

## **ABSTRACT**

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### **THE EFFECTS OF CONSUMER ETHNOCENTRISM AND CONSUMER ANIMOSITY TOWARD INDONESIAN'S WILLINGNESS TO BUY CHINESE SMARTPHONES**

(xiii + 91 pages; 7 figures; 30 tables; appendix 2)

Indonesians have an anti-Chinese sentiment that has been embedded for a long time. With Chinese smartphones leading the Indonesian smartphone market share, this encourages the researcher to analyze and examine the relationship between Indonesian Consumer Ethnocentrism and Animosity affecting Willingness to Buy Chinese brand smartphones with Product Judgment as the mediate. This research uses a quantitative method by distributing an online questionnaire with 230 respondents. The research population is people who live in Tangerang and Medan. Partial Least Square-Structural Equation Modeling (PLS-SEM), was used to process the data with the SmartPLS software. The results indicated that two hypotheses were supported (Consumer Ethnocentrism positively influence Consumer Animosity is supported and significant and Foreign Product Judgment mediate the relationship between Indonesian Consumer Animosity and Willingness to Buy Chinese smartphone is supported and significant) and three were not supported (Consumer Ethnocentrism has a negative effect on Willingness to Buy Chinese Smartphones is significant but not supported, Indonesian Consumer Animosity has a negative impact on Willingness to Buy Chinese Smartphones is significant but not supported, and Foreign Product Judgments mediate the relationship between Indonesian Consumer Ethnocentrism and Willingness to Buy Chinese Smartphones is not supported).

**Keywords:** Consumer Ethnocentrism; Consumer Animosity; Product Judgment; Willingness to Buy; Chinese smartphones

**References:** 55 (1950 – 2022)