

THE INFLUENCE OF ETHNOCENTRISM AND CONSUMER PREFERENCES ON BUYING INTEREST AND PURCHASING DECISIONS OF LOCAL VENDELA SHOE PRODUCTS IN PASURUAN REGENCY.

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Abstract. *local products face significant challenges due to the dominance of international brands that appeal strongly to consumers. However, the growing awareness among Indonesian consumers about the importance of supporting domestic products presents strategic opportunities for local brands such as Ventela. This study aims to examine the influence of consumer ethnocentrism and consumer preferences on purchase intention and purchase decision regarding Ventela brand footwear in Pasuruan Regency. A quantitative explanatory research method was applied, involving 100 respondents selected using purposive sampling. Respondents were required to have experience purchasing or knowledge of Ventela shoes. Data were collected using a structured questionnaire measured with a five-point Likert scale and analyzed using path analysis in SPSS. The results indicate that both ethnocentrism and consumer preferences have a direct, positive, and significant effect on purchase intention. Furthermore, purchase intention significantly affects purchase decision and acts as a mediating variable in the relationship between ethnocentrism, consumer preferences, and purchase decision. These findings underline the importance of nationalistic sentiment and positive perceptions of product attributes in fostering loyalty toward local brands. The study recommends that local footwear producers reinforce brand communication that highlights local values and simultaneously enhance product quality to match consumer preferences. This research contributes practical insights into developing marketing strategies for local creative industries, especially in competitive consumer markets, by emphasizing values-based and consumer-centered approaches.*

Keywords : *ethnocentrism, consumer preference, purchase intention, purchase decision*

INTRODUCTION

The entry of imported shoe brands into the Indonesian market has significantly increased the competition of the footwear industry. On the other hand, some local brands like Ventela have emerged with competitive pricing strategies, contemporary designs, and the quality of materials that consumers accept. Ventela, which began operations in 2017, became one of the local brands that gained attention for its ability to meet the preferences of the domestic market (Laksono & Sapuri, 2023). The two main constructs that are often studied in consumer behavior towards local products are consumer ethnocentrism and consumer preferences. Consumer ethnocentrism is defined as the tendency of individuals to prefer products from their own country of origin as a form of economic commitment and nationalism (Shimp & Sharma, 1987). Previous research has shown that ethnocentrism has a positive relationship with the intention to buy local products (Dhewi & Oktaviani, 2023)

Consumer preference refers to consumers' preferences for product attributes such as quality, price, design, and brand image (Putra et al., 2024). These preferences are influenced by previous experience and consumers' perceptions of the suitability of the product to their needs. A number of studies show that consumer preferences are an important determinant of purchase intent (Maghfiroh & Iriani, 2021) maupun keputusan pembelian (Nasution, 2020). Buying interest arises as a psychological construct between the actual attitudes and actions of consumers, which are influenced by factors such as ethnocentrism and preference for brands. This interest is considered an important predictor of purchasing decisions (Hambali, 2020). In many models of consumer behavior, purchasing decisions are influenced by complex interactions between consumer preferences, attitudes, and affective and cognitive tendencies (Kotler & Armstrong, 2016)

Based on Google Trends, Ventel's popularity has increased sharply since 2019, even surpassing the search volume of other local brands such as Brodo, Geoff Max, and NAH Project. This rise in

search trends indicates an increase in public interest in Ventela which may reflect the market's potential and brand relevance among young consumers.



Figure 1 Google Trends Data

Source: Wibowo (2021)

However, most of the previous research was conducted in urban areas such as Jakarta, Bandung, and Makassar (Laraswati & Harti, 2022; Salsabila, 2023). The local socio-economic and cultural context in semi-urban areas such as Pasuruan Regency, which has agribusiness and coastal characteristics and is influenced by traditional Madura-Islamic values, has not been widely studied.

The research gap lies in the lack of exploration of the relationship between ethnocentrism, consumer preferences, purchasing interest, and purchasing decisions in the local context of Pasuruan. In fact, cultural and locality factors are believed to affect the dynamics of consumer behavior. Therefore, this study aims to analyze the influence of ethnocentrism and consumer preferences on buying interest and purchasing decisions of local Ventela shoe products in Pasuruan Regency.

