The Role of Consumer Ethnocentrism, Perceived Quality, Perceived Price, and Perceived Brand Image on Willingness to Buy Erigo Clothing

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Abstract	The initial survey findings revealed that Indonesian consumers prefer supporting local brands but are reluctant to purchase them if the prices exceed those of foreign brands. Additionally, they are open to foreign brands effectively marketed in Indonesia. This study examines and analyzes the impact of consumer ethnocentrism, perceived quality, perceived price, and perceived brand image on the willingness to purchase Erigo apparel. Employing a quantitative approach, the study used PLS-SEM as the data analysis method with SmartPLS software. Non-probability purposive sampling was utilized to gather responses from 192 participants via Google Forms. The study uncovered a positive and significant influence of consumer ethnocentrism, perceived price, and perceived brand image on the willingness to buy Erigo apparel. However, perceived quality had a positive but statistically non-significant impact on this willingness. The managerial contribution includes Erigo's leveraging consumer ethnocentrism by promoting local craftsmanship and cultural diversity, enhancing its pricing strategy to reflect value, and strategically building a positive brand image to stand out against foreign competitors. Focused campaigns, fair pricing, and active social media engagement can significantly boost consumer interest in purchasing Erigo clothing.
Keywords	

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1. INTRODUCTION

Globalization fosters increased transparency and intensifies competition within the business landscape, with technological progress serving as a primary driver of heightened competitiveness, particularly in developing or emerging economies. Consumers now have instant access to extensive information about various products available in Indonesia, spanning both local and international brands. The primary challenge Indonesian products face stems from the diverse range of offerings from foreign countries that are readily accessible to consumers (Rara et al., 2022). Indonesia's textile and apparel sector experienced remarkable growth, with a 15.08% increase in the third quarter of 2019, making it the fastest-growing industry. Among the prioritized sectors for further development and transition into the industry 4.0 era, one in five is the textile and apparel industry. Import tax duties are imposed on textile products from foreign sources (Kemenperin, 2019) as the government's protection for local manufacturers. The Indonesian government is actively bolstering local brands and

implementing various strategies to support their growth. In 2020, they launched the #SemuanyaAdaDisini campaign, emphasizing that the national industry can produce high-quality products that cater to public needs (Kementerian Komunikasi dan Informatika, 2020) Furthermore, the government urges the public to purchase and advocate for local brands, recognizing that tangible support comes from consumers buying their products (Kementerian Komunikasi dan Informatika, 2021). To boost local brands further, the National Procurement Board has blocked 13,600 imported products from the e-catalog (CNBC, 2022).

The resurgence of Indonesia's textile industry is also underpinned by rising demand and consumption (Lestari, 2022). The apparel sector, encompassing products like t-shirts, shirts, jackets, and accessories, is a crucial pillar of Indonesia's industrial landscape (Kompasiana, 2019). Therefore, many local brands are competing to gain big chunks of the apparel and textile industry, which shows a trend of no less decreasing demand.

Erigo, a local Indonesian brand specializing in men's and women's apparel, has successfully expanded its presence on the global stage. Established in 2010 under "Selected and Co," Erigo underwent a re-branding in 2014. In a remarkable achievement, Erigo was the sole Indonesian brand to grace the New York Fashion Week in 2021. Erigo's growth in Indonesia, particularly in its store count, notably surpasses many other local brands, even outpacing Eiger. Eiger was established in 1989 and boasts over 400 physical stores nationwide and very aggressive in expanding its business compared to Eiger, the older brand in the market. Regardless of Erigo's efforts in domestic and overseas markets, the brand still needs to be recognized and listed as a preferred brand in Indonesia. The chart in Figure illustrates the preferred brands in Indonesia for 2022, as determined through a survey conducted by Populix. As shown in the data in figure 1, 4 the most favorite fashion based on the survey was dominated by international or foreign brands, with six brands that consist of Adidas, H&M, Converse, Uniqlo, Nike, and Vans, while 5 out of 6 of the foreign brands were the top 5 of the most favorite fashion brands. The most favorite local brand was ranked 6, Eiger, and the rest were 7, 8, and 10 (3Second, Nevada, and Cardinal). Based on the data, it may be con be concluded that Indonesian tends to buy foreign brand rather than local brand (Dhini, 2022). Further, the survey findings indicate that local products in Indonesia face the ongoing challenge of being less appealing than international brands, as they are not the preferred choice for most purchases or usage. Despite the support from the local government, Indonesians generally opt for foreign products over their domestic counterparts.

In 2020, Katadata Insight Center (KIC) surveyed 6,697 respondents across 34 provinces in Indonesia involving respondents spanning the age range of 17 to 65 year old, to understand the reasons behind their preference for local products. The survey results unveiled that a significant majority, 82.3% of respondents, opt for local products primarily due to their pride in supporting local goods. Other factors include Affordability at 60.7%, Perceived contribution to the country's economy at 45.4%, Comfort at 40.2%, Products reflecting Indonesian cultural characteristics in their design at 38.3%, The belief is that

local product quality can rival foreign counterparts at 35.6% and lastly the regular visits to local outlets at 19.6%.

