions

This study delved into the intricate relationship between patriotic advertising and its impact on

consumer purchasing behavior, focusing on critical dimensions of national identity. The findings underscore the significant influence of patriotic appeals on consumers' decisions and preferences, contributing valuable insights to academia and marketing practitioners. The analysis revealed strong positive correlations between consumers' perceptions of National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols and Monuments, Cultural Diversity and Harmony, and Consumer Purchase Behavior. These correlations emphasize that consumers who resonate with the values embodied by patriotic advertising are more inclined to engage in positive purchase behavior. Regression analysis further illuminated the multivariate dynamics of this relationship. Freedom and Democracy and Cultural Diversity and Harmony emerged as particularly potent predictors of Consumer Purchase Behavior. The positive coefficients associated with National Sovereignty and National Symbols and Monuments indicated their meaningful contributions, while Prosperous Future and Development exhibited an unexpected negative influence. The study highlights the nuanced interplay between consumers' emotional connections to national identity and purchasing decisions. The results offer marketers valuable insights into crafting more effective and resonant patriotic advertising campaigns, enabling them to better align products and services with consumers' values and aspirations.

In conclusion, this study enriches our understanding of the intricate relationship between patriotic advertising and consumer purchasing behavior. It emphasizes the need for marketers to balance emotional appeals with ethical considerations delicately and underscores the role of national identity in shaping consumer choices. This research contributes to theoretical understanding and practical applications in advertising and consumer psychology by delving into the psychological mechanisms that link patriotism and consumer behavior.

This research makes several key contributions to the field. Firstly, it highlights the significant impact of patriotic advertising on consumer purchasing behavior in the unique context of Nepal, enriching our understanding of the power of emotional appeals in advertising. Secondly, by identifying specific dimensions of national identity, such as National Sovereignty, Freedom and Democracy, Prosperous Future and Development, National Symbols, and Cultural Diversity and Harmony, that influence consumer choices, this study offers practical guidance for advertisers and marketers seeking to create resonant campaigns. However, limitations include a reliance on self-reported data and the potential influence of social desirability bias. To advance this field, future research should explore the role of cultural contexts and societal changes in shaping the dynamics between patriotic advertising and consumer behavior and employ more diverse research methods to enhance the robustness of findings.

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