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## Indonesian Generation Z Consumer Ethnocentrism on Food and Beverage Product

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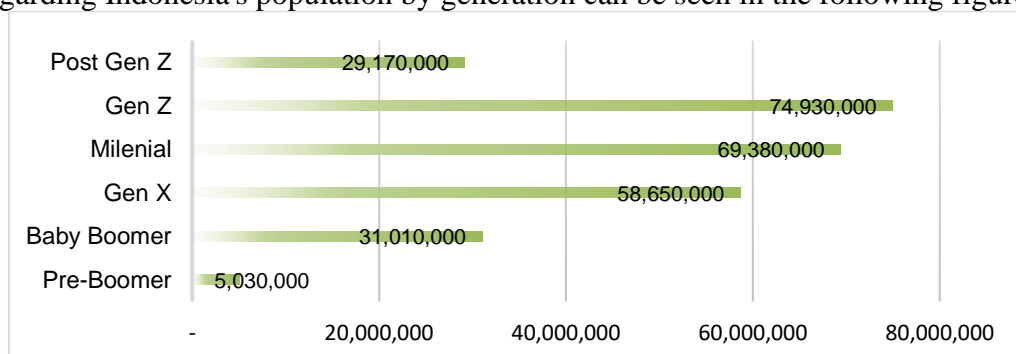
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**Abstract.** Generation Z is a huge potential in Indonesia economy. They hold important role in the domestic product consumption. The research objective to determine the consumer ethnocentrism of Indonesian generation Z attitude towards consumption of domestic food and beverage products in terms of economic, individual, lifestyle, pro-social motivation, threat perception, and buying inertia. This study used a quantitative descriptive method with 431 samples. The data were analyzed with multivariate equations through structural equation modeling. The results showed that economic factors have a significant and positive direct effect to the lifestyle of Generation Z in Indonesia. Individual factors had also a significant and positive direct effect to the lifestyle. Lifestyle had a significant and positive direct effect to the consumer ethnocentrism. Economic variables and individual variables through the mediation of lifestyle had a significant influence on the ethnocentrism of Generation Z in Indonesia.

**Keywords.** Ethnocentrime consumer, Generation Z, Lifestyle, Domestic Products

### 1. The Introduction

Demographically, Generation Z is the generation that born between 1996 and 2017. It is estimated that the population of this generation will reach 2.3 billion people worldwide. Data in Indonesia, according to data from the Central Bureau of Statistics, declared that this generation has the largest number compared to the number in other generations [1]. Detailed data regarding Indonesia's population by generation can be seen in the following figure:



**Figure 1.** Total population of Indonesia by generation  
Source: Indonesian Population Census BPS 2021.

The large number of this generation represents a huge potential in the Indonesian economy. At least on the role of consumption of domestic products. However, this generation is unique because it is the first generation that is connected to the internet, multi-tasking, has a strong preference for individual desires and know exactly what they want, in terms of consumption, production, work, environment and life. They will behave independently of their own decisions but are also socially vulnerable. Verbal communication of this generation tends to be low, egocentric, individualistic, impatient, all-instant and less appreciative of the process [2]. This behavior is influenced by globalization and their ability to access digital information technology at young age without being followed by proper social control. So their vulnerability impact on the domestic product consumption. Sanlier et al also stated that globalization will bring significant changes to the consumption behavior of food and beverage products, especially in developing countries [3].

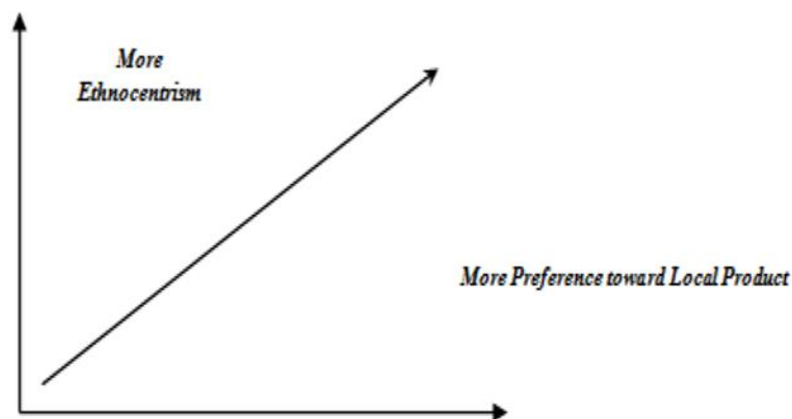
Ethnocentrism in a cultural perspective is an attitude that considers its culture better than other countries and tends to reject the idea of a different culture [4][5]. In the case of ethnocentrism consumers, it becomes an identity, a feeling of belonging, a purpose and an understanding of what consumers will accept or not accept in their group [6]. It is actually important as an attitude of patriotism in maintaining the economic resilience and defense of a nation [7][8] especially in developing countries [9][10]. The results of Korui and Khemakem's research regarding ethnocentrism in Tunisia, concluded that the population of developing countries had low level (11). There is a results of research on consumer perceptions of dietary supplement products originating from developed countries conducted in Lithuania, showing that consumers who have an ethnocentrism attitude tend to have low incomes [12]. This contradicts the results of Andriyanty and Wahab's research, that generation Z has a tendency to buy local products if their income is higher [13].