This data indicates a notable inclination among Indonesian consumers towards ethnocentrism, where they prioritize local products. Consumer ethnocentrism reflects the belief that purchasing foreign goods can harm the local economy and increase unemployment. Consumers with high levels of ethnocentrism are more inclined to choose local products while rejecting foreign or global brands (Yunitasari & Parahiyanti, 2022). The respondents when asked about their consideration of a product's country of origin, 35.3% of respondents indicated that they did consider it, 41.3% stated that they didn't consistently factor it in, and 23.5% claimed not to think about the country of origin when making a purchase decision. Interestingly, despite these responses, the consumer preference for domestic products stands at 87.2%, while the preference for international products is lower at 12.8%. This data reveals a paradox in Indonesian consumer behavior. On one hand, a substantial majority favors local brands over international one. However, as shown in Figure 1, Indonesians still tend to purchase foreign brands instead of local ones, which indicates a contradiction in the preferences of Indonesian consumers concerning consumer ethnocentrism and their choice between foreign and local products.
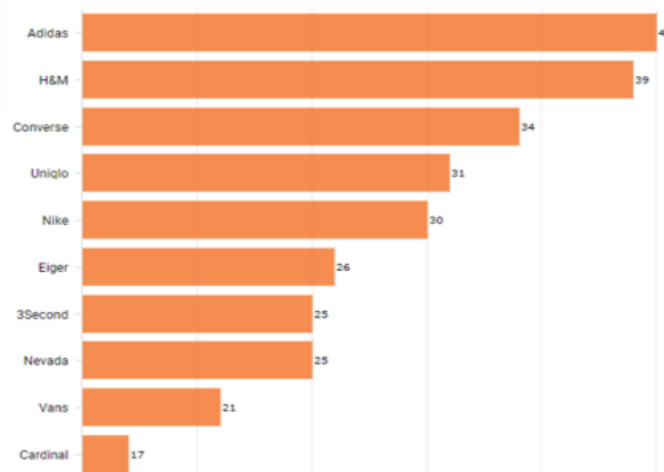

Figure 1

10 Most favorite fashion brand in Indonesia.

The concept of willingness to buy is rooted in a consumer's desire to acquire a product, a decision influenced by evaluating the product's attributes compared to other options and having access to relevant information. In addition, it reflects their desire to purchase (Humisar et al., 2021). When a product aligns with a consumer's specific requirements, it triggers a consumer behavior known as willingness to buy (Kaniawati, 2019).

Understanding consumer ethnocentrism is crucial for companies, as it significantly impacts the prediction of consumer behavior regarding the choice between domestic and imported products (Dang

Nhu et al., 2022). Ethnocentrism is characterized by a preference for local products over imported ones, signifying a negative attitude towards the latter (Siahaan et al., 2021). Consumer ethnocentrism is pivotal in influencing consumers' decisions to purchase local or foreign products (Karoui & Khemakhem, 2019).

Perceived quality is another factor influencing consumer willingness to buy, especially concerning the quality of local products. When consumers perceive local products as high-quality, they are more inclined to accept them (Maghfiroh & Iriani, 2021). Perceived quality positively affects willingness to buy, meaning higher perceived quality leads to increased purchase intentions (Rohman & Indaryadi, 2020). It is important to note that perceived quality is subjective and not objective product quality (Ardisa et al., 2022). Consumer willingness to embrace both local and global brands is influenced by their perception of quality (Yunitasari & Parahiyanti, 2022). As reported by CNBC Indonesia, Indonesians continue to lean towards global brands, particularly in the fashion sector, primarily due to the perceived higher quality they offer (CBNC, 2018.).

Perceived price is a critical factor that significantly influences consumer purchasing decisions. When considering a purchase, consumers typically compare prices across different sellers, engaging in bargaining tactics to secure the best possible deal (Tj et al., 2022). How consumers perceive the price of a product directly impacts their assessment of its overall value and quality (Benhardy et al., 2020). Moreover, consumers' perceptions of price can also influence their brand loyalty and willingness to repurchase (Kainde & Mandagi, 2023; Indrajit, 2020). If consumers feel that they received good value for the price paid, they are more inclined to develop positive associations with the brand and are more likely to repurchase from the same seller in the future. Conversely, a negative perception of price relative to value may lead to dissatisfaction and a decreased likelihood of repurchase.

