

INTENTION TO PURCHASE LOCAL FOOD PRODUCTS AMONG INDONESIAN YOUNG CONSUMERS

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Abstract

Purpose of the study: This study was undertaken to examine a theoretical concept that can increase consumer purchase intentions for local food products.

Methodology: This study involved 450 students as respondents, but only 437 data were eligible for testing. Data were analysed using structural equation modelling (SEM) and processed with AMOS 24.0 statistical tools.

Main Findings: The results of the research successfully revealed that cultural sensitivity was proven to have a negative effect on consumer ethnocentrism and had a negative effect on imported product judgment. Consumer ethnocentrism has a positive contribution to animosity toward foreign products and negatively influences imported product judgment. Intention to purchase local food products is positively influenced by consumer ethnocentrism and animosity toward foreign products and imported product judgment that has a negative effect. While testing the effect of animosity toward foreign products on imported product judgment was declared rejected or insignificant.

Applications of this study: Consumer cultural sensitivity on a foreign product can cause consumer ethnocentrism on local food products will decrease and can increase imported product judgment which is increasingly positive. This has implications for marketers to be able to increase consumer ethnocentrism which will later be able to make consumers prefer local products and can increase consumer purchase intentions on local food products.

Novelty/Originality of this study: This research conducted cultural sensitivity on consumer purchase intention with consumer ethnocentrism, consumer animosity, and imported product judgment within the empirical concept.

Keywords: *Intention, Ethnocentrism, Animosity, Cultural Sensitivity, Local Food, Structural Equation Modelling.*

INTRODUCTION

The intensity of competition between local products and foreign products in this decade, making high pressure on local producers in developing countries such as Indonesia must be able to compete effectively with foreign products. This situation and condition make consumers faced with several alternatives to product choices, namely domestic products, and imported products. Information on a product obtained by consumers such as brands, designs, advertisements, and countries of origin has an important role in consumer evaluations of products (Balabanis & Diamantopoulos, 2016). The increasing number of product choices results in consumers often being biased in their preferences for local and foreign products (Verlegh, 2007). The concept used to explain consumer bias towards products produced domestically or locally can be explained using the concept of consumer ethnocentrism (Hsu & Nien, 2008).

Nowadays consumer ethnocentrism became an important topic to be studied more deeply when it comes to consumer preferences regarding the choice between domestic products and imported products (Casado-Aranda et al., 2020; Vuong & Khanh Giao, 2020). Besides, ethnocentrism can be used as a form of self-defense from the local economy, governments, organizations, and individuals against the threat and competition of imported products (Siamagka & Balabanis, 2015). Generally, ethnocentric consumers prefer domestic products and are relatively difficult to persuade to buy foreign products (Ma et al., 2020). While, consumers with high ethnocentric levels perceive foreign products as being more at risk than local products (Casado-Aranda et al., 2020). This means that ethnocentric consumers prefer domestic products to foreign products (Fernández-ferrín et al., 2015; Kiriri, 2019; Maksan et al., 2019).

Ethnocentric consumers tended to purchase local products because they believe that products made in their own country are considered superior to foreign products (Klein et al., 1998). While in developing countries, the influence of consumer ethnocentrism on intentions to buy domestic products is weak due to lower product quality assessments (Wang & Chen, 2004). Previous studies revealed that in a country that has a high tendency to ethnocentrism, consumers view negatively towards foreign products (Saffu et al., 2010; Souiden et al., 2018). Moreover, Quang et al. (2017) and Kiriri (2019) revealed that consumer ethnocentricity is a strong predictor of animosity. A study conducted by Lee et al. (2020) argues that animosity can play a role in strengthening the relationship between ethnocentrism and perceived betrayal. This means that consumers with high ethnocentricity will be more profitable for their local products because they have a high animosity to foreign products.

