

TABLE OF CONTENTS

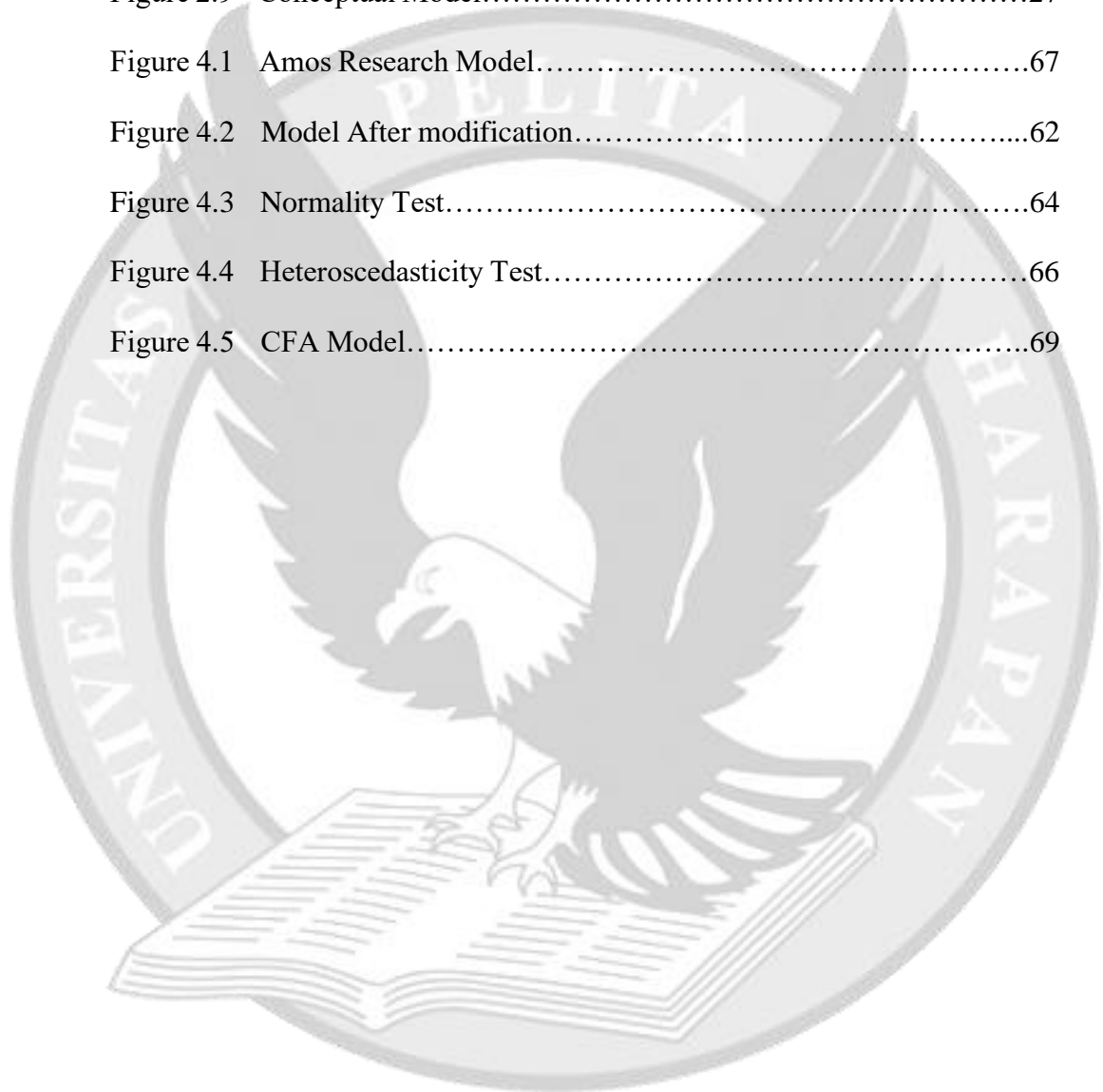
THESIS APPROVAL.....	v
THESIS DEFENSE COMITEE	vi
<i>ABSTRACT</i>	v
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER I.....	1
1.1 Research Background.....	1
1.2 Research Problem	4
1.3 Research Questions	6
1.4 Research Objective	7
1.5 Research Contribution.....	7
1.5.1 Theoretical Significance.....	7
1.5.2 Practical Significance.....	8
1.6 Research Outline.....	8
CHAPTER II	11
2.1 Global Consumer Behavior	12
2.2 Consumer Behavior	14
2.3 Consumer Ethnocentrism	15
2.4 Lack of Availability of Domestic Products.....	16
2.5 Types of Products.....	18

