

Does perceived quality mediate the effect of generation Z's consumer ethnocentrism on local sneakers purchase intention?

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Abstract

Understanding consumer ethnocentrism will enhance the tendency of individuals to have higher purchase intentions for local products. This research examines the direct effect of consumer ethnocentrism on the purchase intention of local sneakers in Indonesia and determine whether perceived quality can mediate the influence of consumer ethnocentrism on the purchase intentions of local sneakers. This research uses explanatory approach with respondents about 260 Generation Z in Indonesia. The data was analysed by Partial Least Square (PLS) with the WarpPLS 4.0 software. This research reveals that consumer ethnocentrism has a positive and significant influence on purchase intention, then perceived quality positively drives purchase intention. Additionally, the result shows that consumer ethnocentrism positively and significantly affects the perceived quality of local sneakers. Lastly, perceived quality can mediate the nexus between purchase intention on the perceived quality of local sneakers in Indonesia. This study provides managerial implication for companies that produce local sneakers should focus on improving the perceived quality of their products to increase purchase intention among consumers with high levels of ethnocentrism.

Keywords:

ethnocentrism; fashion; local product; perceived intention; purchase quality.

JEL Code: M31

Received September 19 2022; Received in revised form April 5 2023; Accepted April 10 2023; Available online April 30 2023

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To cite this document:

Dhewi, T, S., & Oktaviani, R. (2023). Does perceived quality mediate the effect of generation Z's consumer ethnocentrism on local sneakers purchase intention?. *BISMA (Bisnis dan Manajemen)*, 15(2), 139–157. <https://doi.org/10.26740/bisma/v15n2.p139-157>

Introduction

Trade liberalisation raises the imported products, increasingly flooding the domestic market (Shu & Steinwender, 2019). It has prompted many companies to build global brands and aggressively seek potential markets

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worldwide (Purwono et al., 2022). For local marketers, this condition provided an excellent opportunity with the opening of international markets and reduced trade barriers that potentially increased Indonesia's gross domestic product (Prabowo & Sinaga, 2020). However, it also poses a challenge in terms of competition, namely a change in the purchasing behaviour pattern of Indonesian shoppers towards local products due to the availability of a wide selection of foreign products, which are considered far more prestigious. As a result, it has eroded Indonesian consumers loyalty toward domestic products (Triwijayati et al., 2022).

This condition provides more choices for consumers to purchase local or imported products. Consumers in emerging countries are more likely to think that the quality of international products is more excellent than that of local products (Vuong et al., 2020). In addition, millennials are interested in foreign cultures related to food, lifestyle, and products. Thus, if consumers do not select carefully, local products will be threatened with losing competitiveness and unable to survive the onslaught of foreign products (Barska, 2018). Concerning Indonesia, local products have an increasing innovativeness by adding value through the characteristics and uniqueness developed in these products (Winarso, 2020).

Many consumers and fashion brands are shifting their focus towards local products. Local products are an essential part of the fashion industry, as they have the potential to support local economies, preserve cultural heritage, and promote sustainable practices (Todeschini et al., 2017). By choosing to buy locally-made products, consumers can support small businesses and local artisans, and promote economic growth in their communities. In addition, local products can also preserve cultural heritage, as they reflect the traditional techniques, materials, and designs of a specific region (Grobar, 2019). Therefore, it is necessary to understand consumer behaviour to enhance the sustainability of the local product in dealing with this era (Najib et al., 2020).

Consumer buying behaviour is robustly linked with consumer personality factors (Baik et al., 2012). Many consumers show appreciation and support for the country by buying local products. However, some consumers prefer to buy foreign products considering the prestige and high quality of foreign products (Vuong et al., 2020). Purchase intention occurs when a product matches the consumer's self-image (Mokhtaruddin et al., 2018). It indicates that purchase intention toward a product appears as a manifestation of consumer characteristics and when consumers feel they need it. To increase competitiveness, local products marketers must pay close attention to consumer characteristics and behaviour which has tendency to have higher purchase intentions for local products (consumer ethnocentrism) (Amri & Prihandono, 2019; Vuong et al., 2020).

