
The Role of Ethnocentrism and Animosity on Willingness to Buy Chinese Products; Does Foreign Product Judgement Mediate the Relation?

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Abstract

Due to long-standing anti-Chinese sentiments and prior research highlighting Indonesia's high ethnocentrism, this study aims to delve deeper and explore whether Indonesian Consumer Ethnocentrism and Animosity impact their willingness to purchase Chinese products, with foreign product judgment serving as an intervening variable. This study focuses on Chinese products and involves Indonesian consumers in the Jabodetabek region familiar with purchasing goods made in China. The research employed a non-probability judgment sampling technique and used an electronic questionnaire to collect responses from 150 participants. Utilizing the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The findings indicate that Indonesian Consumer Ethnocentrism and Consumer Animosity did not negatively affect the willingness to buy Chinese products. Additionally, no mediating effect was observed through Foreign Product Judgment in these relationships. However, the research revealed Indonesian Consumer Ethnocentrism's significant and positive influence on Indonesian Consumer Animosity. Regarding managerial implications, this study recommends that domestic companies highlight local cultural values, while multinational corporations should consider localizing their products to enhance consumer familiarity.

Keywords

Level of Ethnocentrism; Chinese Products; Purchase Decision; Product Evaluation; Consumer Attitude

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1. INTRODUCTION

China has become a significant trading partner for Indonesia and other Southeast Asian nations, serving as the primary export destination for ASEAN countries and the top source of imports for Indonesia. In 2020, Indonesia's exports to China amounted to US\$37.4 billion, marking a 10.10% increase compared to the previous year, while its imports from China totaled US\$41 billion, reflecting a 10.13% decrease. China's substantial influence on global economic growth is widely acknowledged, given its control over more than half of the world's economy (Irpan & Ruswanti, 2020). However, Indonesia's relationship with China has encountered various conflicts, including political, economic, religious, and others.

Diplomatic relations between the two countries were severed in 1967, with Indonesia closing its embassy in Beijing on October 23, followed by China's closure of its embassy in Jakarta a week later. This rupture was attributed to suspicions that China supported the communist coup in 1965, despite a

lack of concrete evidence. Efforts to normalize diplomatic relations began in 1990 (Rongkas et al., 2019). Despite China being Indonesia's largest trading partner and generally positive relations, political and economic conflicts persist.

The emergence of the COVID-19 pandemic has exacerbated these tensions, leading to the use of terms like "Chinese Virus" by many Indonesians and a surge in anti-Chinese sentiments rooted in the country's history. This growing sentiment poses challenges for Chinese investments and projects in Indonesia, with some advocating for severing diplomatic ties (Indonesia and China Growing Closer? | The ASEAN Post, 2020). Such negative perceptions may influence the evaluation of Chinese products in the Indonesian market, affecting consumer judgments and contributing to animosity towards China. Consumer ethnocentrism and animosity, in turn, impact Indonesian consumers' willingness to purchase foreign products (Danilwan et al., 2020; Quang et al., 2017).

In addition to its impact on international trade, globalization affects consumer behavior, leading to attitudes such as consumer ethnocentrism and materialism (Cleveland et al., 2016). Indonesia exhibits a high degree of ethnocentrism (Hamin & Elliott, 2006), making ethnocentric consumers crucial considerations for multinational corporations. Such consumers are less inclined to purchase foreign products and often prefer domestic ones (Guo & Zhou, 2017; He & Wang, 2015). Previous research has explored factors like country of origin, consumer animosity, and ethnocentrism, and their influence on consumer behavior and product evaluations (Danilwan et al., 2020).

Consumer behavior, specifically ethnocentrism and animosity towards Chinese-based products, is analyzed theoretically in this study. It seeks to understand how consumer preferences change during crises and their willingness to purchase Chinese-based products. The role of emotions and sentiment analysis as intervening variables connecting consumer ethnocentrism and animosity to purchase intention is examined. This study expands on previous research (Quang et al., 2017) by encompassing a broader geographic and cultural scope, examining various Chinese-based products in Indonesia. It aims to provide theoretical and empirical contributions to understanding consumer behavior, particularly about evaluations of purchasing decisions of Chinese goods.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Consumer Ethnocentrism

Consumer ethnocentrism involves a preference for one's group or culture over others, often encompassing negative attitudes toward imported products. It encompasses cognitive, emotional, and normative consumer attitudes that favor domestic products (Maghfiroh & Iriani, 2021). Consumer ethnocentrism pertains to the ethnocentric viewpoint held by consumers within a specific nation, involving a preference for products originating from their own country (referred to as the in-group) over products from foreign nations (referred to as the out-group). Essentially, ethnocentrism reflects a consumer's conviction that buying foreign products is viewed as disloyalty to their country and has the potential to negatively impact the domestic economy (Shimp & Sharma, 1987). According to Sun et al.

