Local Fashion Shopping Preferences in Generation Z From Product and Ethnocentric Perspective

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ABSTRACT

The development of fashion in the digital era is increasingly rapid, driven by the online shopping trend which offers convenience and flexibility for consumers, especially Generation Z. This study aims to examine the factors that influence the willingness of Generation Z in Indonesia to buy local fashion products, with a focus on consumer ethnocentrism, product evaluation, and perceived value. This research uses quantitative methods and uses a sampling technique, namely non-probability sampling. The sample in this study involved 207 respondents from Generation Z. The data analysis technique used was Partial Least Square analysis. The results of this research show a significant influence between product evaluation and consumer ethnocentrism on willingness to buy local fashion brands through perceived value. The perceived value variable is also a good mediator for the relationship between Product evaluation and consumer ethnocentrism in willingness to buy local fashion products. However, there is an insignificant direct relationship between product evaluation and consumer ethnocentrism with willingness to buy. The research results provide insight into strategies that can be adopted by local brands in facing competition and support increasing the competitiveness of local fashion products in the market.

Keywords: *Product evaluation, consumer ethnocentrism, perceived value, willingness to buy*

1. INTRODUCTION

Fashion trends change very quickly within the fashion sector, particularly nowadays within the era of the internet and technology, that transformed the way consumers shop. With booming e-commerce, the retail sector, especially the fashion sector, has transformed by providing users easy, flexible, and convenient access to products via its online apps. Idris (2022) explains e-commerce as a business concept within which transactions take place online using the internet.

In Indonesia, the development of local fashion is inseparable from the emergence of various local brands that are characterized by their uniqueness and quality (Maulana, 2021). Some examples of local fashion brands originating from Indonesia include Erigo, The Executive, and This Is April. Generation Z, born between 1995-2012, is one of the main consumer groups influencing the fashion market. A survey conducted by IDN Times in September-December 2024 showed that most Generation Z respondents claimed to prefer local brands over international brands (Zarawaki & Wima, 2024). Their main reasons are the desire to support local products, the more affordable prices, as well as better quality and design and unique positioning. This uniqueness and added value give local brands a strong emotional appeal.

Though local brands are now more popular, they still have a hard time keeping up with global brands. Their biggest dilemma is how local brands can maintain competitiveness against multinational brands known for their appealing design, quality, and brand image. Additionally, despite the government's intervention and the 'Love Indonesian Products' campaign, there are still consumers, especially Generation Z, who prefer foreign products for reasons of prestige and perceived better quality. This further confirms that consumer preferences for domestic products are influenced not only by price and quality dimensions but also by perceived value and consumer ethnocentrism.

Previous research conducted by Le et al. (2013) linked perceived value, product evaluation, consumer ethnocentrism, and national identity to the willingness to buy local wine in Vietnam. However, in the results of this study, national identity has a weak path through consumer ethnocentrism. This is reinforced by previous research by Cui and Adams (in Le et al., 2013), which states that national identity has an impact but is not strong on consumer ethnocentrism. The research of Le et al. (2013) indicated that product evaluation and consumer ethnocentrism can be seen through the emotional and social values contained in product evaluation. Further research on the importance of consumer ethnocentrism is warranted; although research is often conducted, it still lacks development (Karoui & Khemakhem, 2019).

Understanding the factors that influence Generation Z's preference for local fashion products is crucial, especially in the context of increasingly fierce global competition. The purpose of this study is to investigate how consumer ethnocentrism, perceived value, and product evaluation affect Generation Z's willingness to buy local fashion brands in Indonesia. By comprehending these characteristics, local brands can develop more effective strategies to increase their competitiveness in both domestic and international marketplaces. In addition, this research is expected to contribute academically by enriching the literature on consumer behavior, particularly among Generation Z.

This research focuses on Generation Z, as they are the primary consumers of the future and have a significant influence on market trends. It is anticipated that this study will provide a deep understanding of how local brands may appeal to Generation Z by examining elements such as product evaluation, consumer ethnocentrism, and perceived value. The study's findings can also serve as a guide for those involved in the local fashion industry to create more successful marketing strategies and for the government to formulate regulations that encourage the sector's expansion.