Consumer ethnocentrism is a dimension that influences negative consumer behaviour towards foreign products regarding evaluation and intention to purchase (Amri & Prihandono, 2019). Consumers with an ethnocentric attitude tend to determine local products as they have more respect for and pride in them, and this can be an excellent opportunity for the domestic market as it enhances the perceived quality of local products. (Vuong & Nguyen, 2018). Lee et al. (2019) remarked that the perceived quality of a product might appear to be of high quality to a consumer. However, it may need to meet the standards or expectations typically associated with a high-quality product. Additionally, Parts & Vida (2013) reported that consumer ethnocentrism positively and directly influences local product quality. It indicates that a growing attitude of consumer ethnocentrism can result in local products being perceived as good quality, ultimately affecting their perceived quality.

Since ethnocentrism and purchase intention, the theme has become increasingly popular and has increased attention among scholars. For example, prior studies in Vietnam, India, and China remarked that consumer ethnocentrism could affect purchase intention directly, while there is a minor study in the Indonesian context (Vuong & Nyuyen, 2018; Vuong et al., 2020; Mishra et al., 2022; Han & Guo, 2018; Nguyen et al., 2023). However, more information is needed about how perceived quality mediates the interconnectedness of consumer ethnocentrism in local sneakers' purchase intention. The existing studies in Indonesia are more likely to concern Batik fashion instead of local sneakers (Amri et al., 2019). In addition, few have investigated the mediating effect of perceived quality. Therefore, this study examines whether perceived quality mediates the nexus between consumer ethnocentrism and purchase intention for local sneakers in Indonesia.

The research also contributes to the literature on consumer ethnocentrism by examining its effect on purchase intention for local sneakers, which has not been extensively studied in previous research (Vuong & Nyuyen, 2018; Amri et al., 2019; Vuong et al., 2020). By filling this research gap, the study provides valuable insights for local sneaker brands to understand better and cater to the preferences of ethnocentric consumers.

Literature review

Purchase intention

Purchase intention is a component of consumer behaviour that takes place prior to the actual purchase of a product (Agmeka et al., 2019). Purchase intention often arises when potential consumers receive information about the advantages of a particular product (Wang et al., 2019). During product evaluation process, potential consumers are presented with a variety of choices. Consumers carry out purchase intentions when a product matches their self-

image or reflects themselves. It indicates that purchase intention toward product manifests as a characteristic consumer manifestation (Mokhtaruddin et al., 2018). The measurement of purchase intention can be achieved through four distinct indicators: transactional, referential, preferential, and exploratory intention (Pramono & Ferdinand, 2012).

Consumer ethnocentrism refers to consumers' attitudes and beliefs towards foreign-made products (Agmeka et al., 2019). Permatasari & Soesanto (2015) stated that consumer ethnocentrism promotes purchase intention. The motivation of prospective consumers to buy local products is reflected in their attitude toward loving and taking pride in unique local products and cultures so local product can compete with imported products. This phenomenon involves a preference for domestically produced products over foreign ones (Sharma, 2015). A recent study by Vuong et al. (2020) has shown that consumer ethnocentrism positively affects purchase intention. Specifically, highly ethnocentric consumers are more likely to purchase domestically produced products than those made abroad. In addition, Wang et al. (2019) researched the impact of consumer ethnocentrism on purchase intention in China. Thus, the hypothesis is proposed as follows.

H1: Consumer ethnocentrism has a positive effect on purchase intention.

Consumer ethnocentrism

Consumer ethnocentrism refers to consumers' attitudes and beliefs towards foreign-made products (Agmeka et al., 2019). Permatasari & Soesanto (2015) stated that consumer ethnocentrism promotes purchase intention. The motivation of prospective consumers to buy local products is reflected in their attitude toward loving and taking pride in unique local products and cultures so local product can compete with imported products. This phenomenon involves a preference for domestically produced products over foreign ones (Sharma, 2015). A recent study by Vuong et al. (2020) has shown that consumer ethnocentrism positively affects purchase intention. Specifically, highly ethnocentric consumers are more likely to purchase domestically produced products than those made abroad. In addition, Wang et al. (2019) researched the impact of consumer ethnocentrism on purchase intention in China. Thus, the hypothesis is proposed as follows.