(2021), consumer ethnocentrism can be defined as an attitude and moral stance concerning the acquisition of products made in foreign countries. People with strong ethnocentric tendencies often favor domestic or locally manufactured goods over imported products or similar brands due to the belief that purchasing foreign-made products could potentially harm the domestic economy or lead to economic losses (Casado-Aranda et al., 2020).

Consumer ethnocentrism embodies both a belief and a moral inclination that influence individuals' choices when it comes to purchasing foreign goods (Cleveland et al., 2017; Khan et al., 2019). Buying attitudes towards foreign goods negatively correlates with ethnocentrism. Moreover, consumers with high ethnocentrism tend to emphasize the positive attributes of domestic products while downplaying those of imported goods, leading them to undervalue imported and overvalue domestic products (Xin & Seo, 2019). Previous research indicates that consumers tend to favor domestic products over imports due to their ethnocentrism (Quang et al., 2017; Waworuntu et al., 2022). However, other studies have found that some consumers in developing countries perceive global brands as superior to local brands (Maghfiroh & Iriani, 2021).

2.2 Consumer Animosity

In consumer behavior and marketing, the term "animosity" was first coined by Klein and colleagues (Klein et al., 1998; Klein & Ettensoe, 1999) in study by (Quang et al., 2017). The evaluation of foreign products is significantly shaped by consumers' perceptions of the foreign country and its offerings (Kiriri, 2019). Consumer animosity is defined as persistent negative sentiments arising from historical or current military, political, or economic circumstances that affect consumers' willingness to purchase products from a foreign nation. According to (Rose et al., 2009), consumer animosity is lingering negative feelings from past or current military, political, or economic incidents, influencing consumers' readiness to buy foreign goods. It highlights people's strong aversion to purchasing items from a nation or group they do not favor. According to Selli & Kurniawan, (2021), consumer animosity and consumer ethnocentrism share similarities as both concepts involve shunning products from specific countries due to issues related to economics, politics, and military conflicts. It encompasses the attitudes of individuals from one country toward another nation's products, often leading to strong negative emotions when contemplating buying items from a disliked country or group (Quang et al., 2017; Rose et al., 2009).

Consumer animosity typically reflects negative sentiments towards other nations, driven by emotional responses and confidence in confronting external influences, particularly against a despised country. On the other hand, consumer ethnocentrism centers on a preference for domestic products over foreign ones, motivated by a desire to support the national economy or by patriotic reasons aimed at safeguarding the interests of one's own country (Cui & Liu, 2001) in Selli & Kurniawan (2021). Consumers exhibiting solid animosity and ethnocentrism will likely view foreign-made products unfavorably, impacting their inclination to purchase (Kiriri, 2019).

2.3 Foreign Product Judgement

Consumers are now better informed and deliberate carefully between purchasing domestic or foreign products through expanding global trading and international business (Quang et al., 2017). Foreign product judgment refers to the evaluation process consumers undergo when assessing products originating from countries other than their own. Various factors, including perceived quality, price, brand image, and country of origin, can influence this judgment (Warbung et al., 2023). Additionally, consumer attitudes toward the producing country, such as consumer ethnocentrism, animosity, or favoritism, can significantly impact their evaluation (Walean et al., 2023). According to Danilwan et al (2020), evaluating a product can be done using a 'general' approach and a 'specific' approach, where the specific approach focuses on assessing products within specific categories. Suhud et al. (2019) stated that product evaluation could be influenced by intrinsic factors such as hatred and ethnocentrism and extrinsic factors like promotional tools.