LITERATUR RIVIEW

1. The Relationship of Ethnocentrism, Preferences, Buying Interest and Purchase Decisions

Research Shimp & Sharma, (1987) positions consumer ethnocentrism as a moral impulse that drives preference for local products, which further increases buying interest (Baber et al., 2024). Preferences over product attributes of price, quality, and brand image often reinforce the effects of ethnocentrism on buying interest (Maghfiroh & Iriani, 2021). Buying interest becomes an important mediator that bridges the initial part (ethnocentrism and preference) to the end: the purchase decision (Septifani et al., 2014). This synthesis forms the theoretical framework that the impact of ethnocentrism and consumer preferences on local shoe purchase decisions is facilitated through increased buying interest.

2. The Role of Local Culture in Consumer Preferences

Studies conducted in non-metro areas show that local cultural values and nationalism also strengthen the consumption preferences of domestic products. As research according to Putra et al., (2024) Finding that preference for local products is stronger in people who identify themselves as part of local traditions, leading to increased purchasing decisions through the path of buying interest. Research by Rachman & Oktaviani, (2021) Regarding the culture of consumer brand

involvement in East Java, it is emphasized that local education that internalizes cultural values also shapes consumer preferences for domestic brands.

3. The relevance of Google Trends findings to the study of consumer behavior of local products

Based on Google Trends data, Ventela experienced a surge in popularity at the end of 2019, outperforming Brodo, Geoff Max, and NAH Project in online searches in the period Feb 2019 - Feb 2020. This phenomenon shows that brand awareness is an important variable that influences the ethnocentrism-preference pathway to buying interest, while highlighting the role of digital marketing strategies and new product launches as catalysts that trigger increased buying interest (Rusni & Marwan, 2021).

4. Research Gap and Study Contribution

Some previous studies in urban areas such as Jakarta and Bandung have not quantified the interaction between ethnocentrism, preferences, buying interest, and purchasing decisions in semi-urban areas that have strong local cultural characteristics such as Pasuruan Regency. By incorporating synthesis between variables and taking into account cultural context and digital-based brand awareness, this study offers a significant contribution both theoretically and practically.

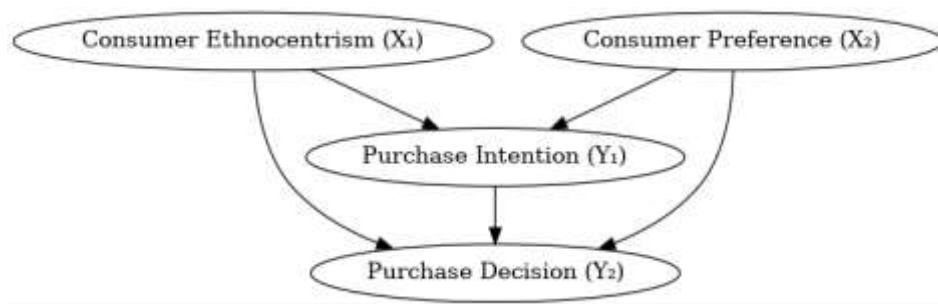


Figure 2. Research Concept Framework

Source: Author's Own Work

This study analyzes the relationship between:

- Consumer Ethnocentrism (X_1)
- Consumer Preferences (X_2)
- Buying Interest (Y_1) as a mediating variable
- Purchase Decision (Y_2) as a dependent variable

Based on the theory of consumer ethnocentrism (Shimp & Sharma, 1987), Consumer behavior theory, and decision adoption theory, this framework assumes that ethnocentrism and preference will influence purchase intent, which in turn impacts purchasing decisions. Studies from Maghfiroh & Iriani (2021) support the direct effects of ethnocentrism and preference on purchasing decisions so that direct pathways are also included in the framework.