H2: Consumer ethnocentrism has a positive effect on purchase intention.

Perceived quality

Positive perceived quality could influence customer choice, encouraging consumer purchasing decisions and facilitating brand differentiation to enable companies to set premium prices (Lee et al., 2019). A prior study also reported that positive perceived quality would increase a brand's competitive advantage (Konuk, 2018). High perceived quality indicates that the brand has high

features and quality, which ultimately influence consumers to buy the brand. Marketers should strive to develop higher product quality than similar products belonging to other brands so positive perception of the product's superiority will encourage them to prefer the brand over competitors (Buil et al., 2013).

Numerous prior studies have supported the connection between the variables of consumer ethnocentrism, perceived quality, and purchase intention. Product perceived quality could be identified through the following indicators, artistry, durability, reliability, and overall quality. Perceived quality is not necessarily corresponding to the product's genuine quality, but an assessment from the general lens of consumers regarding the superiority of a good or service as a whole. The higher product's quality, the higher consumer's purchase intention (Tong & Li, 2013; Lee et al., 2019; Saleem et al., 2015).

Consumer ethnocentrism positively affects the perceived quality of domestic products (Permatasari & Soesanto, 2015; Asshidin et al., 2016). Meanwhile, Ardisa et al. (2022) and Amri & Prihandono (2019) stated that there is a mediating role of perceived quality in the relationship of consumer ethnocentrism on purchase intention. Thus, the following hypothesis is proposed.

H3: Perceived quality has a positive effect on purchase intention.

H4: Perceived quality mediates the effect of consumer ethnocentrism on purchase intention.

Research method

This research uses explanatory approach with respondents about 260 Generation Z's respondents who know that local sneakers—Compass products are domestically made shoes. This study involved purposive sampling in gathering the data. The research instrument is an online questionnaire that distributed through social media. The measurement of each variable was adopted from preliminary relevant research. Consumer ethnocentrism was measured using instruments from Siamagka (2015), while perceived quality was calculated using instruments from Tong & Li (2013). Lastly, purchase intention was estimated using Pramono & Ferdinand (2012) items. The measurement items used a 5-point Likert scale. The collected data were analysed accordingly using WarpPLS 4.0 software.

Data analysis and result

Demographic of respondents

Table 1 shows the demographics of those who took part in this study. Table 1 shows that female respondents have more interest in buying local sneakers than male respondent. Most respondents of this survey have the average of pocket money or income in the range of IDR 2.001.000 to IDR

3.000.000 and large percentage in the range of IDR 1.001.000 to IDR 2.000.000 (28.07%).

Table 1.
Description of Respondent Data

	Information	Frequency	Percentage
Gender	Male	77	29.61
	Female	183	70.39
Average Pocket Money/Income	IDR 1,000,000 and less	14	5.38
	IDR 1,001,000 to IDR 2,000,000	73	28.07
	IDR 2,001,000 to IDR 3,000,000	125	48.07
	IDR 3,001,000 and more	48	18.46
Total		260	100

Measurement Model

Validity testing is provided by considering the value of the loading factor, the average variance extracted (AVE) and the square root value of AVE. An indicator is declared valid if the value of the loading factor >0.6 . An instrument is declared valid for measuring variables or dimensions when the AVE value is >0.5 . The results show that the AVE in this study ranges from 0.515 to 0.873, meaning it meets the criteria so that it is determined valid. Then all the items in this study were also declared reliable. Reliability testing is performed by estimating the composite reliability (CR) value, which must be higher than 0.7. This study involved first and second order of validity and reliability test to ensure the quality of items in a measurement instrument and to assess the overall quality of a measurement construct. Appendix 1 shows that the CR values of the variables range from 0.881 to 0.943, indicating the accomplishment of the criteria. Appendix 2 show that AVE values is 0.619 which determined as valid.

