Brand Image of Domestic Products Empirical Evidence

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Brand Image of Domestic Products: Empirical Evidence From Indonesia

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ABSTRACT

This study aims to reveal the many variables that affect the etnocentrisme consumers and the impact on the product-product product domestic product. Materialism, self-esteem and globalization are variables that affect etnocentrisme the consumer and the brand image of domestic product. The respondents of this research is the visitors of the shopping center in the City of Bandung with 392 respondents. The sampling technique used is an example of the rough. Methods of data analysis used in this research is structural equation models to determine the relationship between variables materialism, self-esteem and globalization with etnocentrisme and also with the image of the domestic product. The results show that there is a significant positive effect of self-esteem on etnocentrisme consumers, as well as on the image of the domestic product. The effect of materialism Variable on etnocentrism the Consumer stated will be significant. However, the image of domestic products stated have the effect of a negative and significant although the effect is minimal. Variable Globalization has negative effect and significant on etnocentrisme consumers with a large coefficient of influence. However, it does not have a significant effect on the image of the domestic product. This shows that globalization has an indirect effect on the image of the domestic product

Introduction

Indonesia as a country with a population of more than 230 million people (BPS, 2015) is enormous market potential, especially when compared to neighbouring ASEAN countries which have a much smaller population. The enormous potential market in Indonesia for all product categories has become a target market for foreign products, both from Asia, Europe and America. However, this enormous market is still mostly enjoyed by-products with foreign brands. Macroeconomic data also show the market dominance by foreign brands. When viewed from import data, it can be seen that the volume of import trade transactions from year to year is increasing (Bps, 2020). Imports of consumer goods tended to increase enormously, with a positive change trend until 2008 amounting to 21.14%. Meanwhile, until August 2009, the year on year change for consumer goods decreased by -29.61%. This was due to the crisis that occurred at the end of 2008.

Imports of apparel from several countries of origin have experienced fantastic growth trends (> 70% per year) in the last five years (2003-2007). These countries are China, Turkey, Morocco, Vietnam, India, Portugal, Spain, Italy and Sri Lanka. Some countries that are sources of imported apparel include Hong Kong, Malaysia, Singapore, Australia, Japan, Italy, Germany, Thailand and South Korea (Ministry of Trade of the Republic of Indonesia, 2009). Meanwhile, the total import value of consumer goods continued to increase, reaching US $ 13.39 billion (Bps, 2020).

The factor of high consumption of apparel and footwear, both domestic and imported, apart from being driven by economic factors, is also driven by the increasing interest of Indonesians to fulfil symbolic needs and lifestyles. "In the past, primitive societies needed symbols that were worshipped and worshipped, like a statue or a banyan tree.

However, nowadays, modern society has a cult that is also worshipped. They worship the packaging and brand of various objects as symbols. Imported brand shoes, certain brand clothes, imported coffee shops, are nothing more than a lifestyle symbol and a shared sign system that is adhered to "(Junanto Herdiawan, 2009). The emergence of these phenomena is closely related to consumer perceptions of the less positive brand image of domestic products (brand origin image). This is in line with findings from Kaynak, Erdener; Kucukemirogllu, Orsay; Hyder, Akmal s (2000) stated that goods originating from developed countries should have higher quality than in this country.

The above phenomenon also shows that the low level of ethnocentrism and low self-esteem of consumers which in Ferrante's terms (2008) is the opposite of ethnocentrism (reverse ethnocentrism), which is related to feelings of inferiority from outside cultures. What is interesting is that although it is suspected that there is a feeling of inferiority to domestic products, this phenomenon shows a high materialistic passion. One more thing related to this phenomenon is whether consumers who prefer foreign products are more exposed to the values of globalization or vice versa. The notion that global thinking will gradually tear down the wall of economic nationalism and excessive patriotism (Pryke, 2012) are no longer taken for granted. There are some arguments that state it is dangerous to argue that the consumer will be appreciated as it occurs in the company, and there is a new nationalism which is opposed to the globalism in buying behavior (Mickelsson & Lipkin, 2015).(Mandel et al., 2017) states that globalization will not eliminate cultural differences and the Standardization of consumer behavior around the world.

From the description above, this research aims to find out how the country brand image is influenced by ethnocentrism, self-esteem, materialism and globalization.

Also, this research aims to find out how self-esteem, materialism and globalization affect consumer ethnocentrism.

Literature Review

2.1. Domestic Products (Country of Origin / COO)

An important issue in this research is the image of the domestic product. The image of the domestic product with regard to the perception of consumers for consumer product Product product product product domestic product need to be described in detail because it will clash with the products made in this country. In this study, the products made in the country refers to the country of origin-random (COO). COO has been defined in different ways in different literature. The definition of the first products created in this country is the country where the product was last created, the country of production or country shown on the' made-in ' labels (Watson & Wright, 2000). In the following years, the concept country of origin developed progressively. (Wang & Yang, 2008). From various previous studies, it was found that from which country a product comes from (COO) affects purchasing decisions (Koubaa, 2008).However, after more than 40 years, many studies have criticized the concept of COO along with the development of international trade, where the limit -Economic boundaries between countries have increasingly faded (Wang & Yang, 2008). Furthermore, in an age of globalization and increasing international competition, the COO concept has come under significant criticism (Balabanis & Diamantopoulos, 2008). Therefore, in line with the opinion of these experts, this research will focus on the brand image of domestic products (Brand Origin Image), not on the image of domestic products.