2. LITERATURE REVIEW

Consumers have a rational assessment of the appearance of a product, which can be seen from product evaluation. Product evaluation (PE) is defined as the perceived value of quality and price together, describing the consumer's cognitive response to the product being offered (Le et al., 2013). Product evaluation involves evaluating a product's attributes from both intrinsic and extrinsic perspectives (Wang & Yu, 2016). Research by Moon et al. (2018) found that product attribute evaluation had a positive

impact on consumer value perceptions. Le et al. (2013) discuss the suitability of product evaluation, highlighting that perceptions of quality and price are fair factors in determining perceptions of functional value. This is further confirmed by Wang and Yu (2016), who found that product quality evaluation contributes to higher value perceptions among consumers. Positive product evaluation—including quality and price assessments—can influence consumer purchasing intentions. When consumers have a positive perception of a product's quality, this leads to a higher willingness to purchase (Suhud et al., 2022). Previous research consistently finds that perceived quality has a significant impact on purchase intention (Maghfiroh & Iriani, 2021). Similar findings have been reported in other studies, which emphasize the importance of perceived quality in influencing consumers' intentions to buy (Suhud et al., 2022). According to Le et al. (2013), product evaluation is based on perceptions of both price and quality. Depending on their perspective, consumers will determine whether a product is pricey or cheap. Customers' intentions to buy are significantly influenced when they believe that the pricing aligns with their expectations (Aztiani, Wahab, & Andriana, 2019). Compared to negative pricing perceptions, positive price perceptions significantly and favorably influence purchase intentions (Mannan, Ahamed, & Zaman, 2019).

Consumer ethnocentrism (CE) refers to the tendency of consumers to value local products more than foreign products. Consumers with high levels of ethnocentrism tend to place greater value on local products. According to Teng (2020), consumer ethnocentrism leads to the belief that buying foreign-made products is bad, unprincipled, and detrimental to their own country in terms of the economy and unemployment. Le et al. (2013) argue that consumer ethnocentrism provides consumers with a sense of ownership and identity that guides their purchasing attitudes and behavior. Ethnocentrism prompts consumers to prefer local brands over foreign ones and can influence their belief that buying foreign products is immoral. According to Le et al. (2013) and Zeugner-Roth et al. (2015), consumer ethnocentrism can be measured through several indicators, such as the belief that buying foreign products harms the business of native citizens, that native citizens should not buy foreign products because it causes unemployment, that buying foreign products makes other countries richer than their own, and that native citizens should always buy local products. Research by Zeugner-Roth et al. (2015) found that consumers with strong ethnocentrism are more likely to buy local products because they feel emotionally and socially connected to them. Le et al. (2013), in their study regarding local wine consumption, show that consumer ethnocentrism positively affects the perceived value of local wine based on its usefulness in non-physical aspects (emotional and social). Ethnocentric consumers strongly believe that their own country's products or local products are superior to those from other countries. Customers who exhibit high degrees of ethnocentrism are more likely to favor buying domestic goods and believe that domestic products perform better than goods from foreign nations (Alam et al., 2022). When consumers decide between domestic and international items, ethnocentrism plays a crucial role (Nguyen et al., 2022). According to a study by Yen (2018), in emerging nations, there is a positive correlation between consumer ethnocentrism and the propensity to buy indigenous goods. Karoui and Khemakhem (2019) further suggest that ethnocentric customers are more likely to support the national economy by purchasing domestic goods.

