

Unraveling the Nexus Between Consumer Ethnocentrism, Product Design, and Brand Knowledge: A Pathway to Purchase Intention Among Erigo Brand Enthusiasts in Indonesia

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Abstract:

This research examines how consumer ethnocentrism, product design, and brand knowledge influence purchase intentions among fans of the Erigo brand in Indonesia. It focuses on understanding the relationship between these factors to provide insight into consumer behavior in the Indonesian market.

The research uses a quantitative approach to collect and analyze data from fans of the Erigo brand in Indonesia. A structured questionnaire was administered to participants to collect information on consumer ethnocentrism, product design, brand knowledge, and purchase intentions. Data was collected using a convenience sampling method, focusing on individuals identified as fans of the Erigo brand. Statistical analysis techniques such as structural equation modeling (SEM) are used to examine the relationships between consumer ethnocentrism, product design, brand knowledge, and purchase intentions.

The research results show a positive relationship between consumer ethnocentrism and purchasing intention among fans of the Erigo brand in Indonesia, both directly and through attitude and trust. Product design does not have a significant impact on purchasing intention, furthermore Brand knowledge also does not have a significant impact on purchasing intention.

Keywords: Consumer Ethnocentrism, Product Design, Brand Knowledge, Purchase Intentions, Attitude, Trust

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I. Introduction

This research focuses on analyzing the influence of consumer ethnocentrism, product design, and brand knowledge on purchase intentions through attitudes and trust in users of Erigo brand products in Indonesia. Erigo is a local Indonesian brand that has gained significant attention in the domestic market. Given the intense competition with global brands, understanding the factors that influence consumer purchasing decisions is crucial for the sustainability and growth of these brands. Therefore, this research covers psychological and cognitive factors that influence consumer purchase intentions, with a focus on users in Indonesia.

In marketing literature, there are various views regarding the factors that influence consumers' purchasing intentions for fashion products (Rismadhani et al., 2023; Wildan Nurwibowo & Indriani, 2017; Yanti, 2019). Some studies emphasize the importance of consumer ethnocentrism in influencing preferences for local products (Alam et al., 2022; Sabina del Castillo et al., 2024), while others highlight the role of product design and brand knowledge (Haarakoski, 2007; Rais et al., 2023; Sulhaini et al., 2019). However, there is a gap in research that integrates these three factors and examines how they interact through attitudes and beliefs to influence purchase intentions. Especially in the context of local brands such as Erigo, there is little research examining the mediating influence of attitudes and beliefs in this relationship.

This research offers novelty by combining three main factors, namely: consumer ethnocentrism, product design, and brand knowledge and exploring the mediating role of attitudes and beliefs in the context of consumer purchasing intentions. By focusing on the local Erigo brand and users in Indonesia, this research also adds specific contextual insights, which have not been widely discussed in previous literature. This approach provides a more comprehensive understanding of how local brands can develop more effective marketing strategies.

This research is important because it provides practical insight for companies in designing more effective marketing strategies to increase consumer purchasing intentions. By understanding the factors that influence consumer attitudes and trust towards local brands, companies like Erigo can develop a more targeted approach to winning competition in the domestic market. In addition, this research also contributes to the academic literature

by offering a theoretical model that integrates various psychological and cognitive factors in the context of local brand marketing.

II. Literature Review

This literature review aims to explore the influence of consumer ethnocentrism, product design, and brand knowledge on purchase intentions mediated by attitudes and beliefs, with a special focus on Erigo brand users in Indonesia. This review is structured to provide a comprehensive understanding of each variable and their interactions, supported by empirical studies and a theoretical framework. Findings from this review will contribute to the identification of gaps and guidance in the research design and hypotheses of this study.

Consumer Ethnocentrism

Consumer ethnocentrism refers to consumers' beliefs that buying domestic products is better and beneficial for the national economy, while buying foreign products is considered inappropriate or detrimental (Alam et al., 2022; Nguyen et al., 2023). This concept is measured using CETSCALE which measures the level of ethnocentric tendencies in consumers.

