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WHAT DRIVES YOUTH TO SHOP FOR LOCAL FASHION ONLINE? EXTENDING THE PLANNED BEHAVIOR THEORY AND ETHNOCENTRISM

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ABSTRACT

Introduction: Local businesses and lawmakers in emerging economies are under tremendous pressure to compete with foreign entities and comprehend consumer behavior in the setting of increasing internationalization and the growing significance of e-commerce. **Main Objectives:** By adding to the theory of planned behavior and consumer ethnocentrism, this study aims to find the factors that affect people's intentions to buy local products in the context of e-commerce, fashion, youth, and Indonesia. **Methods:** Nonprobability snowball online sampling on social media was conducted to collect 651 valid responses. **Findings/Results:** We used a variance-based partial least squares structural equation model to show that attitudes, perceived behavioral control, subjective norms, and consumer ethnocentrism, directly and indirectly, affect people's intentions to buy local goods online. **Conclusions:** In our structural model, we stress how vital consumer ethnocentrism and subjective norms are as internal and external factors for consumers. **Implications:** We encourage managers of local businesses and future researchers to include these concepts in their marketing plans and research. **Novelty:** This research shows that consumers react differently to the opposite sign of consumer ethnocentrism when they deal with subjective norms as an outside factor because of competitive mediation. **Limitations:** The generalizability of our findings to different countries, situations, and product categories is limited, so we suggest future research expand beyond our scope.

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INTRODUCTION

Domestic producers in developing countries are pressured to compete with international enterprises because of global trade and the rise of cross-border e-commerce following COVID-19. Policymakers in different countries are helping producers to develop methods to encourage people to purchase local goods (Ngoc et al., 2022). This study aims to ascertain the factors influencing consumers' intentions to shop for local fashion online as e-commerce expands, the protectionist policy in Indonesia that safeguards local fashion (199/PMK.010/2019, 2019), and the fact that youth make up the majority of e-commerce users. Recognizing customer buying behavior factors helps entrepreneurs predict consumer responses to marketing efforts and stimulate home-country sales (Pride & Ferrell, 2020).

E-commerce plays an increasingly dominant role as its sales worldwide have grown at 11 percent per year (Dumanska et al., 2021). It provides local small and medium enterprises with the leverage to access broader markets at the expense of exposing them to stiffer competition against foreign products. Fashion is among the top categories sold via e-commerce (Canover & Kartikasari, 2021). Online shopping has become a trend, especially among youth who are early adopters of e-commerce technology; thus, young people represent an influential segment of consumers (Rostiani & Kuron, 2019). This study was conducted in Indonesia, where e-commerce, fashion, and youth are significant consumer segments (Sulhaini, 2016). National policymakers care about the competitiveness of local fashion, especially footwear, bags, and textiles. These three product categories are within this study's scope of local fashion, aligned with the regulations protecting local fashion and discriminating against foreign competitors who sell online via e-commerce (199/PMK.010/2019, 2019)and not via social media (Ayuni, 2020).Still, only a few studies have been found to explain consumer behavior toward national products based on the most relevant model used in other countries.

Although the theory of planned behavior (TPB) and consumer ethnocentrism tendency (CET) have been applied to rationalize consumer behavior toward local products, the results from CET are ambiguous. Numerous studies have produced contradictory findings on consumer behavior toward domestic products (Kartikasari et al., 2023). Inconsistencies in study contexts and methodologies result in conflicting conclusions that impede theory development (Shankarmahesh, 2006; Zuliarni et al., 2023)to explain purchase intentions with regard to local products (Amarullah & Handriana, 2022; Sulhaini, 2016). This study aims to fill this gap by resolving this inconsistency and offering an original mechanism linking the drivers behind the intention to purchase local products online using empirical findings based on an already well-developed framework by extending TPB and CET. The overarching understanding of consumer behaviors will shape the right course of policymaking and marketing strategies, mainly to solve the problem of encouraging local competitiveness. After discussing the signify-cance of this paper in this section, we will discuss the gaps in the existing literature in the next section. The methods, data analysis, and discussion sections will follow.

LITERATURE REVIEW

1. Theory of Planned Behavior (TPB)

The TPB expands the theory of reasoned action, which states that behavioral intention is dictated by attitudes (ATT) and subjective norms (SUB). Further, the TPB incorporates perceived behavioral control (PBC) into the model (Ajzen, 1991). ATT are characterized as a positive or

negative assessment of consumer shopping behavior. SUB is perceived social pressure. PBC reveals how likely consumers are to engage in or refrain from engaging in the desired purchasing behavior (Maksan et al., 2019).

2. Online Shopping Intentions of Local Products (OSILP)

When consumers are shopping for local products, the intention is the construct that occurs more often than actual purchasing. The rationale is that, first, actual purchasing behavior includes the intention to purchase; the opposite is invalid. Second, intention is not always followed by the actual purchase because of the availability of products or consumers' financial capacity. Consumers may conceal their actual local purchases to maintain a desirable self-image; hence, researching the actual shopping of locally produced goods is sensitive and complex (Herz & Diamantopoulos, 2017). In our study, the purchase intention of local products was limited to online shopping via e-commerce for local fashion.

3. Theory of Planned Behavior (TPB) to Online Shopping Intentions of Local Products (OSILP)

Attitudes (ATT) toward a product can significantly impact the firm's success or failure in marketing its product. ATT operate on buyers internally as psychological factors but are strongly affected by external social forces. They have three major components: cognitive, behavioral, and affective (Pride & Ferrell, 2020). The Fish bein model exists to comprehend and potentially estimate ATT and further determine behavioral intention to purchase (Ajzen, 1991).