Perceived value (PV) is a key factor in determining consumer purchasing intentions. When consumers perceive high value from local fashion products, both from an emotional and social perspective, they are more likely to buy. The perceived value variable has a positive relationship that can strengthen equity co-brand which also influences consumers' desire to use the product (Wang & Farquhar, 2018). This is because consumers who know the value of the product tend to use the product. Purwanto's research (2023) also proves that perceived value is concluded as a significant and positive factor influencing the intention to use a product from a streetwear fashion collaboration.
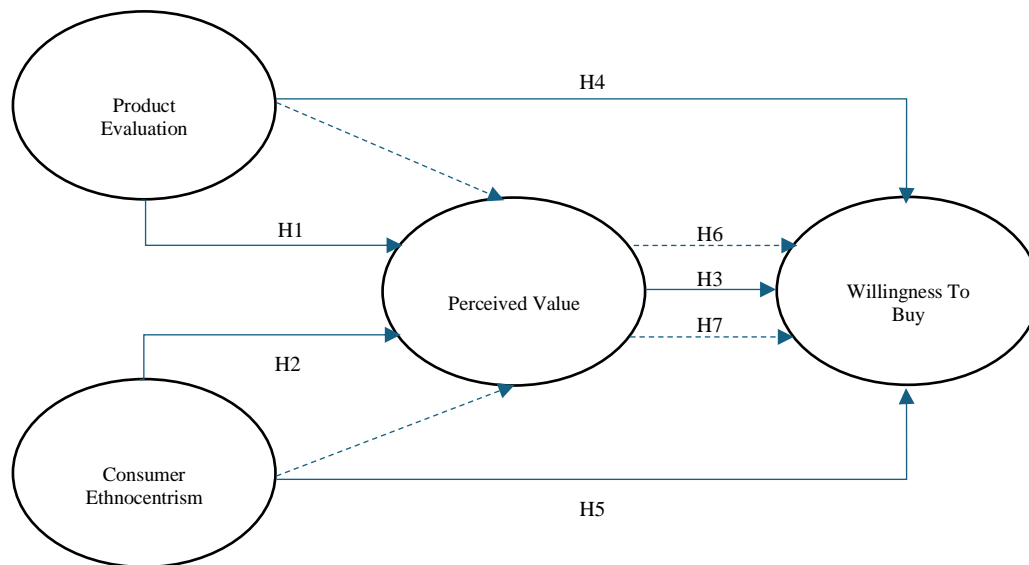
Figure 1. Research Framework

Thus, the hypothesis of this research is:

H1: Product evaluation influences the perceived value of local fashion products.

H2: Consumer ethnocentrism influences the perceived value of local fashion products.

H3: Perceived value influences willingness to buy local fashion products.

H4: Product evaluation influences willingness to buy local fashion products.

H5: Consumer ethnocentrism influences willingness to buy local fashion products.

H6: Product evaluation influences willingness to buy local fashion products through perceived value.

H7: Consumer ethnocentrism influences willingness to buy local fashion products through perceived value.

3. RESEARCH METHOD

This research employs quantitative research methods. The population identified in this study is Generation Z, specifically the generation born between 1995 and 2012 (Bbpmpjatim, 2021). The sampling technique utilized in this research is non-probability sampling. Non-probability sampling is a technique that does not provide equal opportunities for every individual in the population to be selected (Sugiyono, 2019). This study uses purposive sampling, where samples are chosen based on specific criteria. The sample characteristics that meet the requirements to answer the objectives of this research include individuals of all genders (women and men) who know about, have used, and purchased local fashion brands, particularly within Generation Z, with the age range in this study limited to 17-26 years. Of the 247 data collected, only 207 respondents met the sample size characteristics. Data collection was conducted using a questionnaire featuring a five-point Likert scale, which was distributed via WhatsApp and social media in the form of a Google Form.

