

## TABLE OF CONTENTS

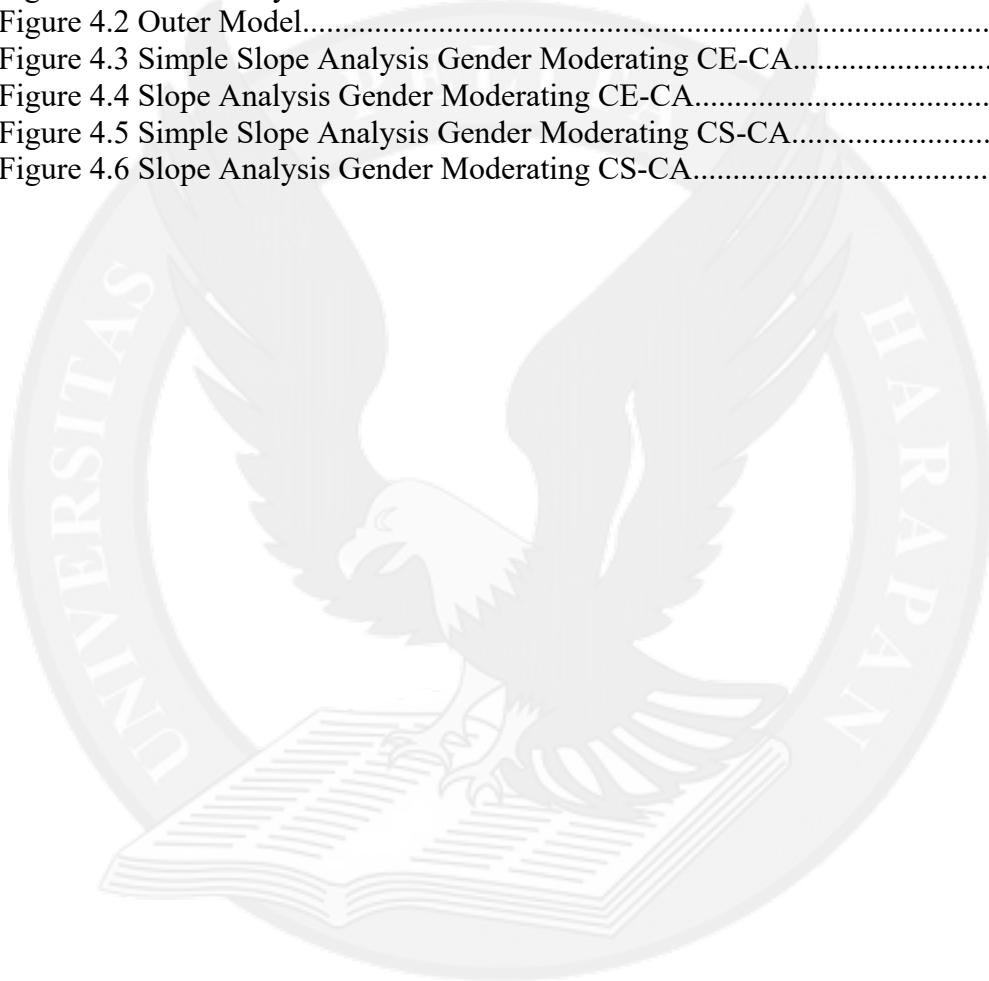
<i>THESIS APPROVAL</i> .....	<i>iii</i>
<i>THESIS DEFENSE COMMITTEE</i> .....	<i>iii</i>
<i>ABSTRACT</i> .....	<i>v</i>
<i>ACKNOWLEDGEMENT</i> .....	<i>vi</i>
<i>CHAPTER I</i> .....	<i>1</i>
<i>INTRODUCTION</i> .....	<i>1</i>
1.1 Research Background.....	1
1.2 Problem Statement .....	6
1.3 Research Questions .....	7
1.4 Research Objectives .....	8
1.5 Significance of The Study .....	9
1.5.1 To The Researchers.....	9
1.5.2 To Future Researchers.....	9
1.5.3 To The Marketers.....	9
1.6 Organization of The Study .....	10
<i>CHAPTER II</i> .....	<i>11</i>
<i>LITERATURE REVIEW</i> .....	<i>11</i>
2.1 Theoretical Framework .....	11
2.1.1 Fashion .....	11
2.1.2 Brand .....	11
2.2 Research Variables.....	12
2.2.1 Consumer Ethnocentrism .....	12
2.2.2 Cultural Sensitivity.....	13
2.2.3 Consumer Attitudes.....	14
2.2.4 Demographic Characteristics (Gender).....	15
2.3 Relationship Between Variables .....	16
2.3.1 Consumer Ethnocentrism and Consumer Attitudes .....	16
2.3.2 Cultural Sensitivity and Consumer Attitudes.....	17
2.3.3 Demographic Characteristics (Gender) and Consumer Attitudes .....	18
2.6 Research Model.....	20
<i>CHAPTER III</i> .....	<i>21</i>
<i>RESEARCH METHODOLOGY</i> .....	<i>21</i>