Kiriri (2019) that consumers' judgments of foreign products are significantly shaped by their attitudes toward foreign countries and the products they produce. According to Ali (2021), there are three methods for consumers from specific countries to assess foreign products, which are represented by the country's overall image and the product itself. In a study conducted by Quang et al (2017), most of the literature indicates a positive correlation between consumer ethnocentrism and evaluations of domestic products, while it shows a negative correlation with assessments of imported products. Foreign product judgment is a complex process influenced by objective criteria, such as quality and price, and subjective factors, such as attitudes toward the country of origin, brand perceptions, and personal values or beliefs.

2.4 Willingness to Buy Foreign Product

As per Hamin & Elliott (2006), consumers from different countries prioritize factors influencing their purchase intentions differently. Moreover, studies in specific contexts have found a positive link between the strength of consumer purchase intentions and their likelihood of actually buying the assessed products (Chandon et al., 2005; Abin et al., 2022; Andri & Wijaya, 2023). Willingness to buy denotes an individual's eagerness to acquire imported products, often driven by personal interest and expectations of product satisfaction (Halim & Zulkarnain, 2017; Rantung et al., 2023; Rondonuwu et al., 2023). Similarly, according to Humisar et al (2021), consumer behavior reflects the desire to purchase, representing a consumer's intent to obtain specific items.

Ajzen (1991) studied that there's a strong correlation between a consumer's willingness to buy and their actual purchasing actions. Consequently, the intent to purchase can forecast a product's real acquisition, as Liao & Hsieh (2013) noted. Negative sentiments and attitudes towards a specific country can lead consumers to avoid products and services from that country, irrespective of the quality or evaluation of those products (Klein et al., 1998) in the study of (Kiriri, 2019). When consumers hold unfavorable sentiments toward a particular country, they may reject products or services from that nation, even when the quality or reputation of those products is favorable (Klein et al., 1998). In

consumer decision-making, an essential step involves evaluating a product to facilitate informed choices. This evaluation process ultimately leads to a decision regarding the inclination to purchase a particular product (Kiriri, 2019; Lebo et al., 2023). In short, in the consumer decision-making journey, evaluating various products is a critical step in deciding to purchase a specific item. The influence of consumer ethnocentrism and animosity plays a crucial role in shaping consumer preferences during this process. These factors significantly impact the development of either positive or negative intentions to purchase foreign products, affecting how consumers judge them.

2.4 Hypotheses Development

Consumer ethnocentrism can be defined as the most significant attitude barrier when buying foreign products. This is because it is rooted in normative beliefs regarding the appropriateness of purchasing locally-made products and the inappropriateness of buying imported ones (Neese, Foxx, and Eppler, 2018). Research by Shimp and Sharma (1987) revealed that ethnocentric consumers avoid purchasing foreign products. Consequently, a consumer's evaluation and intention to buy can be influenced by their level of ethnocentrism. Previous studies, such as those by Souiden, Ladhari, and Chang (2018), Quang et al. (2017), and Zeren et al. (2020), have all explored the relationship between ethnocentrism and the willingness to buy. In all three studies, it was observed that ethnocentrism negatively impacts the desire to make a purchase. Therefore, the proposed hypothesis is:

H1: Consumer Ethnocentrism has a negative impact on Willingness to Buy Chinese products.

Animosity is closely linked to consumer ethnocentrism, product evaluation, product avoidance, boycotts, purchase willingness, and actual purchase behavior (Leonidou et al., 2019). Animosity can be described as a collective sentiment held by citizens of a country toward imported products, stemming from negative emotions directed at buying goods originating from the target country of these negative sentiments (Quang et al., 2017). Consumers can assess whether a product meets their quality standards, but when they harbor intense animosity toward the country of origin, they tend to opt against purchasing it (Feng & Yu, 2016). Therefore, the proposed hypothesis is:

H2: Consumer Animosity has a negative impact on Willingness to Buy Chinese products.

Consumer ethnocentrism and consumer animosity are two separate concepts, but they shape consumer behavior and involve attitudes toward products from foreign countries. These attitudes can be influenced by negative historical associations related to those countries' economy, military, and politics. Consumer animosity primarily impacts consumer behavior when purchasing imported products from specific countries. In contrast, consumer ethnocentrism tends to result in a general reluctance to accept all foreign products (Klein et al., 1998). These two concepts share similarities and can be challenging to differentiate because they both lead to a reluctance to buy imported goods (Hashim et al., 2018). Park & Yoon (2017) propose that ethnocentrism and animosity can be structured in a hierarchy, with ethnocentrism being the broader concept and animosity being more specific. Additionally, consumer animosity is positively influenced by their level of ethnocentrism. Numerous

research papers have identified a positive correlation between ethnocentrism and animosity (Baruk, 2019; Cheah & Shimul, 2018; Souiden et al., 2018). Therefore, the proposed hypothesis is:

H3: Consumer Ethnocentrism positively influences consumer animosity.