Empirical studies show that consumer ethnocentrism significantly influences purchase intentions. Ethnocentric consumers are more likely to choose local brands over foreign ones, with the perception that local products are of higher quality and support the local economy (Alam et al., 2022; Sabina del Castillo et al., 2024; Trisatya & Absah, 2023). In the Indonesian context, consumer ethnocentrism was found to be a strong predictor of preference for local brands (Salehudin, 2016; Yunitasari & Parahiyanti, 2022).

Indonesia, with its rich cultural heritage and rising sense of nationalism, presents a unique environment for studying consumer ethnocentrism. Erigo, as a local brand, takes advantage of this by positioning itself as a symbol of national pride. Understanding the ethnocentric tendencies of consumers in Indonesia is very important for Erigo's marketing strategy.

Product Design

Product design encompasses the aesthetic and functional aspects of a product, including usability, ergonomics, and overall user experience. Good product design can significantly increase the perceived value of a product (Bighna Kalyan Nayak, 2015).

Product design plays an important role in influencing consumer attitudes and purchasing intentions. Studies show that well-designed products are perceived as more valuable and desirable, which ultimately increases purchase intentions (Chowdhury et al., 2023; Gilal et al., 2018). In the fashion industry, where Erigo operates, design is a critical determinant of brand differentiation and consumer preferences. Local brands often emphasize design to compete with global brands (Vaziri et al., 2023). For Erigo, maintaining a strong design identity that resonates with local consumers while following global trends is critical.

Brand Knowledge

Brand knowledge consists of brand awareness and brand image (Mulyono, 2016). Keller, (2013) defines it as the totality of perceptions about a brand that are stored in consumer memory, which influence consumer responses to brand-related stimuli (Aulia & Briliana, 2017; Mulyono, 2016).

Many studies highlight the important role of brand knowledge in shaping consumer trust and purchase intentions. High brand awareness and positive brand image increase consumer trust and purchase likelihood (Utama & Ambarwati, 2022; Yazid & Kawiryan, 2023). Several studies show that well-known brands are often considered more trustworthy and reliable (Setiawan & Patricia, 2022).

For local brands like Erigo, building strong brand knowledge is crucial. Strategies to increase brand awareness and build a positive brand image are very important to gain consumer trust and encourage purchase intentions (Utama & Ambarwati, 2022; Zulfikar, 2022).

Attitudes and Beliefs

Attitude refers to consumers' overall evaluation of a product or brand, which influences their behavioral intentions (Arfanyah & Marsasi, 2023; Arif et al., 2020). Trust is a belief in the reliability and integrity of a brand, which is important for building long-term relationships with consumers (Setiawan & Patricia, 2022; Setyawan et al., 2015).

The Theory of Planned Behavior states that attitude is the main predictor of purchase intention. A positive attitude towards a brand significantly increases the likelihood of purchase (Gilang Pinasthika & Zulaikha Wulandari, 2021; Shanbhag et al., 2023). Empirical evidence supports this, showing a direct correlation between positive attitudes towards a brand and increased purchase intentions (Dharma Arya Pamungkas, 2023; Mulyani et al., 2021).

Trust is a fundamental element in consumer decision making. Trust mediates the relationship between brand knowledge and purchase intention, as consumers are more likely to purchase from brands, they trust (Afwa Mukhsoni et al., 2022; Ling et al., 2023; Mohammed & Al-Ekam, 2016). Studies show that trust in a brand leads to higher loyalty and repeat purchases.

Attitudes and beliefs are interrelated, with beliefs often influencing the formation of positive attitudes (Anjos, 2020). Research shows that when consumers trust a brand, their attitudes toward that brand are more positive, thereby increasing purchase intentions.

Interconnection and Mediation Effects

Several models integrate consumer ethnocentrism, product design, and brand knowledge, and test their direct and indirect effects on purchase intentions (Joakim & Felix, 2023; Sherina & Selamat, 2023; WU Jianlin, 2010). These models often highlight the mediating role of attitudes and beliefs, showing how these variables interact to influence consumer behavior.