Consumers who have a high preference for domestic products to exaggerate their products show a strong preference for buying goods from their home countries (Wang & Chen, 2004). The ethnocentric consumers provide unfavourable

assessments of foreign products and show a reluctance to buy these products and they also show prejudice and animosity towards foreign countries and underestimate the attributes of foreign products (Souiden et al., 2018; Lee et al., 2020). Previous studies have explored the role of consumer animosity toward consumer purchase intention (Quang et al., 2017; Rptiono, 2020). Animosity refers to a strong dislike of a particular country or ethnic group and tends to negatively influence the cognitive assessment and affective evaluation of products from that country (Souiden et al., 2018).

Previous studies on consumer animosity have shown through structural equation modelling that ethnocentrism and consumer animosity are different concepts that have different antecedents (Fernández-ferrín et al., 2015). Consumer ethnocentrism captures beliefs about the moral suitability of buying foreign products in general. In contrast, the construct of consumer animosity captures hatred towards a particular country and predicts a willingness to buy products from a particular country (Klein et al., 1998). Some consumers may refuse to buy products from certain countries but are willing to buy products imported from other countries (Klein et al., 1998). Although ethnocentrism and animosity have different antecedents, several studies show a consequence of local product purchase intentions (Nguyen et al., 2008; Fakharmanesh & Miyandehi, 2013; Bada & Onuoha, 2018; Souiden et al., 2018). This is a particular concern for researchers because it will have an impact on imported product judgment (Ahmed et al., 2013).

Various foreign products imported to Indonesia, for example, food, fabric, handicrafts, and others are products that have their cultural values. The sensitivity of consumer culture to foreign products is very important for consumer behaviour towards these products (Nguyen et al., 2008). Food is a primary human need that must be met, food needs can be met with food products available in various types, shapes, and various types (Rahmawati & Muflikhati, 2016). Local food marketing has become a popular trend throughout the food industry and the food retail industry over the past decade, increasing consumer demand for local food also reflects a greater consumer trend that supports local food products (Remar et al., 2016).

Consumers who have a better preference for domestic food products compared to imported food products will assume that local food products are of higher quality than foreign products (Rahmawati & Muflikhati, 2016). This means that foreign products that are considered to have better quality and are better known will further increase the desire of consumers to buy these products (Prince et al., 2017). This is because local products are not widely available in the market (Karoui & Khemakhem, 2019). Furthermore, the effect of consumer ethnocentrism on imported product judgment and purchase intention on foreign products depends on personal cultural values (Ma et al., 2020). Nguyen et al. (2008) stated that cultural sensitivity has a positive relationship with consumer ethnocentrism and also imported product judgment so that it can foster consumer attachment to domestic products (Alsharif et al., 2019; Kawaguchi-Suzuki et al., 2019).

The main objective of this research is to develop a multidisciplinary model of marketing, psychology, and sociology in enriching knowledge, especially on consumer behaviour related to the effects of cultural sensitivity, animosity, consumer ethnocentrism, imported product judgment on consumer purchase intentions on local food products. The contribution of this research is to provide empirical evidence on the extent to which socio-psychological variables related to local products (cultural sensitivity, imported product judgment, animosity, and ethnocentrism) can influence local food purchase intentions.

LITERATURE REVIEW

Consumer Purchase Intentions on Local Food Products

The study of consumer purchase intention is an interesting study to be investigated further because the higher the consumer's purchase intention will be able to accelerate the actual buying behaviour (Ajzen, 2015; Wong et al., 2018; Lim & Goh, 2019; Kim et al., 2020; Wang et al., 2020; Rptiono et al., 2020). Consumer purchase intention of foreign products is one of the fundamental components of consumer behaviour (Fakharmanesh & Miyandehi, 2013). The intention and behaviour of this purchase are shown based on an evaluation of the product in which consumers assess the attributes offered by various products which are used as rational information (Fakharmanesh & Miyandehi, 2013; Aitken et al., 2020).