Consumers tend to be more drawn to products that align with their traditions or are similar when they shift their preferences for goods and brands. Similarly, anger is one of the factors that consumers link to their attitudes (Zeren et al., 2020; Mandagi et al., 2021). Likewise Hostility towards a particular country can impact consumers' inclinations during the purchasing process rather than their evaluations of the products themselves (Klein et al., 1998). Consumers with high levels of both ethnocentrism and animosity may experience a negative influence on their willingness to make purchases. Quang et al. (2017) noted that numerous studies have demonstrated a positive association between consumer ethnocentrism and the evaluation of domestic products. Conversely, it is negatively correlated with assessments of imported products. To conclude, the ethnocentrism level and the hatred will affect the likelihood of purchasing foreign products with the mediation of the evaluation of either domestic or foreign products. Therefore, the proposed hypothesis is:

H4: The relationship between consumer ethnocentrism and the willingness to buy Chinese products is mediated by foreign product judgements.

H5: The relationship between consumer animosity and the willingness to buy Chinese products is mediated by foreign product judgements.

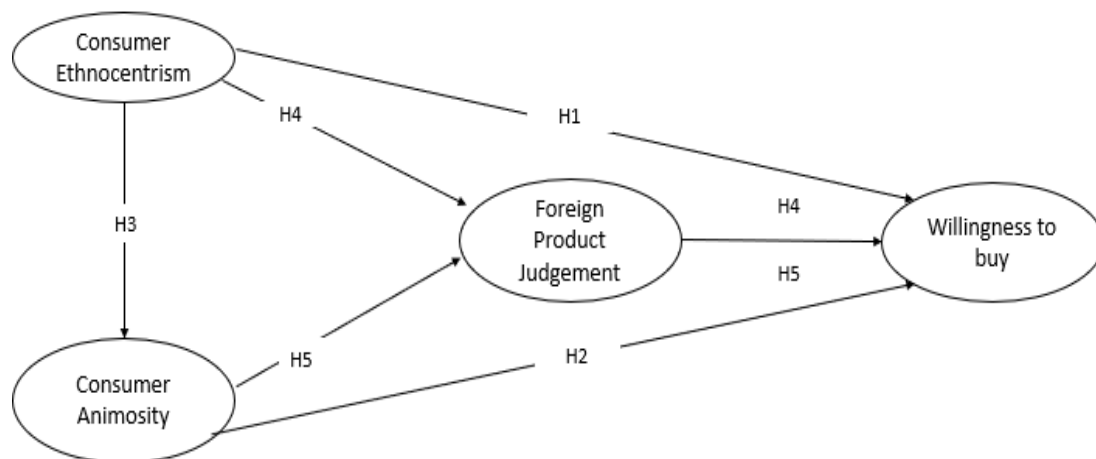


Figure 1
Conceptual Framework

3. RESEARCH METHOD

According to Sekaran & Bougie (2016), there are three research methods, namely qualitative research method, quantitative research method, and mixed research method. Research is further categorized into three types based on its purpose: exploratory, descriptive, and causal. This study employs a causal research type explaining the relationship between independent and dependent variables and the mediation effect of intervening variables. The research objects selected for this study

consist of independent variables such as consumer ethnocentrism, consumer animosity, the mediating variable of foreign product judgment, and the dependent variable of willingness to purchase foreign products.

