

ABSTRACT

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The Influence of Indonesian Young Consumer Global Orientation Toward Global Fashion Brand

(XI + 63 pages + 3 figures + 13 tables + 4 appendices)

This research aims to analyze and test the impact of consumer global orientation, inferior image of local brand, and foreign brand admiration toward willingness to pay more for foreign brand. The approach of this study is quantitative research with data collection method using electronic questionnaire of Google forms. This study conducted in Indonesia, which 135 young Indonesian local and global fashion brand consumers in Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) become the respondents of the research. The measurement of the outer and inner model is calculated by SmartPLS 3. Structural Equation Modelling was performed to test the construct relations in the theoretical framework of this study. The findings of this study found that consumer global orientation, inferior image of local brand, and foreign brand admiration positively affect willingness to pay more for foreign brand. For further research, we recommend to enlarge a bigger scope of respondents with different background.

Keywords: *Consumer global orientation; Inferior image of local brand; Foreign brand admiration; Willingness to pay more for foreign brand.*

References: 64 (2000-2020)