Guo and Lin calculated the level of ethnocentrism (on a scale of 1-7) of consumers in five major countries. The results show that the average value in the United States was 3.60; China was 3.74; India was 3.88; South Korea was 3.71 and Russia average 3.12 [14]. The Bandara's research showed that in the Chechen Republic, ethnocentrism of local consumers was negatively correlated with foreign beer brands [15]. Ramadania, Gunawan and Rustam conducted a study on the ethnocentrism of Indonesian consumers towards Malaysian products which was carried out on Indonesian consumers at the border between Indonesia and Malaysia. The results of this study indicated that ethnocentrism had a strong and negative effect on consumer attitudes towards foreign products in a sample group of Indonesian consumers who do not have cultural similarities with Malaysia [16]. Ramdhan's research on the ethnocentrism of Brado shoe consumers was significant on consumer attitudes towards local products [17]. This is in line with the statement that Generation Z consumers have a preference for consuming local products [13]. However, Suhailni and Mulyono's research on the ethnocentrism of Indonesian television consumers among 400 mall visitors in Lombok, showed that this attitude did not cause negative perceptions of television made in other countries [18]. So based on the above informations, it is necessary to analyze the consumer ethnocentrism of Indonesian Generation Z towards their domestic food and beverage products. The purpose of this study determined whether Indonesian Generation Z has an ethnocentrism attitude towards consumption of food and beverage products in the country in terms of economic, individual, lifestyle, pro-social motivation, threat perception, and buying inertia.

## 2. Literature Review

The first concept of ethnocentrism was proposed by Sumner in 1910. The review is based on the concepts of sociology and psychology of social groups. Sumner defines it as the sentiment of the in-group towards the out-group. Sumner believes that it arises as a need of a group to an outside group in the interest of survival [19]. While ethnocentrism from the perspective of marketing and consumer behavior was reviewed by Shimp and Sharma related to patriotism in US consumers. The results of their research showed that ethnocentrism had a negative correlation with American consumers' attitudes towards foreign products and the lower the ethnocentrism, the higher the desire to buy local products [6]

Most studies found that consumer ethnocentrism was an important factor that can determine behavior in consumer decision making when they decide to buy local or foreign products. Ethnocentric consumers shows a high preference for domestic products over foreign products even when the quality is lower and the price is higher for reasons of nationalism [20]. Consumers who are highly ethnocentric will prefer domestic products to foreign products, while consumers who are slightly ethnocentric tend to buy foreign products. The above statement can be explained according to the graph below:



**Figure 2.** The concept of consumer ethnocentrism.  
Source: (21)

There are four main antecedents that can influence ethnocentric consumers. They are socio-psychological, political, economic and demographic [20].

The role of consumer ethnocentrism becomes important in global marketing. Ethnocentric consumers are proven to have an effect on consumer purchasing decisions for all types of products. Consumer decision making includes at least four stages. The first stage is the evaluation of the needs, the second stage is determining the attitude towards the product, the third stage is the intention to buy and the final stage is the actual buying activity. And the concept of ethnocentrism spreads into all stages of consumer decision making. Marketers should explore the influence of consumer ethnocentrism as the main phenomenon, at various stages of the consumer decision-making process for domestic products. So they can find the most innovative strategies, gain market share and become the market leader in the domestic or global competitive environment [22].

Marketing communication program will be better if ethnocentrism can be combined with demographic factors and consumer lifestyle. Ethnocentrism is also influenced by socioeconomic factors, the absence of norms conditions and emphasis on personal decisions

[23][24]. Jin et al research concluded that there was an economic relationship in the form of consumerism and the country of origin of the product to ethnocentrism [25]. Ethnocentrism has a correlation with economic factors in purchasing decisions [20][26][27][28]. The relationship between ethnocentrism and individual characteristics was explained by Olufson. Things such as ethnicity, age and consumer character were significant to ethnocentrism attitudes [29]. Studies that explain the relationship between lifestyle and ethnocentrism, showed that the two things were correlated [30][31][32][33]. Research on the lifestyle model of the love of domestic products by Andriyanty and Yunaz concluded that economic and social motives can affect it (34). The “love of domestic product” lifestyle could be formed through attitudes, self-concept and knowledge of a product in the younger generation [35].

In the current economic turbulence environment, creating of uncertainty conditions. That circumstances force consumers decide their purchase not all at once. Factors that influence consumer purchases are price factors, choice and technological change (36). Different types of economic environment create different types of preferences for imported goods. There are two general types of economic environments. First, when a country is still developing and needs more support from its consumers to buy homemade products to boost the domestic economy. Second, when the local economy is strong enough to offer a wide choice of products and can compete with imported products while improving the quality of domestic products [37]. Economic motives basically affect the lifestyle of the younger generation [38][39][40][41]. Based on the above discussion, the research hypotheses were formulated:

H1 : Economic factors have a significant direct relationship to the lifestyle of Generation Z in Indonesia.