In this study, data is collected from primary sources through the distribution of questionnaires online via Google Forms, making the data in the research primary in nature. The questionnaire is closed-ended questions with predetermined answer choices for respondents. The population of the research is Indonesian citizen who live in Jabodetabek area and regularly buying imported products, specifically Chinese-made products. The sampling technique used is non-probability sampling (purposive sampling), employing criteria to limit the characteristics of selected respondents. The established criteria include respondents willing to fill out the questionnaire, residing in the Jabodetabek area, and frequently purchasing products made in China, thus being familiar with Chinese products. The research employs total indicators of 19, and based on multiplication of 5 up to 10 to indicators (Hair et al.,2010), therefore the sample size required between 95 up to 190 respondents. The indicators used in the research for each variables are modified and adopted from research by (Klein et al., 1998; Klein & Ettensoe, 1999; Nijssen & Douglas, 2011; Shimp & Sharma, 1987).

The data obtained will be processed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the SmartPLS software. According to Hair (2014), PLS-SEM consists of two parts, namely the structural model (inner model) and the measurement model (outer model). Hypothesis testing is then carried out as the final stage of inferential statistical data analysis to determine whether the hypotheses in this research have a negative impact or not.

4. RESULTS AND DISCUSSIONS

4.1 Demographic Profile Respondents

Among the 150 respondents, the Gender distribution was skewed toward females, comprising 101 respondents (67.3%), while males accounted for 49 respondents (32.7%). Regarding age groups, this study focused on Generation Z, Generation X, and Generation Y. Within the total respondent pool, Generation Z, aged 17-26, was predominant, with 141 respondents (94%), whereas the age group of 27-41 was represented by only nine respondents (6%). In terms of domicile, most respondents were from Jakarta, totaling 79 respondents (52.7%), followed by Tangerang with 37 respondents (24.7%), and both Bogor and Bekasi had 13 respondents each (8.7%). Additionally, eight respondents (5.3%) were from Depok.

Table 1.

Respondents' Demographic Characteristics

Demographic Variable		Frequency	Percentage %
Gender	Men	49	32.7
	Women	101	67.3
	<17 yo	0	0

Age (years)	17-26 yo	141	94
	27-41 yo	9	6
	42-56 yo	0	0
Domicile	Jakarta	79	52.7
	Bogor	13	8.7
	Depok	8	5.3
	Tangerang	37	24.7
Monthly spending for Chinese products (all kinds)	Bekasi	13	8.7
	<Rp.2.000.000	92	61.3
	Rp.2.000.000-Rp.4.000.000	51	34
	Rp.4.000.000-Rp.6.000.000	3	2
	>Rp.6.000.000	4	2.7

4.2 Descriptive Analysis

The data processed from respondents provides descriptive information, which is also important in understanding the respondents' perceptions toward questions. Descriptive analysis aims to summarize and present data in a meaningful and easily understandable way. It aims to provide a clear and concise overview of a dataset's main characteristics, patterns, and trends. For variable Consumer ethnocentrism, the mean value based on the average of six indicators used, is 2.831, placing it in the Neutral category. The mean value for the Consumer Animosity variable, based on the average of all four indicators used, is 2.938, categorizing it as Neutral.

The Foreign Product Judgment variable has an average mean value of 3.393 out of four indicators, classifying it as Neutral and lastly the willingness to buy variable, overall, the mean value for the Willingness to Buy variable, based on the average of total five indicators, is 2.760, categorizing it as Neutral.

4.3 Measurement model evaluation (Outer model)

The data processed from respondents provides descriptive information, which is also important in understanding the respondents' perceptions toward questions. Descriptive analysis aims to summarize and present data in a meaningful and easily understandable way. It aims to provide a clear and concise overview of a dataset's main characteristics, patterns, and trends. For variable Consumer ethnocentrism, the mean value based on the average of six indicators used, is 2.831, placing it in the Neutral category. The mean value for the Consumer Animosity variable, based on the average of all four indicators used, is 2.938, categorizing it as Neutral.

Convergent Validity Test Results

Table 2 shows the results of the Average Variance Extracted (AVE) values, all of which are above 0.5 for each variable under investigation from 150 respondents.

Table 2.
Average Variance Extracted (AVE)

Variable	AVE	Category (>0.5)
Consumer Ethnocentrism (CE)	0.688	Valid
Consumer Animosity (CA)	0.663	Valid
Foreign Product Judgement (FPJ)	0.652	Valid
Willingness to buy (WTB)	0.745	Valid

Additionally, in table 3, the outer loadings for each indicator have met the minimum threshold for validity, which is above 0.7.

