

## INFLUENCE OF CONSUMER ETHNOCENTRISM IN BUYING BRAND CIAO PRODUCT

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### ABSTRACT

*In this study the author conducted research on the influence of consumer ethnocentrism in buying ciao brand products, the ciao brand is one of the businesses in the fashion sector that was founded in 2020, from the results of validity and reliability tests it is known that the results are valid and consumer ethnocentrism affects the purchase of ciao products This research is based on the CETSCALE and CEESCALE theories that exist on consumer motivation, with the ultimate goal of this study proposing a strategy using the STEPPS framework to increase the dimensions of consumer ethnocentrism.*

**Keywords:** Ethnocentrism, CETSCALE, Fashion, Consumer Motivation, CEESCALE.

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### INTRODUCTION

Fashion is one of the creative industries, which every year has different trends. Clothing is one of the human needs that will certainly develop according to the times, fashion in clothing also has interesting and unique trends every year even have a variety

of different trends every age. Fashion is usually interpreted as a fashion, style, or model that represents habits that arise in a period of time.

Fashion was present in Indonesia in the 15th or 15th century by lifting traditional elements in the form of kebaya and batik. Fashion itself has a character at certain times such as in the 50s called Rock n Roll which is influenced by Elvis Presley style with the use of t-shirts and kuliat jackets and use cutbray pants on the bottom. Then in the 60s popularized by the beatles with mushroom-style hair, beaded necklaces and loose robes to calves popularized by John Lennon himself. In the '70s changed to hipies and retros that use bright packages with wide pants, then continued with glam rock and punk rock which became the mainstay is Mohawk hair. In the 80s began to enter the era of rock popularized by Bon Jovi with the style of skinny jeans mixed and match with long-sleeved shirts, leather jackets, and jeans jackets. In the 90s known as grunge, the style of urakan with a blend of flannel shirts, in this era there is also the use of black T-shirts polished by metal bands such as metalicca. In the early 2000s hiphop style with gombrang clothing became a trend at that time continued in 2006 with emo style, gothic seba and also pony hair, in mid-2008 until now many combine high waist with oversized T-shirts for women.

In some previous eras in Indonesia, it only follows the growing trend in the world, but still combines with traditional elements that exist. In the current era, most people or teenagers prefer brand imports that come to Indonesia, especially for the upper class even to dominate the upper middle market share in Indonesia. The advantages of imported products or international fashion brands are attractive packaging, diverse products, and good product quality. Whereas most outside brands do production in Indonesia because the cost is quite cheap compared to doing production in their own country. For teenagers increasingly famous the brand then when using it will increase confidence. According to Malcom Barnard (1996) in his book "Fashion in English means way, habit, or fashion. Fashion is one way of determining a person's characteristics in dressing. The development of fashion is also inseparable from the influence of information.

The influence of many imported products that come to Indonesia makes local products themselves less noticed by the surrounding community, there are even some local products that are difficult to get market share because most people choose outside brands over local brands themselves. The thing that will be raised in this study is about the influence of consumer ethnocentrism in Indonesia on one of the fashion brands. Consumer ethnocentrism is a form of community movement in adherence and morality to domestic products. On the perspective of consumer ethnocentrism the purchase of imported products is very wrong and even damages the country's economy (Shimp and Sharma, 1987).

In this study will discuss many things about the "influence of consumer Ethnocentrism in buying Brand Ciao products" this study aims to find out whether people are more dominant in buying local products or even prefer to prioritize people's views when using products from outside. Ciao brand is one of the fashion brands with the concept of pop culture 70s-80s which has been established since 2020 and has sold 35 products, 5article, and has reached 400 sales in 1 year. From this research we will find out how the influence of consumer ethnocentrism in buying Ciao brand products as a benchmark for fashion fans in determining the choice of clothing from a selected brand, whether choosing the Ciao brand as a repressive of the local brand or still choosing an imported brand that seems more glamorous although less nationalist.

## LITERATURE REVIEW

### Consumer Ethnocentrism

The term consumer ethnocentrism is used as a belief in consumers of propriety, morality, in buying foreign products. (Shimp and Sharma, 1987). He mentioned that in the view of consumer ethnocentrism towards the purchase of foreign products is wrong and detrimental to the State economy, eliminating jobs, and not nationalist, buying outside products is an insult to ethnocentrists, while for nonethnocentris they make it an evaluation of why it can be better than local products.