Empirical studies provide evidence of the mediating effects of attitudes and beliefs. For example, research shows that consumer ethnocentrism influences purchase intentions through its effect on attitudes, and product design influences purchase intentions through attitudes and beliefs (Salman & Naeem, 2015; Trisatya & Absah, 2023; WU Jianlin, 2010).

Research Context: Erigo Brand and Indonesia

Erigo is a leading local brand in Indonesia, known for its trendy and affordable fashion products. The brand's marketing strategy emphasizes local roots and a commitment to quality, which appeals to ethnocentric consumers.

Indonesia, as a developing country, presents a diverse consumer base with varying preferences and purchasing behavior. Understanding the demographics and cultural trends of consumers in Indonesia is critical to Erigo's targeted marketing efforts.

III. Conceptual Framework

The conceptual framework of this research illustrates the relationship between the variables to be studied, namely consumer ethnocentrism, product design, brand knowledge, attitudes, beliefs and purchase intentions. The following is an overview of the conceptual framework:

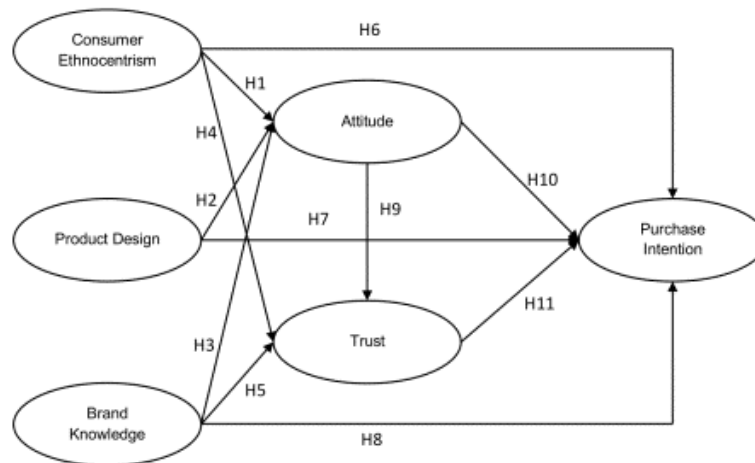


Figure 1. Conceptual Framework

IV. Hypothesis Development

- H1: Consumer Ethnocentrism has a positive and significant effect on Attitude
- H2: Product Design has a positive and significant effect on Attitude
- H3: Brand Knowledge has a positive and significant effect on Attitude
- H4: Consumer Ethnocentrism has a positive and significant effect on Trust
- H5: Brand Knowledge has a positive and significant effect on Trust
- H6: Consumer Ethnocentrism has a positive and significant effect on Purchase Intention
- H7: Product Design has a positive and significant effect on Purchase Intention
- H8: Brand Knowledge has a positive and significant effect on Purchase Intention
- H9: Attitude has a positive and significant effect on Trust
- H10: Attitude has a positive and significant effect on Purchase Intention

- H11: Trust has a positive and significant effect on Purchase Intention

V. Research Methodology

This research aims to investigate the influence of consumer ethnocentrism, product design, and brand knowledge on purchase intentions which are mediated by attitudes and beliefs among Erigo brand users in Indonesia. The following is an explanation of the research design, population and sample, data types, operational definitions of variables and indicators, data collection techniques, and data analysis techniques that will be used:

Research Design

This research will use a quantitative approach with a cross-sectional study design. Data will be collected at a certain point in time through a questionnaire that will be distributed to respondents.

Population and Sample

The population of this research is Erigo brand users in Indonesia. The sample will be selected using a purposive sampling method, where respondents are selected based on inclusion criteria, such as age, gender, education and frequency of use of Erigo products. The planned sample size is around 189 respondents.

Data Type

The data collected will be quantitative data obtained through questionnaires. The questionnaire will contain structured questions designed to measure research variables, including consumer ethnocentrism, product design, brand knowledge, attitudes, beliefs, and purchase intentions.