Brand image plays a pivotal role in consumer behavior and purchasing decisions. It encapsulates the collective perceptions, associations, and beliefs that consumers hold about a brand (Malik et al., 2012; Abin et al., 2022). A strong and positive brand image fosters trust, loyalty, and preference among consumers, influencing their purchasing behaviors (Marhareita et al., 2022; Rondonuwu & Mandagi, 2023). Consumers often make buying decisions based on their perception of a brand's image. A favorable brand image can evoke positive emotions and attitudes towards the brand, leading to a higher propensity to purchase its products or services (Waworuntu et al., 2022). Conversely, a negative or weak brand image may deter consumers from engaging with the brand or considering its offerings. Moreover, a perceived brand image can differentiate a brand from its competitors in the marketplace. Brands with a distinct and compelling image stand out and command attention, attracting consumers who resonate with their values, identity, and positioning (Abin et al., 2022). In the context of local products, a strong perceived brand image holds particular significance. When local brands successfully cultivate a positive image in consumers' minds, it enhances their credibility, perceived value, and desirability. Consumers are more inclined to support and purchase from brands that they perceive positively, especially when these brands reflect aspects of local culture, heritage, or authenticity (Mandagi et al., 2021).

Based on the phenomenon above, this study seeks to conduct a more in-depth analysis to investigate the impact of ethnocentrism, perceived quality, perceived price, and perceived brand image on consumers' willingness to purchase products from Erigo, a prominent local brand in Indonesia. The study is also based on replication from study by (Maghfiroh & Iriani, 2021) and refer to their limitation which was to compare several local fashion brands with different positioning. Therefore, this study will be using Erigo as one of local fashion brand to examine the variables of Consumer Ethnocentrism, Perceived Quality, Perceived Price, and Perceived Brand Image as drivers to influence the willingness to buy Erigo clothing in Indonesia.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Consumer Ethnocentrism

Ethnocentrism can be defined as the extent to which an individual perceives their own culture as superior and sets it as the standard against which all other cultures are judged. It represents a strong bias towards one's culture compared to others and is considered a universal phenomenon rooted in a biological survival instinct experienced by people across different cultures (Neuliep, 2020). When applied to consumer behavior, consumer ethnocentrism signifies a preference for local products over foreign ones, regardless of the country of origin (Mooij, 2021). As per Sun et al (2021), consumer ethnocentrism can be described as an attitude and ethical standpoint regarding acquiring products from foreign countries. Further, they studied that consumer ethnocentrism is defined as the belief in the superiority of purchasing domestic products over foreign ones, reflecting a moral stance towards buying internationally. This implies that consumers with high levels of ethnocentrism generally favor local or domestic goods over imported options and similar brands. It describes consumers' predisposition to view home-grown products as better than their foreign counterparts (Casado-Aranda et al., 2020).

Consumer ethnocentrism drives a moral obligation to purchase locally made products and shapes product perceptions towards local goods (Maghfiroh & Iriani, 2021). Individuals with pronounced ethnocentric tendencies typically prefer domestic or locally produced items over imports or comparable foreign brands. Consumer ethnocentrism encompasses a belief system and a moral inclination, shaping individuals' decisions when buying foreign products (Cleveland et al., 2017; Khan et al., 2019). Further, consumer ethnocentrism can reflect a widespread inclination among consumers to dismiss international products, overlooking factors such as quality or price (Siamagka & Balabanis, 2015) in the study of Alshammari et al (2018). A strong ethnocentric attitude can lead to domestic products being rated higher, and consumers may even be willing to pay a premium for local products (Teng, 2020).

2.2 Perceived Quality

Product quality is the overall characteristic of a product that can bring satisfaction to consumers through its functionality (Aini & Andjarwati, 2020; Lebo & Mandagi, 2023; Koyongian & Walean, 2021). Consumers believe that a product is of good quality and acceptable if it meets their expectations, leading

to their happiness. Conversely, if a product fails to meet consumer expectations, it is perceived as low quality. Therefore, product quality can be defined as the product's ability to meet the needs and expectations of consumers (Sidi et al., 2018). According to Ardisa et al (2022), Perceived quality refers to how customers evaluate a product or service's overall excellence or superiority in comparison to alternatives and relative to their expectations.

Consumers' evaluation of a product or service's quality is crucial, as a low rating on quality can create a discrepancy between expectations and actual experiences, leading to unmet consumer needs (Fajariah et al., 2016). Therefore, perceived quality represents something other than the actual quality but what consumers believe it to be. Perceived quality is rooted in the consumer's viewpoint, as it depends on how the consumer assesses the quality of products and services. In other words, the quality of products and services is determined by how consumers perceive them. Perceived quality encompasses intangible impressions about a product or service and may not necessarily rely on consumers' knowledge of its typical characteristics (Ammari, 2022).

2.3 Perceived Price

Price represents the value a seller determines for a product or service which the customer pays. Factors influencing this set price include the item's base cost, sales location, desired profit margins, promotional expenses, taxes, and shipping fees (when applicable). Perceived price diverges from the actual price as the consumer's knowledge and experiences shape it (Suhud et al., 2022). Price perception refers to how customers view the cost of the products they purchase or the services they receive. How consumers view a product's price can influence their judgments about its value and quality (Benhardy et al., 2020). Essentially, consumers base their purchasing decisions on the amount they're willing to spend on an item on its price, which also informs them about the product's quality and brand image (Cakici et al., 2019).

