

ABSTRACT

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THE IMPACT OF CONSUMER ETHNOCENTRISM, COUNTRY-OF-ORIGIN AND CONSPICUOUS CONSUMPTION ON PURCHASE INTENTION OF IMPORTED CHINESE CLOTHING PRODUCTS IN INDONESIA

(xiii + 102 pages; 8 figures; 33 tables)

The anti-China sentiment in Indonesia may have an impact on how Chinese products are judged in the Indonesian market. Despite Indonesia's high ethnocentrism, China remained Indonesia's top textile and clothing import partner in 2019. This research will study the effects of Consumer Ethnocentrism, Country-of-Origin, and Conspicuous Consumption on the Purchase Intention of Indonesian local products in comparison to Chinese-made products. The aim of this study is to examine the impact of Consumer Ethnocentrism and other variables on Indonesian Purchase Intention on imported clothing products from China. The object of this research is Indonesian consumers who are familiar with buying imported clothing products. This study used a quantitative approach and non-probability judgment sampling with 135 respondents were obtained using an online questionnaire which was then processed using the PLS-SEM method. The results indicate Indonesian Consumer Ethnocentrism did not have a negative impact on Indonesian Purchase Intention on imported clothing products. However, Country-of-Origin and Conspicuous Consumption have an impact on Indonesian Purchase Intention on imported clothing products. The results of this research are recommendations for domestic companies to emphasize local wisdom and multinational companies to localize their products to increase the sense of familiarity.

Keywords: Consumer Ethnocentrism, Country-of-Origin, Conspicuous Consumption, Indonesian Purchase Intention, Imported Clothing Products.

References: 145 (1899-2022)