Operational Definition of Variables and Indicators

- Consumer Ethnocentrism:** The degree of consumer tendency to choose Erigo products over foreign products. Indicators used: 1) not buy foreign products, 2) prefer to, 3) taxed heavily, 4) purchase domestic products, 5) purchasing foreign products makes un-Indonesian (Das & Mukherjee, 2020)
- Product Design:** The aesthetics and functionality of Erigo products that influence consumer perception. Indicators used: 1) varied designs, 2) not outdated, 3) design characteristics, 4) designs follow trends (Rachman & Santoso, 2015).
- Brand Knowledge:** Consumer awareness and understanding of the Erigo brand. Indicators used: 1) familiarity with the product, 2) product recall ability, 3) ability to differentiate the product from other products, 4) brand of choice, 5) company credibility, 6) consumer prestige, 7) brand impression, 8) company image (Santoso & Guspul, 2022).
- Attitude:** Consumers' overall evaluation of the Erigo brand. Indicators used: 1) cognitive, 2) affective, 3) action (Widiyanti, 2019).
- Trust:** Consumer confidence that the Erigo brand will fulfill its promises and expectations. Indicators used: 1) expectation, 2) understand, 3) trustworthiness, 4) believe (Ullah et al., 2015).
- Purchase Intention:** The consumer's tendency to buy Erigo products. Indicators used: 1) intend to buy, 2) planning to buy, 3) probably to buy (Tomić Maksan et al., 2019).

Data Collection Techniques

Data will be collected through online surveys or direct interviews with respondents, depending on availability and respondent preferences. Online surveys will use survey platforms such as Google Forms or SurveyMonkey to allow respondents to fill out questionnaires easily and conveniently. In-person interviews will be conducted by a trained research team.

Data Analysis Technique

Data analysis will be carried out using appropriate statistical analysis techniques, such as multiple regression analysis to test the influence of independent variables on the dependent variable, with the mediation of attitudes and beliefs. Structural Equation Modeling (SEM) was used to evaluate the proposed model and test direct and indirect mediation effects. This analysis will be carried out with the help of AMOS statistical software.

VI. Data Analysis and Results

Deskriptive Analysis

Table 1. Sample Profile

Gender	
Male	47,6%
Female	52,4%
Age	
< 20 years	14,3%
20-25 years	80,4%
26-30 years	4,8%
> 30 years	0,5%
Income Level (IDR)	
< 1 Million	58,7%
1 - 5 Million	38,1%
5,1-10 Million	2,6%
> 10 Million	0,5%

Source: Author Own Elaboration (2024)

The gender distribution is nearly balanced, with females slightly higher at 52.4% compared to males at 47.6%. A significant majority of participants (80.1%) are aged between 20-25 years. Income level data indicates that most participants (58.7%) earn less than Rp 1 million, suggesting a low-income group dominance.”

Table 2. Items of the Measurement Model, Descriptive Analysis and Results of The Evaluation Consumer Ethnosentrism

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
CE	Consumer Ethnocentrism				
CE_1	Not Buy Foreign Products	2,96	0,547	0,654	0,669
CE_2	Prefer To	3,28	0,694	0,688	
CE_3	Taxed Heavily	3,55	0,468	0,642	
CE_4	Purchase Domestic Products	3,76	0,441	0,651	
CE_5	Purchasing Foreign Products Makes un-Indonesian	3,28	0,542	0,687	

Source: Author Own Elaboration (2024)

Table 2 indicates that items CE_4 (Buy Domestic Products) and CE_2 (Prefer To) has higher average scores, reflecting a stronger ethnocentric tendency towards domestic products. All items show moderate to high reliability (above 0.65), indicating consistent responses. Validity scores are somewhat lower, particularly for CE_4, suggesting some items may not perfectly capture the construct. Loading scores vary, with CE_2 showing the highest impact on the consumer ethnocentrism construct. This suggests that a preference for domestic products is a strong indicator of ethnocentric attitudes.