Perceived price refers to consumers' assessment of a product's price as being high, low, or fair, which impacts their readiness to purchase (Suhaily & Darmoyo, 2017) in Benhardy et al., (2020). It is the process in which consumers interpret information about the price and the value attributes of goods or services. When the perceived price is excessively high, it reduces consumer purchase intent, but if the perceived price is reasonable, it increases consumer purchase intent (Son & Jin, 2019). A favorable perceived price will have a significantly positive impact on purchase intent compared to an unfavorable perceived price (Mannan et al., 2019). Consumers tend to believe lower prices are better than higher ones (Park & Jang, 2020) in the previous study by (Maghfiroh & Iriani, 2021).

2.4 Perceived Brand Image

Perceived brand image is a collection of perceptions stored in a consumer's memory regarding a brand, as indicated by brand associations (Maghfiroh & Iriani, 2021; Mandagi et al., 2023). It encompasses consumers' viewpoints and thoughts about a brand, and this image can evolve over time. Perceived brand image refers to consumers' perceptions of specific brand attributes and is a crucial element of brand equity (Warbung et al., 2023). It impacts purchasing intentions directly and indirectly,

indicating a significant and positive relationship between brand image and the intention to buy the brand (Yu et al., 2018; Mandagi & Wuryaningrat, 2023). Individuals can shape this image through interactions and relationships with a brand (Pranata et al., 2020; Sijabat et al., 2022).

In the study by Lee & Lee (2018), it was found that perceived brand image positively affects the perceived quality and value of a product and, in turn, positively influences the intention to purchase. Perceived brand image influences consumers' willingness to purchase regardless of whether the product is domestic or imported. The stronger the perceived brand image of a domestic product, the greater the inclination to buy it (Yen, 2018). A stronger perceived brand image leads to more positive purchase intentions towards branded products and their attributes. Like perceived quality, perceived brand image positively correlates with consumer ethnocentrism in developed countries, as domestic products are often associated with a highly perceived brand image in various contexts (Maghfiroh & Iriani, 2021).

2.5 Willingness to Buy

Consumers assess a product to determine their choice in deciding on a purchase. This evaluation leads to a readiness to purchase a particular item (Kiriri, 2019). The willingness to buy is one of the responses toward particular objects revealing the interest of a consumer to purchase (Siahaan et al., 2021; Toding & Mandagi, 2022). The intention to purchase can be interpreted as the perceived likelihood of buying a product (Meshreki et al., 2018; Souiden et al., 2018). Hence, consumers do not immediately decide to make a purchase but may possess a predisposition toward buying in the future (Rahmaningtyas et al., 2017). Purchase intention differs from actual buying behavior; the latter refers to completed transactions by consumers, whereas the former describes the emerging inclinations within consumers to buy products or services in the future (Dapas et al., 2019). Willingness to buy encompasses the possibility, inclination, and inner directive for purchasing. The concept of willingness or intention to buy represents a facet of consumer behavior. When a consumer possesses the inclination or intention to make a purchase, they are considered a prospective consumer. The inclination to purchase reflects a consumer's contemplation of acquiring a product or service, influenced by their positive perception and valuation (Naszariah et al., 2021).

Moreover, when consumers are armed with information, they are more likely to make informed decisions about purchasing a product, thereby enhancing their willingness to buy the desired product or service (Kaniawati, 2019). This willingness to buy signifies a consumer's readiness to act and immediately purchase (Mulyaputri & Sanaji, 2021). Consumer behavior often includes the intention or willingness to buy, turning individuals into prospective consumers. Access to relevant information enables consumers to make informed decisions that enhance their willingness to buy a desired product or service (Kaniawati, 2019).

2.4 Hypotheses Development

Ethnocentric consumers firmly believe that their own country or locally made products are superior to those from other nations. Consequently, consumer ethnocentrism can lead to the rejection

of foreign products. The extent of consumer ethnocentrism is measured by how it influences the evaluation of products from other countries in terms of their impact on the local economy. When consumers exhibit a high level of ethnocentrism, they tend to favor purchasing local products and believe that local goods surpass those from other countries (Alam et al., 2022). Ethnocentrism is crucial in consumers' decision-making when choosing between local and foreign products (Dang Nhu et al., 2022). Shimp & Sharma (1987) elaborate on how consumer ethnocentrism revolves around discerning the distinctions between local and foreign products, ultimately leading consumers to opt for locally made products (Selli & Kurniawan, 2021). A study conducted by Yen (2018) found that the relationship between consumer ethnocentrism and the intention to purchase domestic products is positively correlated in developing countries. The research findings of Fernández-Ferrín et al (2015) and Zebal & Jackson (2019) suggest that consumers with high levels of ethnocentrism tend to prefer purchasing domestic products over foreign ones and perceive domestic products as superior to those produced in other countries. Based on the explanation, the proposed hypothesis is:

H1: Consumer Ethnocentrism has a positive impact on Willingness to buy local product Erigo clothing.