Description:

- $X_1 \rightarrow Y_1$: Consumers with high ethnocentrism are more likely to have a purchase intention towards local products (Dhewi & Oktaviani, 2023)
- $X_2 \rightarrow Y_1$: Appropriate preference for product attributes such as design and quality increases buying interest (Putra et al., 2024)
- $Y_1 \rightarrow Y_2$: Buying interest acts as a psychological bridge that leads to actual purchasing decisions (Septifani et al., 2014)

- $X_1 \rightarrow Y_2$ dan $X_2 \rightarrow Y_2$: Ethnocentrism and preference can also directly drive decisions without buying interest, depending on the strength of individual beliefs and preferences (Salsabila, 2023)

METHOD

This study uses a quantitative approach with an explanatory research design, as it aims to explain the causal relationship between ethnocentrism and consumer preferences towards buying interest and purchasing decisions of local Ventela shoe products. This design is relevant because the focus of the research lies in testing the direct influence of independent variables on bound variables through statistical measurements (Creswell, 2014). To answer this goal, the data was analyzed using multiple linear regression techniques, which were able to measure the contribution of each independent variable to the dependent variable simultaneously (Ghozali, 2018) This technique was chosen because it is suitable for causal models consisting of more than one predictor variable, and supports partial and simultaneous testing of hypotheses.

The population in this study is all consumers in Pasuruan Regency who know or have bought Ventela shoe products. The sampling technique uses the purposive sampling method, which is the selection of respondents based on certain criteria relevant to the variables being studied (Sugiyono, 2017). The inclusion criteria for respondents are:

- Be at least 17 years old
- Have ever bought or have knowledge of Ventela brand shoes
- Domiciled in Pasuruan Regency

The number of respondents was determined using the Lemeshow formula for a population that is not known for certain, with a confidence level of 95% and a margin of error of 10%, so that a minimum of 96 respondents were obtained. To improve accuracy and anticipate non-response bias, this number was rounded to 100 respondents.

$$n = \frac{z^2 p(1 - p)}{d^2}$$

Information:

n : Number of samples

z : Standard value = 1.96

p : Maximum estimate

D : alpha (0.10) or *sampling error* = 10%

The results of the sample calculation using the Lemeshow formula are as follows:

$$x = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,10^2}$$

$$n = \frac{1,9208(0,5)}{0,01}$$

$$n = 96,04$$

The research instrument was in the form of a closed questionnaire with a Likert scale of 5 points (1 = strongly disagree to 5 = strongly agree). The source and number of items for each variable are:

- Consumer Ethnocentrism (X_1): 6 items, adapted from CETSCALE by Shimp & Sharma, (1987)
- Consumer Preference (X_2): 4 items, refers to Marselina Angkola & Utami, (2023)
- Buying Interest (Y_1): 8 items, adapted from Ferdinand, (2002) and Hambali, (2020)

- Purchase Decision (Y_2): 8 items, based on the purchase decision stage of the (Kotler & Armstrong, 2016)

The instrument was tested for validity and initial reliability in 30 respondents through item-total correlation and the Alpha Cronbach test. All items are declared valid ($r > 0.30$) and reliable ($\alpha > 0.70$). Data analysis is carried out in several stages:

1. Classical Assumption Test, including:

- Normalitas data (Kolmogorov–Smirnov)
- Multicollinearity ($VIF < 10$)
- Heteroskedastisitas (Glejser Test)
- Autokorelasi (Durbin–Watson)

2. Instrument Validity and Reliability Test for each variable

3. The Hypothesis Test uses multiple linear regression analysis to test:

- The influence of ethnocentrism and preference on buying interest
- The influence of ethnocentrism, preferences, and buying interest on purchasing decisions

The analysis was carried out with the help of SPSS version 25. This study pays attention to the principles of research ethics by including consent for participation from respondents. Personal information is not collected and the confidentiality of identity is guaranteed. Filling out the questionnaire is done voluntarily and without coercion. This study has limitations in geographical coverage and sampling methods. Because it was only conducted in Pasuruan Regency and used purposive sampling, the results could not be generalized to the entire consumer population in Indonesia. In addition, the self-report method can contain the subjective bias of the respondent.

