

ABSTRACT

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CULTURAL SIMILARITY, CONSUMER ETHNOCENTRISM, AND PRODUCT NECESSITY IN EVALUATION OF KOREAN INSTANT NOODLE PRODUCTS: INDONESIAN CONSUMER PERSPECTIVE

(XII + 81 pages, 7 figures, 24 tables, 20 appendix)

Although Korean instant noodle increased in exports, it still cannot compete with top local instant noodle players like Indomie which owns most of the market share in Indonesia. The research is conducted to know the influence of consumer ethnocentrism, lack of availability of domestic product, product necessity in the evaluation of attitude towards foreign product in an Indonesian consumer perspective with cultural similarity acting as a moderating variable. As a quantitative research, to obtain the data needed, the data collection method used is by giving out links to the online questionnaire. The respondents of this study is an Indonesian consumers who have an experience of consuming Korean instant noodle products from JABODETABEK and range between 18-24 years old. There are 316 respondents obtained in this reseach. The data collected is processed and analised using SmartPLS 3.2.9. The outer model consists of validity and reliability measurements, while the inner model consists of measurements of collinearity test, R-Square, T-Statistics, and P-Value tests. From this research, the researcher was able to discover that there is a negative influence of consumer ethnocentrism and positive influence of product necessity on the attitude of foreign products in Indonesia. Meanwhile, it is not proven that there is a positive influence of lack of availability of domestic product on the attitude of foreign product and there is no moderating role from country of origin cultural similarities with home country consumer in evaluating foreign product.

Keywords: *Cultural similarity, consumer ethnocentrism, lack of availability of domestic product, product necessity, attitude towards foreign product.*

References: 80 (1943-2021)