Subjective norms relate to consumers' beliefs about whether people close to them suggest that they engage in the behavior. They reflect social influences on buying decisions from people of importance and the extent they observe these influences (Pride & Ferrell, 2020; Rostiani & Kuron, 2019, p. 251; Wibowo & Indarti, 2020, p. 206). Perceived behavioral control specifies how customers observe their ability to engage or not engage in the shopping behavior given their control over resources and independence (Manalu & Adzimatinur, 2011).

Several domestic products, including wine (Maksan et al., 2019), food (Vabø & Hansen, 2016), and batik clothing (Manalu & Adzimatinur, 2011), have been the subject of prior studies that looked into the positive effect of ATT, SUB, and PBC on purchase intention (Miguel et al., 2022). Although few studies found an insignificant relationship (Campos-Arteaga et al., 2022), more found significant findings, especially in an Indonesian context similar to this study, as are fashion products (Manalu & Adzimatinur, 2011). Although none of them discusses the context of e-commerce, the author has good reason to believe that ATT, SUB, PBC, and the online shopping intention of local products are positively associated. Hence, the following hypotheses are offered:

H1: *Attitudes towards online shopping intention of local products will positively influence online shopping intentions of local products (OSILP) in e-commerce.*

H2: *Subjective norms will positively influence OSILP in e-commerce.*

H3: *Perceived behavioral control will positively influence OSILP in e-commerce.*

4. Consumer Ethnocentrism Tendency (CET) to Online Shopping Intentions of Local Products (OSILP)

Although the theory of planned behavior (TPB) can effectively predict and explain an extensive span of purchase intentions, many previous studies have investigated the role of additional

variables in the TPB theoretical framework, such as adding ethnocentrism to the framework for determining purchase intention of national merchandise (Maksan et al., 2019). The ethnocentrism concept refers to the universal tendency for people to interpret their group as the center of the world, to reject culturally dissimilar people, and thus to believe in the wrongness of shopping for imported products (Shimp & Sharma, 1987). Although past research involving the country of origin and consumer behavior suffers from deficiencies in terms of theoretical underpinning and methodology (Bhaskaran & Sukumaran, 2007), the concept of ethnocentrism can improve the understanding of consumer-biased judgment (Shimp & Sharma, 1987). Hence, it is the most commonly used variable that attracts consumers to domestic products (Josiassen, 2011).

Our study draws on social identity theory (SIT)to explain the in-group construct of purchasing local products. Researchers have used SIT to back ethnocentrism's conceptual roots to specify alternative antecedents to consumer behavior (Zeugner-Roth et al., 2015). A person's behavior toward the in-group, in this case, their home country, and out-groups, which are foreign countries, can be easily identified by SIT which explains why consumers use their products to symbolize their identities as in-groups or out-groups. Consumers want to feel heroic, proud, and patriotic for supporting local businesses as members of their in-groups. On the other hand, they view competitors, the out-group of people who shop for products from other countries, with suspicion and accuse them of being unpatriotic and wrong (Tajfel & Turner, 1979).

Ethnocentrism is situation-specific because it varies across different product categories and different contexts. Product categories are not classified according to low or high involvement, as they vary with the associated costs (Balabanis & Siamagka, 2017) and it is not empirically supported that product involvement affects online shopping intention (Han & Kim, 2017). Instead, they include specific types such as footwear, bags, and clothing (Zuliarni et al., 2023). It is a personality trait where inner individual characteristics reflect how consumers respond to environmental stimuli. The majority of studies show that ethnocentrism has a significant effect on the shopping intention of domestic products. The higher the level of CET, the more likely consumers will develop favorable intentions for purchasing domestic products (Maksan et al., 2019; Vabø & Hansen, 2016). Thus, the following hypothesis is offered:

H4: *CET will positively influence OSILP in e-commerce.*

5. Consumer Ethnocentrism Tendency (CET) to Online Shopping Intentions of Local Products (OSILP) Mediated by the Theory of Planned Behavior (TPB) Constructs

In general, CET is among personality value components that can affect the TPB constructs, attitudes (ATT), subjective norms (SUB), and perceived behavioral control (PBC) and consequently influence those aspects that influence behavior. Specific to each factor, the majority of studies show that ethnocentrism has a significant impact on ATT influence on buying domestic products. CET is anticipated to have a major effect on ATT and consumer desires for locally manufactured products (Maksan et al., 2019; Vabø & Hansen, 2016; Zeugner-Roth et al., 2015). Next, individuals with solid ethnocentric beliefs tend to influence others' behavior within their close group, acting as “significant others” who, in turn, accept or reject the ethnocentric consumer behavior. Thus, increased ethnocentric consumer behavior affects consumers' SUB because they are more

inclined to embrace group behaviors like buying nationally branded goods when they acknowledge encouragement from "significant others" for that behavior. Mediation effects can, therefore, occur to reinforce ethnocentrism effects. Last, the more ethnocentric consumers, the more they perceive their control over buying behavior. Consumers' levels of ethnocentric beliefs reinforce their ATT, SUB, and PBC—the mediation factors—concerning the purchase of local fashion, which leads to higher intention to buy these products (Miguel et al., 2022). Therefore, we propose as follows:

H5: *CET will positively influence attitudes (ATT) toward the online shopping intention of local products (OSILP) in e-commerce.*