Consumers usually separate foreign products from domestic products through their cognitive processing of country-specific information that they get from information from brands, company names, product labels, linguistics, visuals, and symbols (Fakharmanesh & Miyandehi, 2013). Studies conducted (Shin & Hancer, 2016) emphasize that consumers buy local food products because of support for the local economy, environmental protection, freshness and taste, and health and nutrition benefits. However, many consumers also do not consider buying local food due to several perceived obstacles, such as lack of availability and variety, inconvenience, higher prices, and lack of information about local food sources (Shin & Hancer, 2016). In this study, the concept of purchase intention of local food products will be tested using multidisciplinary concepts from marketing, psychology, and sociology.

Cultural Sensitivity

The cultural diversity that exists in the world causes the culture itself to be different from one another; however, there are still some similarities between all cultures such as language, food, drinks, fashion, and markets. Individuals in a society have different attitudes and behaviours towards the cultural norms and values they have (Torrico & Frank, 2017).

This illustrates the sensitivity of their culture, which refers to the level of awareness, understanding, and acceptance of other cultural values (Nguyen, 2008). Cultural sensitivity can be used to interpret consumer preferences for local products (Sünnetçioğlu et al., 2020). Consumers with a high level of cultural sensitivity tend to accept differences between their own culture and other cultures and want to learn about other cultures (Nguyen, 2008). Therefore, consumers with high levels of cultural sensitivity tend to evaluate imported products better than those who have low levels of cultural sensitivity.

A previous study revealed that, when consumers accept differences in culture and value other cultural values, their ethnocentric behaviour tends to decrease (Sharma et al., 1995). Cultural sensitivity is not only an important attribute for marketing, it is also beneficial for anyone who interacts with culturally diverse people (Beerli-Palacio & Martín-Santana, 2018) however, there are often misunderstandings in inevitable communication between people who have differences culture. Previous researchers suggested that consumers with high cultural sensitivity can influence ethnocentrism and imported product judgment (Nguyen et al., 2008). Therefore, the hypotheses formulated are as follows:

H1: Cultural sensitivity influences to consumer ethnocentrism.

H2: Cultural sensitivity influences to imported product judgment.

Customer Ethnocentrism

Consumer ethnocentrism has become an interesting concern for researchers, especially in the field of marketing (Sharma et al., 1995; Strizhakova et al., 2012; Siamagka & Balabanis, 2015; Yen, 2018). Consumer ethnocentrism is related to the moral foundation of consumer obligation and consumer belief that buying foreign products is immoral (Prince et al., 2017). Ethnocentric tend to overestimate what belongs to their group, and devalue what does not belong to their group, thus related to bias in their evaluation and intention to buy a local and foreign product (Nguyen et al., 2008). Ethnocentric consumers have a higher preference for local or domestic products compared to foreign products, this preference is due to their affiliation and attachment to their nation (Khan et al., 2018), even when products are identical in all respects, local products are preferred over foreign products (Strizhakova et al., 2012; Riptiono, 2020). This indicates the general tendency of consumers to reject foreign products without regard to product quality or price considerations (Siamagka & Balabanis, 2015).

Ethnocentrism plays an important role in developing countries because consumers in these countries may be influenced by patriotic motives, thus encouraging them to protect their local products (Souiden et al., 2018). Consumers in developed countries tend to consider domestic products of higher quality than imported products, whereas, in developing countries, consumers tend to buy domestic products and reject foreign products due to high ethnocentrism (Yen, 2018). Consumers in developing countries are interested in buying their country brands and that these consumers believe that ethnocentrism encourages consumers to buy domestic products (Hamin et al., 2014). Consumers with weak ethnocentrism and a low level of product knowledge will tend to have a positive attitude towards foreign products (Lee & Choi, 2019). Therefore, we can assume that the relationship between consumer ethnocentrism and intention to buy domestic products is positively correlated in developing countries. Some previous researchers managed to reveal that consumer ethnocentrism can affect consumer animosity (Souiden et al., 2018; Khan et al., 2019; Quang et al., 2017), imported product judgment (Fernández-ferrín et al., 2015; Khan et al., 2019; Kiriri, 2019), and purchase intention (Shankarmahesh, 2006; Huang et al., 2008; Fernández-ferrín et al., 2015; Khan et al., 2018; Souiden et al., 2018). Therefore, the hypotheses tested in this study are:

H3: Consumer ethnocentrism influences to animosity toward the foreign product.

