

ABSTRACT

Edgar Ciu (01011190074)

WILLINGNESS TO BUY ERIGO APPAREL : THE EFFECT OF CONSUMER ETHNOCENTRISM, PERCEIVED QUALITY, PERCEIVED PRICE AND PERCEIVED BRAND IMAGE.

(viii + 138 pages: 34 tables; 4 figures)

A finding in the initial survey shows that Indonesian consumers support local brands but are not willing to buy local brands if the price is higher than foreign brands. They will also only accept foreign brands that can be marketed in Indonesia. This research examines and analyzes the effect of consumer ethnocentrism, perceived quality, perceived price, and perceived brand image toward a willingness to buy Erigo apparel. The study uses the quantitative approach and PLS-SEM as the data analysis technique using the software of SmartPLS. Non-probability purposive sampling is the sampling technique of this research. A total of 192 respondents to this research were obtained with a questionnaire through Google Forms. This research indicated the positive and significant effect of consumer ethnocentrism, perceived price, and perceived brand image toward a willingness to buy Erigo apparel. On the other hand, perceived quality has a positive but no significant effect on willingness to buy Erigo apparel. This research is expected to give new insight for the local brand in Indonesia to grow, especially to go global through promotion.

Keywords : consumer ethnocentrism, perceived quality, perceived price, perceived brand image, willingness to buy

Reference : 145 (1986-2023)