H6: *CET will positively influence subjective norms (SUB) in e-commerce.*

H7: *CET will positively influence perceived behavioral control (PBC) in e-commerce.*

H8: *CET will positively influence OSILP in the e-commerce context mediated by ATT, SUB, and PBC*

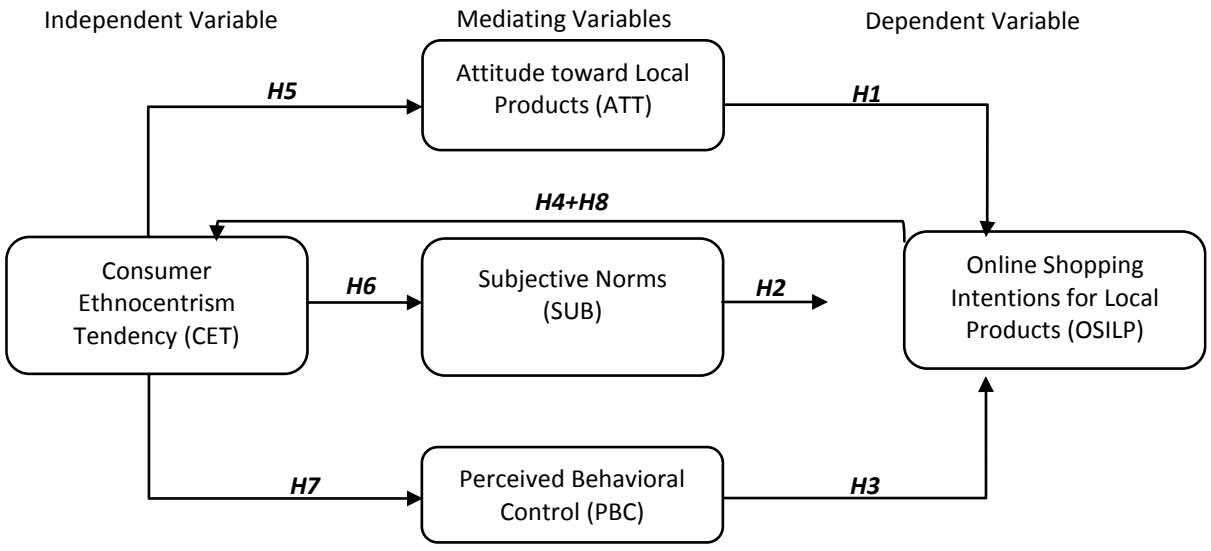
Figure 1 depicts the study framework and key hypotheses in further detail.

METHOD, DATA, AND ANALYSIS

1. Data Collection

We recognize the massive population comprising roughly a hundred million potential shoppers experienced in buying local fashion on the top e-commerce platforms in Indonesia: Shopee, Lazada, and Tokopedia (Irawan et al., 2020). As we cannot establish a sampling frame, we implement nonprobability snowball online sampling, where an anonymous link is broadcasted via social media (Instagram, TikTok, Twitter, and WhatsApp) with a short video to attract potential respondents and succeed in collecting 651 valid responses within July 2023. Snowball sampling is often used in marketing research, especially to understand the purchase intentions of local products (Diamantopoulos et al., 2019; Ngoc et al., 2022). Snowball sampling allows us to generate additional respondents by distributing the online link to recruited respondents, work colleagues, acquaintances, etc. We use a self-administered survey where respondents fill out questionnaires themselves to assure more efficiency and anonymity while lowering interviewer bias compared to in-person surveys. However, this method needs to improve low-monitoring ability where respondents are

Figure 1. Research Framework



confused with wording and have no one to ask if they have a question. To overcome this challenge, we prepare instrument validation by subject experts (Elangovan & Sundaravel, 2021). A focus group discussion with a panel of three experts reviews the wording of our questions (Memon et al., 2020). We also put our contact information upfront so respondents can ask the person in charge.

2. Data Analysis and Measurement

We checked preliminary factors to support our quantitative data analysis approach (Hair et al., 2018). Regression and the covariance-based structural equation model (CB-SEM) should not be used to analyze our data because they require assumptions of normality and linearity to be met. This claim is because our supplemented pre-analysis data cannot prove that our dataset is normal or that our hypothesized relationships are linear. Due to the anomalies above in our dataset as well as our objectives of finding effects, identifying key "driver" constructs (exploratory research), and predicting key target constructs (predictive research), as opposed to theory testing or theory confirmation, which CB-SEM best serves, we determine that the variance-based (VB) partial least squares (PLS) structural equation model (SEM) is the most suitable approach for our circumstances.

We use the SmartPLS 4 software because its most recent version enables us to investigate holistic aspects of PLS-SEM. It can easily handle nonparametric analysis via bootstrapping and provide attractive visual graphs for public readers. We also use SPSS to carry out screening data, data imputation, and preliminary consideration checks to validate our data analysis approach and findings. Appendix 3 presents questionnaire wordings, factor loading, and their translation into the local language. All items are adapted from past studies: purchase intentions (Aljukhadar et al., 2021), TPB (Manalu & Adzimatinur, 2011; Miftari et al., 2021), and ethnocentrism (Pentz et al., 2013; Shimp & Sharma, 1987) as presented in Table 1.