Table 3
Multicollinearity Test

Variable	Indicators	Outer Loading	Category (>0.7)
Consumer Ethnocentrism (CE)	CE1	0.843	Valid
	CE2	0.880	Valid
	CE3	0.864	Valid
	CE4	0.820	Valid
	CE5	0.754	Valid
	CE6	0.810	Valid
Consumer Animosity (CA)	CA1	0.739	Valid
	CA2	0.855	Valid
	CA3	0.799	Valid
	CA4	0.858	Valid
Foreign Product Judgement (FPJ)	FPJ1	0.752	Valid
	FPJ2	0.859	Valid
	FPJ3	0.824	Valid
	FPJ4	0.792	Valid
Willingness to buy (WTB)	WTB1	0.892	Valid
	WTB2	0.903	Valid
	WTB3	0.853	Valid
	WTB4	0.751	Valid
	WTB4	0.906	Valid

Reliability Testing

Reliability testing, using the Composite Reliability and Cronbach's Alpha values, should exceed the threshold value of 0.7. Table 4 below shows the results of the Composite Reliability and Cronbach's Alpha values, all of which are above 0.7. Therefore, all the variables under investigation are reliable.

Table 4.
Composite Reliability and Cronbach Alpha

Variable	Composite Reliability	Cronbach Alpha	Category (>0.6)
Consumer Ethnocentrism (CE)	0.930	0.909	Reliable

Consumer Animosity (CA)	0.898	0.830	Reliable
Foreign Product Judgement (FPJ)	0.882	0.822	Reliable
Willingness to buy (WTB)	0.944	0.921	Reliable

4.3 Structural Model Evaluation (Inner Model)

The structural model is evaluated using the coefficients of determination (R^2), predictive relevance (Q^2), and t-statistics (bootstrapping). The coefficients of determination (R^2) are presented in Table 5 below.

Table 5
Coefficients of Determinant (R^2)

Variable	R^2	Results
Consumer Animosity (CA)	0.568	Medium
Foreign Product Judgement (FPJ)	0.259	Less significant
Willingness to buy (WTB)	0.717	Medium

The R^2 value for the Consumer Animosity variable is 0.568, indicating that the Consumer Ethnocentrism variable can account for 56.8% of its variation. In contrast, the remaining variation is attributed to external variables not included in this study. For the Product Judgment variable, the R^2 value is 0.259, suggesting that the combined influence of Consumer Ethnocentrism and Consumer Animosity variables can explain 25.9% of its variation. At the same time, the remaining variance is due to factors beyond the scope of this research. In the case of the Willingness to Buy variable, the R^2 value is 0.717, signifying that the variables of Consumer Ethnocentrism, Consumer Animosity, and Product Judgment can elucidate 71.7% of its variation. The remaining variation is associated with factors not addressed in this study. Table 6 shows the results of Predictive Relevance (Q^2) from the research;

Table 6
Predictive Relevance (Q^2)

Variable	Q^2
Foreign Product Judgement (FPJ)	0.154
Willingness to buy (WTB)	0.573

The Foreign Product Judgment variable exhibits a Q^2 value of 0.154, while the Willingness to Buy variable demonstrates a Q^2 value of 0.573. The assessment of observations in this study can be deemed suitable as these values exceed 0. The t-statistic testing is conducted using the bootstrapping procedure to evaluate the relationships between variables deemed significant. This study employs a one-tailed test with a 95% confidence level, which means that the value for the t-statistic must be greater than 1.96, and the p-value must be less than 0.05 to be considered significant and the result for direct effect is shown in table 7.

Table 7
Hypothesis Testing Results-Direct Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H₁ : Consumer Ethnocentrism has a negative impact on Willingness to Buy Chinese products.	0.378	6.666	0.000	Not Supported
H₂ : Consumer Animosity has a negative impact on Willingness to Buy Chinese products	0.534	8.095	0.000	Not Supported
H₃ : Consumer Ethnocentrism positively influences consumer animosity.	0.753	21.493	0.000	Supported

Next is to examine the indirect effect of Hypothesis 4 and Hypothesis 5, where the variable foreign product judgment is the mediating variable between relationships between Consumer Ethnocentrism and Consumer Animosity toward Willingness to buy Chinese products (table 8).