This research addresses four main variables, namely Product Evaluation (PE), Consumer Ethnocentrism (CE), Perceived Value (PV), and Willingness to Buy (WTB). In this context, willingness to buy refers to the intention to repurchase local fashion products and is measured through several indicators, specifically: the propensity to repurchase when needed, the willingness to continue purchasing even if some products share the same quality and price, and the intention to recommend products to friends or relatives. Furthermore, this research modifies the consumer ethnocentrism indicators from Le et al. (2013) and Zeugner-Roth et al. (2015) as well as the perceived value indicators from Le et al. (2013) and Dehghan et al. (2015), which propose that perceived value can be assessed through emotional value and social value. According to Teng (2020), consumer ethnocentrism leads consumers to believe that purchasing foreign-made products is detrimental, unethical, and harmful to their home country's economy and employment. Consumer ethnocentrism can be measured through several indicators, including the notion that buying foreign products harms native businesses, the belief that native citizens should refrain from purchasing foreign products to avoid

unemployment, the idea that purchasing foreign products enriches other countries more than their own, and the conviction that native citizens should consistently buy local products. Additionally, the indicators used to measure product evaluation consist of perceived quality and perceived price.

After data collection, the information is processed using Partial Least Squares (PLS) analysis with the SmartPLS 3.0 application to evaluate the data. The testing process consists of two stages: the outer model and the inner model evaluation. The outer model testing includes validity tests and reliability tests. Validity is tested using outer loading, Average Variance Extracted (AVE), and cross-loading evaluation. The reliability test employs Cronbach's alpha and composite reliability evaluation. This research also utilizes inner model evaluation through R-Square (R^2), Path Coefficient, and Q-Square (Q^2). Hypothesis testing in this research uses the bootstrapping method.

4. RESULTS AND DISCUSSIONS

4.1 RESULTS

The analysis begins with an outer model evaluation to test the validity and reliability of each indicator statement. In this research, the results of the outer loadings are deemed valid if the value of the outer loading is above 0.5, according to Abdillah and Jogiyanto (2019). As shown in Table 1, the Average Variance Extracted (AVE) value is considered valid if it is above 0.5. The cross-loading of each variable is also deemed valid if its resulting value is higher than those of the other variables. For the reliability test, the results for each indicator statement are considered reliable if the composite reliability value is greater than 0.6 and the Cronbach's alpha is more than 0.7 (Abdillah & Jogiyanto, 2019).

TABLE 1 / Validity and Reliability Test

AVE Value	Indicator	Outer Loading	Information
Product Evaluation AVE = 0,642	Composite Reliability = 0,877 Cronbach Alpha = 0,760		
	PE1	0,732	Valid
	PE2	0,693	Valid
	PE3	0,567	Valid
	PE4	0,757	Valid
	PE5	0,808	Valid
Consumer Ethnocentrism AVE = 0,513	Composite Reliability = 0,839 Cronbach Alpha = 0,812		
	CE1	0,809	Valid
	CE2	0,860	Valid
	CE3	0,853	Valid
	CE4	0,669	Valid
Perceived Value AVE=0,513	Composite Reliability = 0,840 Cronbach Alpha = 0,762		
	PV1	0,778	Valid
	PV2	0,722	Valid
	PV3	0,660	Valid
	PV4	0,709	Valid
	PV5	0,707	Valid
Willingness To Buy AVE = 0,566	Composite Reliability = 0,793 Cronbach Alpha = 0,613		
	WTB1	0,834	Valid
	WTB2	0,586	Valid
	WTB3	0,812	Valid

Source: Data processed (2024)

The results of the inner model through the analysis of R-Square (R^2) and Q-Square (Q^2) can be seen in Table 2. The results indicate that the dependent variable, willingness to buy, has an R^2 value of 0.386, which means that willingness to buy can be

explained well by the variables product evaluation, consumer ethnocentrism, and perceived value, accounting for 38.6%. The R^2 value of the dependent variable perceived value is 0.446, indicating that it can be explained well by the independent variables product evaluation and consumer ethnocentrism, accounting for 44.6%. The Q^2 values for perceived value (PV) and willingness to buy (WTB) are both greater than zero, specifically 0.219 (21.9%) and 0.208 (20.8%), respectively. The research framework exhibits good predictive relevance values of 21.9% and 20.8%.