Table 1.Indicator Reliability Analysis

Items	Measurement	Loadings
OSILP1	It is very likely that I will buy domestic fashion products for my next online purchases on e-commerce	0.759
OSILP2	I predict that I will shop for domestic fashion products on e-commerce in the future	0.723
OSILP3	I intend to shop for domestic fashion products on e-commerce	0.848
ATT1	Regular buying of domestic fashion on e-commerce is pleasure for me	0.727
ATT2	Regular buying of domestic fashion on e-commerce is fun for me	0.871
ATT3	Regular buying of domestic fashion on e-commerce evokes positive emotions in me	0.875
SUB1	My family approve my regular purchase of domestic fashion products on e-commerce	0.859
SUB2	My friends approve my regular purchase of domestic fashion products on e-commerce	0.883
SUB3	People important to me are buying domestic fashion products on e-commerce	0.809
PBC2	Buying domestic fashion products on e-commerce entirely depends on me	0.860
PBC3	For me regular purchase of domestic fashion products on e-commerce is simple	0.756
PBC4	Purchase of domestic fashion products on e-commerce is time-saving	0.708
CET2	We should purchase products manufactured in Indonesia instead of letting other countries get rich off us	0.609
CET7	We should buy from foreign countries only those products that are unobtainable in our own country	0.600
CET8	Indonesian products first, last and foremost	0.765
CET9	It may cost me in the long run but I prefer to support Indonesian products	0.644

Notes: OSILP = Online Shopping Intention for Local Products, ATT = Attitude, SUB = Subjective Norms, PBC = Perceived Behavior Control, CET = Consumer Ethnocentrism.

RESULTS AND DISCUSSIONS

1. Respondent Demographics

Our respondents are skewed toward females residing in urban areas on Java Island, aged 18–25, mainly shopping for clothing products, using the Shopee platform, being students, and having a bachelor's degree (see Appendix 4). The skewness towards students, young consumers aged 18–25, and living on Java Island also happened in other studies (Amarullah & Handriana, 2022). The use of students in marketing research, although common because of their homogeneity (Gammoh et al., 2020), limits the generalizability of our subsequent findings. We use age ranges above 18 years for youth because those below 18 are considered children (Convention on the Rights of the Child, 1989).

2. Measurement Model Quality

2.1. Outer loading

As we remove the items with outer loading less than the recommended value of 0.709 (Chin & Todd, 1995; Hair et al., 2014), Table 2 displays PBC's composite reliability (CR) increasing to 0.827and the average variance extracted (AVE) also increasing to 0.604. We raise CET's AVE to 0.433. Although our final CET AVE of 0.433 is still below the minimum cutoff point of 0.5 (Hair et al., 2017), CET Cronbach's alpha and CR using rho_a are above 0.7, thus the convergent validity of the construct is adequate (Fornell & Larcker, 1981).We follow the rule that when indicator reliability is between 0.4 and 0.7, deletion should only be made if it results in a rise in CR and AVE (Hair et al., 2017).

Table 1 shows that outer loadings are all above 0.6, with CET7 being the minimum value of 0.600. The low factor loading values of ethnocentrism are pretty common in other studies, such as at a minimum of 0.464 for 342 samples (Pentz et al., 2013), 0.53 for 411 samples (Zeugner-Roth et al., 2015), 0.50 for 186 samples (Strizhakova et al., 2012). Future studies should consider a higher-order construct of two dimensions of ethnocentrism, economic and patriotic, to increase the factor loadings of ethnocentrism (Pentz et al., 2014). We leave the implementation of this bi-dimensionality for our subsequent investigation. Given past studies' findings, our outer loadings, in general, are acceptable. Thus, indicator reliability is established.

2.2. Construct Reliability and Convergent Validity

We also check whether our measuring instrument is repeatable, consistent, and stable, yielding the same results using Cronbach's alpha > 0.7, CR using rho_a > 0.7, and AVE value higher than 0.5 (Chin & Todd, 1995). Because our indicators of internal consistency reliability of Alpha and CR, as presented in Table 2, have values above the threshold, construct reliability is established.

Convergent validity signals the high covariance between multiple measurements of the same thing because the measurement accurately measures the concept. It is manifested by an AVE value greater than 0.5 (Hair et al., 2018), as presented in Table 2. All our AVE values for all variables are above 0.5, except CET. However, CET convergent validity is accepted by CR (Fornell & Larcker, 1981). For other variables, convergent validity is validated, meaning that the constructs explain more than half (0.606 for OSILP, 0.684 for ATT, 0.724 for SUB, and 0.604 for PBC) of the variance of their respective items.

2.3. Discriminant Validity

Discriminant validity is validated using the Fornell and Larcker standard in which constructs' correlations with all other constructs are no more than its square root of AVE for that construct (Chin & Todd, 1995; Hair et al., 2018).Table 2 demonstrates that the cells' values from the same column and row (bolded) are higher than all cells below, meaning that discriminant validity is strongly supported. Hetero-trait-monotrait (HTMT) ratios verify the discriminant validity of our measurement as all values are below 0.9, with a maximum value of HTMT of 0.717 as an estimate of accurate correlation or disattenuated correlation between construct SUB and OSILP if both constructs were perfectly reliable. Our HTMT values indicate excellent discriminant validity (Hair et al., 2017).

The discriminant validity of this study is further established using the cross-loadings because indicator loadings on its assigned construct are greater than the related cross-loadings with other constructs, as presented in Appendix 5.

3. Inner Model Quality

3.1. Collinearity

We evaluate the inner model's collinearity utilizing the variance inflation factor (VIF). Because all VIFs in the inner model resulting from the collinearity test are lower than 3.3 (Kock, 2015), our structural model is free of common method bias, as indicated by Table 3. Our inner model VIF values range from 1.050 for CET → OSILP to 1.423 for CET → PBC.

