

ABSTRACT

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THE MODERATING ROLE OF CUSTOMER ETHNOCENTRISM ON THE LINKING OF PERCEIVED BRAND GLOBALNESS AND CUSTOMER PURCHASE INTENTION: THE MODERATING ROLE OF CUSTOMER ETHNOCENTRISM ON THE LINKING OF PERCEIVED BRAND GLOBALNESS AND CUSTOMER PURCHASE INTENTION: AN EVIDENCE FROM INDONESIA

(156 pages; 9 figures; 44 tables; 5 appendices)

The aim for this study is to understand the relationships between perceived brand globalness and perceived brand prestige, brand social responsibility, perceived brand quality, the mediating role of perceived brand credibility, and the moderating role of consumer ethnocentrism. The approach of this study is quantitative research with data collection method using the electronic questionnaires of Google form. The measurement model of outer and inner model is analysed by Smart-PLS 3.2.9. The outer model consists of validity, reliability, and HTMT test while the inner model examines R-square, goodness of fit, common method bias, predictive relevance, T-statistics, and P-value tests. Findings of the study show that PBG have the effects on CPI, PBP, BSR, PBQ, and PBC. Also, perceived brand credibility mediates PBG and PBQ, and perceived brand quality mediates PBG and CPI. Lastly from this study result show that consumer ethnocentrism moderates PBG and PBP. The whole variables and their relationship were put into the global brand product context to get more applicable insights.

Keywords: *Perceived Brand Globalness, Perceived Brand Prestige, Brand Social Responsibility, Perceived Brand Quality, Perceived Brand Credibility, Customer Purchase Intention, and Consumer Ethnocentrism.*

References: 140 (2005-2020)