CETSCALE (Consumer Ethnocentrism Tendencies SCALE) is an instrument developed to know and measure the ethnocentric tendency of consumers towards the purchase of imported and local products, we characterize 'tendency' and 'attitude' as a measure of scale with 17 items, the specificity of attitudes used to know references to consumer feelings towards an object, for the more general tendency to act consistently towards foreign products (Shimp and Sharma, 1987).

In research conducted by Herche J it is known that CETSCALE contributes as a tool in understanding behavior in purchasing imported products better than demographically, which is indicated by the scale of predictive validity into specific products. That the purchase of products due to higher prices can affect the ethnocentrist sense of sentiment because the economic impact is greater than the transaction (Herche J, 1992). He also said that diversity of engagement can be a cause for differences in products.

CEESCALE (Consumer Ethnocentrism Extended Scale) is the development of CEETSCALE, a valuable tool for scholars and practitioners to understand international consumer behavior and in particular, to increase knowledge about decision-making when

consumers are faced with an increasing number of imported goods (Siamagka,2010). CEESCALE consists of 5 dimensions and 17 indicators. the 5 dimensions are a development of 3 aspects, namely affective, cognitive and dominative aspects, dimensions that are intended as follows:

- ***Pro Social Motivation***

The pro-social-motivation dimension is a new dimension in variable consumer ethnocentrism that combines the concepts of altruism, solidarity as well as patriotism and national identity.

- ***Cognitive Distortion***

Cognitive distortion is a dimension that measures the cognitive aspects felt by consumers in consuming local products.

- ***Threat Perception***

Based on Shimp & Sharma (1987) the preference for buying local products relates to the feelings consumers feel when buying foreign products.

- ***Social Demonstrability of Benefits***

This dimension is used to see if consumers feel the motivation of consuming local products will affect many parties in the country.

- ***Inertia Buying***

Consumer purchases, non-essential items, which are often done and where buyers choose the same brand over and over again without considering other brands.

### **Fashion**

Fashion comes from the Latin, factio, which means to make or do. Therefore, the original meaning of the word fashion refers to activity; fashion is something that someone did, unlike nowadays, who interpret fashion as something to wear somebody. The original meaning of fashion also refers to the idea of a fetish or fetish object. this word revealed that fashion items and clothing is the most fetishized commodity, produced and consumed in capitalist society. Polhemus and Procter (in Barnard, 2006) shows that in Western contemporary society, the term fashion often used as a synonym of the term make-up, style and fashion.

### **Consumer Motivation**

Consumer motivation is a need that is sufficient to encourage someone to act (Kotler and Keller 2009). Appears by itself because consumers feel they have found between what they should feel and what they need to feel, According to Ferrina dewi (2008:11), motivation is an impulse of the soul to do something in order to fulfill or get something that is expected or desired.

## **RESEARCH METHOD**

The analysis in this study uses quantitative descriptive methods. According to Arikunto (2010: 26), descriptive research is not intended to test a particular hypothesis, but only explains what a variable is. According to Ahmad Tanzeh (2004, 51), quantitative research focuses on presenting data in numerical format or qualitative evaluation using statistics. Therefore, quantitative descriptive research in this study consists of looking at the object of the study numerically as is, confirming it, describing it, and drawing conclusions according to the phenomena that occurred at the time the study was conducted.

According to Ferdinand (2006), population is considered a world of research, so it is a combination of all elements formed by events, objects, or people who have similar traits that attract the attention of researchers. Sujaweni and Indrayanto 2012: 14) Populations say populations are generalization areas consisting of objects/subjects with certain qualities and characteristics that researchers have decided to study and draw conclusions from.

The sample is part of the number and properties possessed by the population (Sugiyono, 2018:81) thus the sample is the portion of the population whose properties will be investigated, and can represent the entire population so that the number is smaller than the population. The sample is part of the population and its properties (Sugiyono, 2018: 81), hence the number of samples is due to the sample part of the population whose traits are being investigated and can represent the entire population.