Table 2. Convergent and Discriminant Validity

Construct	ATT	CET	OSILP	PBC	SUB	Alpha	CR	AVE
ATT	**0.827**	0.376	0.592	0.653	0.597	0.865	0.873	0.684
CET	0.378	**0.658**	0.310	0.356	0.489	0.749	0.759	0.433
OSILP	0.592	0.310	**0.779**	0.617	0.717	0.820	0.826	0.606
PBC	0.654	0.358	0.618	**0.777**	0.637	0.820	0.827	0.604
SUB	0.596	0.488	0.716	0.635	**0.851**	0.886	0.889	0.724

Notes: Fornell Larcker (Diagonally left) and HTMT (Diagonally right). OSILP = Online Shopping Intention for Local Products, ATT = Attitude, SUB = Subjective Norms, PBC = Perceived Behavior Control, CET = Consumer Ethnocentrism.

Table 3. Inner Model Collinearity and Path Coefficients

Relationships	VIF	B	SE	t	p-values	95% Confidence Intervals		Significant?
H1: ATT → OSILP	1.151	0.185	0.064	2.870	0.002	0.079	0.288	Yes
H2: SUB → OSILP	1.263	0.524	0.062	8.483	0.000	0.425	0.629	Yes
H3: PBC → OSILP	1.248	0.195	0.072	2.708	0.003	0.077	0.315	Yes
H4: CET → OSILP	1.050	-0.085	0.043	1.997	0.023	0.240	0.381	Yes
H5: CET → ATT	1.178	0.378	0.045	8.425	0.000	0.307	0.454	Yes
H6: CET → SUB	1.183	0.488	0.042	11.637	0.000	0.420	0.557	Yes
H7: CET → PBC	1.423	0.358	0.043	8.391	0.000	0.289	0.430	Yes
H8: CET -> ATT -> OSILP		0.070	0.026	2.667	0.004			Yes
H8: CET -> PBC -> OSILP		0.070	0.028	2.528	0.006			Yes
H8: CET -> SUB -> OSILP		0.256	0.040	6.355	0.000			Yes

Notes: OSILP = Online Shopping Intention for Local Products, ATT = Attitude, SUB = Subjective Norms, PBC = Perceived Behavior Control, CET = Consumer Ethnocentrism.

Collinearity is critical when VIF values exceed 5. When this happens, we should omit constructs, merge variables to one construct, or generate higher-order constructs to treat collinearity problems (Hair et al., 2017), but collinearity is not our problem.

3.2. Path Coefficients

Table 3 reveals that all hypotheses are supported because p-values are under 5%. We support H1 (beta 0.185, SE = 0.064, t = 2.870, and p = 0.002), meaning that attitude positively affects online shopping intention for local products, as found by past studies (Kol et al., 2022; Maksan et al., 2019; Miftari et al., 2021; Miguel et al., 2022; Šapić et al., 2018). We also support H2 (beta = 0.524, SE = 0.062, t = 8.483, p < 0.000) and back the positive influence of SUB to OSILP as evidenced by past studies (Maksan et al., 2019; Miguel et al., 2022; Vabø & Hansen, 2016) and oppose other previous research (Campos-Arteaga et al., 2022). We support H3 (beta = 0.195, SE = 0.072, t = 2.708, p = 0.003) and verify the positive effect of perceived behavior control on online shopping intention for local products as evidenced by past studies (Maksan et al., 2019; Miguel et al., 2022; Vabø & Hansen, 2016) and undermine other previous research (Campos-Arteaga et al., 2022). We support all hypotheses except H4, as we find a negative direct effect of CET → OSILP.

3.3. Coefficient of Determination

R square statistics explain the variance in the endogenous variables. Although the rule of thumb differs across fields, we can use R-sq 0.75, 0.50, and 0.25 as substantial, moderate, and weak (Hair et al., 2017) or R-sq adjusted 0.26 as substantial, 0.13 moderate, and 0.02 weak (Cohen, 1992). Using the latest standard (Hair et al., 2017), we conclude that the predictive accuracy of our model is moderate because R^2 is 0.579, as presented in Table 4. We use R2 instead of R-sq adjusted because the latter is used to compare models with various exogenous constructs or various numbers of observations. Adjusted R-Sq, explanatory power, or in-sample predictive power represents the variance explained in each endogenous construct. The 0.576 Adj-R2 means that a 57.6% change in online shopping intention for local products was accounted for and can be explained by our independent constructs.