Table 3. Items of the Measurement Model, Descriptive Analysis and Results of The Evaluation Product Design

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
PD	Product Design				
PD_1	Varied Designs	3,87	0,542	0,725	0,736
PD_2	Not Outdated	3,91	0,799	0,791	
PD_3	Design Characteristics	3,81	0,436	0,721	
PD_4	Designs Follow Trends	4,01	0,453	0,758	

Source: Author Own Elaboration (2024)

Results from Table 3 indicate that the highest average score was for PD_4 (Designs Follow Trends), suggesting that trend adherence is considered a strong aspect of product design. PD_2 (Not Outdated) scored the highest in loading and validity, indicating a strong and accurate relationship with the product design construct. Reliability scores are consistently high, reflecting dependable measurements across indicators. The data suggests that contemporary relevance (not being outdated) and trend-following are crucial for favorable product design evaluations

Table 4. Items of the Measurement Model, Descriptive Analysis and Results of The Evaluation Brand Knowledge

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
BK	Brand Knowledge				
BK_1	Familiarity with the Product	3,99	0,514	0,578	0,799
BK_2	Product Recall Ability	3,96	0,697	0,717	
BK_3	Ability to Differentiate the Product from other Products	3,66	0,573	0,659	
BK_4	Brand of Choice	3,52	0,550	0,664	
BK_5	Company Credibility	3,72	0,598	0,638	
BK_6	Consumer Prestige	3,70	0,544	0,620	
BK_7	Brand Impression	3,82	0,623	0,672	
BK_8	Company Image	4,06	0,545	0,613	

Source: Author Own Elaboration (2024)

The table includes eight indicators, each rated based on an average score ranging from 3.52 (Brand of Choice) to 4.06 (Company Image), indicating varying levels of brand knowledge perception among respondents. The highest average score was for Company Image (4.06), suggesting that it is perceived strongly. Overall loading values are above 0.5, with Product Recall Ability scoring the highest at 0.697, indicating a sound factor structure. Reliability scores are moderate to high, reflecting consistent responses

Table 5. Items of the Measurement Model, Descriptive Analysis and Results of The Evaluation Attitude

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
AT	Attitude				
AT_1	Cognitive	3,33	0,612	0,806	0,735
AT_2	Affective	3,58	0,782	0,852	
AT_3	Action	3,67	0,698	0,777	

Source: Author Own Elaboration (2024)

Table 5 shows that the Affective component has the highest average and validity, suggesting it may be the most significant attitude aspect in this model. All components demonstrate good reliability (> 0.7), indicating consistent measurement. Loading values vary, with Affective having the highest, which could imply a stronger impact on the overall attitude measurement compared to others.

Table 6. Items of the Measurement Model, Descriptive Analysis and Results of The Evaluation Trust

Code	Variables and Indicators	Mean	Loading	Validity	Realibility
TR	Trust				
TR_1	Expectation	3,74	0,715	0,797	0,756
TR_2	Understand	3,39	0,595	0,693	
TR_3	Trustworthiness	3,81	0,700	0,816	
TR_4	Believe	3,98	0,694	0,745	

Source: Author Own Elaboration (2024)

Table 6 shows that the highest mean score is for “believe” (3.98), indicating that it is considered the most significant aspect of trust. “trustworthiness” has the highest validity (0.816), indicating it is a very reliable indicator of trust.

Reliability scores were all above 0.7, indicating good consistency across measures. Factor loading values varied, with “expectation” having the highest (0.715), which may indicate a stronger impact on the belief model compared to others such as “Understanding” (0.595).

Table 7. Items of the Measurement Model, Descriptive Analysis and Results of The Evaluation Purchase Intention

Code	Variables and Indicators	Mean	Loading	Validity	Reliability
PI	Purchase Intention				
PI_1	Intend to Buy	3,66	0,791	0,818	0,799
PI_2	Planning to Buy	3,70	0,781	0,901	
PI_3	Probably to Buy	3,88	0,818	0,815	

Source: Author Own Elaboration (2024)

Table 7. shows that the average score of 'Probably to Buy' is the highest (3.88), which shows it to be the strongest indicator of purchase intention among the three. Loading values, which measure how well each item represents the latent variable, were all above 0.78, indicating good representation. The validity score is high with 'Planning to Buy' showing the highest validity (0.901), meaning this indicator most accurately measures what is intended in the context of purchase intention. Reliability scores were all above 0.79, indicating consistent responses across the sample for each indicator.