RESULTS AND DISCUSSION

Validity and Reliability Tests

All items for the variables of ethnocentrism, consumer preference, buying interest, and purchase decision were declared valid because they had an item-total correlation value of > 0.3 and a significance value of < 0.05 . The reliability test showed that all variables had a Cronbach's Alpha value > 0.7 , which means that all instruments are reliable (Ghozali, 2018)

Classic Assumption Test

- Normality: Normal distributed data (Asymp. Sig = $0.200 > 0.05$)
- Multicollinearity: VIF value < 10 ($X_1 = 3.253$; $X_2 = 3.353$), no multicollinearity occurs
- Heteroscedasticity: Sig values > 0.05 for all variables, no heteroscedasticity
- Autocorrelation: The Durbin Watson value = 2.103 is between the du and $4-du$ bounds, indicating no autocorrelation

Multiple Linear Regression Test Results

Regression analysis was conducted to examine the direct influence of ethnocentrism and consumer preference on buying interest, as well as the influence of the three on purchasing decisions. The following table presents a summary of the results of the regression test:

Consumer Ethnocentrism (X1) → Purchase Intention (Y1) -	0.432	4.973	0.000
Consumer Preference (X2) → Purchase Intention (Y1) -	0.464	5.336	0.000
Purchase Intention (Y1) → Purchase Decision (Y2) -	0.642	18.797	0.000
	Beta	t-value	p-value

Figure 3. Visual Summary of Regression Coefficients

Source: Author's Own Work

Regression Results On Purchase Decisions

Linear regression testing was also carried out to determine the direct influence of consumer ethnocentrism (X1), consumer preference (X2), and buying interest (Y1) on purchase decisions (Y2). The test results showed that the three predictors had a significant effect on the dependent variables.

Predictor	Outcome	β (Beta)	t-value	p-value	Significance
Consumer Ethnocentrism (X1)	Purchase Decision (Y2)	-	13.025	0	Yes
Consumer Preference (X2)	Purchase Decision (Y2)	-	13.338	0	Yes
Purchase Intention (Y1)	Purchase Decision (Y2)	0.642	18.797	0	Yes

Remarks: For X1 and X2 significance is determined through t-values and p-values.

Discussion

1. The Influence of Ethnocentrism on Buying Interest

Results showed that ethnocentrism had a positive and significant influence on buying interest ($\beta = 0.432$; $t = 4.973$; $p < 0.001$). These findings are in line with research by Dhewi & Oktaviani, (2023), and Baber et al., (2024), which states that consumers with a high level of ethnocentrism tend to support local products as a form of cultural loyalty and economic nationalism. The results show that consumer ethnocentrism has a positive and significant influence on buying interest. This finding is in line with the theory of consumer ethnocentrism from Shimp and Sharma (1987), which states that consumers with high ethnocentrism believe that buying local products is a patriotic and moral act. In the Indonesian context, especially after the COVID-19 pandemic, economic nationalism has strengthened, so ethnocentrism has become an encouragement of consumptive attitudes towards domestic products (Dhewi & Oktaviani, 2023)

This research is also consistent with (Baber et al., 2024), Which in its systematic review confirms that ethnocentrism plays a role in directing preferences and purchasing intentions, especially in developing countries with active pro-local policies.

2. The Influence of Consumer Preferences on Buying Interest

Consumer preferences were also shown to have a significant effect on buying interest ($\beta = 0.464$; $t = 5.336$; $p < 0.001$). This shows that consumers who positively assess product attributes such as quality, price, and design will be more interested in buying. These results are supported by Putra et al. (2024) and Maghfiroh & Iriani (2021), who affirm the role of preference in the formation of buying intent. Consumer preferences have also proven to be significant in influencing buying interest. This is in line with the theory of product attribute models which states that consumer decisions are influenced by the evaluation of product quality, price, and features (Kotler & Keller, 2016). A preference for design, affordable prices, and quality of materials from Ventela are the driving factors that have led to the emergence

of buying interest. These findings reinforce the study of Maghfiroh and Iriani (2021), which shows that the perception of price and quality greatly determines the intention to buy local shoes in the younger generation. Similarly, the study of Putra et al. (2024) confirms that product preferences have a strong correlation with the buying interest of local Aerostreet products.

3. The Influence of Buying Interest on Purchase Decisions

Buying interest has a significant influence on purchasing decisions ($\beta = 0.642$; $t = 18.797$; $p < 0.001$). These findings indicate that consumers who have a high interest in the product are likely to proceed to the purchase action. This study is in line with the effect hierarchy model and findings from Septifani et al. (2014) and Hambali (2020). Buying interest is proven to be a strong predictor of purchase decisions. This supports a hierarchy of effects model in consumer behavior, which states that consumers go through the stages of attention, interest, desire, and finally action (Lavidge & Steiner, 1961). This study supports the results of Septifani et al. (2014) and Hambali (2020), which show that the higher the buying interest, the higher the likelihood of consumers taking real buying action. This means that buying interest is an important transitional step between the actual attitude and behavior of consumers.

