

ABSTRACT

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THE INFLUENCE OF CONSUMER ETHNOCENTRISM, LACK OF AVAILABILITY OF DOMESTIC PRODUCTS, PRODUCT NECESSITY ON CONSUMER ATTITUDE TOWARDS FOREIGN PRODUCTS ON SHOPEE

(xiv + 143 pages; 9 figures; 4 charts; 30 tables; 5 appendixes)

This study aims to examine the negative effect of consumer ethnocentrism, positive effect of lack of availability of domestic products and product necessity on consumer attitude towards foreign products on Shopee. An initial survey was conducted in the beginning of this study and a few gaps in the domestic market is discovered. It was founded that Indonesian Shopee users tend to be indifferent about product's country of origin and that they feel a lack in Shopee's domestic section and a necessity in its foreign section. This research then intends to prove the phenomena by conducting a more formal and valid research. This research used the non-probability purposive sampling with 210 respondents, done with Google Form, and distributed via social media. Data was processed using the Partial Least Square-Structural Equation Modelling (PLS-SEM) method with SmartPLS software. Results showed that all variables have significant effect and all hypotheses are accepted. Consumer ethnocentrism is found to be negatively influencing consumer attitude. Lack of availability and product necessity, on the other hand is found to positively influence consumer attitude. The managerial implication of this study would provide several recommendations for Shopee on enhancing its product ranges availability as well to the foreign and local sellers on its platform.

Keywords: *Consumer Ethnocentrism, Lack of Availability of Domestic Products, Product Necessity, Consumer Attitude towards Foreign Products*

References: (1994-2020)