

ABSTRACT

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INDONESIAN PERCEPTION AND WILLINGNESS TO BUY CHINESE BRANDS IN SMARTPHONES INDUSTRY (THE ROLE OF ETHNOCENTRISM AND ANIMOSITY)

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Previous research shows that Indonesia has high ethnocentrism, and the relationship between Indonesia and China that creates animosity can affect Indonesian consumer behavior. In fact, there has been a decline in the Chinese brand's market share, which is Xiaomi. At the start of the third quarter, the Xiaomi position falls to the third position. This phenomenon encourages the researcher to analyze the interplay among the ethnocentrism of the Indonesian, their animosity toward China, and their perception of Chinese brand quality and willingness to buy. This research approach is a quantitative research using the questionnaires through Google Forms with a sample size of 190 respondents. The respondents of this research are Indonesian consumers who are familiar with Xiaomi and located in Jabodetabek. Data were processed using the Partial Least Square-Structural Equation Modelling (PLS-SEM) method with SmartPLS software. The results showed that the fourth hypothesis supported, one hypothesis supported but not significant, and one hypothesis is not accepted.

Keywords: *Ethnocentrism; Animosity; Brand's Perceived Quality; Willingness to Buy; Chinese Brands*

References: 115 (1931 – 2021)