2.2. Brand of Domestic Products (Brand Origin)

The term or concept for a domestic product brand refers to the concept of brand origin (original brand). Brand origin is defined differently from the term domestic product. The concept of a domestic product brand is more straightforward and can be used as one of the product attributes (Hamzaoui-Essoussi et al., 2011).Therefore, at this time, several experts have stated that the COO concept should be replaced with the concept of brand origin . Recent research shows that brand origin, which in this study is referred to as a domestic product brand, is a product characteristic that is more influential than COO in determining consumer purchasing behaviour and is better able to improve global value chains in today's market (Koubaa, 2008).(Lim & O'Cass, 2001) define brand origin as "the place, region or country to which the brand is perceived to belong by its target consumers". Thus it can be stated that the brand origin is the place, region or country that the target consumers perceive as having the brand. (Balabanis & Diamantopoulos, 2011) state that brand origin is associated with the most prominent brand personality characteristics. (Koubaa, 2008) also consider brand origin to be a demographic variable, so that the brand can be described in a country context, for example, the Toblerone brand as Swiss-made chocolate, the Budweiser brand as American-made beer. Thus, it will be

very relevant if this study focuses more on brand origin, or in this study using the term domestic product brand. Region or country to which the brand is perceived to belong by its target consumers ". Thus, it will be very relevant if this study focuses more on brand origin, or in this study using the term domestic product brand.

2.3. Definition of Self-Esteem

Self-esteem is an overall evaluation of self (Jordan et al., 2015), which reflects how each individual accepts and likes himself. A person's self-esteem is a positive attitude towards himself .Self-esteem is a person's assessment of himself (Jordan, 2018). The assessment is in the form of an attitude of rejection or acceptance of himself for the environmental assessment carried out.

The term self in psychology has two definitions, namely (1) a person's attitude and feelings towards himself, and (2) a whole psychological process that controls behaviour and self-adjustment. Meanwhile, the self component consists of the material self, social self, spiritual self and pure ego (Neff, 2011).

The meaning of one's attitude and feelings towards oneself is self as an object because that understanding shows one's attitudes, feelings, observations and research towards oneself as an object. Thus, it can be said that self is how a person views and assesses himself. Self also means how a person thinks about himself (Crocker & Park, 2004) as well as assessing himself. The meaning of the whole psychological process that governs behaviour and adjustment is self as a process. The self actively carries out processes such as thinking, remembering and observing (Cast & Burke, 2002).

There are four aspects contained in oneself, namely (1) how people observe themselves, (2) how people think about themselves, (3) how people judge themselves and (4) how people try in various ways to perfect and defend themselves. (Campbell, 1990). (Patchin & Hinduja, 2010) suggests that people may not be aware of the reactions of observations, thoughts, judgments and maintain or perfect it. Consciously a person can have a conception of himself. In contrast, unconsciously, he has a conception that is opposite to his conscious conception, and this is evident, for example, from the fact that he is defensive. Meanwhile, different opinions were expressed by Snygg and Combs (Jordan et al., 2015).

Self-opinion other proposed by Lundholm (Neff, 2011) which states that the self consists of two types, namely the subjective itself and the objective self. The subjective self is composed of the symbols of itself, while the objective self consists of the words used by a person for contempt of itself. In other words, the subjective self is what a person thinks of me, and the objective self is what someone thinks of me. (Cast & Burke, 2002) tries to find answers about how people can determine the nature of self-image and self-understanding (self-concept).

2.4. Materialism

Materialism is a set of beliefs held about the importance of ownership in one's life (Mandel et al., 2017), and has been considered as the value of life is important (Day & Maksakovsky, 2020). (Levin, 2018). (Dolphijn & Tuin,

2013) explain that materialism is a way of obtaining symbolic immortality in a culture where materialism is considered the value of life. From the point of view of anthropology, researchers have concluded that the need for wealth and Property come from mankind's Thirst for power over death. Possessed with the materialistic functioning as an ideology of immortality, allow one to cover the death and to develop a personal feeling that is unique (Domagalski, 2004).

Materialism considers the importance of ownership and control of material goods in achieving the main goal of life or the desired state (Levin, 2018), which is reflected in three domains (1) concentration of ownership in the life of a person, (2) the belief that the ownership of the ownership of the produce of happiness and life satisfaction, and (3) to use ownership as a way to show the success of others. On more than 100 publications empirical since 1992 (Day & Maksakovsky, 2020), materialism has become an important topic for academics as well as polymer and observer of the social. For example, a study conducted by (Levin, 2018), who try to test the values materialistic in 12 countries, and found that materialism or anything related to wealth, unique or different with Western culture. Based on these findings, subsequent researchers speculate that cultural changes and social conditions that are not definitely related to a greater level of materialism, in the study of cross-cultural with respondents from the United States, Turkey and Denmark, (Domagalski, 2004) still find more evidence that the value of materialistic continues to spread globally.

According to the theory of determination of the self (SDT) (Gagné & Deci, 2005), subjective well-being is achieved by meeting basic human development social needs such as the need for competence, interrelation, and autonomy (Gagné & Deci, 2005). TSP focuses on the authority of the self (the author himself) or intrinsic motivation resulting from social needs.