Aaker (2013) defines perceived quality as how consumers perceive the overall quality of a product in relation to their expectations. Perceived quality has a positive impact on the willingness to purchase domestic products among consumers in developing countries (Yen, 2018). When a consumer has a positive perception of a product's quality, it leads to a higher willingness to make a purchase (Suhud et al., 2022). High-quality products have the potential to generate a strong perceived quality, which in turn influences consumers' willingness to purchase products or services (Aztiani et al., 2019). Previous research has consistently found that perceived quality significantly impacts the desire to buy (Maghfiroh & Iriani, 2021). Similarly, other studies have reached the same conclusion, highlighting the influential role of perceived quality in shaping consumer purchase intent (Suhud et al., 2022). Based on the explanation, the proposed hypothesis is:

H2: Perceived quality has a positive impact on Willingness to buy local product Erigo clothing.

Consumer judgments regarding whether a product is inexpensive or costly depend on their perspective. When consumers feel that the price aligns with their expectations, it becomes a significant driver of their purchase intent (Aztiani et al., 2019). A favorable perception of price significantly and positively impacts purchase intent compared to an unfavorable perception of price (Mannan et al., 2019). Consumers tend to consider lower prices preferable to higher ones (Park & Jang, 2020). Perceived price negatively influences the willingness to make a purchase, with a higher perceived price leading to reduced willingness to buy (Setiawan & Achyar, 2021). However, some studies provide contradictory findings, indicating that perceived price can positively influence the willingness to make a purchase. In such cases, when consumers favor a higher price level, their willingness to buy increases (Ayub & Kusumadewi, 2021; Benhardy et al., 2020). Based on the explanation, the proposed hypothesis is:

H3: Perceived price has a positive impact on Willingness to buy local product Erigo clothing.

Brand image is crucial in marketing and is influenced by consumer perceptions. It represents how consumers perceive a brand, and this perception is shaped by their previous experiences and memories associated with the brand. Yu et al (2018) have found a positive relationship between perceived brand image and the inclination to buy. Consumers with a strong perceived brand image are inclined to buy a product, irrespective of whether it is local or foreign. A high level of perceived brand image positively influences consumer willingness to make a purchase and subjectively shapes their perspective towards a product (Yen, 2018) in (Maghfiroh & Iriani, 2021). Another supporting research conducted by (Lee & Lee, 2018), found that there is a positive effect from perceived brand image towards consumers' willingness to buy. Based on the explanation, the proposed hypothesis is:

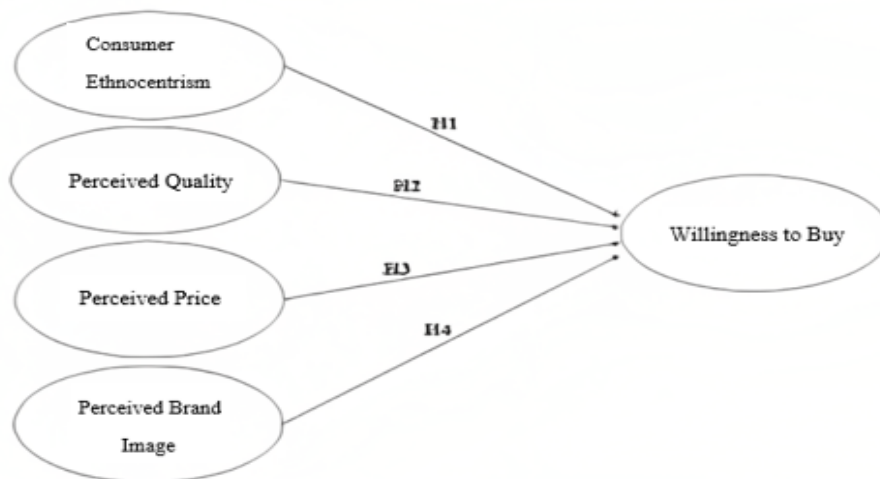**H4**: Perceived Brand Image has a positive impact on Willingness to buy local product Erigo clothing.

Figure 1.
Conceptual Framework

3. RESEARCH METHOD

Quantitative methods will be applied in this study to evaluate and analyze how the independent variable affects the dependent variable. This research falls into the category of causal research, which aims to elucidate the connection between independent and dependent variables. The research subjects chosen for this investigation encompass independent variables, including consumer ethnocentrism, perceived quality, perceived price, and perceived brand image, while the dependent variable is the willingness to buy local product Erigo Clothing.