The discriminant validity of the constructs in this current research compares the square root of the average variance extracted (AVE) for each construct to the connectivity between constructs. A construct has discriminant validity if its AVE is better than its correlation with other constructs. This method was utilized to ensure that this study's constructs were distinct and not simply measuring the same underlying construct. The AVE represents the amount of variance in the indicators performed by the latent variable, and a value of 0.5 or higher is generally considered acceptable. Appendix 3 indicates that the AVE values exceed the cut-off value to meet the discriminant validity criteria.

Structural model

Appendix 4 informs that the adjusted R-squared value of the perceived quality variable is 0.542 or 54.2%, which has a strong predicate. It shows that

the diversity of perceived quality variables can be performed by the consumer ethnocentrism variable of 54.2%. In other words, the contribution of consumer ethnocentrism to perceived quality is 54.2%, and the remaining 45.8% is the contribution value of other variables outside this study. The Q-squared value of the perceived quality variable is greater than zero, which is 0.544, so the variable is declared good predictive validity.

Furthermore, the adjusted R-squared value of the purchase intention variable is 0.442 or 44.2%, which is moderated. This shows that the consumer ethnocentrism variable of 44.2% can explain the diversity of purchase intention variables. In other words, the contribution of consumer ethnocentrism to purchase intention is 44.2%, and the remaining 55.8% is the contribution value of other variables outside this study. The Q-squared value of the purchase intention variable is greater than zero, which is 0.448, so the variable is declared to have good predictive validity. Furthermore, the goodness of fit model can also be seen through the fit and quality indices model, as seen in Table 2.

Table 2.
Model Fit Indices

Model Fit Indices	Result	Criteria	Decision
Average Path Coefficient	0.481, P<0.001	P-value <5%	Accepted
Average R-Squared	0.495, P<0.001	P-value <5%	Accepted
Average Adjusted R-Squared	0.492, P<0.001	P-value <5%	Accepted
Average block VIF	2.087	≤5, or ideally ≤3.3	Ideal
Average full collinearity VIF	2.237	≤5, or ideally ≤3.3	Ideal
Tenenhaus GoF	0.539	small ≥0.1, medium ≥0.25, large ≥0.36	Large
Sympson's paradox ratio	1.000	≥0.7, or ideally = 1	Ideal
R-squared contribution ratio	1.000	≥0.9, or ideally = 1	Ideal
Statistical suppression ratio	1.000	≥0.7	Accepted
Nonlinear bivariate causality direction ratio	1.000	≥0.7	Accepted

Hypothesis testing criteria are if the path coefficient is positive and the P-value is lower than the significance level (Alpha=5%), which show significant effect on the nexus between independent and dependent variable. Table 3 indicates consumer ethnocentrism's positive and significant influence on purchase intention. The next finding is that perceived quality positively influences purchase intention. Then, there is a positive and significant influence of consumer ethnocentrism on the perceived quality of potential consumers. Furthermore, consumer ethnocentrism has a positive and significant indirect influence on purchase intention through perceived quality.

Table 3.
Hypothesis Testing

Independent Variable	Intervening Variable	Dependent Variable	Path Coefficient	Indirect Coefficient	SE	P-Value
Consumer Ethnocentrism	-	Purchase Intention	0.526	-	0.052	<0.001
Perceived Quality	-	Purchase Intention	0.180	-	0.052	<0.001
Consumer Ethnocentrism	-	Perceived Quality	0.737	-	0.052	<0.001
Consumer Ethnocentrism	Perceived Quality	Purchase Intention	-	0.133	0.037	<0.001

Sobel test

The output of the Sobel test calculation shows that the t value of 3.362 is obtained so that the t-value obtained is t-value count >t-table, which is 3.362 >1.971 with a significance level of 0.05 (significance level=5%), then it proves that perceived quality can mediate the influence of consumer ethnocentrism to purchase intention as shown in Equation (1).