2.5. Globalization Concept

Every nation and the lives of billions of people all over the world are changing, often dramatically, by globalization. The theory of globalization appears as a result of a series of internal development in social theory, especially the reaction to the perspective of the previous theories such as modernization (Cai & Pavlou, 2002). Among the characteristics of this theory is the bias of the West: it is customizable with the development in the West and that the ideas outside the Western world have no choice but to adjust the ideas of the West.

Globalization can be analyzed culturally, economically, politically and or institutionally (such as globalizing companies). In either case, what must be looked at is whether one sees an increase inhomogeneity or heterogeneity. At an extreme point, cultural globalization be seen as a process of interaction between local and global cultures that leads to culture transplants (Ritzer and (Mulgan, 2006).The trend towards cultural homogeneity is often referred to as cultural imperialism, or in other words, the increasing international influence on specific cultures. There are many variations on cultural imperialism, including emphasizing the role played by American culture (Khondker, 2017),Western culture (Mulgan, 2006) or the

central states (James & Steger, 2014). A different opinion on this matter was conveyed by (Scherer & Palazzo, 2009) that international interaction will create something different, which he calls Glocal. The same opinion was shared by (Scherer & Palazzo, 2009).

The theory of globalization can also be seen in economic aspects or factors. For adherents of this school (Hazzan & Dubinsky, 2014), globalization is seen as the spread of the market economy throughout the different regions of the world. Although most of the people who focus on the (globalization) economy tend to emphasize homogeneity, some acknowledge some differences in the margins of the global economy.

From the standpoint of cultural theory, globalization includes the movement of people, goods, ideas and information across national boundaries. Therefore globalization is an intensification of social relations around the world that connect distance locality. In this way, local events are shaped by events that occur at a great distance, and vice versa (Bartelson, 2000). Globalization is nothing new. Currently, the globalization of production is the most influential in influencing and creating interconnectedness.

This is based on the integration of economic activity on a world scale shown by a large number of multinational companies. They do this by integrating production at various factories throughout the world into one manufacturing system.

The current literature not yet discovered how the effects of globalization are different, directly and indirectly, affect consumer attitudes and behavior between different cultures. Globalization should be understood as a human process than a technical process. Culture and the uniqueness of the psychological a particular culture can determine the various characteristics of the process and consequences of globalization countries (Hazzan & Dubinsky, 2014).

2.6. Consumer Ethnocentrism

Ethnocentrism is the belief of the consumer regarding the placement of moral buy imported products or foreign products to ensure / secure their group to survive (Dmitrovic et al., 2009). (Balabanis & Diamantopoulos, 2008) defined know units etnocent as "... the tendency for people to view their group as the center of the universe, to interpret the social unit the other from the perspective of their group, and to people refuse which is culture culture while accepting them blindly as" (Watson & Wright, 2000).

The concept of ethnocentrism is similar to patriotism, although there are quite clear differences. Patriotism is defined as a strong feeling of loyalty and love for the country, but without linking it to hostility towards other countries (Shankarmahesh, 2006).

In summary, ethnocentrism is a feeling of superiority in other countries and protective behaviour in those countries (Kwak et al., 2006). This definition emphasizes the feelings of love, support and protection that consumers have for their country. As a consequence, consumer ethnocentrism tends to overestimate in favour of domestic products, and underestimate, and avoid buying products originating from abroad. This happens because they hold the belief that buying imported products will destroy domestic

employment and damage the domestic economy (Balabanis et al., 2001).

2.7. Brand Image

The brand image includes all associations that connect consumers with brands (Wang & Yang, 2008). According to (Koubaa, 2008), many brand associations make a brand distinct and strong from non-functional aspects; their perceptions far exceed the perceived quality of the brand, over product function and service criteria, and are instead treated as intangible traits of the brand (for example, Mercedes has a prestigious image). Such brand associations are created or developed from experiences in product and brand categories, positioning in promotional communication or using imagery (Balabanis & Diamantopoulos, 2011).

Branding or brand association will be influenced by the endorser used (Hamzaoui-Essoussi et al., 2011). The greater the perceived fit between endorsers and brand associations, the more likely a brand image is to form in the target market (Faircloth et al., 2001).

A brand image can also be shaped by design, art. Research in advertising indicates that visual elements such as shapes, colours, and logos can form a brand image. This visual element is not only felt from technical aspects but also there is a symbolic sense or connotation of affection attached to a particular brand.

The fashion industry is one that consumers buy for "conspicuous" consumption. The consumer's decision to buy an "eye-catching" product depends not only on the function of the product but also on social needs such as prestige (Qu et al., 2011).

Various manufacturers have adopted the practice of branding as a way to differentiate their goods from competitors by creating an image that is easily recognizable and memorable. A brand is a name, symbol, design or sign that increases the value of a product more than its practical use (Severi & Ling, 2013).Thus, a brand must be able to increase the value of a product, not only for the function of the product itself but also have other values such as prestige, social identity and other aspects related to consumer psychological and social feelings

Hypothesis Development

3.1. The relationship between self-esteem and ethnocentrism and brand image of domestic products

One of the variables thought to affect the etnocentrism of the consumer is self-esteem. (Jordan et al., 2015) stated that although individuals with high self-esteem and low trying to improve self-esteem, their responses will differ in response to the challenges of self-esteem (for example by emphasizing their capabilities, resist negative feedback, looking for negative feedback, and become more independent). Meanwhile, people with low self esteem use a passive strategy (for example) by looking for acceptance and focus on the quality (Jordan et al., 2015)of their social, looking for feedback interpersonal) (Jordan, 2018).(Jordan, 2018) reported that people who base their self-esteem on external sources (for example based on the appearance of the approval of others) tend to have low self-esteem, while

people who have self-esteem based on internal sources (such as competence). have a positive relationship with self-esteem global. Self-esteem Global self-confidence of a person (Cast & Burke, 2002). Meanwhile, the results of the research (Cast & Burke, 2002) showed that there is a positive correlation between ethnicity and self-esteem.