The self-concept factor can affect the “love of domestic product” lifestyle [35]. Consumer demographic factors play an important role in ethnocentrism consumers [42][21][43]. The study of ethocentrim consumers in France stated that international marketers should focus on demographic factors, especially consumer age, gender, and education level. In this demographic segment, young consumers and women with high levels of ethnocentrism must be handled differently [44][22]. Shankarmahesh's research results also suggest that future research can focus on the antecedents of individual factors and consequences of consumer ethnocentrism [37]. One of the factors related to individual consumers that influences ethnocentrism is the existence of the country of origin of the producer of goods [45][11]. Based on above information, the following hypothesis is proposed:

H2: Individual factors have a significant direct relationship to the lifestyle of Generation Z in Indonesia.

The results of research conducted in Serbia show that the lifestyle factors of consumers through the personality traits of the respondents, rational and practical buying behavior, and awareness have a significant influence on the ethnocentrism of the respondents' consumers. The results of this study provide scientific and managerial implications, the results were practically useful because they allowed managers to create marketing strategies for the domestic market according to lifestyle factors [46]. Then formed the third hypothesis as follows:

H3 : Lifestyle has a significant direct relationship to the ethnocentrism of Generation Z in Indonesia.

Open-mindedness to the global is basically not related to the desire to buy foreign products, but the assessment of domestic products had a significant moderating role on the relationship between “worldmindedness” and consumer willingness to buy foreign products [47] . Economic factors and individual factors have an influence on consumer ethnocentrism [34]. Ethnocentrism thrives in areas with strong egalitarianism. The definition of egalitarianism

is a credence that tends to think that every human being should be treated equally on the religious, political, economic, social, or cultural dimensions [48]. Then the fourth hypothesis is proposed, namely:

H4 : Economic factors, individual factors through the mediation of lifestyle factors have a significant influence on the ethnocentrism of Generation Z in Indonesia.

### 3. Research Method

This research applied quantitative descriptive method. Research locations were Jakarta, Bogor, Depok, Tangerang and Bekasi. Data sources were primary and secondary. Primary data were obtained from a sample of Generation Z aged between 17 and 27 years. The number of samples was 431 respondents and was accidental sampling. the questionnaire developed in this study, was adopted and adapted from the research of Shimp & Sharma and Shankarmahesh (6)(37). The type of data used primary data. The data measured the level of perception of respondents. It is designed with a positive Linkert scale. Respondents were asked to rate their perceptions based on research questionnaires. The lowest value was given a value of 1, and the highest was given a value of 5. The data tabulated and analyzed by the multivariate analysis through structural equation modeling. The path analysis equation consists of the outer and inner models, with the mathematical equations for the inner model as follows:

$$\eta = \tau_1 \xi_1 + \tau_2 \xi_2 + \tau_3 \xi_3 + \zeta_1$$

Note:  $\eta$  = Indonesian Generation Z ethnocentrism;  $\tau_1$ = economic factor coefficient;  $\xi_1$ = economic factor;  $\tau_2$ =individual factor coefficient;  $\xi_2$ = individual factor;  $\tau_3$ = consumer lifestyle factor coefficient;  $\xi_3$ = consumer lifestyle factor;  $\zeta_1$ = error term of exogenous latent variable. The outer model is formed by the following mathematical equation:

Exogenous latent variables:

$$x_{11} = \text{Perception of income} = \lambda_{x1} \xi_1 + \delta_1$$

$$x_{12} = \text{Capitalism} = \lambda_{x2} \xi_2 + \delta_2$$

$$x_{13} = \text{Perception of National economic improvement} = \lambda_{x3} \xi_3 + \delta_3$$

$$x_{21} = \text{Age} = \lambda_{x4} \xi_4 + \delta_4$$

$$x_{22} = \text{Gender} = \lambda_{x5} \xi_5 + \delta_5$$

$$x_{23} = \text{Education level} = \lambda_{x6} \xi_6 + \delta_6$$

$$x_{31} = \text{Country of origin} = \lambda_{x7} \xi_7 + \delta_7$$

$$x_{32} = \text{Consumer experience} = \lambda_{x8} \xi_8 + \delta_8$$

$$x_{33} = \text{Self perception} = \lambda_{x9} \xi_9 + \delta_9$$

$$x_{34} = \text{Attitude of "love for domestic products"} = \lambda_{x1} \xi_{10} + \delta_{10}$$

$$y_{01} = \text{Obligation of ethnocentrism} = \lambda_{x11} \xi_{11} + \delta_{11}$$

$$y_{02} = \text{The sloth of imported product purchasing} = \lambda_{x12} \xi_{12} + \delta_{12}$$

$$y_{11} = \text{The preservation of national identity} = \lambda_{x15} \xi_{15} + \delta_{15}$$

$$y_{12} = \text{Moral duty as a nation} = \lambda_{x16} \xi_{16} + \delta_{16}$$

$$y_{13} = \text{Patriotism} = \lambda_{x17} \xi_{17} + \delta_{17}$$

$$y_{31} = \text{Unemployment} = \lambda_{x18} \xi_{18} + \delta_{18}$$

$$y_{32} = \text{Economic threat} = \lambda_{x19} \xi_{19} + \delta_{19}$$

$$y_{51} = \text{Familiarity with domestic products} = \lambda_{x20} \xi_{20} + \delta_{21}$$

$$y_{52} = \text{intergenerational to buy domestic products} = \lambda_{x21} \xi_{21} + \delta_{21}$$

