

ABSTRACT

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THE EFFECTS OF CONSUMER ETHNOCENTRISM, CULTURAL SENSITIVITY, AND DEMOGRAPHIC CHARACTERISTICS ON CONSUMER ATTITUDES TOWARD LOCAL FASHION BRANDS IN INDONESIA

(xv + 85 pages; 10 figures; 21 tables; 6 appendices)

Fashion sector is one of the most promising industries in Indonesia. Looking at market share data, the country's market is still dominated by imported goods and global fashion brands. However, Indonesians started to see their own nation's potential, resulting in the number of local businesses that started to appear and local fashion businesses in Indonesia are constantly growing as a result of rising consumer demand. This study was conducted to look at the perspectives of consumer ethnocentrism, cultural sensitivity, and demographic characteristics that exist in Indonesia and their influence on consumers' attitudes toward local fashion brands in Indonesia. This research is a quantitative research using the questionnaires as a tool for data collection. The respondents of this study are all UPH undergraduate active students who live in Jabodetabek area and are familiar with local fashion brands. The sample size for this study is 157 respondents. The software SmartPLS was used to process the data. The study's findings revealed that the first and second hypotheses are supported, while the third and fourth hypotheses are not supported.

Keywords: Consumer Ethnocentrism; Cultural Sensitivity; Demographic Characteristics; Gender; Consumer Attitudes; Local Fashion Brand; Indonesia

References: 47 (1981-2022)