By referring to Crocker's opinion above, it can be stated that consumers with low self-esteem will try to increase self-esteem by consuming goods that have symbolic meaning. Therefore it can be stated that the lower the consumer's self-esteem, the higher the consumer's materialism. . Since it is suspected that consumer materialism has a negative effect on consumer ethnocentrism, it can be stated that consumer self-esteem will have a positive effect on consumer ethnocentrism. Meanwhile, it can also be stated that self-esteem will have a positive effect on the brand image of domestic products.

H1: Self-esteem has a positive effect on consumer ethnocentrism

H2: Self-esteem has a positive effect on the brand image of domestic products.

3.2. Relationship between Materialism and Ethnocentrism and Brand Image of Domestic Products

In this study, one of the variables thought to affect the level of consumer ethnocentrism is consumer materialism. Materialism, as a value held by consumers, shows an orientation towards fulfilling a sense of happiness and pleasure by having various products (Richins, 2004). Consumers who hold the values of materialism always try to fulfil their psychological well-being by buying various products (although not necessary), where these products can be used as symbols by consumers. Buying a luxury car, clothing with a well-known brand is one example of a purchase that accentuates the value of materialism. Ownership of these items has a symbolic meaning which indicates success, power and wealth. This is in line with what was stated by (Dmitrovic et al., 2009), (Javalgi et al., 2005), and (Josiassen, 2011). The values of materialism are spread throughout the world through the process of globalization. This happens because materialism has become one of the essential cultural values held by the American people (Mandel et al., 2017), and is a feature that penetrates the world views of American culture (Levin, 2018). Furthermore, through the process of globalization, the values of materialism have spread to Asian countries. Thus, it can be stated that consumers who have high levels of materialism will tend to consume goods that come from countries where the values of materialism held for the first time and spread. Therefore, consumers with high levels of materialism will have a low level of ethnocentrism.

Materialism, as an effort to meet the psychological well-being of consumers, is often displayed in the form of consumer behaviour that can be used as symbols. From what Grubb and (Kilbourne & Pickett, 2008) stated that consumption goods can give a symbolic meaning. Each material object can have a meaning (for example, gold symbolizes power and prosperity), and the Meaning-that Meaning is created socially and disseminated. By having a material object, people try to have a symbolic meaning attached to an object (Dolphijn & Tuin, 2013). In modern

society, branding serves as a way to puncture the symbolic and unique meaning To the Material object. Meanwhile, the brand name can be used practically to indicate the quality of the products, and also as a means of attaching cultural values to the product and signal status socioeconomic (Vahie & Paswan, 2006).

Marketing communications, especially Advertising, play an important role in creating and spreading brand understanding (Keller, 2001). Through marketing communications, symbolic meaning of the brand divided by the members of the community, to get a consensus that's valid. When the symbolic meaning attached to a brand, and when the meaning is shared with members of the public, the consumption of the brand makes a person become a symbol of status and welfare (Kwak et al., 2006). The idea symbolic of certain acquired through the consumption of material, consume the brand reflects the importance of materialism as a cultural view. It's not surprising that (Levin, 2018)found that individual materialistic is like the name that shows materialism.

H3:Materialism has a negative effect on consumer ethnocentrism.

H4: Materialism has a negative effect on the brand image of domestic products

3.3. Globalization Relationship with Ethnocentrism and Domestic Product Image

In addition to the two variables above, the research of this dissertation will also investigate the effects of globalization on consumer ethnocentrism and the image of the domestic product. (Balabanis & Diamantopoulos, 2008) have tested the correlation between the etnocentrisme the consumer and the psychological factors such as social conservatives, patriotism, open to foreign culture and kolektisme or individualism.

Globalization is a process where the world is made into a single place with systemic characteristics (Baber, 2012). It is often said that, although there is no valid evidence that globalization results in homogenization in purchasing behaviour across countries (Mulgan, 2006). Massive waves of deregulation and free trade have created a new environment for consumers around the world, where buying foreign products is easier than ever (Cai & Pavlou, 2002). On the other hand, different arguments regarding globalization in consumption culture have emerged. (Khondker, 2017) states that the growth of globalization has led to debate and rejection of localism, ethnogenesis, and neo-nationalism. Meanwhile, globalization is perceived as a synonym for world economic integration, which generally means long-term efforts to integrate the dimensions of global life in the economic, political and cultural systems of each country. Economic globalization is the first step of globalization that leads to political and cultural globalization, which ultimately includes psychological processes, spiritual processes, deepening processes of consciousness and increased sensitivity to culture and other people (Khondker, 2017). Thus, the globalization of people in a broader sense is the openness to other cultures. Spiritual processes, processes of deepening awareness and increased sensitivity to culture and other people (Haivas, 2003). Thus, the globalization of people in a broader sense is the

openness to other cultures. Spiritual processes, processes of deepening awareness and increased sensitivity to culture and other people (Docquier & Rapoport, 2012) Thus, the globalization of people in a broader sense is the openness to other cultures.