The population in this study was all who made purchases in the period October to November 2021. Those populations help authors to find data that fits the purpose of the study. As for the sample in the study, the authors used the slovin formula to determine it. This research uses the formula Slovin because in the sample withdrawal the number must be representative so that the results of the study can be generalized and the calculation does not require a table of sample numbers, but can be done with simple formulas and calculations. The sample size in this study was taken based on calculations using the Slovin formula with a standard error of 5%.

$$n = \frac{N}{1+N(e)^2}$$

The percentage of leeway used in the calculation of the slovin formula in this study was 5%. The results of these calculations are rounded to achieve the conformity of the number of respondents as follows:

$$n = \frac{40}{1 + 40(0,5)^2}$$

$$n = \frac{40}{1 + 40(0,250)^2}$$

$n = 36,363636$ .

Based on the calculations above, the target of respondents in this study was rounded to 36 people. Here the author uses the technique of non-probability sampling. Non-probability sampling is a sampling technique that does not provide the same opportunity for each element of the population to be selected as a sample member. This technique is a technique that allows researchers or evaluators to make generalizations from sample characteristics into population characteristics.

The data is obtained from the results of the questionnaire. The Likert scale is used as a measure for the variables in this questionnaire. The variable to be measured is converted into an index variable using the likert scale. This metric is then used as a starting point for compiling tool components, which can be questions or statements. (Sugiyono, 2012: 133). For data analysis purposes, the score can be set to the Likert scale, as follows.

Table 1 Likert scale

Score Scale	Answer
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

## DATA ANALYSIS AND DISCUSSIONS

### Validity Test

Uji validity is done to find out whether the measuring instrument has accuracy in making measurements, or in other words whether the measuring instrument can actually measure what to measure (Arikunto 2010).

The validity test was conducted using a statistical tool, IBM SPSS Statistics 25, which aims to find out that every question asked to respondents is valid or not. The technique used in this study is the correlation technique, which is a technique that compares the results of the correlation coefficient  $r_{\text{calculated}}$  with the  $r_{\text{table}}$ .

Table 2 Validity Test Results

Information	Pearson Correlation Results	$r_{\text{table}}$	Result
Item 1	708	0,329	Valid
Item 2	605		Valid
Item 3	683		Valid
Item 4	537		Valid
Item 5	721		Valid
Item 6	879		Valid
Item 7	728		Valid
Item 8	567		Valid
Item 9	652		Valid

The Validity Test, according to Sugiyono (2014: 203), states that a valid instrument means that the measuring instrument used to obtain the data (measuring) is valid. Provided that if the correlation coefficient is equal to 0.329 or more (at least 0.3), then the instrument item is declared valid. From the above results can be concluded all valid questions.

### Reliability Test

The reliability test aims to see if the questionnaire has consistency if the measurements are made with the questionnaire repeatedly. Based on taking Cronbach's alpha reliability test according to Wiratna Sujarweni (2014), the criteria for reliability testing is that data is said to be reliable if it has a value of Cronbach's Alpha > 0.60, conversely if the value of Cronbach's Alpha < 0.60 then the data is concluded not reliable.

Table 3 Reliability Test

**Case Processing Summary**

		N	%
Cases	Valid	36	100,0
	Excluded <sup>a</sup>	0	,0
	Total	36	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,848	9

Reliability tests are used to find out if the indicators used can be trusted as a measuring tool. Test results using SPSS Version 25 showed that the overall item was reliable or consistent as a measuring instrument because each independent and dependent variable had a Cronbach Alpha coefficient greater than 0.60 is 0,848

**Descriptive Analysis**

Descriptive analysis is a data analysis technique that is carried out by describing the data collected without intending to make conclusions. Descriptive analysis in this study was carried out by calculating the value of the Respondent's Level of Achievement. The level of achievement of respondents is calculated by the following formula:

$$LAR = \frac{RS}{N} \times 100\%$$



Description:

LAR: Level of Achievement Respondent

Rs: Average score of respondents' answers

N: Maximum answer score

Table.4 **Criteria of Achievement Respondent Level**

No.	Criteria	LAR Index (%)
1	Excellent	90-100%
2	Good	80-89%
3	Sufficient	70-79%
4	Poor	55-69
5	Very Poor	1-54%