3.1 Research Object .....	21
3.2 Research Paradigm.....	21
3.3 Types of Research .....	22
3.4 Data Collection Strategies.....	23
3.5 Extent of Researcher Interference.....	24
3.6 Study Setting .....	25
3.7 Unit of Analysis .....	25
3.8 Time Horizon .....	26
3.9 Measurement of Variables .....	26
3.10 Conceptual and Operational Definition .....	28
3.11 Data Collection.....	33
3.12 Population and Sample.....	34
3.12.1 Sample Size.....	35
3.12.2 Sampling Design .....	35
3.14 Data Analysis .....	37
3.14.1 Descriptive Statistics.....	37
3.14.2 PLS-SEM .....	38
3.15 Instrument Test.....	40
3.15.1 Validity Test.....	40
3.15.1.1 Convergent Validity .....	40
3.15.1.2 Discriminant Validity.....	41
3.15.2 Reliability Test.....	42
3.16 Hypothesis Testing.....	43
<i>CHAPTER IV</i> .....	44
<i>RESULT AND DISCUSSION</i> .....	44
4.1 Profile of Respondents .....	44
4.1.1 Gender.....	44
4.1.2 Batch .....	45
4.2 Pre-Test Study .....	46
4.2.1 Pre-Test Convergent Validity .....	46
4.2.2 Pre-Test Discriminant Validity .....	49
4.2.3 Pretest Reliability Result.....	50
4.3 Actual Study.....	51
4.3.1 Descriptive Statistics.....	52
4.4 Inferential Statistics.....	57
4.4.1 Measurement Model Evaluation: Outer Model.....	57
4.4.2 Structural Model Evaluation: Inner Model .....	62

4.5 Discussion .....	69
4.6 Comparison between Previous Research and Present Research .....	74
<i>CHAPTER V</i> .....	77
<i>CONCLUSION AND RECOMMENDATION</i> .....	77
5.1 Conclusion.....	77
5.2 Managerial Implications.....	78
5.3 Theoretical Implications.....	80
5.4 Research Limitation .....	80
5.5 Directions for Future Research .....	81
<i>REFERENCES</i> .....	82
<i>APPENDIX A</i> .....	1
<i>APPENDIX B</i> .....	9
<i>APPENDIX C</i> .....	12
<i>APPENDIX D</i> .....	16
<i>APPENDIX E</i> .....	23

## **LIST OF FIGURES**

Figure 1.1 Revenue in The Fashion Industry in Indonesia.....	2
Figure 1.2 Imported Fashion Product Value in Indonesia.....	3
Figure 1.2 Distribution of Creative Business Units by Subsector.....	4
Figure 1.4 Export by Creative Economy Subsector in Indonesia.....	4
Figure 4.1 Preliminary Instrument Test Model.....	46
Figure 4.2 Outer Model.....	62
Figure 4.3 Simple Slope Analysis Gender Moderating CE-CA.....	73
Figure 4.4 Slope Analysis Gender Moderating CE-CA.....	73
Figure 4.5 Simple Slope Analysis Gender Moderating CS-CA.....	74
Figure 4.6 Slope Analysis Gender Moderating CS-CA.....	74



## LIST OF TABLES

Table 3.1 Conceptual and Operational Definition.....	28
Table 4.1 Profile of Respondents: Gender.....	45
Table 4.2 Profile of Respondents: Batch.....	45
Table 4.3 Pre-Test Convergent Validity Results: Factor Loadings.....	47
Table 4.4 Pre-Test Convergent Validity Results: AVE.....	48
Table 4.5 Pre-Test Discriminant Validity Results.....	49
Table 4.6 Pre-Test Reliability Results: Composite Reliability.....	51
Table 4.7 Descriptive Statistics of Consumer Ethnocentrism.....	53
Table 4.8 Descriptive Statistics of Cultural Sensitivity.....	54
Table 4.9 Descriptive Statistics of Consumer Attitudes.....	55
Table 4.10 Descriptive Statistics of Gender.....	56
Table 4.11 Actual Test Convergent Validity Results.....	57
Table 4.12 Actual Test Discriminant Validity Results: Fornell-Larcker.....	59
Table 4.13 Actual Test Discriminant Validity Results: HTMT.....	60
Table 4.14 Actual Test Reliability Results: Composite Reliability.....	61
Table 4.15 Multicollinearity Test Result: Outer VIF Value .....	63
Table 4.16 Multicollinearity Test Result: Inner VIF.....	64
Table 4.17 R Square and R Square Adjusted.....	65
Table 4.18 Predictive Relevance: Cross-Validated Redundancy .....	65
Table 4.19 Hypothesis Test Results .....	66
Table 4.20 Comparison Between the Previous and Present Research .....	75