(Alsughayir, 2013) found that cultural openness is negatively related to the etnocentrism of the consumer. (Saito, 2009) also found that the "world mind" affects the ability to buy foreign products from the professionals. Meanwhile, (Kwak et al., 2006) failed to obtain support for global consumers. The results of these Different may be due to two reasons. First, the process of globalization affects the global consumer vary between cultures. The uniqueness of the psychological and the culture of a particular country determines the characteristics of the process and consequences of globalization in the country. As a result, the mindset of the global consumer perceived is independent of the level of economic globalization, for example, in Korea, where the achievements of globalization, especially through government intervention and coordination. In a society that behave in a collective, mindset of the global consumer will be less effective make consumers open to products made in foreign, despite their awareness of globalization is relatively high. On the other hand, U.S. consumers, who have in-globalization primarily through their own experience and the awakening of self in a way individualistic, can show a decrease in the tendency etnocentrisme to foreign products (James & Steger, 2014). According to (Dogi, 2013),internationalism had no impact on the consumer ethnocentrism in two developing countries, namely Turkey and the Czech Republic. Second, the problem of different measurements.

Based on the different views above, it can be stated that globalization will affect the level of consumer ethnocentrism and also the brand image of domestic products. However, it still cannot be stated whether the influence of globalization is negative or positive, because it will still depend on the cultural characteristics and values that develop in a society.
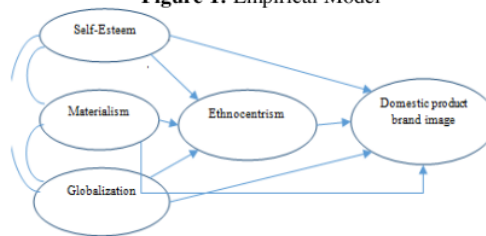
H5: Globalization affects consumer ethnocentrism

H6: Globalization affects the brand image of domestic products

H7: Consumer ethnocentrism has a positive effect on the brand image of domestic products.

Based on the description above, the following is a theoretical scheme of the research to be carried out:

Figure 1: Empirical Model

Methods

This research is quantitative. Quantitative research is referred to as causal research which seeks to find causal relationships between one variable and another (Zikmund:

1997). The research design that will be carried out is using a quantitative, verification and conclusive approach. This is based on the existence of research problems that question the influence of self-esteem, materialism, globalization on consumer ethnocentrism and brand image of domestic products. Also, the research that will be conducted also intends to verify the hypothesis based on the empirical data that will be collected. Apart from the direct approach, this research also uses a descriptive approach, especially to answer descriptive problems.

4.1. Measurement Instruments

4.1.1. Measuring Self-Esteem

The definition of self-esteem in this study is global self-esteem which is defined as a person's overall feeling of worth (Jordan et al., 2015). In this study, a scale from Rosenberg consisting of 10 measurement items will be used. The measurement scale from Rosenberg will be adapted and modified into a numeric scale (Neff & Vonk, 2009), which is a scale of 1-7

4.1.2. Measuring Variable Materialism

The variables materialism will be measured using the measurement items that have been created by (Podoshen et al., 2011) that will measure the level of materialism personal. Items that will be developed is a combination of mind (Segal & Podoshen, 2013) that classifies personal material into three groups, namely success, engagement and happiness. In this study, the questionnaire items regarding materialism were an adaptation of the questionnaire developed by (Troisi et al., 2006), which consisted of eight (8) questionnaire items.

4.1.3. Globalization Measurement

The globalization variable will be measured by several questionnaires developed by researchers based on several indicators, namely economic globalization, cultural globalization, and politics (Raab et al., 2008). The globalization variable will also be measured based on the KOF globalization index, which is a method for measuring globalization from economic, social and political aspects (Kwon, 2009).

4.1.4. Measuring the Ethnocentrism Variable

The consumer ethnocentrism variable will be measured using CETSCALE, which has been developed by (Dmitrovic et al., 2009),which consists of 17 items. In this study, by considering the number of questionnaires as a whole, only 10 items were used, without neglecting the ability of the measuring instrument to measure the consumer ethnocentrism variable. The measurement scale used is a numerical scale with a scale of 1-7.

4.2. Population, Sampling Technique and Sample Size

In this study, the research population is all visitors to the shopping places in the city of Bandung. In this study, the sampling technique used was simple random sampling, also known as simple random sampling. The use of simple random sampling is based on the assumption that the characteristics of the population tend to be the same, namely that all of them sell clothes and shoes. The following is a sampling frame from a shopping centre that sells foreign and domestic made clothes and shoes (www.Bandung.go.id), and based on the results of a survey conducted in June 2011). The number of respondents in this study was 392 visitors from 40 shopping places for clothes and shoes in the city of Bandung. Female respondents were 56.5%, and male respondents were 43.6%. The age of the respondents consisted of 45.2% younger, 36.7% middle age and 18.1% older. Respondents' education consisted of 49.7% lower middle school and 50.3% highly educated. In terms of income, 70.2% were low income, 25.3% middle income and 3.8% high income.