Table 8
Hypothesis Testing results-Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H₄ : The relationship between consumer ethnocentrism and the willingness to buy Chinese products is mediated by foreign product judgements.	-0.003	0.300	0.382	No mediation
H₅ : The relationship between consumer animosity and the willingness to buy Chinese products is mediated by foreign product judgements.	-0.007	0.345	0.365	No mediation

6. DISCUSSIONS

The results of testing the hypothesis, "Consumer Ethnocentrism has a Negative Impact on Willingness to Buy Chinese Products," indicate that the original sample value is 0.378. This value suggests a positive relationship between Consumer Ethnocentrism and Willingness to Buy, with a T-Statistic Value of 6.666, surpassing the threshold value of 1.645. The P-value is 0.000, which is lower than 0.05. Therefore, the test results do not support hypothesis 1. This finding contradicts prior studies by Quang et al (2017), Danilwan et al (2020), and Souiden et al (2018), which demonstrated a negative influence of Consumer Ethnocentrism on the Willingness to Buy Foreign Products. However, it aligns with the research conducted by Humisar et al (2021) on Chinese car products in Indonesia and Kiriri

(2019) in Kenya, both of which rejected the hypothesis that Consumer Ethnocentrism negatively affects the Willingness to Buy Foreign Products, especially Chinese ones. The similarity in research subjects, Chinese products, suggests that consumers find it challenging to resist buying Chinese products despite high ethnocentrism. The response to the indicator "I Would Never Buy Products Made in China (All Types of Chinese Products)," where regardless most respondents disagreed, there is indication of a willingness to purchase Chinese products. This could be attributed to the limited availability of domestic products, forcing consumers to purchase products from abroad, including those from China. Additionally, China's significant role in the global economy and disruptions caused by the COVID-19 pandemic further support this discovery. This finding also addresses the research gap identified in introduction, where Indonesia's high ethnocentrism coexists with increased Chinese consumer goods exports to the country in 2019.

The results of testing the hypothesis, "Consumer Animosity has a negative impact on Willingness to Buy Chinese products," reveal that the original sample value is 0.534. The bootstrapping result indicates a positive relationship between Consumer Animosity and Willingness to Buy, with a T-statistic value of 8.095, exceeding the threshold value of 1.645. The P-value is recorded as 0.000, which is less than 0.05. Consequently, the test results do not support hypothesis 2. This finding contrasts with research conducted by Quang et al. (2017), Souiden et al. (2018), and Humisar et al. (2021), all of which indicated that Consumer Animosity negatively impacted Willingness to Buy. However, the findings of this study are consistent with Kiriri's research (2019) on consumer behavior towards Chinese products in Kenya. As mentioned earlier, despite animosity towards China, Indonesian consumers need help to eliminate their intentions to purchase Chinese products, mainly because these products have already established a strong presence in the Indonesian market. This perception is likely a result of respondents' neutral responses to the statement "In My Opinion, China Has Too Much Economic Influence In Indonesia" rather than outright disagreement with the statement.

The results of testing the hypothesis, "Consumer Ethnocentrism positively influences consumer animosity," reveal that the original sample value is 0.753. This suggests a positive relationship between Consumer Ethnocentrism and Consumer Animosity, with a T-Statistic Value of 21.493, surpassing the threshold value of 1.645. The P-value is recorded as 0.000, which is less than 0.05. Hence, the test results support the hypothesis, indicating a significant positive effect between Consumer Ethnocentrism and Consumer Animosity. This finding aligns with the research conducted by Quang et al. (2017), Souiden et al. (2018), and Kiriri (2019), all of which found a positive relationship between Consumer Ethnocentrism and Consumer Animosity. While Quang et al. (2017) studied the behavior of Vietnamese consumers toward Chinese children's food, Souiden et al. (2018) examined the behavior of Chinese consumers toward Taiwanese brands, and Kiriri (2019) explored the behavior of Vietnamese consumers toward Taiwanese brands. The finding suggests that Consumer Ethnocentrism can influence Consumer Animosity, regardless of the specific countries involved. This finding is also consistent with the study

by Akdogan et al (2012), which suggests that ethnocentric sentiments can sometimes lead to animosity despite having distinct concepts.