Endogenous latent variables “

$$x_1 = \text{Economic} = \lambda_{x1} \eta_1 + \varepsilon_1$$

$$x_2 = \text{Individual} = \lambda_{x2} \eta_2 + \varepsilon_2$$

$$x_3 = \text{Lifestyle} = \lambda x_3 \eta_3 + \varepsilon_3$$

$$y_0 = \text{Ethnocentrism} = \lambda y_4 \eta_4 + \varepsilon_4$$

$$y_1 = \text{Pro-social Motivation} = \lambda y_5 \eta_5 + \varepsilon_5$$

$$y_3 = \text{threat perception} = \lambda y_6 \eta_6 + \varepsilon_6$$

$$y_5 = \text{Buying inertia} = \lambda y_7 \eta_7 + \varepsilon_7$$

The built model shown in the following graph:

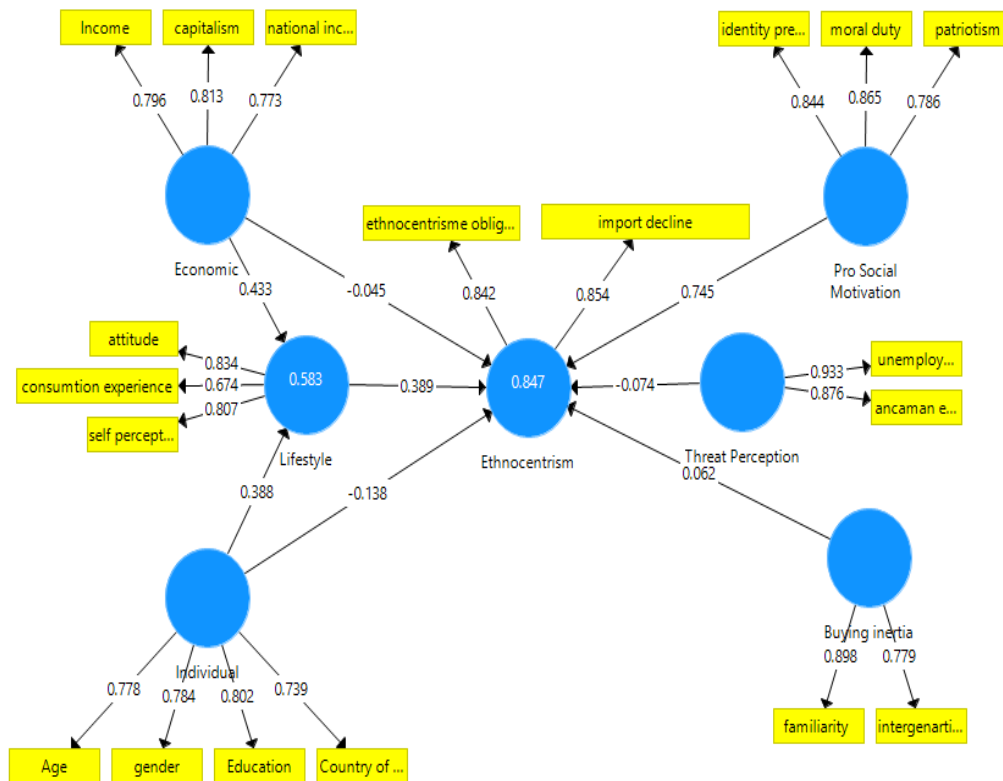


Figure 3.

Research model.

All instruments declared valid. Their factor loading value were above 0.6 (the value of each instrument can be seen in Figure 3). All variables were also declared valid and reliable, because the results of the composite reliability test and the average variance extracted value which were above 0.6.

Table 1. Validity and reliability test results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Buying inertia	0.595	0.644	0.827	0.707
Economic	0.708	0.708	0.837	0.631
Ethnocentrism	0.610	0.611	0.837	0.720
Individual	0.780	0.780	0.858	0.603
Lifestyle	0.669	0.701	0.817	0.600
Pro Social Motivation	0.781	0.800	0.871	0.693

Threat Perception                      0.784              0.832              0.901              0.820

Source: Primary data processed (2022).

