

ABSTRACT

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THE IMPACT OF CONSUMER ETHNOCENTRISM TOWARDS INDONESIAN'S WILLINGNESS TO BUY CHINESE PRODUCTS

(xiv + 127 pages; 7 figures; 38 tables; 4 appendices)

With the anti-Chinese sentiment that has been rooted for a long time and previous studies which show that Indonesia is a country with high ethnocentrism, it is the increase of China's consumer goods exported to Indonesia in 2019 that leads this research to further investigate and examine if Indonesian Consumer Ethnocentrism and Consumer Animosity mediated by Foreign Product Judgment affects their Willingness to Buy Chinese products.

This research takes Chinese products as the research object, using Indonesian Consumer in Jabodetabek familiar with the purchase of Chinese products (Made in China) as subject. This research uses a non-probability judgment sampling technique and an electronic questionnaire (Google Form) with 150 respondents. Using Partial Least Square-Structural Equation Modeling (PLS-SEM) method and SmartPLS software, result shows that Indonesian Consumer Ethnocentrism and Consumer Animosity did not have a negative impact on Willingness to Buy Chinese products, and there was no mediation effect from Foreign Product Judgment in these relationship. It is shown that Indonesian Consumer Ethnocentrism had significant and positive influence on Indonesian Consumer Animosity. The Managerial implications of this research is recommendation for domestic companies to emphasize local wisdom and Multinational companies to Localize their products to increase the sense of familiarity.

Keywords: *Consumer Ethnocentrism; Consumer Animosity; Foreign Product Judgment; Willingness to Buy; Chinese products.*

References: 82 (1971 - 2021)