H4: Consumer ethnocentrism influences to imported product judgment.

H5: Consumer ethnocentrism influences to intention to purchase local food products.

Animosity

Over the past decade, the concept of consumer animosity has received great attention in the international marketing literature as an antecedent of the intention to purchase local products (Fakharmanesh & Miyandehi, 2013; Quang et al., 2017). Previous studies have shown that animosity towards foreign countries makes consumers avoid products made by that country (Fernández-ferrín et al., 2015). Consumer animosity is defined as “the remnants of antipathy associated with the ongoing military, political or economic events” (Klein et al., 1998). In the field of consumer behaviour and marketing, the term animosity was first introduced by Klein et al. (1998) which was defined as antipathy remnants related to previous or ongoing military, political, or economic events that affect consumers’ intention to buy foreign products.

This animosity effect does not depend on product valuation, while animosity is related to purchasing decisions; it is not related to product quality assessment. It can be concluded that consumer animosity does not change or demean foreign country products; they only refuse to buy them (Fernández-ferrín et al., 2015). Animosity has a negative impact on buying intentions and is positively related to consumer ethnocentrism; this classification is used popularly in studies related to animosity and its impact on consumer behaviour (Quang et al., 2017). Consumers with high animosity towards

foreign products will have a lower intention to buy foreign products and have an effect on increasing consumer ethnocentrism as well as the potential to foster consumer purchase intentions on local products (Souiden et al., 2018). Previous studies have shown that animosity is the antecedent of imported product judgment (Ahmed et al., 2013; Kiriri, 2019; Quang et al., 2017) and intention to purchase local food product (Ramadania et al., 2013; Souiden et al., 2018; Fernández-ferrín et al., 2015). Therefore, the hypothesis formulation tested were established:

H6: Animosity toward foreign product influences to imported product judgment.

H7: Animosity toward foreign product influences to intention to purchase local food products.

Imported Product Judgement

Consumer choices for a product are often based on the results of evaluations and their assessment of product preferences. Product judgment can assist consumers in growing purchase intentions and determining product choice behaviour (Quang et al., 2017). In this regard, consumers will be more sensitive in assessing foreign products or local products. Often in purchasing behaviour, consumers compare preferences for local products and foreign products. Valuation of foreign products is strongly influenced by consumer attitudes towards foreign countries and their products, such as brand and product quality (Kiriri, 2019). Consumers in developed countries tend to consider local products to have higher quality than those imported on the contrary, in developing countries, consumers tend to believe that products made by local producers are not as good as imported products (Nguyen et al., 2008). Previous research studies revealed that imported product judgment could increasing consumer purchase intention (Nguyen et al., 2008; Quang et al., 2017). Therefore, the hypothesis tested in this relationship is:

H8: imported product judgment influences to intention to purchase local food products.