TABLE 2 / R-Square (R^2) and Q-Square (Q^2)

Variable	R-Square (R^2)	Q-Square (Q^2)
PV	0,386	0,219
WTB	0,446	0,208

Source: Data processed (2024)

In the next stage, analyze the results of hypothesis testing on each variable to determine the direct or indirect relationships between variables. As shown in Table 3, there are five accepted hypotheses and two rejected hypotheses. A hypothesis test value is considered accepted if the T-statistic value is greater than 1.96 and the p-value is less than 0.05. Conversely, it is rejected if the T-statistic value is less than 1.96 and the p-value is greater than 0.05.

TABLE 3 / Hypothesis Testing

	Hypothesis	Original Sample	T-statistics	p-Values	Remarks
H1	PE → PV	0,559	10,475	0,000	Accepted
H2	CE → PV	0,255	3,936	0,000	Accepted
H3	PV → WTB	0,506	6,890	0,000	Accepted
H4	PE → WTB	0,158	1,871	0,080	Rejected
H5	CE → WTB	0,014	0,177	0,850	Rejected
H6	PE → PV → WTB	0,282	5,632	0,000	Accepted
H7	CE → PV → WTB	0,129	3,310	0,001	Accepted

Source: Data processed (2024)

4.2 DISCUSSIONS

Effect of Product Evaluation on Perceived Value

Based on Table 3, we can test the hypothesis of the relationship between product evaluation and perceived value, which is significant. The T-statistic value is 10.475, greater than 1.96, and the p-value is 0.000, less than 0.05. This suggests that better evaluations of local fashion products, particularly those that are durable and reliable, lead to a more positive perceived value among consumers. High-quality local fashion products made from the best materials ensure longevity, which enhances consumer satisfaction and alleviates concerns about product damage.

The influence of product evaluations on consumer assessments of local fashion products is the greatest compared to other variables, with a contribution of 55.9%. These findings align with previous research by Le et al. (2013), Moon et al. (2018), and Wang and Yu (2016), which indicates that consumers manage information about attributes such as physical appearance, quality, and price to help them choose products that provide the value they seek.

Effect of Consumer Ethnocentrism on Perceived Value

The relationship between consumer ethnocentrism and perceived value has been proven to be significant, as it meets the predetermined requirements: a T-statistic value of 3.936, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. Consumer ethnocentrism positively influences perceived value. When consumers have a sense of pride in their country, it affects their preference for local products, which in turn leads to favorable evaluations of these products. This includes enjoyment when using them and positive impressions from others when they use local products.

These findings confirm the initial phenomenon that the increasing "Love Indonesian Products" campaign, promoted by the government and social media influencers, encourages Generation Z to prefer local products. This result aligns with research by Le et al. (2013), which found that consumer ethnocentrism has a significant effect on perceived value. Similar results were also reported in research by Zeugner-Roth et al. (2015), which indicated that consumer ethnocentrism significantly influences consumer assessments.

Effect of Perceived Value on Willingness to Buy

Perceived value can influence the willingness to buy local fashion. In this research, consumers feel that local products provide not only functional value but also emotional value. The better the perceived values by consumers—such as feeling comfortable, giving a good impression, and making consumers feel accepted in society when using local fashion—the greater the impact on increasing consumers' desire to repurchase the product. The significant influence of emotional and social assessments or feelings that consumers experience will affect their willingness to buy again by 50.6%. This aligns with research by Le et al. (2013), which indicates that perceived value positively and significantly influences the willingness to buy, particularly regarding the emotional value provided. This result is also supported by the research of Wang and Farquhar (2018). Purwanto's research (2023) examines fashion collaboration in streetwear and supports this evidence, concluding that perceived value is a significant and positive factor influencing the intention to use a product.