#### 4. Result and Discussion

##### 4.1. Respondents Demographics

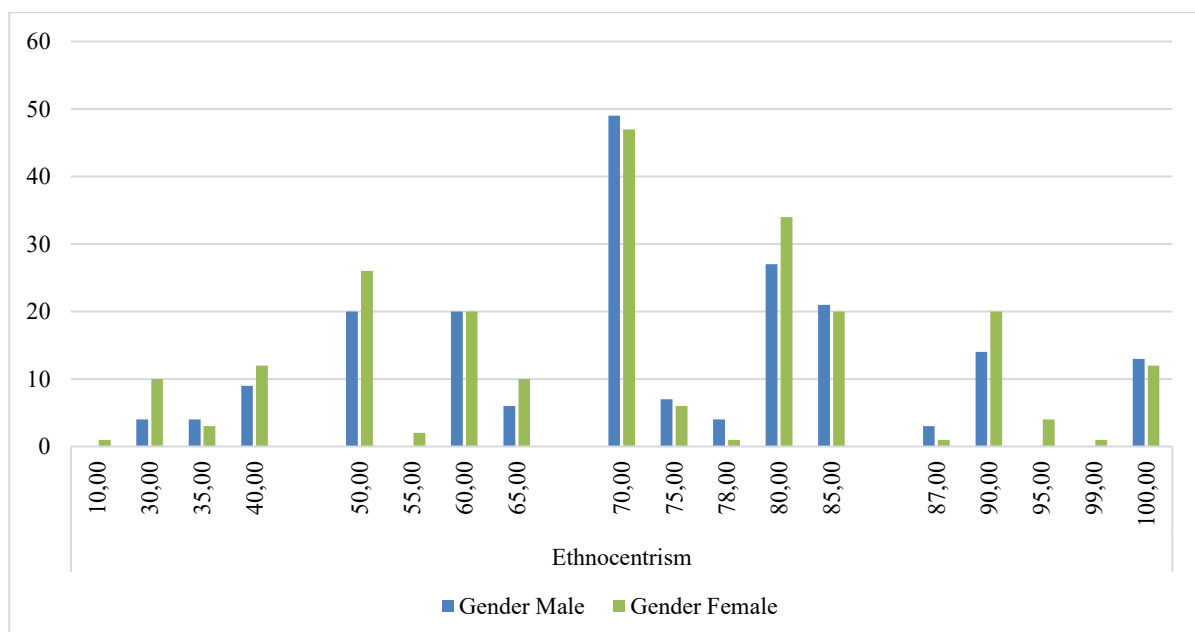
The research data amounted to 431 respondents of generation Z. Respondents were sought who came from lower middle income family group. Based on gender, respondents were dominated by women and in the age group 19 to 22 years. Detailed data regarding the demographics of respondents can be seen in the following table:

**Table 2.** Respondents demographics datas.

Type		Frequency	Percent
Gender	Male	201	46,6
	Female	230	53,4
	Total	431	100,0
Age group	15-18	63	14,6
	19-22	286	66,4
	> 23	82	19,0
	Total	431	100,0

Sumber: Data primer diolah (2022).

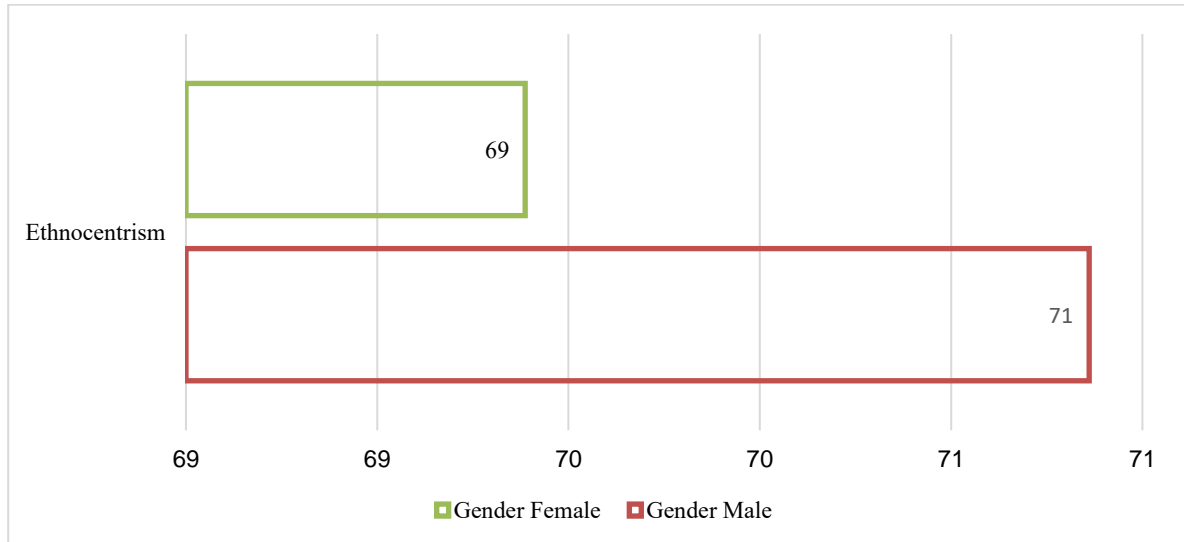
The results of the crosstab test between gender data and the respondent's ethnocentrism level showed that the ethnocentrism level ranged from 10 to 40 percent and the range from 50 to 65 percent tended to be dominated by women. In the 70 to 85 percent range, 87 to 100 are male-dominated. Detailed data can be seen in the following graph:



**Figure 4.** Crosstab gender by level of ethnocentrism

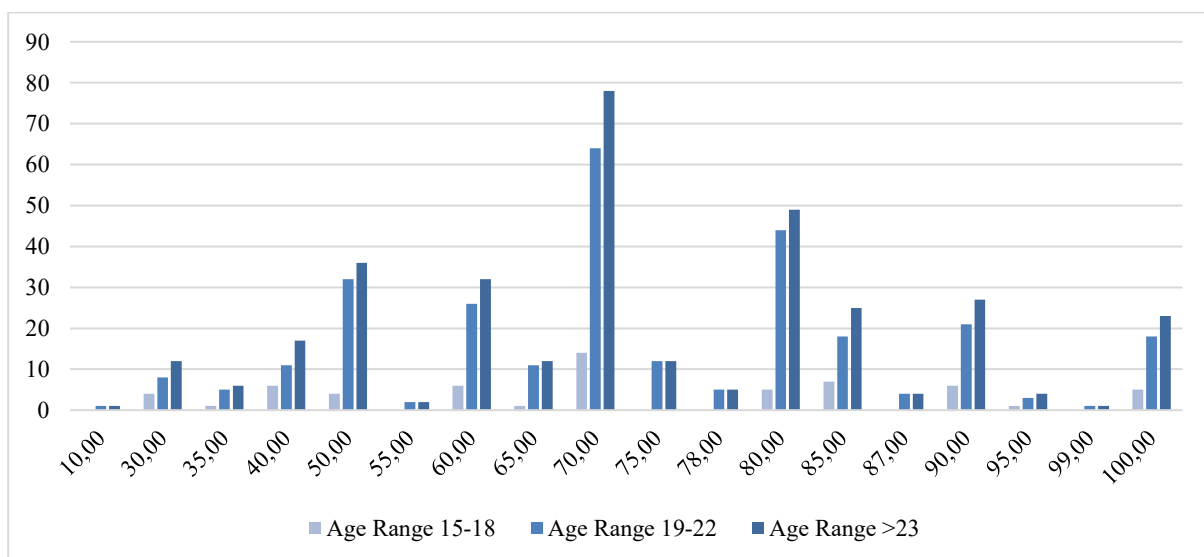
Source: Primary data processed (2022).

On average, the male ethnocentrism level was higher than the female group. It showed on the following figure :



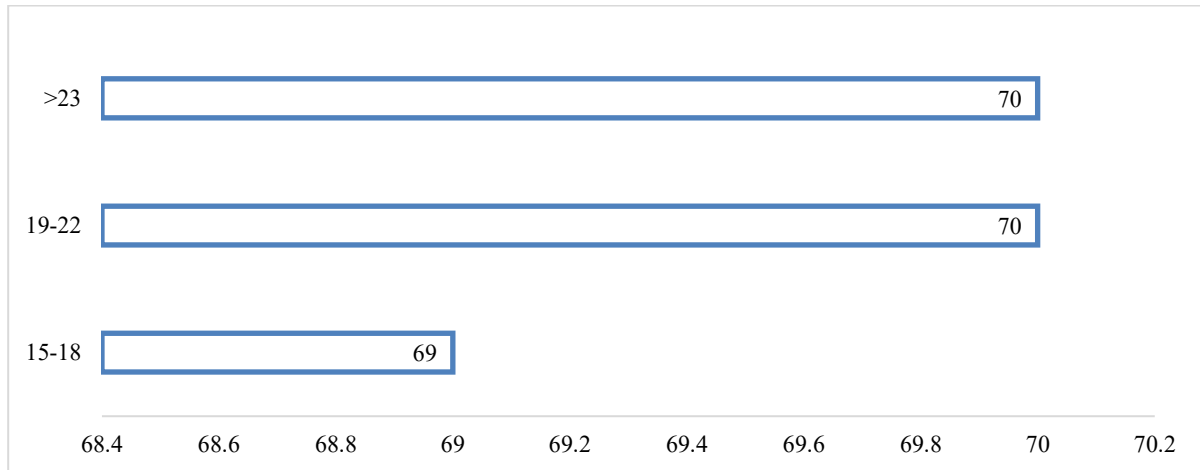
**Figure 5.** Crosstab gender by level of ethnocentrism  
Source: Primary data processed (2022).

The results of the crosstab between the respondent's age and the ethnocentrism level, showed that at the ethnocentrism level of 10 percent, 30 percent, 35 percent, 40 percent and 50 percent; the dominant age group is in the age group of more than 23 years. At the level of ethnocentrism 55 percent, 75 percent, 78 percent, 87 percent and 99 percent evenly distributed in the age range 19-22 and the age range of more than 23 years. At the ethnocentrism level of 60 percent, 65 percent, 70 percent, 80 percent 90 percent, 95 percent and 100 percent; dominated by the age group of more than 23 years. Detailed data can be seen in the following graph:



**Figure 6.** Crosstab of respondents' age range with ethnocentrism level  
Source: Primary data processed (2022).

On average, it can be stated that the age range of 19-22 years and those aged over 23 years have an ethnocentrism rate of 70 percent. Meanwhile, the 15-18 year age group has an ethnocentrism level of 69. Detailed data regarding this can be seen in the following figure:



**Figure 7.** Crosstab of the age range of respondents with the level of ethnocentrism.  
Source: Primary data processed (2022).