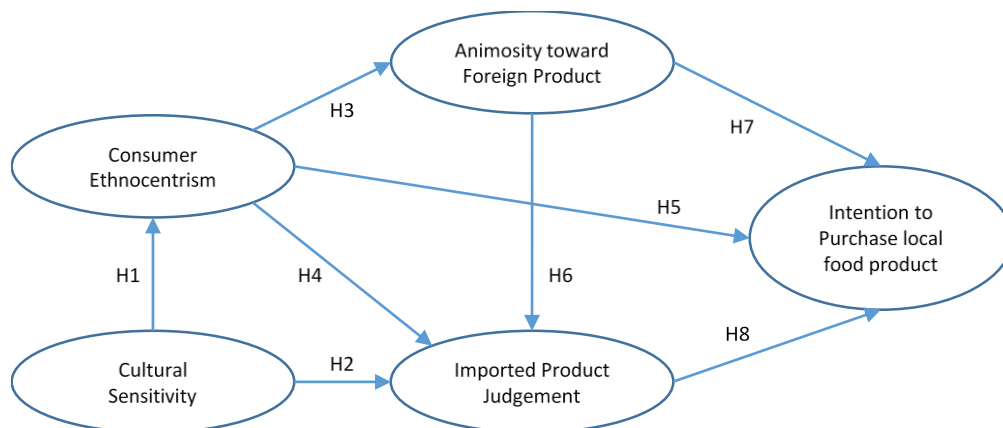


Figure 1: Research Model

METHODOLOGY

The location of this research is in Central Java, Indonesia, by involving 450 students from the various college as the respondents selected by using convenience sampling techniques. Hair et al. (2010) recommend for an ideal sample in research using the parameters 15-20 observations per variable examined. Therefore, the sample size used in this study was 420 (= 20 x 21). The data collection method is direct interviews with respondents accompanied by distributing questionnaires containing closed questions to be answered by respondents using the purposive sampling technique. We chose to survey by interview because this method was very accurate and the respondents had enough time to think before filling out the questionnaire (Sekaran & Bougie, 2010). The self-administered questionnaire aims to obtain more effective and efficient raw data from all aspects (Sekaran & Bougie, 2010). However, some questionnaires were not well filled out and incomplete so that the total questionnaire that could be analysed was as many as 437 data.

Each variable is measured using instruments that have been validated in previous studies. Cultural sensitivity variable (5 question items), using a 7-point Likert scale adapted from (Loo & Shiomi, 1999; Nguyen et al., 2008). Consumer ethnocentrism variable (6 item questions), using a 7-point Likert scale adapted from (Nguyen et al., 2008; Quang et al., 2017; Khan et al., 2018). Imported product judgment variable (4 question items), using a 7-point Likert scale adapted from (Nguyen et al., 2008; Kiriri, 2019). The animosity variable (3 question items), using a 7-point Likert scale was adapted from (Huang et al., 2010; Souiden et al., 2018). Variable purchase intention (3 question items), using a 7-point Likert scale adapted from (Shin & Hancer, 2016; Kiriri, 2019).

RESULTS/FINDINGS

This study uses Structural Equation Modelling (SEM) analysis with Amos 24.0 using a two-stage procedure. In the first stage, we tested the quality and adequacy of the model measurements by conducting a reliability and validity test. In the second stage, we tested the causality relationship between latent variables using SEM. The reliability test used in this

study refers (Hair et al., 2010) which states that the requirements of a variable are said to be reliable is by looking at the Cronbach alpha value greater than 0.7 ($\alpha \geq 0.7$). Based on the results of the reliability test using SPSS 24.0 statistics, it can be concluded that all variables used in this research model are stated to be reliable, as set out in **table 1**.

Table 1: Result of Reliability Test

No	Name of Variable	Cases	Item	Cronbach's Alpha
1	Purchase Intention	437	3	0.916
2	Animosity toward Foreign Product	437	3	0.824
3	Imported Product Judgement	437	4	0.912
4	Consumer Ethnocentrism	437	6	0.927
5	Cultural Sensitivity	437	5	0.867

Source: Primary data processed with AMOS

The reliability test can also use other types of reliability tests by looking at composite reliability (CR) values. Based on the test results it is known that all CR values are above 0.7, this means that all constructs have high reliability. As for the validity test conducted in this study is to calculate the average variance (AVE) to achieve convergent validity. Hair et al. (2010) recommend to achieve convergent validity, the CR values must be greater than AVE and AVE must be greater than 0.5. The results show that the model of this research has fulfilled the validity test criteria, so the model can be said to be well presented in **table 2**.