This study will gather data using a questionnaire, and the information obtained will constitute primary data. The research utilizes an interval scale to quantify the characteristics of the objects being studied. This choice is mainly driven by the Likert scale, which is classified as an interval scale (Sekaran & Bougie, 2016). The Likert scale is designed to gauge respondents' agreement or disagreement about specific statements. The population of the study is those who prefer a local brand, local brand

enthusiasts, or the population with a significant positive intention toward a local brand. The sample of this research is taken from non-probability purposive sampling which are those consumers who had bought Erigo clothing at least once. The research sample size would yield only meaningful factor analysis results if it consisted of 50 or fewer respondents. Collecting a sample size of at least 100 or more is recommended for robust analysis. Within this context, it is advised to have a minimum of 5 samples for each indicator and a maximum of 10 samples for each indicator, based on the guidelines provided by (Hair et al., 2019). Since this research involves 36 indicators, the minimum sample size required would be 180, while the maximum would be 360.

The data obtained will be processed using the SmartPLS software, employing partial least squares-structural equation modeling (PLS-SEM). PLS-SEM encompasses both the structural model (inner model) and the measurement model (outer model). The conclusive phase of inferential statistical data analysis involves hypothesis testing, which aims to determine the positive or negative impact of the research hypotheses (Hair et al., 2014).

4. RESULTS AND DISCUSSIONS

4.1 Demographic Profile Respondents

Out of the 192 respondents, 52.1% were male, while 47.9% were female. The majority of respondents, comprising 93.8%, fell within the age range of 17 to 26 years, with fewer respondents in older age groups. Concerning education, 84.4% held an undergraduate degree, with smaller percentages having varying levels of education. Regarding monthly income, the largest segment earned between Rp 6,000,000 and Rp 8,000,000, followed by those earning between Rp 4,000,000 and Rp 6,000,000. Furthermore, the data reveals that 97.4% of respondents spent less than Rp 500,000 monthly on Erigo products, with only a small percentage spending between Rp 500,000 and Rp 1,000,000

Table 1.

Respondents' Demographic Characteristics

Demographic Variable		Frequency	Percentage %
Gender	Male	100	52.1
	Female	92	47.9
Age (years)	17-26 y.o	180	93.8
	27-42 y.o	7	3.6
	>42	5	2.6
Education	Middle School	3	1.6
	High School	22	11.5
	Undergraduate	162	84.4
	Graduate	5	2.6
Monthly income	<Rp.2.000.000	17	8.9
	Rp. 2.000.000-Rp.4.000.000	16	8.3
	Rp. 4.000.000-Rp.6.000.000	64	33.3
	Rp. 6.000.000- Rp.8.000.000	85	44.3
	>Rp.8.000.000	10	5.2
Monthly spending for Erigo product	<Rp.500.000	187	97.4
	Rp.500.000-Rp.1.000.000	5	2.6

4.2 Measurement model evaluation (Outer model)

Convergent Validity

Table 2 displays the Average Variance Extracted (AVE) values, with each variable being studied having AVE values exceeding 0.5, based on responses collected from 192 participants.

Table 2.

Average Variance Extracted (AVE)

Variable	AVE	Category (>0.5)
Consumer Ethnocentrism	0.712	Valid
Perceived Quality	0.612	Valid
Perceived Price	0.695	Valid
Perceived Brand Image	0.549	Valid
Willingness to buy	0.661	Valid

Furthermore, in Table 3, the outer loadings for every indicator have surpassed the minimum validity threshold, which is higher than 0.7.

Table 3

Outer load value

Variable	Indicators	Outer Loading	Category (>0.7)
Consumer Ethnocentrism	CE1	0.863	Valid
	CE2	0.830	Valid
	CE3	0.839	Valid
Perceived Quality	PQ1	0.746	Valid
	PQ2	0.811	Valid
	PQ3	0.818	Valid
	PQ4	0.752	Valid
Perceived Price	PP1	0.834	Valid
	PP2	0.829	Valid
	PP3	0.831	Valid
	PP4	0.840	Valid
Perceived Brand Image	PBI1	0.664	Valid
	PBI2	0.784	Valid
	PBI3	0.741	Valid
	PBI4	0.770	Valid
Willingness to buy	WTB1	0.797	Valid
	WTB2	0.820	Valid
	WTB3	0.822	Valid

Reliability Testing

Table 4, presented below, indicates that the Composite Reliability and Cronbach's Alpha values are consistently above 0.7, signifying their reliability.

Table 4
Composite Reliability and Cronbach Alpha

Variable	Composite Reliability	Cronbach Alpha	Category (>0.6)
Consumer Ethnocentrism	0.799	0.881	Reliable
Perceived Quality	0.789	0.863	Reliable
Perceived Price	0.854	0.901	Reliable
Perceived Brand Image	0.727	0.829	Reliable
Willingness to buy	0.744	0.854	Reliable

4.3   Structural Model Evaluation (Inner Model)

The assessment of the structural model involves the examination of coefficients of determination (R^2), predictive relevance (Q^2), and t-statistics through bootstrapping. Table 5 below displays the coefficients of determination (R^2).