Result

The results of the analysis show that the majority of buying shoes in a year are two to five times. Meanwhile, the majority of buying clothes is 3-5 times a year. Judging from the brands purchased, 40.1% usually buy clothes and shoes from foreign brands and 59.9%. Meanwhile, 43.6% of brand shoes are purchased from abroad and 56.4% of the brand shoes domestic. The results of the descriptive analysis also showed that the level of consumer self-esteem tend to be high (average score of 5.2), the level of materialism tend to be low (3.7), the level of consumer globalization is also low (3.8), the level of consumer a high level of (5,05), and the image of the domestic product) (4.57).

5.1. Instrument Validity and Reliability

Validity testing is done by using the convergent validity method, which is is to test the similarity of each questionnaire item to one another. If one item has similarity or similarity to another, then that item is declared valid. This similarity test was carried out by correlating the score of each item with the total score of all items for each research variable. The limitation of the level of validity of an item uses the limits of (Cohen et al., 2018), that is, an item is declared valid if the correlation coefficient is greater or equal to 0.3. In this research trial, a statistical reliability test will be carried out with the Alpha coefficient test from Cronbach. The test criteria, if the alpha coefficient is more significant than 0.7 (Peterson, 2013), then the instrument to measure the research variables are declared reliable. Of the ten items of self-esteem variables, only one item was declared invalid; the rest had medium and high validity and had a sufficient level of reliability (0.665). All materialism measurement items are stated to be very valid and have a high level of reliability (0.841). Globalization is measured using 13 items, and all items are stated to have medium and high validity, with a reliability level of 0.797. Of the ten questionnaire items to measure consumer ethnocentrism, all of them are stated to have high validity and a high level of reliability as well (0.865). Domestic product brand image (COO brand image) was measured using eight items, and only one was declared invalid with a reliability level of 0.736. the rest have medium and high validity and have a sufficient level of

reliability (0.665). All materialism measurement items are stated to be very valid and have a high level of reliability (0.841). Globalization is measured using 13 items, and all items are stated to have medium and high validity, with a reliability level of 0.797. Of the ten questionnaire items to measure consumer ethnocentrism, all of them are stated to have high validity and a high level of reliability as well (0.865). Domestic product brand image (COO brand image) was measured using eight items, and only one was declared invalid with a reliability level of 0.736. the rest have medium and high validity and have a sufficient level of reliability (0.665). All materialism measurement items are stated to be very valid and have a high level of reliability (0.841). Globalization is measured using 13 items, and all items are stated to have medium and high validity, with a reliability level of 0.797. Of the ten questionnaire items to measure consumer ethnocentrism, all of them are stated to have high validity and a high level of reliability as well (0.865). Domestic product brand image (COO brand image) was measured using eight items, and only one was declared invalid with a reliability level of 0.736. All materialism measurement items are stated to be very valid and have a high level of reliability (0.841). Globalization is measured using 13 items, and all items are stated to have medium and high validity, with a reliability level of 0.797. Of the ten questionnaire items to measure consumer ethnocentrism, all of them are stated to have high validity and a high level of reliability as well (0.865). Domestic product brand image (COO brand image) was measured using eight items, and only one was declared invalid with a reliability level of 0.736. All materialism measurement items are stated to be very valid and have a high level of reliability (0.841). Globalization is measured using 13 items, and all items are stated to have medium and high validity, with a reliability level of 0.797. Of the ten questionnaire items to measure consumer ethnocentrism, all of them are stated to have high validity and a high level of reliability as well (0.865). Domestic product brand image (COO brand image) was measured using eight items, and only one was declared invalid with a reliability level of 0.736.

To determine the influence of the variables of self-esteem, materialism and globalization on consumer ethnocentrism and brand image of domestic products, a Structural Equation Model (SEM) is used. The results of the model fit test are as follows:

Table 1 : goodness of Fit criteria

No.	Goodness of Fit	Score	Cut off Point
Absolute Fit Measures			
1.	X2 - Chi-Square	2746.83 (P = 0.000)	Not Fit (the sample is too large, so the Chi-Square test is not suitable)
2.	GFI (Goodness Fit Idex)	0.78	Marginal
3.	RMSEA (the Root Mean Square Error of Approximation)	0.062	Fit Model
Incremental Fit Measures			
1.	AGFI (Adjusted Goodness of Fit Indexes)	0.75	Marginal
2.	Normed Fit Index (NFI)	0.84	Marginal
Parsimonious Fit Index			
1.	Parsimonious Normed Fit Index (PNFI)	0.6	Fit Model
2.	Parsimonious Goodness of Fit Index (PGFI)	0.7	Fit Model

After testing the fit of the model, the following is a structural equation model from the research conducted:

Figure 2 : Structural EquationModel
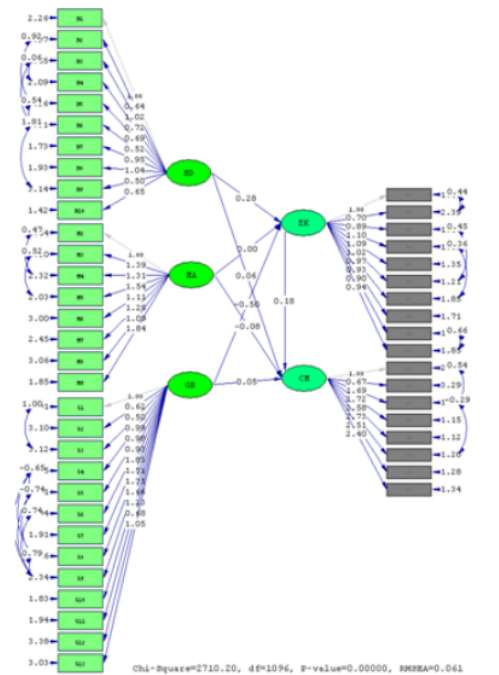
HD = Harga Diri = Self-Esteem; MA = Materialism; GB = Globalization; EK = Etonsentrisme Konsumen = consumer Ethnocentrism; CM = Citra Merek = Domestic Product Brand Image

The structural equation is as follows:

Sub structure 1:

$$EK = 0.28 * HD - 0.012 * MA - 0.50 * GB, \text{Errorvar.} = 1.04, R^2 = 0.15$$
$$\quad (0.075) \qquad (0.095) \quad (0.13) \qquad\qquad\qquad (0.16)$$
$$\quad 3.84 \qquad\quad -0.13 \qquad -3.82 \qquad\qquad\qquad 6.71$$

2nd Sub Structure:

$$CM = 0.18 * EK + 0.058 * HD - 0.083 * MA + 0.046 * GB, \text{Errorvar.} = 0.12, R^2 = 0.30$$
$$\quad (0.044) \qquad (0.029) \qquad (0.038) \qquad (0.040) \qquad\qquad (0.049)$$
$$\quad 4.21 \qquad\quad 2.05 \qquad\quad -2.18 \qquad\quad 1.15 \qquad\qquad\quad 2.49$$

5.2. Hypothesis test

Hypothesis testing was conducted with the following criteria: Reject H0 if the t value is greater than the t-table, 1.96 at 5% alpha

Table 2 : Hypothesis testing

No.	Hypothesis	Estimate	S.E.	t-value	Information
1	Consumer self-esteem has a positive effect on consumer ethnocentrism	0.28	0,075	3,84	Significant
2.	Consumer materialism has a negative effect on consumer ethnocentrism	-0,012	0,095	-0,13	Not significant
3.	Globalization affects consumer ethnocentrism	-0,50	0,13	-3,82	Significant
4.	Consumer ethnocentrism has a positive effect on the brand image of domestic products	0,18	0,044	4,21	significant
5.	Consumer self-esteem has a positive effect on the brand image of domestic products	0,058	0,029	2,05	significant
6.	Consumer materialism has a negative effect on the brand image of domestic products	-0,083	0,038	-2,18	significant
7.	Globalization will affect the brand image of domestic products	0,046	0,040	1,15	Not significant

Discussion

Consumer ethnocentrism more on the mental attitude and morality of consumers to protect the State, not on product quality alone. This is in line with what was stated by (Balabanis & Diamantopoulos, 2008) that ethnocentrism is related to moral appropriateness in buying imported product brands. Meanwhile, the relationship between self-esteem and the brand image of domestic products is also positive and significant. This shows that the higher the consumer's self-esteem, the higher the consumer's assessment of domestic product brands.

The results of analysis show that a level of consumer materialism in Bandung tends to below. This may be because in general consumers in the city of Bandung tend to judge that holding materialistic values in life is not good enough and contrary to religious values. This is consistent with what (Levin, 2018) states that materialism is seen as a waste of essential resources, Yusuf & Suseno (2020) contrary to traditional religious values and damaging the sense of responsibility of citizens. The results of other studies found that the level of materialism will depend on religiosity (Day & Maksakovsky, 2020), family background (Domagalski, 2004), and economic resources (Pieters, 2013). Thus, it is sufficient reason to say that the tendency for low levels of consumer materialism in the city of Bandung is because they tend to hold more strong religious values, and family backgrounds, where the tendency to hold high collective values (Burroughs, Rindfleisch, 2002 & Suseno,et.al, 2019). However, it should be noted that in this study, especially the materialism variable, is only at the level of measuring attitudes, not behaviour. It is possible that between attitudes and behaviour will be the opposite, and therefore the attitude expressed is challenging to use to predict behaviour (Wicker, 1969). About the relationship between attitudes towards a low value of materialism and several phenomena that indicate high materialistic behaviour. This shows that the attitude to the value of materialism is not necessarily reflected in behaviour. This difference shows that in consumer behaviour, attitude alone is not enough to encourage behaviour, because many other factors influence it. This can be explained by the reasoned action theory (TRA) from (HALE et al., 2012). which states that before it comes to behaviour, there are still other factors that influence behaviour besides attitudes, namely social norms.

In the relationship between variables, it is not empirically proven that materialism affects the level of consumer ethnocentrism. This shows that in this study, the values of consumer materialism have nothing to do with level consumer ethnocentrism. There are several explanations why in this study materialism does not affect ethnocentrism. First, seen from the score for the level of consumer materialism, it can be seen that the level of materialism tends to below. The low level of materialism shows that consumers have a negative attitude towards materialism. Meanwhile, the trend of consumer ethnocentrism is relatively high. Second, there is a positive relationship between materialism and the level of consumer ethnocentrism in several developing countries, namely in Malta (Caruana et al., 2015), Turkey (Kaynak & Kara,

2003), China and Russia (Klein et al., 2014), and Indonesia. (Hamin and Elliot, 2006, Suseno, 2019).