Table 2: Reliability and Validity Measurement Model Result

No	Name of Variable	Item	Factor Loading	AVE	Composite Reliability
1	Purchase Intention (PI)	PI1	0.870	0,721	0.916
		PI2	0.921		
		PI3	0.854		
2	Animosity toward Foreign Product (Ani)	Ani1	0.915	0.772	0.824
		Ani2	0.833		
		Ani3	0.862		
3	Imported Product Judgement (IPJ)	IPJ1	0.831	0.675	0.912
		IPJ2	0.790		
		IPJ3	0.707		
		IPJ4	0.815		
4	Consumer Ethnocentrism (CE)	CE1	0.906	0.618	0.927
		CE2	0.797		
		CE3	0.845		
		CE4	0.724		
		CE5	0.803		
		CE6	0.671		
5	Cultural Sensitivity (CS)	CS1	0.892	0.717	0.867
		CS2	0.811		
		CS3	0.786		
		CS4	0.887		
		CS5	0.755		

Source: Primary data processed with AMOS

Structure Equation Modelling (SEM)

In this study, the structural model developed consists of five latent construct variables, namely: cultural sensitivity (CS), consumer ethnocentrism (CE), imported product judgment (IPJ), animosity toward foreign products (Ani), and intention to purchase local products (PI). The structural model was tested using the help of the AMOS 24.0 statistical tool for windows. Based on the results of tests that have been done, it can be concluded that the research model used is stated to meet the Goodness of Fit (GoF) criteria, as presented in **table 3**. Whereas the results of structural equation modelling and hypothesis testing are shown in **table 4**.

Table 3: The goodness of Fit (GoF) Results

	GFI	RMSEA	NFI	CFI	IFI	AGFI
Criterion	≥ 0.90	< 0.08	≥ 0.9	≥ 0.9	≥ 0.9	≥ 0.9
Cut off	0.93	0.065	0.96	0.97	0.95	0.92
GFI	: Goodness of Fit Index			CFI	: Comparative Fit Index	
RMSEA	: Root Mean Square Error Approximation			IFI	: Incremental Fit Index	
NFI	: Normed Fit Index			AGFI	: Adjusted Goodness of Fit Index	

Source: Primary data processed with AMOS

Table 4: Structure Equation Modeling Result and Hypothesis

Hypo-thesis	Path	Direct effect	Indirect effect	Total effect	Critical Ratio	P-Value	Decision
H1	CS → CE	- 0.245	-	-	6.356	***	Accepted
H2	CS → IPJ	0.238	-	-	4.122	0.002	Accepted
H3	CE → Ani	0.257	-	-	4.784	0.001	Accepted
H4	CE → IPJ	- 0.033	-	-	1.012	0.254	Rejected
H5	CE → PI	0.229	0.196	0.425	3.998	***	Accepted
H6	Ani → IPJ	- 0.202	-	-	3.556	***	Accepted
H7	Ani → PI	0.302	0.225	0.527	7.269	***	Accepted
H8	IPJ → PI	- 0.025	-	-	0.951	0.221	Rejected

Source: Primary data processed with AMOS

DISCUSSION/ANALYSIS

Relationship between cultural sensitivity and consumer ethnocentrism (H1)

Based on table 4, the structural path between cultural sensitivity (CS) and consumer ethnocentrism (CE) obtained a p-value of less than 0.05 and a critical ratio value of 6.356, so it can be concluded that testing on the first hypothesis (H1) results were declared accepted. The cultural sensitivity variable can give effect to the consumer ethnocentrism variable of -0.245. The negative relationship between cultural sensitivity and consumer ethnocentrism variables indicates that the higher the cultural sensitivity possessed by consumers will be able to reduce consumer ethnocentricity. The results of this study are in line with the results of previous studies which suggest that cultural sensitivity negatively influences consumer ethnocentrism ([Nguyen et al., 2008](#)).

Relationship between cultural sensitivity and imported product judgment (H2)

Based on table 4, the structural path between cultural sensitivity (CS) and imported product judgment (IPJ) obtained a p-value of 0.002 less than the maximum limit of 0.05 with a critical ratio value of 4.122, so it can be concluded that in the second hypothesis testing (H2) the results are declared acceptable. The cultural sensitivity variable can have a positive influence on imported product judgment variables. This means that the higher the cultural sensitivity of consumers will have an impact on the increasing imported product judgment of 0.238. the results of this study are in line with previous research which suggests that cultural sensitivity has a positive influence on imported product judgment ([Nguyen et al., 2008](#)).