Table 5. Descriptive Analysis

Statement	Frequency					Avg.	LAR
	SD	D	N	A	SA		
<b>Pro Social Motivation</b>							
I feel like buying Brand Ciao products will keep my country's identity			2	23	11	4,25	<b>85%</b>
I feel that buying Brand Ciao products becomes a moral obligation for Indonesian citizens.			6	14	16	4,28	<b>85,6%</b>

<b>Cognitive Distortion</b>							
I feel the quality of Brand Ciao products is better than foreign brands.	8	17	11	4,08	<b>81,6%</b>		
I feel no need to look for information about the quality of brand ciao.	1	6	23	6	3,94	<b>78,8%</b>	
<b>Threat Perception</b>							
I feel that buying foreign products will damage the country's economy.	8	4	14	10	3,72	<b>74,4%</b>	
I feel that not buying Brand Ciao products will increase unemployment in Indonesia.	1	2	6	16	11	3,94	<b>78,8%</b>
<b>Social Demonstrability of Benefits</b>							
I believe if I do not buy Brand Ciao products and prefer foreign products will hurt the domestic economy.	2	7	16	11	4,00	<b>80%</b>	
<b>Buying inertia</b>							
I know more about Ciao products because I like them.	10	17	9	3,97	<b>79,4%</b>		
I am used to buying Brand Ciao products because of local products.	3	18	15	4,33	<b>86,6%</b>		

The results of the questionnaire above show that the performance dimensions are relevant to the study. The average LAR value of the Pro Social Motivation dimension is

85% including the category 'Good'. Then the average LAR value of the Cognitive Dictorcy dimension is 81% which belongs to the category 'Enough'. Furthermore, there is a Threat Perception dimension which on average is 74% in the adequate category. Then the average value of LAR dimension advantage to promote products by 80%. then the average value of LAR dimension buying habits by 86% with the good category

## CONCLUSIONS AND SUGGESTIONS

In the results of the validity test it is known that research on the influence of consumer ethnocentrism in buying Ciao brand products has the results of 9 valid statement items, meaning that the consumer ethnocentrism view has a major influence in motivating consumers to buy local products in the case of ciao brand. Reliability test results are known to show consistent results from each variable both independent and dependent with a larger Cronbach Alpha coefficient. In this case, the researchers concluded that consumers have a very large sense of desire in helping the development of business in the country, it can be seen from the results of research that consumers prefer Ciao brand products over imported products, which means there is a consumer ethnocentrism influence in every decision taken especially in buying fashion products. In the results of descriptive analysis it is also known that there are several dominant dimensions with an average value of LAR of 80%, from the results of the above research researchers came to the conclusion to propose a marketing strategy for the Ciao brand so that It can be re-raised. The proposed strategy is based on the results of descriptive analysis as follows:

### Marketing Strategy Proposal

Based on the results of the above research, the authors have a proposal for the Ciao brand in improving marketing strategies and increasing brand awareness that will be beneficial for companies in the future, researchers propose the use of steps framework strategy by creating viral marketing content.

- **Social Currency**

In social currency brand Ciao can approach by lifting culturalelements, so that people's views about the Ciao brand will be thicker with the influence of ethnocentrism, and will also have a good impact on the dimension of Threat Perception.

- **Trigger**

In this trigger most people will make a promotion that "click bait" for the Ciao brand itself is very suitable if the promotion is done related to the uniqueness of the product

made, then can be packaged into a short story so that consumers will feel triggered to know the origin of the product through the promotional content created, this strategy can also improve the Negative view of cognitive distortion dimension by changing its perspective to be more positive.

- **Emotion**

Emotion refers more to the state of a person so that the content created must see the impact that will be given to consumers will end up negative or positive, for the Ciao brand can do promotional content that motivates people in running their day, especially if wearing a product from Ciao it will bring a sense of happiness and a good mood.

- **Public**

Building a brand image will make consumers know how the characteristics of the brand is built, the more positive the better in the eyes of the public, in this case the Ciao brand must build a good image in front of the public by avoiding negative issues that are trending among the public. But also keep updated about the environment around.

- **Practical Value**

Some of the content that can be made for the Ciao brand is to do a tutorial about making products such as accessories products or how to sew unique clothes.

- **Stories**

Promotional content packed with stories is very popular by consumers, story packaging can be characters made on the product, or it can be history about the product made.

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