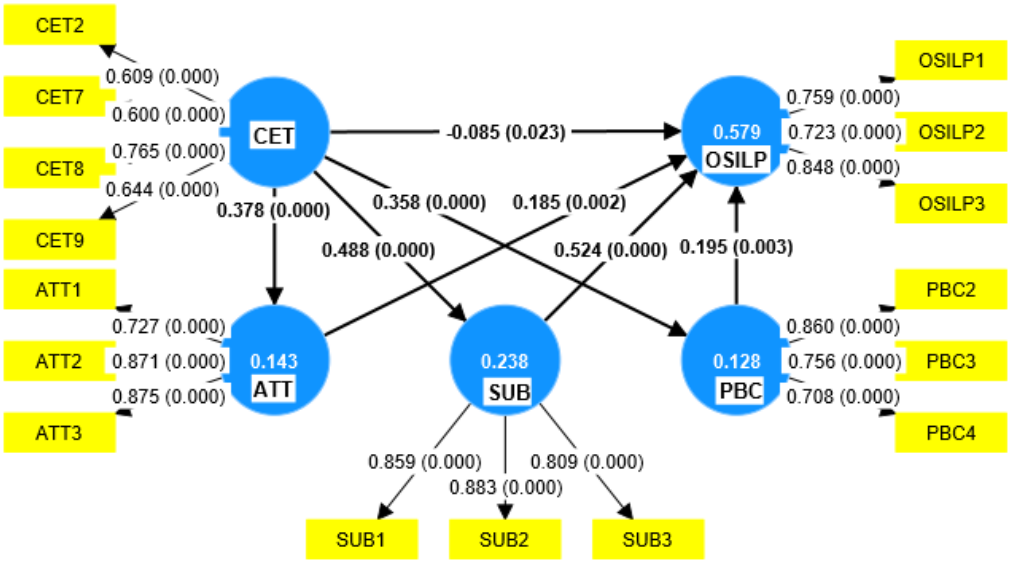
Meanwhile, the R-Sq values of ATT, SUB, and PBC are 0.143, 0.238, and 0.128, respectively, meaning they are too small and can be neglected, as illustrated by Table 4 and Figure 2. Figure 2 describes the complete model and its relevant measurement and structural quality, including R-sq.

Table 4. Structural Model Evaluation

Relationships	f^2	Effect size	R^2	R^2 adj	Q^2	$Q^{2(ex)}$	q^2	Effect size
H1: ATT → OSILP*	0.041	Small			0.057	0.057	0.000	Negligible
H2: SUB → OSILP**	0.316	Medium			0.057	0.056	0.001	Negligible
H3: PBC → OSILP*	0.043	Small			0.057	0.057	0.000	Negligible
H4: CET → OSILP*	0.013	Negligible	0.579	0.576	0.057	0.433	-0.399	Negligible
H5: CET → ATT**	0.167	Medium	0.143	0.142	0.089	0.000	0.098	Small
H6: CET → SUB**	0.313	Medium	0.238	0.237	0.156	0.000	0.185	Medium
H7: CET → PBC**	0.147	Small	0.128	0.127	0.076	0.000	0.083	Small

Notes: OSILP = Online Shopping Intention for Local Products, ATT = Attitude, SUB = Subjective Norms, PBC = Perceived Behavior Control, CET = Consumer Ethnocentrism. ** Relationships are significant at p<0.001, * p<0.05, $Q^{2(ex)}$ = Q-sq excluded of exogenous

Figure 2. Structural Model Quality



3.4. Effect Size (f^2 and q^2)

Effect size f-square refers to the change in R-Square when an independent variable is subtracted from the model. Thus, it assesses an exogenous construct's role to an endogenous latent variable's R2 value. Acceptable explanatory powers depend on the research setting, and in some fields of knowledge, values as low as 0.1 are satisfactory, for instance, in estimating stock return (Raithel et al., 2012). Implementing the general guidelines for assessing f-square 0.02, 0.15, and 0.35 representing small, medium, and large effect sizes (Cohen, 1992; Hair et al., 2017), we conclude that the CET f2 effects on ATT and SUB are medium, while CET to PBC effect is small as presented in Table 4.

3.5. Predictive Relevance (Q2)

Stone-Geisser's Q-square (Q uppercase) is used under the Smartpls PLS Predict function when determining whether a model has predictive relevance for endogenous constructs. Q-square values above zero indicate that our values are well reconstructed and the model has predictive relevance. As Table 4 shows Q2 values larger than 0 (0.057), we conclude that the exogenous constructs of CET, ATT, SUB, and PBC all have predictive relevance for the endogenous construct of OSILP. Likewise, because CET to ATT, SUB, and PBC have Q-sq above zero (0.089, 0.156, and 0.076, respectively), we confirm that the exogenous constructs of CET have predictive relevance for the endogenous construct of ATT, SUB, and PBC.

3.6. Effect Size (q2)

Effect size q-square (q lowercase, not a capital letter) differs with f-square where q-square focuses on Q-square while f-square on R-square. Hence, effect size q-square refers to the change in Q-Square when an independent variable is subtracted from the model. Thus, it assesses an exogenous construct's contribution to an endogenous latent variable's Q2 value. We calculate q-sq using the formula in Excel: $(Q^2_{included} - Q^2_{excluded})/(1 - Q^2_{included})$ where $Q^2_{included}$ is Q-sq (column 6 in Table 4) from PLS Predict and $Q^2_{excluded}$ is obtained from PLS Predict taking out the corresponding exogenous variable as presented in column 7 of Table 4. q-sq value of 0.02, 0.15, and 0.35 is considered a weak, moderate, and substantial degree of predictive relevance for a particular endogenous

construct (Hair et al., 2017; Sarstedt et al., 2017). According to this relative measure, the effect sizes of CET to ATT, SUB, and PBC are not negligible. Moreover, q-square verifies the absolute importance of connecting CET to SUB as these two constructs develop consumer characteristics from internal (CET) and external (SUB) as indicated by medium effect sizes of f^2 of 0.313 and q^2 of 0.185.