Table 5

Coefficients of Determinant (R^2)

Variable	R^2	Results
Willingness to buy	0.630	Medium

In this study, the R-square value obtained is 0.630. In simpler terms, the independent variables in the research, namely consumer ethnocentrism, perceived quality, perceived price, and perceived brand image, collectively account for 63% of the ability to clarify the dependent variable, which is the willingness to buy. The value indicates a moderate explanatory capability. The remaining 37%, equivalent to 0.370 of the explanatory power for the dependent variables in this research can be attributed to factors beyond the scope of the independent variables examined in this study. Table 6 provides the research findings regarding Predictive Relevance (Q2);

Table 6

Predictive Relevance (Q^2)

Variable	Q^2
Willingness to buy	0.403

The Q-square, or predictive relevance value, is determined to be 0.403, which exceeds the threshold of 0. The path model lacks predictive relevance when the Q-square value falls below 0. In this case, with a Q-square value of 0.403, it is evident that there is predictive relevance within the path model concerning the dependent variable, which is the willingness to buy.

The relationships between significant variables are examined through t-statistic testing utilizing the bootstrapping method. This research uses a one-tailed test with a 95% confidence level, requiring the t-statistic value to exceed 1.96 and the p-value to be less than 0.05 for statistical significance. The summary of direct effects is shown in Table 7.

Table 7

Hypothesis Testing

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
H$_1$: Consumer Ethnocentrism has a positive impact on Willingness to buy local product Erigo clothing	0.323	4.259	0.000	Supported
H2: Perceived quality has a positive impact on Willingness to buy local product Erigo clothing.	0.105	1.300	0.097	Not Supported
H3: Perceived price has a positive impact on Willingness to buy local product Erigo clothing	0.307	3.235	0.001	Supported
H$_4$: Perceived Brand Image has a positive impact on Willingness to buy local product Erigo clothing	0.179	2.245	0.012	Supported

6. DISCUSSIONS

The results of testing the H1 : Consumer Ethnocentrism has a positive impact on Willingness to buy local product Erigo clothing indicates that the path coefficient or original sample value between consumer ethnocentrism and willingness to buy is 0.323, demonstrating a positive correlation. The result is further supported by a t-statistic of 4.254, which exceeds the threshold of 1.65, and a p-value of 0.000, falling below the 0.05 significance level. These findings indicate that consumer ethnocentrism significantly influences the willingness to purchase Erigo apparel as a local brand, leading to the acceptance of Hypothesis 1 (H1). This study aligns with earlier findings by Maghfiroh & Iriani (2021), and Kiriri, (2019) of whom found a positive and significant influence of consumer ethnocentrism on the willingness to purchase. Furthermore, Karoui & Khemakhem (2019) observed that consumers in developing countries, when comparing products based on their country of origin, typically favor foreign products from developed countries over those from other developing nations unless the comparison involves a local product, in which case the local option is preferred if the consumer exhibits high ethnocentrism. Rahmawati & Muflikhati (2016) also noted that a consumer's level of ethnocentrism affects their preference for domestic versus foreign products, with highly ethnocentric consumers favoring local goods. Despite a general preference for local products among respondents, initial surveys

indicated an openness to foreign products, suggesting a nuanced view where foreign products are still valued, mainly when originating from more developed countries. This study demonstrates that while respondents prefer local items, meaning they might show high ethnocentrism, they do not support a complete absence of foreign products in the market, especially if they are perceived as superior from more developed countries.

The results of testing the H_2: Perceived quality has a positive impact on Willingness to buy local product Erigo clothing indicates that perceived quality has a positive, yet statistically insignificant, impact on the willingness to buy, as evidenced by an original sample value of 0.105. With a t-statistic of 1.300, which does not meet the threshold of 1.65, and a p-value of 0.097, exceeding the 0.05 significance level, the effect is not considered significant. Thus, it is concluded that regardless perceived quality has a positive impact, but it does not significantly affect the willingness to purchase Erigo apparel, leading to the rejection of Hypothesis 2 (H2). The findings related to the second hypothesis of this study diverge from previous research by Maghfiroh & Iriani (2021), Yen (2018) which identified perceived quality as having a significant and positive influence on the willingness to purchase. Specifically, for Generation Z, perceived quality was a critical factor in choosing local over foreign products, despite noting the need for local brands to improve quality (Maghfiroh & Iriani, 2021). Santoso & Triwijayati (2018) described Generation Z as prioritizing perfection in product quality, even when seeking low-priced items. However, in the context of Erigo, either the perceived quality does not match the actual quality of the products, or for Erigo's customers, perceived quality does not significantly impact their purchase intentions. The possible reason could be that Erigo's audience recognizes the brand's quality consistency without substantially altering their buying decisions. This discrepancy suggests that while consumers acknowledge the quality of Erigo's products, it may not be a decisive factor in their purchasing behavior, which could explain the rejection of the second hypothesis.