Evaluation of the Global Model

Tabel 7. Result Fit Model

Goodness of Fit Index	Cut off Value	Result Model	Explanation
X ² - Chi Square	< df = 277	340,856	Not Fit
Probabiity	≥ 0,05	0,005	Not Fit
RMR	≤ 0,10	0,087	Fit
RMSEA	≤ 0,08	0,035	Fit
GFI	≥ 0,90	0,89	Not Fit
AGFI	≥ 0,90	0,85	Not Fit
CMIN/DF	≤ 2,0	1,231	Fit
TLI	≥ 0,90	0,954	Fit
CFI	≥ 0,95	0,964	Fit

Source: Author Own Elaboration (2024)

The model shows mixed fit across multiple indices, indicating that while it fits well according to RMSEA, RMR, CMIN/DF, TLI, and CFI, it fails according to χ^2 , GFI, and AGFI. However, the analysis can still be continued, because there is more than 1 index that fit.

Result Test Hypothesis

Tabel 8. Result Test Hypothesis

Label	Relationship between Variables	Standardized Path coefficient	C.R	Probability	Explanation
H1	CE - AT	0,309	3,210	0,001	Sig.
H2	PD - AT	0,203	2,359	0,018	Sig.
H3	BK - AT	0,582	4,824	0,000	Sig.
H4	CE - TR	0,141	1,831	0,067	Not Sig.
H5	BK - TR	0,632	4,968	0,000	Sig.
H6	CE - PI	0,158	2,041	0,041	Sig.
H7	PD - PI	-0,087	-1,322	0,186	Not Sig.
H8	BK - PI	0,121	0,959	0,337	Not Sig.
H9	AT - TR	0,236	2,327	0,020	Sig.
H10	AT - PI	0,248	2,299	0,021	Sig.
H11	TR - PI	0,436	3,182	0,001	Sig.

Source: Author Own Elaboration (2024)

- Hypothesis test results show that consumer ethnocentrism was found to have a strong positive impact on purchase intentions among fans of the Erigo brand in Indonesia.
- Product design was identified as not significant factor influencing the purchase intention of consumers who are enthusiastic about the Erigo brand.
- Brand knowledge was identified as another not important element that contributes to shaping consumer purchase intentions towards Erigo products in Indonesia.
- The relationship between consumer ethnocentrism, product design, and brand knowledge collectively influences the purchasing intentions of Erigo brand fans in Indonesia.

VII. Conclusion and Implications

This research concludes that there is a significant positive relationship between consumer ethnocentrism and purchase intention among fans of the Erigo brand in Indonesia. This means that when consumers have strong loyalty or favoritism towards a local brand such as Erigo, they are more likely to intend to purchase products from that brand.

Attitude plays a mediating role in this relationship, suggesting that how consumers feel about ethnocentrism can influence their purchasing decisions. Trust was also found to mediate the relationship between consumer ethnocentrism and purchase intention. This suggests that consumers' trust in a brand and its values may influence their likelihood of making a purchasing decision. Building trust and credibility with consumers is critical for brands like Erigo to increase purchase intent among their fans.

This research also finds that attitudes and beliefs act as sequential mediators in the relationship between consumer ethnocentrism and purchase intention. This suggests complex pathways through which consumer attitudes, trust in brands, and loyalty to local products collectively influence consumer behavior. Understanding these mediating factors is very important for marketers who aim to target and attract fans of the Erigo brand in Indonesia.

Overall, this research emphasizes the importance of consumer ethnocentrism, product design, and brand knowledge in forming purchase intentions among fans of the Erigo brand in Indonesia. Marketers must consider these factors when developing strategies to engage with local consumers and create products that match their values and preferences. By understanding and leveraging these relationships, brands like Erigo can strengthen their position in the market and grow a loyal customer base.

VIII. Limitation

The cross-sectional design of the study means that causality cannot be established, and relationships between variables are based on correlation at a single point in time. Future research could benefit from exploring longitudinal data to track changes in consumer preferences and behavior regarding the Erigo brand, providing a more comprehensive understanding of the factors influencing purchase intentions.

There may be other external factors not considered in this research that may also influence consumers' purchase intentions, such as economic conditions, competitive brands, or personal experiences.

Daftar Pustaka

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