3.7. Model Fit

Despite conceptual and threshold concerns (Hair et al., 2017), fit indices check how well the model fits for PLS-SEM to avoid misspecification (Sarstedt et al., 2017).They include the Standardized Root Mean Square Residual (SRMR), and Normed Fit Index (NFI). Our SRMR value on the saturated model of 0.029 is less than 0.08 as a conservative threshold (Hair et al., 2017), so we consider our model a good fit. Further, we use NFI, one of the earliest fit measures suggested in the SEM literature. The fit is better the closer the NFI is to 1. NFI values over 0.9 typically indicate a good fit. Our NFI saturated model value of 0.944 satisfies this criterion. Thus, it indicates a good fit. Moreover, our estimated model of 0.865 is close to the threshold considered a sufficiently good fit. This NFI measure is not advised because the main drawback of NFI is that it needs to account for model complexity. NFI can be raised by adding more parameters such as cosmopolitanism (Campos-Arteaga et al., 2022; Long et al., 2022) or specific country of origin (Boulouta & Manika, 2022) or other vital product categories in Indonesian e-commerce such as electronics (Canover & Kartikasari, 2021), just as we suggest when we suspect the reason of sign reverse of CET, we certainly can get a higher NFI result. However, that is beyond the scope of our current paper.

4. Discussions

The relationship between ethnocentrism and online shopping intention for local products (OSILP - H4) has a p-value of 0.023, just below 5%. As a result, we concur with numerous earlier studies' findings that ethnocentrism impacts OSILP (Maksan et al., 2019; Miftari et al., 2021; Miguel et al., 2022). However, we find a negative relationship, meaning the more ethnocentric consumers are, the less likely they are to buy local products online. This finding contradicts other studies that mostly found positive relationships. There are three approaches to explaining the reasons this idiosyncrasy takes place in the real world: 1) conceptual reflections, 2) particular data-associated problems, and 3) technical or statistical aspects, although rationalizing is not an easy task (Lipovetsky & Conklin, 2006).

First, Simpson's paradox might occur due to the partial and structural effects. It happens when a decrease follows an increase in the rate of another variable. In marketing research, this incidence can be gauged by evaluating changes. For example, when we associate only one ethnocentrism (CET) variable with OSILP, we find a significant positive relationship, meaning our dataset corroborates past studies. When we add one extra variable, attitudes, both relationships are positively significant. Likewise, we add an extra variable of perceived behavioral control; both relationships are still positively significant. Nevertheless, when we add subjective norms (SUB), the positive relationship of ethnocentrism to OSILP suddenly reverts to negative significance. This change of relations effect between ethnocentrism and OSILP occurs because of the covariate of subjective norms. This phenomenon is the nature of Simpson's paradox, and index numbers are proposed to measure and identify its causes (Lipovetsky & Conklin, 2006).

Previous studies that used the interaction between SUB and CET to explain the purchase intention of domestic products show that the relationship between CET, SUB, and OSILP can hypothetically be negative (Vabø & Hansen, 2016). The counter-intuitive argument for this finding is that the effect of SUB will diminish with rising levels of ethnocentrism. The reason is that the more ethnocentric consumers are, the more inclined they will be to buy domestically produced products. Alternatively, in more psychological terms, internal motivation (ethnocentrism) trumps external pressure (subjective norms). Therefore, ethnocentric individuals do not need pressure from socially significant others to conduct domestic buying behavior. The more internally driven people are to buy domestic products (lower ethnocentrism), the smaller the effect of external social pressure through SUB. This reasoning explains the conflicting signs of CET and SUB.

Second, the paradox might not be to blame for the negative correlation but rather for a poor interpretation of the data, implying that our dataset and the study context are to blame (Lipovetsky & Conklin, 2006). Geographic scope and perceived economic threat are why ethnocentrism affects local product purchase intentions differently in various contexts (such as Greece, Ethiopia, and the UK). When substitutes for local products come from a country that is not perceived as a threat, ethnocentrism might not emerge as a strong predictor and deviate from theoretical assumptions and logical reasoning (Boulouta & Manika, 2022). In terms of country scope, other studies within the Indonesian scope have found positive relationships. However, these studies use different sets of variables, i.e., not using SUB (Sulhaini, 2016) or different paths (Amarullah & Handriana, 2022). Our study presents the latest empirical data collection on online settings that might expose different results from past studies, which mainly do not focus on e-commerce shopping. E-commerce can induce bias in purchase intention because of choice overload, a phenomenon where consumers cannot make decisions and forego purchasing because they feel overwhelmed (Buturak & Evren, 2017).

Third, we use factors of the TPB, i.e., ATT, SUB, and PBC, to mediate the relationships between ethnocentrism and OSILP. These factors can impose indirect effects on the equation of ethnocentrism and OSILP, further jeopardizing an estimated cause-and-effect relationship because our model might not include a systematic influence, such as a specific phenomenon or mediator.

Table 3 indicates that the TPB factors, i.e., ATT, SUB, and PBC, significantly mediate the relationships between ethnocentrism and OSILP. *Competitive* or *inconsistent* mediation is detected because the significant direct and indirect effects point in opposite directions: positive and negative. Although competitive mediation implies different mediators may exist whose indirect effects have identical signs as the direct effect, it further confirms our hypothesized mediating effect. ATT, SUB, and PBC are suppressor variables in our model's competitive mediation. They make the overall effect of ethnocentrism on OSILP relatively small. The contradictory signs of direct (CET → OSILP) and indirect effects (CET → ATT/SUB/PBC → OSILP) counteract each other. Hence, the total effect is comparatively small. Since SUB plays a significant role in the connection between ethnocentrism and OSILP, more research should be done to find theoretical support for all the effects of competitive mediation in our model. However, another mediator is expected to exist with a presumably negative sign. Our result backs up the importance of using SUB from the theory of planned behavior and ethnocentrism

from social identity theory, as shown in other research (Miguel et al., 2022).Future research should include another significant mediator in explaining the purchase intentions of local products.