$$\begin{aligned}
 t &= \frac{ab}{\sqrt{(b^2SE_a^2) + (a^2SE_b^2)}} & (1) \\
 &= \frac{0.737 \times 0.180}{\sqrt{(0.180^2 \cdot 0.052^2) + (0.737^2 \cdot 0.052^2)}} \\
 &= \frac{0.13266}{\sqrt{0.00008761 + 0.00146873}} \\
 &= \frac{0.13266}{\sqrt{0.00155634}} \\
 &= \frac{0.13266}{0.039450475} \\
 &= 3.362697154 \approx 3.362
 \end{aligned}$$

Consumer ethnocentrism on purchase intention

The first hypothesis mentioned that consumer ethnocentrism positively affects purchase intention for a local shoe product in Indonesia (H1 accepted). The findings indicate that consumer ethnocentrism among university students in Indonesia influences purchase intention due to a high level of ethnocentrism that is in line with the purchase intention of this product. Growing love for local products helps to stabilise the national economy. Consumer with high ethnocentrism will tend to reject imported shoe products. This result agrees

with a prior study by [Suryaningsih \(2020\)](#), which noted that ethnocentrism influences consumer behaviour in buying fashion products. Indeed, [Vo et al. \(2022\)](#) reported that ethnocentrism of Generation Z promotes their intention to consume local products. The rationale for this finding is that the motivation of Generation Z to purchase and consume is reflected in their attitude towards love and pride in local products and culture, as well as unique local product designs.

Some of the reasons that justify why females prefer domestic products over foreign products are because women generally exhibit a greater inclination towards conservatism, a sense of responsibility towards others, a visual sense of loyalty towards their country, and a heightened awareness of the impact their actions may have on others ([Pentz et al., 2014](#)). Females have a higher ethnocentrism tendency than males. It is because females have a higher tendency toward conservatism and patriotism. In addition, consumers with an ethnocentric attitude, who firmly believe in the morality of purchasing locally made products, will rate fashion products in Indonesia too highly. The tendency for a growing love for local products rather than foreign products is in line with the increasing quality of local products ([Siamagka & Balabanis \(2015\)](#)).

In this study, a higher level of consumer ethnocentrism will increase the perceived quality of local shoes. This is reinforced by Compass shoes, which are not inferior in quality and have a competitive advantage in the form of a unique and distinctive design that differentiates Compass from imported shoes. The output of this research supports the research findings of [Nadiri & Tumer \(2010\)](#), which suggested that females are more concerned about promoting positive feelings among group members, as evidenced by females being more concerned than males about the positive impact of the purchase of local shoe products on the Indonesian economy. The managerial implications of consumer ethnocentrism on purchase intention are that companies should take into consideration the preference of consumers for local products. Companies should also focus on improving the quality of their local products and make them more attractive to consumers, primarily for Generation Z. Later, companies should also be aware that consumer ethnocentrism is not a universal phenomenon and can vary across cultures and products.

Consumer ethnocentrism on perceived quality

The second hypothesis indicated that consumer ethnocentrism on perceived quality for a local shoe product in Indonesia (H2 accepted). Perceived quality is one factor that influences Generation Z purchase intention for fashion products, so the greater the perceived quality, the higher the individuals' purchase intention for fashion stuff ([Vuong & Nyuyen, 2018](#); [Vuong et al., 2020](#)). Similarly, [Rafi et al. \(2012\)](#) remarked that perceived quality greatly promotes consumers' purchase intention in the clothing market

in Pakistan. Indeed, a prior study by [Jin et al. \(2015\)](#) mentioned that ethnocentrism of Generation Z will affect perceived quality of local products. Consumer ethnocentrism refers to the tendency of consumers to favor products made in their own nation over those made in other countries. This mindset can affect the way Generation Z perceives the quality of products they purchase ([Arora & Manchanda, 2022](#)). In doing so, local producers must have competitiveness by increasing quality because it is good for consumer retention.