In the mediation testing for this hypothesis, the original sample result is -0.003. The obtained T-statistics are 0.300, less than 1.645, with a P-value of 0.382. This indicates no mediation effect exists in the relationship between Consumer Ethnocentrism and Willingness to Buy. Therefore, from the statistical result, it can be concluded that hypothesis 4 is not supported. This finding contradicts the research conducted by Quang et al. (2017), where they observed a mediating effect between the two variables. The results also indicate that the mediating role of Product Judgment is unnecessary for the relationship between these two variables. The fact is supported by the indicators in the Product Judgment variable, which show that respondents' average answers are neutral. Similarly, in the Willingness to Buy variable, indicators like "I do not like the idea of using products made in China (all types of Chinese products)" received neutral responses despite Indonesia being considered a country with high levels of ethnocentrism (Hamin & Elliott, 2006). It suggests a certain level of indifference in consumers' judgment of products, affecting the significance of their willingness to buy Chinese products in this study.

In the mediation testing for this hypothesis, the original sample result is -0.007. The obtained T-statistics are 0.345, less than 1.645, with a P-value of 0.365. This suggests no mediation effect exists in the relationship between Consumer Animosity and Willingness to Buy. Therefore, it can be concluded that hypothesis 5 is not supported. This finding contradicts the research conducted by Quang et al. (2017), where they found a mediating effect between the two variables. The results of this study were further supported by respondents' answers in the Product Judgment variable, which showed that there was neither a negative nor a positive perception of Chinese products. The indicators had an average neutral response, indicating a sense of indifference among Indonesian consumers.

7. CONCLUSIONS

The study aimed to investigate the impact of Consumer Ethnocentrism and Consumer Animosity on the Willingness to Buy Chinese products among Indonesian consumers. The results indicate a notable deviation from prior research, with both hypotheses 1 and 2 not supported. Contrary to previous studies, which suggested a negative influence of Consumer Ethnocentrism and Consumer Animosity on the willingness to buy foreign products, particularly Chinese ones, this research found a positive relationship between these factors and the willingness to purchase Chinese products. Moreover, the study revealed a significant positive effect of Consumer Ethnocentrism on Consumer Animosity, aligning with previous research across different contexts. However, mediation testing did not find evidence supporting the role of Product Judgment as a mediator in these relationships, indicating a sense of indifference among Indonesian consumers towards Chinese products. These findings highlight the complex interplay between consumer perceptions, cultural attitudes, and market

dynamics, emphasizing the need for nuanced understanding when analyzing consumer behavior towards foreign products in emerging markets like Indonesia.

Based on the findings and discussions above, there are some managerial implications contributed to the study;

1. Multinational companies seeking to expand their presence in the Indonesian market should capitalize on domestic product shortages and enhance their competitive advantage through strategies like the blue ocean strategy to create new demand.
2. Domestic companies should also consider implementing the blue ocean strategy and improving their products and services while understanding Indonesian culture and trends to maintain a competitive edge in the existing market.
3. Given the lack of adverse effects observed in consumer enthusiasm for buying Chinese products, domestic companies must focus on enhancing product quality and adjusting to the evolving market landscape, which foreign companies and products have increasingly penetrated. This adaptation is crucial for maintaining competitiveness and retaining a loyal customer base.

Despite the findings that have been tested and analyzed, this study has several limitations that can guide future research in the same field and on the same topic. Firstly, the need for more specificity in the research objects, encompassing a wide range of Chinese products, introduces a potential bias since the questionnaire's statements are perceived as overly broad. Therefore, employing specific research objects allows a more precise examination of their impact on individual relationships with object specifications. Secondly, the study concentrates solely on four variables: Consumer Ethnocentrism, Consumer Animosity, Foreign Product Judgment, and Willingness to Buy. Nevertheless, it becomes evident that foreign product judgment does not act as a mediator among these variables, indicating the influence of cultural factors on how consumers perceive Chinese products. In future research, it may be beneficial to include antecedent variables of ethnocentrism and animosity, such as patriotism, cultural openness, conservatism, or world-mindedness. Moreover, introducing moderators like cultural similarity could further explore how cultural factors affect consumer perceptions of foreign products. Lastly, the research's potential bias is amplified by the predominance of Generation Z respondents (94%), potentially resulting in a lack of diversity in viewpoints from other generations. Hence, future research can either concentrate on a specific generation as the focal point of the study or undertake comparative analyses across multiple generations to obtain a comprehensive understanding of consumer behavior across different age groups.

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