#### 4.2. Research result

The data descriptive analysis of this study shown in the following table:

**Table 3.** Descriptive data  
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ethnocentrism	431	10,00	100,00	70,0742	17,60613
Usia	431	15,00	27,00	20,8515	2,09234
x1	431	1,00	5,00	3,9582	,83143
x10	431	1,00	5,00	3,8608	,84859
x2	431	2,00	5,00	4,2181	,74318
x3	431	1,00	5,00	3,8979	,95419
x4	431	1,00	5,00	3,7401	,94117
x5	431	2,00	5,00	3,9327	,75798
x6	431	1,00	5,00	3,9838	,79077
x7	431	1,00	6,00	3,8445	,84988
x8	431	1,00	5,00	4,1624	,86351
x9	431	1,00	5,00	3,8817	,81407
Y01	431	1,00	5,00	3,3875	,97443
Y02	431	1,00	5,00	3,8608	,84859
Y03	431	1,00	5,00	3,3921	,98917
Y11	431	1,00	5,00	3,3921	,98917
Y12	431	1,00	5,00	3,7703	1,01873
Y13	431	1,00	5,00	3,6218	,97092

Y31	431	1,00	5,00	3,6961	1,08605
Y32	431	1,00	5,00	3,3155	1,00358
Y51	431	1,00	5,00	3,6195	,89390
Y52	431	1,00	5,00	3,7425	,87659
Valid N (listwise)	431				

Source: Primary data processed (2022).

The fit model test analyzed by the adjusted R Square test. Based on the results for the endogenous ethnocentrism model, the R2 value is 0.847. It shows that all exogenous latent variables are substantial and able to explain the ethnocentrism variable by 84.7 percent. In the endogenous lifestyle model test results obtained R2 value of 0.583. This shows that 58.3 percent of all exogenous latent variables are substantial and able to explain lifestyle variables.

**Table 4.** R Square test result

	R Square	R Square Adjusted
Ethnocentrism	0.847	0.845
Lifestyle	0.583	0.581

Source: Primary data processed (2022).

The value of f square shows that all exogenous latent variables are significant to the endogenous structural arrangement of the lifestyle model. In the endogenous ethnocentrism model, all exogenous latent variables are significant except for the buying inertia variable. Detailed data on the f square value can be seen in the following table:

**Table 5.** F test result.

	Ethnocentrism	Lifestyle	Conclusion
Buying inertia	0.017		not supported
Economic	0.005	0.210	supported
Individual	0.045	0.168	supported
Lifestyle	0.340		supported
Pro Social Motivation	1.667		supported
Threat Perception	0.022		supported

Source: Primary data processed (2022).

To state that the latent variables are statistically different from each other, it was tested with a discriminant validity test. All latent variables were stated to be statistically different because all values were below 1. This indication is in line with the research of Benitez et al which states the same thing [49]. This can be seen in the following table:

**Table 6.** discriminant validity.

	Buying inertia	Economic	Ethno-centrism	Individual	Lifestyle	Pro Social Motivation	Threat Perception
Buying inertia	0.841						
Economic	0.461	0.794					

Ethnocentrism	0.395	0.572	0.848				
Individual	0.540	0.730	0.523	0.776			
Lifestyle	0.437	0.716	0.758	0.704	0.775		
Pro Social Motivation	0.382	0.603	0.888	0.569	0.686	0.832	
Threat Perception	0.348	0.511	0.480	0.499	0.529	0.562	0.905

Source: Primary data processed (2022).

The value of the model fit criteria can also be seen from the standardized RMR value [50]. Based on the results of testing the SRMR value, the criteria for the fit of the model have been moderate fulfilled. Accordance by the opinion of Schermelleh-Engel et al which states that a smaller SRMR value of 0.10 can be interpreted as acceptable [51]. Meanwhile, MacCallum et al stated that the standardized root mean error value between 0.08-0.10 was included as mediocre fit category [52].

The intervariables analysis in this research model approached by path analysis. Based on the results, it was shown that all exogenous latent variables in the ethnocentrism model and lifestyle model were significant. In the endogenous ethnocentrism model, the pro-social motivation variable and the tendency to refuse the imported-product purchasing (buying inertia) had a positive correlation with ethnocentrism. It showed that the better the pro-social motivation and buying inertia, the higher the ethnocentrism of Generation Z. Meanwhile, threat perception has a negative corellation with ethnocentrism. It indicated that the more negative respondents' perceptions of the unemployment, pressure and the economy threat, the higher the ethnocentrism will be. In lifestyle modeling, economic factor and individual variables have a positive correlation. It indicated that the better the economic factor and individual quality of generation Z in Indonesia, the "love of domestic product" lifestyle will be better. Detailed data of path analysis test results can be seen in the following table:

**Table 7.** Path analysis.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
Pro Social Motivation -> Ethnocentrism	0.745	0.744	0.023	32.091	0.000	Supported
Threat Perception -> Ethnocentrism	-0.074	-0.074	0.024	3.014	0.003	Supported
Buying inertia -> Ethnocentrism	0.062	0.062	0.024	2.588	0.010	Supported
Lifestyle -> Ethnocentrism	0.389	0.389	0.033	11.900	0.000	Supported
Economic -> Lifestyle	0.433	0.437	0.044	9.830	0.000	Supported
Individual -> Lifestyle	0.388	0.384	0.050	7.731	0.000	Supported

Source: Primary data processed (2022).