5. Implications

The present study provides empirical evidence to support the impact of attitude (ATT – H1), subjective norms (SUB – H2), perceived behavioral control (PBC – H3), and consumer ethnocentrism (CET – H4) on the intention of youth to engage in online shopping for local fashion on Indonesia's e-commerce platforms. Additionally, our study supports previous research findings regarding the direct effects of ethnocentrism on attitude (H5), subjective norms (H6), and perceived behavior control (H7) (Miguel et al., 2022). Subjective norms exert significant social influences on buying decisions from family, friends, and significant others. Perceived behavioral control ensures customers' ability to engage in their shopping behavior. Consumers' attitudes toward local products positively influence their intentions to shop online, supporting past studies (Ayuni, 2020).

Drawing upon the theoretical frameworks of the theory of planned behavior and social identity theory, our findings revealed that these factors significantly influenced online shopping intention directly and indirectly (H8 supported). This theoretical support is aligned with prior studies(Campos-Arteaga et al., 2022; Miguel et al., 2022). The theoretical implication is that future researchers will include these constructs in their investigations. The practical implication is that managers who promote local goods should consider these constructs in their marketing tactics.

The significant effect sizes of ethnocentrism and subjective norms are highlighted in our structural model as the most influential determinants. This study identifies a distinctive trait that leans toward ethnocentrism as an internal factor and the existence of a subjective norm as an external factor. This influence can be attributed to competitive or inconsistent mediation, where SUB is a suppressor variable. As a result, the overall impact of ethnocentrism on the online shopping intention of local products is significantly weakened. There is a negative correlation between the proportion of externally driven consumers within an individual's social circle who purchase domestic items and their reliance on consumer ethnocentrism as a motivator for shopping for local fashion (Vabø & Hansen, 2016). Marketers involved in the sale of local fashion have the opportunity to develop marketing techniques that specifically aim to influence customers via social pressure. This method is particularly relevant for consumers who exhibit lower levels of ethnocentrism, as they may be more susceptible to external influences that might motivate them to purchase these items despite potential conflicts with their internal personality traits, such as consumer ethnocentrism.

The context of this investigation is primarily in the e-commerce sector, specifically within fashion product lines and among the younger demographic in Indonesia. This paper extends the framework's applicability (Kartikasari et al., 2023) that has been tested in different settings (Maksan et al., 2019; Manalu & Adzimatinur, 2011). The different settings of the online context keep the framework's relevance mainly built in the offline context (Kwak et al., 2006).

6. Limitations and Future Works

The first limitation is the sample profile. Future works should be cautious when generalizing our findings because consumers may behave differently (Boulouta & Manika, 2022)in different countries other than Indonesia, in

different samples other than students (Gammoh et al., 2020), and in different time frames because ethnocentrism is situation-specific and varies across product categories and contexts. We advise expanding this scope in future studies to make our results relevant across periods, product categories, regions, and circumstances.

The items used in this study are relevant to the sample age characteristics. Money-based behavioral control indicators may not apply to our young student samples, so they were removed because of low loadings. Previous research found this indicator accurate since their samples were older (Manalu & Adzimatinur, 2011). Thus, future works should carefully generalize our results to diverse ages.

The factor loadings of ethnocentrism are lower than other variables in past studies (Strizhakova & Coulter, 2019; Zeugner-Roth et al., 2015). These low loadings limit the applicability of ethnocentrism items. Future research should include a higher-order construct incorporating economic and patriotic ethnocentrism components (Pentz et al., 2014).

This study has a limited Normed Fit Index (NFI). To get a higher NFI and a good fit model, future scholars can add factors like cosmopolitanism (Campos-Arteaga et al., 2022; Long et al., 2022) or specific country of origin (Boulouta & Manika, 2022) or other vital product categories such as electronics (Canover & Kartikasari, 2021), or significant mediators in explaining purchase intentions of local products.

CONCLUSIONS

Based on the theory of planned behavior and social identity theory, we found that consumer ethnocentrism, attitude, subjective norms, and perceived behavioral control significantly influence youth online shopping intention for local fashion on Indonesia's e-commerce platforms, with both direct and indirect effects. We emphasize the considerable effect sizes of ethnocentrism and subjective norms in our structural model as internal and external factors. We call for managers selling local products and future scholars to include these constructs in their marketing strategies or future studies.

This study provides empirical findings to support the theory of planned behavior and social identity theory in explaining the online shopping intention of local products, especially in e-commerce, fashion product lines, and among youth in Indonesia. This study finds idiosyncrasy in the sign reverse of ethnocentrism as an internal aspect for consumers when interacting with subjective norms as an external factor due to competitive or inconsistent mediation where subjective norms act as a suppressor variable, which substantively cuts the strength of the total effect of ethnocentrism on OSILP. The more externally driven consumers in their circle buy domestic products, the less they need ethnocentrism to drive them to shop for local fashion. Managers selling local fashion can devise marketing strategies targeting consumers' social pressure, notably less ethnocentric consumers, knowing that social pressure can drive them to buy their products even when their internal personality trait of ethnocentrism contradicts it.

The generalizability of our findings to other countries should be done with caution, as consumers of different countries might behave differently and in different time frames, as ethnocentrism is situation-specific because it varies across diverse product categories and altered contexts. We suggest future research expand this scope to ensure the relevancy of our findings across various times, product categories, countries, and contexts.

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