Effect of Product Evaluation on Willingness to Buy

However, some hypotheses are rejected, such as the influence of product evaluation on willingness to buy. This is because the results of the hypothesis test do not meet the conditions that have been set, where the T-statistic value of 1.871 is smaller than 1.96, and the p-value of 0.062 is greater than 0.05. This indicates that product evaluation, such as the use of high quality, has not been able to increase consumers' desire to repurchase the product. This result contrasts with research by Aztiani et al. (2019), which stated that, in general, consumers have high expectations for better information from product evaluations and that this will positively influence their interest in purchasing an item. This finding may differ from this research because Generation Z consumers tend to be more selective in making repeat purchases. Even though they have positive perceptions of the quality and price of local products, this does not always translate directly into a willingness to rebuy. This may be due to the characteristics of Generation Z, who tend to seek variety and always want to try new products. Additionally, some consumers may feel that, even if local products are of good quality, they still consider other factors, such as design and current trends, before making repeat purchases.

Effect of Consumer Ethnocentrism on Willingness to Buy

The relationship between consumer ethnocentrism and willingness to buy was also declared not significant. The T-statistic value of 0.177 is smaller than 1.96, and the p-value of 0.860 is greater than 0.05. This can be interpreted as consumer ethnocentrism, which reflects consumers' feelings of pride in using local products—whether high or low—does not have a direct impact on increasing willingness to repurchase local fashion products. These results are not in accordance with previous research by Karoui and Khemakhem (2019), which found that consumer ethnocentrism has a positive effect on willingness to buy through the perception that consumers have regarding foreign-made goods.

These findings indicate that consumer ethnocentrism is not always the main factor in repeat purchase decisions. Even though consumers may have a sense of pride in local products, this does not necessarily encourage them to buy again if they are not satisfied with their previous experience. This aligns with research by Karoui and Khemakhem (2019), which states that consumer ethnocentrism has more influence on first-purchase decisions rather than repeat purchases. Therefore, product evaluation and consumer ethnocentrism cannot directly influence willingness to buy and require intermediaries or mediation.

Mediation of Perceived Value and Consumer Ethnocentrism on the Effect of Product Evaluation on Willingness to Buy

In contrast to hypotheses 4 and 5, perceived value and consumer ethnocentrism can mediate the influence of product evaluation on the willingness to buy. Consumers will repurchase a product if they perceive the benefits and value it offers, resulting in positive assessments of quality and price. On the other hand, consumers with an ethnocentric mindset will want to buy local fashion products again if they perceive the value of those products. Le et al. (2013), in their research, proved that perceived value and consumer ethnocentrism can mediate the influence of product evaluation on the willingness to buy.

5. CONCLUSION

This research was conducted to determine the factors that can influence the willingness to buy local fashion products among Generation Z. The study found that the evaluation of local fashion brands can significantly impact both the perceived value and the usefulness of these products. Consumers who recognize the value in local fashion items are more likely to want to purchase them again. Additionally, Generation Z consumers who take pride in their country are more inclined to favor local fashion products, which subsequently influences their positive evaluation of these items. Conversely, Generation Z consumers may lack interest in repurchasing local fashion products if they do not perceive sufficient value, even if the products are of high quality, reasonably priced, and evoke a sense of pride in local craftsmanship.

6. LIMITATION AND IMPLICATION

This research has limitations. Although it attempted to collect a larger sample to produce more accurate findings, the distribution of the questionnaire was uneven and restricted to a few cities. Thus, this sample may not represent the perceptions of consumers from other regions.

The research results provide insight into strategies that can be adopted by local brands in facing competition and supporting the increasing competitiveness of local fashion products in the market. This can be achieved by paying attention to product evaluation, consumer ethnocentrism, and perceived value, so that consumers are willing to buy local fashion products. In this context, local fashion product manufacturers can establish a high-quality standard system when producing their products. This quality standard system could involve the careful selection of raw materials, such as fabric and thread. Additionally, producers can enhance their quality control system post-production to ensure that the results meet appropriate standards, thereby building a positive image that influences consumers' perceptions of local fashion products.

Manufacturers can also engage in branding or promotional activities concerning local fashion products, such as local fashion exhibitions, which typically attract large crowds and serve as effective promotional platforms for consumers, including Generation Z. Furthermore, support from the government and stakeholders is crucial for promoting the use of local fashion to foster an ethnocentric mindset that becomes entrenched in society.

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