The analysis of the total indirect effect showed that economic factor and individual variables have an indirect relationship to generation Z ethnocentrism through lifestyle. The variables that tend to influence it are economic factors. Detailed data regarding the indirect effect test can be seen in the following table:

**Table 8.** Specific Total Indirect Effect Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
Economic -> Lifestyle -> Ethnocentrism	0.169	0.168	0.022	7.578	0.000	Supported
Individual -> Lifestyle -> Ethnocentrism	0.151	0.151	0.023	6.476	0.000	Supported

Source: Primary data processed (2022).

The results of the analysis between the manifest variables and the latent variables, showed that all variables were significant. The correlation value ranges from 0.674 to 0.939. In the economic variable, the most influencing factor was the perception that buying foreign products will benefit only the capital owner. The individual variables, the important determining factor was the education of Generation Z in Indonesia. It concluded that the better the education, the “love domestic products” lifestyle among generation Z will be better. It supported by research in Turkey. The results showed that all respondents with low levels of education and income tend to have low levels of ethnocentrism [53]. The lifestyle variable, the 'love domestic products' attitude had the strongest influence. When it associated with ethnocentrism, it will also be very influential. This result supported by research in Zimbabwe regarding consumer ethnocentrism of imported meat products which was linked to consumer attitudes. Consumer attitude referred to the tendency to behave in a consistently favorable or unfavorable manner towards a given object. This research implied that ethnocentrism consumers had a less favorable attitude towards imported poultry meat, while less ethnocentric consumers preferred attitudes towards imported poultry meat products. The findings expanded the analysis of growing consumer behavior and the international marketing literature, which suggested that consumer ethnocentrism had a negative effect through attitudes toward imported products [54].

Analysis of the manifest variable on the ethnocentrism variable, The most influential factor was the sloth factor in buying imported products. The pro-social motivation variable was strongly influenced by the fact that Generation Z in Indonesia perceives ethnocentrism to be their moral duty. In the threat perception variable, the unemployment became the most important influenced factor. Meanwhile, the main factor that effected buying inertia is the familiarity of generation Z to their domestic products. The parents (intergeneration pass) held the main role for familiarizing domestic products with their children. This statement is in line with Ferrín et al's research in Spain on university students regarding the role of parents on the level of ethnocentrism of their children [55]. Other research also supported that the role of parents in their children's lifestyle [56]. The results of factor analysis can be seen in the following table:

**Table 9.** Outer loading result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
perception of income <- Economic	0.796	0.796	0.020	39.671	0.000	Supported
capitalism <- Economic	0.813	0.811	0.020	40.303	0.000	Supported
strengthening the national economy <- Economic	0.773	0.771	0.024	32.768	0.000	Supported
age perception <- Individual	0.778	0.776	0.022	36.093	0.000	Supported

Gender perception <- Individual	0.784	0.782	0.022	35.673	0.000	Supported
Education perception <- Individual	0.802	0.802	0.019	41.341	0.000	Supported
COO perception <- Individual	0.739	0.736	0.028	26.039	0.000	Supported
domestic product consumption experience <- Lifestyle	0.674	0.672	0.035	19.452	0.000	Supported
self-perception of domestics product pride <- Lifestyle	0.807	0.805	0.021	38.270	0.000	Supported
Attitude of "love for domestic products" <- Lifestyle	0.834	0.833	0.014	59.207	0.000	Supported
Citizen obligation <- Ethnocentrism	0.842	0.841	0.017	50.692	0.000	Supported
Inactivity for imported product purchasing <- Ethnocentrism	0.854	0.853	0.014	60.270	0.000	Supported
Preservation of national identity <- Pro Social Motivation	0.844	0.844	0.013	62.679	0.000	Supported
Moral duty <- Pro Social Motivation	0.865	0.864	0.015	56.257	0.000	Supported
Patriotism <- Pro Social Motivation	0.786	0.785	0.028	27.769	0.000	Supported
Unemployment threat <- Threat Perception	0.933	0.934	0.008	113.081	0.000	Supported
Threats to the national economy <- Threat Perception	0.876	0.875	0.023	38.684	0.000	Supported
Domestic product familiarity <- Buying inertia	0.898	0.899	0.023	39.382	0.000	Supported
Intergeneration pass <- Buying inertia	0.779	0.773	0.045	17.331	0.000	Supported

Source: Primary data processed (2022).

## 5. Summary

Based on the discussion, concluded that the economic factors have a significant and positive direct effect to the lifestyle of Generation Z in Indonesia. The individual factors have a significant and positive direct correlation to the lifestyle of Generation Z in Indonesia. The lifestyle has a significant and positive direct effect to the ethnocentrism of Generation Z in Indonesia. Both of economic variables and individual variables through the mediation of lifestyle factors have a significant influence on the ethnocentrism of Generation Z in Indonesia.

## 6.6. Implication

This research recommend that the Indonesian generation Z must have consumer ethnocentrism. The recommended efforts are: encourage a "lazy" attitude to purchase the imported products, ethnocentrism is a moral duty, escalate the perception that purchasing the imported products will cause unemployment in Indonesia and encourage them to be more familiar with domestic products. This research limited by respondents who come from low-middle income families. Further research could explore groups with different income levels.

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