In this study, the potential consumers of local shoe products (Compass) in Indonesia consider that the products are very high-quality products, as evidenced by consumers being able to recognise the differentiation and superiority in terms of quality, such as unique and distinctive designs so that along with increasing quality and local products equivalent to foreign products, the consumer's purchase intention will also increase to buy Compass rather than imported shoes. The finding is consistent with research by [Voss & Cova \(2006\)](#) which showed that in the context of perceived quality, females process information more comprehensively and in detail when compared to males. Indeed, another supporting reason is that females are more involved than males in online information research before making purchasing decisions to reduce risk or uncertainty ([Sahli, 2018](#)).

This study can have important managerial implications for companies that are trying to market products in foreign countries. Companies need to understand the degree to which consumers in different countries may be ethnocentric and how this may affect their perceptions of product quality. For example, when consumers in a particular country have a robust preference for domestically produced goods, a company may need to emphasise the local production of its products to be successful.

Perceived quality on purchase intention

The next hypothesis mentioned that perceived quality on purchase intention. The findings indicate that perceived quality significantly affects purchase intention for a local shoe product in Indonesia (H3 accepted). Positive perceived quality can influence customer choice, encouraging consumer purchasing decisions and facilitating brand differentiation to enable companies to set premium prices ([Lee et al., 2019](#)). A prior study also reported that positive perceived quality would increase a brand's competitive advantage ([Konuk, 2018](#)). Similarly, [Tiwari & Joshi \(2020\)](#) noted that perceived quality of Generation Z regarding local product can affect the intention to purchase. This indicates that when a Generation Z consumer perceives a product to be of high quality, they are more likely to have a positive attitude towards the product and a higher intention to purchase it ([Arora & Manchanda, 2022](#)).

The findings confirmed that perceived quality has a strong impact on purchase intention. When consumers perceive a product to be of high quality, they are more likely to intend to purchase it. For instance, a recent study conducted by [Alkire et al. \(2021\)](#) found that perceived quality has a positive effect on purchase intention in the fashion industry. Similarly, another study by [Al-Jabri & Sohail \(2020\)](#) remarked that perceived quality significantly influences purchase intention in the context of online shopping. The findings of studies on the impact of perceived quality on purchase intention have significant managerial implications for businesses. Managers should focus on improving the perceived quality of their products to increase purchase intention and ultimately drive sales.

Perceived quality mediates the effect of consumer ethnocentrism on purchase intention

The last hypothesis was to investigate the role of perceived quality in mediating the effect of consumer ethnocentrism on purchase intention. The findings indicate that it has a great role of perceived quality in mediating this relationship. The rationale behind this finding is that the higher the perceived quality caused by the high level of consumer ethnocentrism, the more likely it is to increase purchase intention to buy local products. The findings support preliminary research by [Vuong & Nguyen \(2018\)](#), which confirmed that consumer ethnocentrism positively and indirectly affects purchase intention, mediated by perceived quality. Along with the increase in the quality of local products that are equivalent to imported products, the desire of consumers to buy local products is increasing rather than imported products at prices which are generally more expensive, also a tendency for a growing attitude of ethnocentrism or belief in morality in purchasing locally-made products because consumers perceive the quality of local products as quality products. The growing attitude of ethnocentrism will be directly proportional to feelings of guilt about buying imported products ([Vuong & Nguyen, 2018](#)). The rationale to support this finding is that when a Generation Z consumer has a significant degree of consumer ethnocentrism, it might cause them to regard domestic goods as superior in quality compared to products from other nations. This perception can affect their intention to buy domestic products ([Potluri et al., 2022](#)).

This study provides an implication for the company to improve the perceived quality in the minds of potential consumers in maximizing product reliability. In addition, the local product should improve consistency in improving and maintaining their quality to produce shoe products with high standards that can compete with imported products. Later, the company needs to pay attention to other control variables, such as social media and electronic word of mouth, so that potential consumers ensure the right product and build

good perceived quality in the minds of consumers. It is possible to implement a social media marketing strategy on Instagram, which includes endorsing community influencers or well-known public figures. This strategy will increase awareness, educate target consumers, and influence the psychology of prospective consumers. Therefore, they are more willing to purchase local shoe products.