4. The Influence of Ethnocentrism on Purchasing Decisions

The results showed that consumer ethnocentrism had a significant effect on the purchase decision of Ventela shoes. This supports the argument that nationalistic attitudes not only increase buying interest, but also influence the actual act of purchase. This corroborates the study by Fauzi, (2020) and Marselina Angkola & Utami, (2023) who found that belief in the superiority of domestic products encourages consumers to prefer local products consistently. The results show that ethnocentrism not only increases buying interest, but also has a direct influence on purchasing decisions. This suggests that ethnocentrism can function as both an affective and cognitive drive in consumptive decision-making (Baber et al., 2024). These findings are consistent with a study by Fauzi (2020) which states that consumers with nationalistic values tend to decide to buy local products even though there are foreign alternatives. In the context of Pasuruan, with strong local cultural influences, ethnocentrism can strengthen consumer identity towards local products such as Ventela.

5. The Influence of Consumer Preferences on Purchasing Decisions

Consumer preferences were also found to have a significant direct influence on purchasing decisions. Consumers who like attributes such as Ventela's design, comfort, and quality are more likely to buy the product. Consumer preferences also have a significant effect on purchasing decisions. This shows that consumers not only consider the cultural values, but also the utility value of the product. Consumer behavior models according to Schiffman & Kanuk, (2014) explained that the evaluation of product attributes is the basis for choosing alternatives.

CONCLUSION

This study aims to examine the influence of consumer ethnocentrism and consumer preferences on buying interest and purchasing decisions of local Ventela shoe products in Pasuruan Regency. Based on the results of the regression analysis, the following can be concluded:

1. Consumer ethnocentrism has a positive and significant effect on buying interest. Consumers who have a nationalistic attitude tend to show a higher interest in local products.
2. Consumer preferences have a positive and significant effect on buying interest. Consumers' assessment of product attributes, such as quality, design, and price, influences the appearance of intent to buy.
3. Buying interest has a significant effect on purchasing decisions. Buying interest plays a strong role as a strong predictor of real product purchases.

4. Ethnocentrism and consumer preferences also have a direct influence on purchasing decisions. This shows that consumers can make decisions based on cultural loyalty and satisfaction with product attributes, either through or without through purchase intent.

Thus, all hypotheses in this study are supported by empirical data. These results confirm the importance of a dual approach to product values and attributes in understanding consumer purchasing behavior towards local products.

Research Implications

1. Theoretical Implications

This study contributes to the literature on local consumer behavior, especially in the context of semi-urban Indonesia, by examining the causal model of two main variables (ethnocentrism and preference) against two response variables (buying interest and purchase decision). These findings broaden the understanding of the interaction between cultural values and product attribute evaluation in influencing consumer behavior.

2. Practical Implications

- For local producers like Ventela, these results show the importance of building a narrative of pride in domestic products as a branding strategy. Marketing communication should highlight aspects of nationalism, such as "*Proud of Made in Indonesia*", to attract consumers with high ethnocentrism.
- On the other hand, improving design quality, convenience, and price adjustment should remain a priority as attribute preferences have proven to have a strong influence on purchasing decisions.
- For the government and stakeholders, these results can be the basis for developing local MSME promotion policies, including by encouraging locally-based lifestyle campaigns through social media and collaboration with local *influencers*.

3. Social Implications

The study also emphasizes that cultural campaigns to buy local products are not only an economic strategy, but also a strengthening of national identity and consumption sovereignty. Consumer education and community awareness need to be directed to foster purchasing behaviors oriented towards the sustainability of the domestic economy.

RECOMMENDATIONS

This study has limitations in the geographical scope and sampling design. Therefore, further research is recommended to:

- Using probabilistic methods so that the results can be generalized more broadly.
- Integrate additional variables such as brand awareness, social media influence, or perceived value.
- Explicitly apply mediation analysis using the bootstrapping method or Sobel Test to test the role of buying interest as a mediator.

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