2.6 Product Necessity	20
2.7 Consumer Attitude.....	20
2.7.1 Consumer Attitude towards Global Brands.....	22
2.8 Relationship Between Variables	23
2.8.1. Influence of ‘Consumer Ethnocentrism’ towards ‘Attitude’	23
2.8.2. Influence of ‘Lack of Availability of Domestic Products’ towards ‘Attitude’	25
2.8.3. Influence of ‘Product Necessity’ towards ‘Attitude’	26
2.9. Conceptual Model	27
3.0. Related Previous Studies.....	27
CHAPTER III.....	30
3.1. Research Paradigm.....	31
3.2. Unit of Analysis	32
3.3. Research Type.....	33
3.4 Research Variables Operationalization	35
3.5. Population and Sample	38
3.5.1. Determination of the number of sample.....	39
3.5.2. Sampling Method	41
3.6. Data Collection Method	45
3.6.1. Measurement Scale	46
3.7. Data Analysis Method.....	48
3.8. Pre-Test	50
3.8.1. Validity Test	51
3.8.2. Convergent Validity	52

3.8.3. Discriminant Validity.....	52
3.8.4. Reliability Test	53
3.9. Pre-Test Results	54
3.9.1 Validity Test in the Pre-test stage.....	54
3.9.2 Reliability Test of the Pre-test Stage	56
3.9.3 Hypothesis Test.....	56
CHAPTER IV	58
4.1. Respondent Profile.....	59
4.2. Structural Model Testing.....	61
4.3 Classic assumption test	65
4.3.1 Normality Test	65
4.3.2. Multicollinear Test.....	67
4.3.3. Heteroscedasticity test	68
4.3.4 Instrumnt Accuracy Test.....	70
4.4 Evaluation of SEM Assumptions.....	75
4.5 Hypothesis Test Results	79
4.6 Discussion	81
CHAPTER V.....	83
5.1 Conclusion.....	83
5.2 Implication of Research.....	84
5.3 Limitation.....	85
5.4 Recommendation for Future Research	85
REFERENCES.....	86
QUESTIONNAIRE	90

LIST OF FIGURES

Figure 2.1	Model of Buyer Behavior.....	14
Figure 2.9	Conceptual Model.....	27
Figure 4.1	Amos Research Model.....	67
Figure 4.2	Model After modification.....	62
Figure 4.3	Normality Test.....	64
Figure 4.4	Heteroscedasticity Test.....	66
Figure 4.5	CFA Model.....	69



LIST OF TABLES

Table 2.1 Previous Studies.....	27
Table 3.1 Measurement Table (Conceptual & Operational Definition).....	35
Table 3.2 Population Limitations in Research.....	44
Table 3.3 Convergent Validity Test in the Pre-test stage.....	55
Table 3.4 Reliability Test of the Pre-test Stage.....	56
Table 4.1 Gender Percentage.....	59
Table 4.2 Age Percentage.....	60
Table 4.3 Profession Percentage.....	60
Table 4.4 Domicile Percentage.....	61
Table 4.5 Product Category Percentage.....	61
Table 4.6 Results of the goodness of fit measurement model.....	63
Table 4.7 Results of goodness of fit after modification.....	64
Table 4.8 Kolmogorov-Smirnov Test Results.....	67
Table 4.9 Multicollinear Test.....	68
Table 4.10 Test Results Convergent Validity.....	71
Table 4.11 Reliability Test Results of Consumer Ethnocentrism.....	73
Table 4.12 Reliability Test Results of Lack of Availability of Domestic Products.....	73
Table 4.13 Reliability Test Results Product Necessity.....	74
Table 4.14 Reliability Test Results of Attitude towards foreign product.....	75
Table 4.15 Normality Test Results.....	76
Table 4.16 Outlier Detection in Data SEM.....	78
Table 4.17 Hypothesis Testing Result.....	80