The relationship between consumer ethnocentrism, animosity toward foreign products, imported product judgment (H3, H4, and H6)

Structural path testing is conducted to determine the direct effect of consumer ethnocentrism (CE) variables on animosity toward the foreign product (Ani) and imported product judgment (IPJ) as well as to determine the indirect effect of consumer ethnocentrism (CE) variables on imported product judgment (CE) IPJ through the variable animosity toward the foreign product (Ani) as an intervening variable. For the third hypothesis (H3), used to determine the effect of ethnocentric consumers on animosity toward foreign products, the results of which obtained a statistically significant value of 0.001 less than the maximum limit of 0.05 with a critical ratio of 4.784 so that it can be concluded that H3 testing is accepted by giving the direct effect of 0.257. This means that the higher ethnocentric consumers will increase the animosity toward foreign products. The results of this study are in line with previous studies conducted by those who revealed that consumer ethnocentrism influences animosity ([Quang et al., 2017](#); [Souiden et al., 2018](#); [Khan et al., 2019](#)).

Examining the fourth hypothesis (H4), it was conducted to test the effect of consumer ethnocentrism on imported product judgment. Statistical results show that the p-value (0.000) has a value smaller than the maximum acceptance limit (0.05) with a critical ratio value of 5.012, it can be concluded that for the H4 test results otherwise accepted. This means that consumer ethnocentrism can influence consumer imported product judgment. The results of this study differ from previous studies ([Fernández-ferrín et al., 2015](#); [Ahmed et al., 2013](#); [Quang et al., 2017](#); [Khan et al., 2019](#); [Kiriri, 2019](#)) who argued that consumer ethnocentrism was a strong predictor of imported product judgment.

To examine the sixth hypothesis (H6), it was conducted to examine the effect of animosity toward foreign products on imported product judgment. The results showed a p-value of 0.221 more than 0.05 with a critical ratio value of 1.016, it can be concluded that the test results on H6 were declared rejected. This means that animosity toward foreign products cannot influence imported product judgment. The results of this study are in line with previous research which suggests that animosity toward foreign products is not able to predict imported judgment products ([Ahmed et al., 2013](#); [Kiriri, 2019](#); [Quang et al., 2017](#); [Khan et al., 2019](#)).

Based on these results it can be concluded that the direct effect of the consumer ethnocentrism variable on the variable animosity toward foreign products is 0.257 and on imported product judgment is -0.334, the effect of the variable

animosity toward foreign products on imported product judgment is directly at -0.062. At the same time, the indirect effect of consumer ethnocentrism variables on imported product judgment through animosity toward foreign products is 0.189, with a total effect of 0.145.

The relationship between consumer ethnocentrism, animosity toward foreign products, and intention to purchase local food products (H5, H7)

In the fifth hypothesis testing (H5) is used to test the effect of the variable consumer ethnocentrism (CE) on the intention to purchase local food products (PI) obtained p-value of less than 0.05 with a critical ratio of 3.998, it can be concluded that H5 is declared acceptable. This means that the higher consumer ethnocentrism will be able to increase the intention to purchase local food products by 0.229. This study is in line with previous studies documenting the influence of consumer ethnocentrism on local food product intention to purchase ([Shankarmahesh, 2006](#); [Huang et al., 2008](#); [Fernández-ferrín et al., 2015](#); [Khan et al., 2018](#); [Souiden et al., 2018](#)).

While in the seventh hypothesis testing (H7) is used to test the effect of the variable animosity toward foreign products on the intention to purchase local food products, the p-value is less than 0.05 with a critical ratio of 7.269. then it can be concluded for testing H7 otherwise accepted. this means that the higher the animosity toward foreign products, the intention to purchase local food products will increase by 0.302. The results of this study are the same as those carried out by previous studies conducted by ([Ramadania et al., 2013](#); [Fernández-ferrín et al., 2015](#); [Souiden et al., 2018](#)).