The consumer's view of globalization in the three aspects of globalization shows different views in every aspect. In the aspect of economic globalization, consumers tend to disagree about the process of economic globalization, as shown in several indicators. Consumers in Bandung feel that economic globalization will tend to destroy local products, damage the country's economy, and they still consider the importance of protection for domestic producers. This is in line with some of the results of previous studies in developing countries that globalization has led to more profound inequality between developed and developing countries (Hazzan & Dubinsky, 2014 & Suseno and Dwiatmadja, 2016).

In contrast to the aspects of economic globalization which measure the perceptions of consumers, the aspects of social globalization are measured by their behaviour. From the research results, the social behaviour of consumers in products resulting from the globalization process shows that consumer behaviour towards products resulting from the globalization process is still low (suseno, et al., 2020). This is possible. Economically, they are not fully able to consume or use the products of globalization easily because their income is still relatively low. The last aspect is the political globalization. The perception of consumers in the city of Bandung shows that they can accept political globalization, especially in the indicators of freedom of expression. This shows that freedom of expression and opinion is what consumers in Bandung want.

About the consumer ethnocentrism variable, the globalization variable has a large and significant adverse effect on consumer ethnocentrism. This shows that the more massive the globalization process, the lower the level of consumer ethnocentrism. Meanwhile, the link between globalization and the brand image of domestic products shows no significant effect. This means that there is no direct effect of globalization on brand image, but it must go through consumer ethnocentrism first. Thus ethnocentrism can be said to be an intervening variable, namely a variable that is a requirement for a relationship between globalization and the brand image of domestic products.

The trend of consumer ethnocentrism in Bandung tends to be high. The high level of consumer ethnocentrism in Bandung indicates that consumers have a positive mental attitude and morality towards domestically made product brands. Although attitudes towards consumer ethnocentrism are contrary to the phenomenon that occurs, which tends to show a dislike for domestic product brands, a positive attitude towards ethnocentrism can become the foundation for developing ethnocentrism behaviour. In other words, less ethnocentric behaviour can be encouraged to become more ethnocentric behaviour based on a positive attitude towards ethnocentrism. As previously explained, a positive attitude alone is not enough to encourage someone to behave. Many other factors are strong enough to drive behaviour. (Ajzen et al., 2012) Reasoned Action theory, another factor that may be more powerful, driving behaviour is the existence of social norms that move so dynamically. There is a positive and significant influence of consumer ethnocentrism on the brand image of domestic products. The higher the level of

consumer ethnocentrism, the higher the brand image of domestic products according to consumers.

Conclusion And Implication

7.1. Conclusion

The results of the study that connected the variables showed that there was a significant positive effect of self-esteem on consumer ethnocentrism, as well as the brand image of domestic products. The effect of the materialism variable on consumer ethnocentrism was declared insignificant. However, on the brand image of domestic products, it was stated to have a negative and significant effect even though the effect was minimal. The globalization variable has a negative and significant effect on consumer ethnocentrism with a large coefficient of influence. However, it is stated that it has no significant effect on the brand image of domestic products. This shows that globalization has an indirect effect on the brand image of domestic products.

7.2. Implications

First, in order for the level of consumer ethnocentrism to continue to increase, the government needs to continue to campaign on the importance of buying domestic product brands. In conducting a campaign, the government needs to pay attention to themes, figures, content, and frequency and the media. From the theme, the government should use a patriotic theme for consumers who buy domestic product brands. The use of campaign figures also determines the success of the campaign. The campaign figures should use people who are famous and become role models for the community, such as artists, religious leaders, cultural figures, academics or professional figures who are appreciated by the community. Meanwhile, in terms of content, it should be in the form of persuasion or solicitation that is persuasive. The last is the media. Because the target audience for the ethnocentrism campaign is all Indonesian people, then all media needs to be used. However, it should be more focused on media that are commonly read, watched by middle and upper-class groups of society, because this group of people is sure to have a much higher purchasing power, and therefore the possibility to buy products both domestically and overseas. Will be higher too.

Second, campaign efforts to love domestic products can also reduce the influence of globalization on consumer ethnocentrism. Even if the onslaught of globalization continues, if consumer ethnocentrism is intense, then the effect is not as strong as attacks. The government and the Indonesian people can fortify themselves by buying products in a country whose quality is getting better.

Third, the government's next effort needs to encourage domestic industries to produce quality products by providing technical assistance for production and marketing such as quality management, packaging and others.

Fourth, if seen from the image, domestic product brands are still perceived as moderate. This means that consumers are still in doubt or not sure that domestic product brands are as good as foreign product brands. This is a challenge for the government on how to improve the brand image of domestic products. Fifth, a high level of consumer ethnocentrism is a

perfect market opportunity. This means that consumers already have a foundation of positive attitudes on domestic product brands. The problem is that this positive attitude has not been manifested in the form of buying action, because consumers still think that the quality of domestic product brands is still inferior to those of foreign products. Therefore, marketing policymakers in domestic business organizations need to make maximum efforts. First, decision-makers must create products based on consumer tastes, and therefore market research must be carried out continuously to monitor the movement of consumer tastes. Second, trying to maintain and even improve the quality of products that have been accepted by the market. Consistency and quality orientation by consumer expectations are the keys to product success in the market.

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Brand Image of Domestic Products Empirical Evidence

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