

ABSTRACT

THE IMPACT OF ETHNOCENTRISM, COUNTRY OF ORIGIN, AND SOCIAL INFLUENCE ON PURCHASE INTENTION FOR IMPORTED APPAREL PRODUCTS FROM CHINA

(ix, 149 pages, 23 tables, 5 figures, 2 appendices)

This research aims to examine the influence of ethnocentrism, country of origin (COO), and social influence on purchase intention toward imported apparel products from China. The study was conducted using a quantitative approach, with data collected through an online questionnaire distributed to 205 respondents who had previously purchased Chinese apparel products. The analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that social influence has a direct and significant impact on purchase intention, while ethnocentrism and COO influence purchase intention indirectly through the mediating roles of product quality and product image, respectively. This study provides useful insights for international marketing strategies, especially for companies seeking to increase market acceptance of foreign products in ethnocentric consumer segments. The findings suggest that strengthening product image and ensuring high product quality are key to mitigating negative effects of ethnocentrism and leveraging country-of origin perceptions.

Keywords: Ethnocentrism, Country of Origin, Social Influence, Product Image, Product Quality, Purchase Intention, Imported Apparel, China.

References: 23 (1987-2023).