

## ***ABSTRACT***

Kevin (01011170039)

### **THE EFFECT OF CONSUMER ETHNOCENTRISM, LACK OF AVAILABILITY AND PRODUCT NECESSITY IN EVALUATION OF FOREIGN PRODUCT ON LAZADA USERS ATTITUDE IN WEST & NORTH JAKARTA CONSUMER PERSPECTIVE**

(xii +99 pages: 7 figure; 21 table; 2 appendix)

Export-import activities in Indonesia are inherent in the activities of Indonesian society. Imported goods have become the life partner of Indonesians in fulfilling their needs and desires. In this study, this study will study the negative effects of consumer ethnocentrism. second, how the lack of availability of domestic products gives a positive effect. Then in this research we will study product necessity on consumer attitude toward imported product in Lazada. Lazada use Consumer Ethnocentrism, Lack of Availability of Domestic Products, Product Necessity and Customer Attitude towards Foreign Products in running their business at e-commerce business in Indonesia. To focusing the study, the researcher focus on West and North Jakarta as the object of the study. There are 3 Hypothesis in this study, (1) Consumer ethnocentrism was negatively influence consumer attitudes. (2) Lack of product availability & Product Necessity influence a positive consumer attitude towards foreign product in Lazada. (3) Product necessity influence a positive Consumer Attitude towards foreign products on Lazada is supported. The result from this research will add knowledge of marketing, this research is expected to help & assist SMEs in Indonesia in determining product choices & positioning their shops when they want to do business on the Lazada platform compared to similar competitors from abroad.

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

**References:** 55 (1997-2020)