Conclusion

There is a positive effect between the consumer ethnocentrism variable on purchase intention. Indeed, consumer ethnocentrism has a positive and significant effect on perceived quality. Perceived quality has a positive and significant effect on purchase intention. Furthermore, perceived quality mediates the effect of consumer ethnocentrism toward purchase intention of local sneakers in Indonesia. This study has limitations, such as the perceived quality variable, which is applied as an intervening variable, so the effect is insignificant on purchase intention. Thus, further study can use other control variables that can affect purchase intention and perceived quality, so it can elaborate on wider research areas. Furthermore, it is suggested that further research is to look for data related to product price level to know the effectiveness of product positioning strategy. Gen Z's specification leads us to only frame this study based on the type of generation. Comparing other generations might enrich the study with their desire to buy local products. The correlation between one type of gen and their income or educational level might make a different point of view of the result. Since this study has been done in a single country, further research can add more countries to compare and get more evidence about antecedent consumer buying decisions, also a generalisation.

Author contribution

Titis Shinta Dhewi: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper. **Rosana Oktaviani:** Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

The author(s) have declared no potential conflicts of interest regarding this article's research, authorship, and publication. This disclosure is intended to provide transparency and ensure the integrity of the research findings. The authors have no financial or personal relationships that could be perceived as influencing the outcomes of this study.

Acknowledgements

This research was supported/partially supported by Universitas Negeri Malang. We thank our colleagues from Universitas Negeri Malang who provided insight and expertise that greatly assisted the research.

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Dhewi, T. S., & Oktaviani, R.
Does perceived quality mediate the effect of generation Z's consumer ethnocentrism
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Appendix 1.

Validity and reliability test 1st-order

Variable	Dimension	Item	Loading Factor	AVE	CR		
Consumer ethnocentrism	Pro-social motivation	X1.1	0.787	0.806	0.881		
		X1.2	0.810				
		X1.3	0.842				
		X1.4	0.784				
	Cognitive distortion	X2.1	0.823			0.854	0.890
		X2.2	0.886				
		X2.3	0.852				
	Threat perceptions	X3.1	0.856			0.873	0.906
		X3.2	0.867				
		X3.3	0.896				
	Social demonstrability of benefits	X4.1	0.827			0.850	0.886
		X4.2	0.856				
		X4.3	0.866				
Perceived quality		Z1.1	0.809	0.625	0.915		
		Z1.2	0.726				
		Z1.3	0.807				
		Z2.1	0.790				
		Z2.2	0.828				
		Z2.3	0.831				
		Z3.1	0.821				
		Z3.2	0.699				
		Z3.3	0.823				
		Z3.4	0.758				
Purchase intention		Y1.1	0.722	0.515	0.943		
		Y1.2	0.741				
		Y2.1	0.720				
		Y2.2	0.680				
		Y3.1	0.742				
		Y3.2	0.752				
		Y4.1	0.744				
		Y4.2	0.631				

Appendix 2.

Validity test 2nd-order

Variable	Dimension	Loading Factor	AVE	Decision
Consumer ethnocentrism	Pro-social motivation	0.813	0.619	Valid
	Cognitive distortion	0.791		Valid
	Threat perception	0.786		Valid
	Social demonstrability of benefits	0.730		Valid

Appendix 3.

Discriminant validity

Variable	CE	PI	PQ
Consumer ethnocentrism (CE)	0.787	0.736	0.654
Purchase intention (PI)	0.736	0.790	0.555
Perceived quality (PQ)	0.654	0.555	0.718

Appendix 4.

Goodness of fit

Endogenous variable	Adjusted R-squared	Description	Q-squared	Description
Purchase intention	0.542	Strong	0.544	Good
Perceived quality	0.442	Moderate	0.448	Good