Based on table 4, the consumer ethnocentrism variable can give a direct influence on the variable animosity toward foreign product 0.257 and on the intention to purchase local food product by 0.229, the variable animosity toward foreign product has a direct influence on the variable intention to purchase local food product by 0.225. While the indirect effect of consumer ethnocentrism variables on the intention to purchase local food products through the variable animosity toward foreign products is 0.196 with a total effect of 0.425.

The relationship between animosity toward foreign products, imported product judgment, and intention to purchase local food products (H8)

The eighth hypothesis testing (H8) is to examine the effect of imported product judgment (IPJ) variables on an intention to purchase local food products (PI). Based on table 4, it can be seen that the p-value is less than 0.05, with a critical ratio value of 3.951, it can be concluded that the H8 test results were declared acceptable. This means that the imported product judgment variable is not able to influence the variable intention to purchase local food products. The results of this study are in line with those of previous studies such as [Fernández-ferrín et al., \(2015\)](#); [Quang et al. \(2017\)](#); [Nguyen et al. \(2008\)](#).

The magnitude of the direct effect of the variable animosity toward foreign products on imported product judgment is -0.062, and the magnitude of the effect of imported product judgment on the intention to purchase local food products is only -0.32525. While the indirect effect of the variable animosity toward foreign products on the intention to purchase local food products through imported product judgment is 0.225 with a total effect of 0.527.

CONCLUSION

Based on the results of research and analysis in the previous description it can be concluded that the structural relationships tested in this research model revealed that of the eight hypotheses tested seven hypotheses were significant or were stated accepted and one hypothesis that was not significant or was declared rejected. Based on the results of the analysis revealed that the higher the cultural sensitivity of the respondents proved to be able to reduce consumer ethnocentrism and imported product judgment will be better, and also vice versa if consumers have less cultural sensitivity, it will be able to increase consumer ethnocentrism and imported product judgment will decrease. This result is supported by the acceptance of the first hypothesis (H1) and the second hypothesis (H2). Thus, this research succeeds in proving that cultural sensitivity is a predictor for consumer ethnocentrism and imported product judgment.

Consumer ethnocentrism has a positive influence on animosity toward foreign products, imported product judgment, and purchase intentions on local food products. This is supported by the acceptance of the third hypothesis (H3) and the fifth hypothesis (H5) and the fourth hypothesis (H4). Animosity toward foreign products cannot affect imported product judgment but does affect consumer purchase intentions on local food products. This means that consumers' animosity on foreign products cannot influence their valuation on imported products, which will get worse or better, while consumers who have higher animosity toward foreign products will be able to increase their buying intentions on local food products. This can be proven by accepting the sixth hypothesis (H6) and the seventh hypothesis (H7). Whereas imported product judgment can influence the intention to purchase local food products by accepting the eighth hypothesis (H8).

LIMITATION AND STUDY FORWARD

In every research there are no research results that do not encounter limitations, so also in our study, there are some limitations including the respondents used in this study are students in one region, of course, this will be a question whether consumers who are not involved as respondents will provide sediment the same with participants. Future

research is expected to be able to expand a wider region so it is necessary to test hypotheses with different databases or in different contexts, for example by using other variables or different paths.

AUTHORS CONTRIBUTION

Sulis Riptiono conceived and developed the ideas and builds an empirical research study. Mr. Agus Suroso provides supervision and provides input to perfect empirical studies. Sulis Riptiono and Dr. Ade Irma Anggraeni verified the analytical method in this study. Data collected and interviews were conducted by Sulis Riptiono, Mrs. Ade Irma Anggraeni, and Siti Nur Azizah. Sulis Riptiono wrote the manuscript in consultation with Mr. Agus Suroso and Mrs. Ade Irma Anggraeni.

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