The results of testing the H_3: Perceived price has a positive impact on Willingness to buy local product Erigo clothing," reveals that perceived price positively influences the willingness to buy, evidenced by a solid original sample value of 0.307. The value demonstrates a significant positive connection. The impact is deemed significant with a t-statistic of 3.235, surpassing the 1.65 benchmark, and a p-value of 0.001, well below the 0.05 significance level. Consequently, the analysis supports that perceived price significantly enhances the willingness to purchase Erigo apparel, leading to the acceptance of Hypothesis 3 (H3). The findings for the third hypothesis align with prior studies by Maghfiroh & Iriani (2021), and Roseira et al (2022) all of which concluded that perceived price significantly and positively impacts buying willingness. These studies underscore the importance of brands appropriately positioning themselves in the market by establishing a perceived price that encourages consumer purchase intent and competes effectively in terms of quality and value offered. Nugrahaeni et al (2021) emphasized that a brand's ability to set a reasonable perceived price can influence consumer purchasing decisions, especially when competitors offer similar products at comparable prices, potentially with better quality. According to Sumiati & Mujanah (2018), a consumer's

decision to buy is heavily influenced by the product's perceived value, with a fair perceived price attracting consumer interest. Therefore, in the context of Erigo, ensuring that the price is perceived as acceptable or reasonable by consumers can significantly enhance their willingness to purchase.

The analysis in relation to H_4: Perceived Brand Image has a positive impact on Willingness to buy local product Erigo clothing indicates a positive correlation between perceived brand image and willingness to buy, as highlighted by an original sample value of 0.179. The t-statistic stands at 2.245, exceeding the 1.65 threshold, and with a p-value of 0.012, which is under the 0.05 level of significance, the relationship is deemed significant. The result suggests that a favorable perceived brand image significantly influences the decision to purchase Erigo apparel, leading to the acceptance of Hypothesis 4 (H4). This study's conclusions are consistent with those of Yen (2018) and Yu et al (2018), which found that perceived brand image significantly and positively influences purchase intentions. However, these findings diverge from the research by Maghfiroh & Iriani (2021) which could not establish a significant positive impact of perceived brand image on the willingness to purchase, suggesting that perceived brand image did not notably affect buying decisions. According to Crespo-Hervas et al (2018), the perception of a brand's image can vary widely among consumers, being viewed either more favorably or less, depending on whether it is perceived in a positive or negative light.

The influence of perceived brand image varies by demographic groups, particularly among younger consumers. This study predominantly involved young participants, with 93.8% aged between 17 and 26, indicating that this demographic may prioritize brands that align with their identity and values over those that are simply luxurious or well-known. Maghfiroh & Iriani (2021) noted that the younger generation prefers brands with deeper meanings rather than just the prestige of luxury or popularity. The positive reception of Erigo by respondents, who regard it as unique and exciting, underscores the brand's strong perceived image among this demographic, leading to the acceptance of the fourth hypothesis. Erigo's brand image might resonate well with young consumers, significantly impacting their willingness to engage with the brand.

7. CONCLUSIONS

For Erigo, the impact of consumer ethnocentrism, perceived quality, perceived price, and perceived brand image on customer purchase intention offers several managerial insights. Firstly, consumer ethnocentrism plays a critical and positive role in influencing the desire to purchase Erigo apparel, standing out as the most influential factor among the variables studied. To capitalize on this, Erigo could implement promotional strategies or events highlighting the value of supporting local brands, collaborating with government initiatives, or participating in events that celebrate local craftsmanship. Emphasizing themes like Indonesia's rich cultural diversity could further amplify Indonesian ethnocentrism, boosting consumer interest and willingness to purchase Erigo products. Such targeted campaigns can strengthen Erigo's market position by appealing to the patriotic sentiments of its customers, encouraging a preference for local over foreign brands. Secondly, the perception of Erigo's

value plays a crucial role in influencing consumer purchase decisions, making it imperative for Erigo to consistently manage and uphold its pricing strategy effectively. Since perceived price is an essential determinant in enhancing consumer buying intention, Erigo needs to ensure that its pricing reflects the value and quality it offers, thereby maintaining an appealing price-performance ratio to its customers. This approach is vital for reinforcing buyer interest and encouraging purchases. Lastly, Erigo needs to craft its brand image strategically to align with its desired market perception, particularly in the face of competition from foreign brands. A strong and positive brand image is essential, as it can significantly influence consumer perceptions and purchase decisions. Engaging in events or activities and maintaining an active and appealing presence on social media are effective ways to shape public perception of the brand. These efforts can help Erigo resonate more strongly with consumers, potentially increasing their likelihood to purchase by showcasing the brand's values, personality, and commitment to quality.

This research has specific limitations: first, it focuses solely on Erigo, making its findings not universally applicable to other brands; second, it faces potential bias in respondent income levels due to a lack of clarity on income sources; and third, it does not account for variations across different age groups; and it is limited to specific variables (Consumer Ethnocentrism, Perceived Quality, Perceived Price, and Perceived Brand Image) without considering other potential factors. Therefore, future research is advised to explore a broader range of local and foreign brands in Indonesia, include more detailed demographic data such as occupation and age, and investigate the influence of additional variables or moderators to provide a more comprehensive understanding of consumer behavior toward local and foreign products.

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