

Examining the Relationship Between Electronic Word of Mouth, Consumer Ethnocentrism, Brand Equity Towards Children's Local Fashion

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Abstract

The fashion industry is growing rapidly in Indonesia. Many of the latest trends that appear in the season, generating the demand for fashion products to increase. The growth of the fashion industry causes local brands must be able to compete with global brands. Therefore, electronic word of mouth has an important role in influence consumers to brand perceptions. Local entrepreneurs leverage social media to increase consumer ethnocentricity so that the assessment of brand equity also raised. This study aims to analyze electronic word of mouth, consumer ethnocentrism and brand equity on local children's fashion brands. Data collection method using online survey in distributing questionnaires. There are 265 respondents who participated in filling out the questionnaire, but only 201 of them were valid. The data obtained has been tested using IBM SPSS 25 software. The variables in this study are electronic word of mouth, consumer ethnocentrism and brand equity. The results showed that each variable had a significant positive effect on local brand equity in children's fashion.

Keywords

Electronic Word of Mouth (e-WOM), Consumer Ethnocentrism, Brand Equity.

1. Introduction

Social media-based marketing has received considerable attention in part since the recall rates for social media advertisements are higher than those for conventional advertisements (Seo & Park, 2017). Thus, business development in Indonesia is relatively swift, this is due to the high demand of social media users (Ananda et al., 2019). Besides being worthwhile as a marketing place. Social media also helps businesses to conduct transactions directly with consumers (Gilliam, 2015). The modernization that occurs in the world community is caused by globalization. Trade between exports and imports has become commonplace (Tran et al., 2017). So that, consumers can freely determine their choice to buy foreign products or domestic products. However, people who preserve their culture will choose to support domestic products (He & Wang, 2015). Ethnocentric consumers have the notion that their product is superior. By buying local products, it is tantamount to helping in improving the country's economy (Tran et al., 2017). Product innovation, ease of purchase, marketing and branding techniques encourage businesses to grow (Syana, 2021). Word of Mouth is very influential in determining the perception of a brand. Brand equity can be influenced by negative or positive opinions given by someone (Hennig-Thurau et al., 2004).

Trends that change following the times make Indonesian people become consumptive to always look fashionable. Fashion is always an interesting topic in a conversation because it is part of the primary needs for everyday life (Sugih & Soekarno, 2015). Even though in 2020, Indonesia has experienced an economic crisis that makes many businesses' incomes decline. However, this encourages the growth of local businesses in Indonesia (Mutiah, 2020). In addition, the birth rate in Indonesia reaches 4-5 million births per year (Kangsaputra, 2020). Creating new opportunities in the children's fashion industry due to the increasing demand for children's needs. Thus, Indonesia has a large market potential in the children's fashion business.

This study investigates the effects of electronic word of mouth for children's local fashion on consumer ethnocentrism. Moreover, the study tests the effect of electronic word of mouth on Indonesia consumers' perceived brand equity of children's local fashion. Brand equity is the assets or liabilities owned by the brand, such as a name and logo, that can reduce or add value to a company's products or services. (Fagundes et al., 2022). The impact that given from consumer assessments of brand equity is extremely much, it affects customer responses in the form of loyalty and word of mouth (WOM) (Godey et al., 2016). The consumer's perception of the brand depends on the characteristics of the brand and the products offered (Lu et al., 2015). Lastly, this study also investigates the effect of consumer ethnocentrism on brand equity. Consumer ethnocentrism has a definition as a belief held by consumers regarding compliance, morality in buying domestic products (Sharma, 2015).

1.1 Objectives

This paper is structured as follows: First, the paper presents a review of key literature followed by the hypotheses; second, the paper discusses the methodology; third, the results of the analysis are presented; fourth, the findings are discussed from a theoretical and managerial perspective; lastly, the limitations and future research directions are presented, leading to the conclusion.

2. Literature Review

An increasingly sophisticated world is pushing the global market to become competitive. The strategy in determining marketing must be improved to have an effective impact on the performance of a business (Ibrahim, 2021). Social media shows personal life by other people. This causes electronic word of mouth become part of the daily life of its users (Appel et al., 2020). Social media has two aspects of point of view. First, as the latest media that provides technology to shape industries and ecosystems. The second is the use of social media itself, how a person or organization operates technology with the intended purpose (Appel et al., 2020). In recent years, online shopping activities have experienced significant growth. Online shopping is defined as purchases made by consumers through online channels, or often known as business-to-consumer (B2C) (Lee et al., 2021). People are used to online shopping transactions. E-commerce platforms are increasing because many sellers and buyers are actively conducting transactions. (Melović et al., 2021). Online product purchase transactions can be done at any time, products can be delivered directly. The convenience provided greatly saves time and money (Chu et al., 2010). Registering a business on an online site provides many benefits for retail businesses, such as: reaching consumers all over the world easily (Chu et al., 2010). Fashion is a leading retail sector that is always at the forefront of world trends. Dynamic is one word that describes fashion retail industry, where trends can change quickly (Kaushik et al., 2020). Retail brands are often purchased based on considerations of product features, including quality, price, packaging, and the name of the brand (Rashid & Barnes, 2021). The retail sector is a mediating liaison between the seller and the buyer (Pettinger, 2004). The demand for fashion products fluctuates as the seasons change. Thus, product preferences in the previous season will experience a decrease in demand after the release of the latest trend (Hwangbo et al., 2018).

Social media has an interactive environment where individuals can find each other and share opinions at the same time. If e-WOM is explained as a review, then consumer ethnocentrism plays a role in predicting consumer behavior when buying a product, especially for local brands (Huddleston et al., 2001). Positive e-WOM should further strengthen confidence in domestic brands (Sun et al., 2021). So that Electronic word of mouth has an influence on consumer ethnocentrism (Sun et al., 2021). Ethnocentrism has an impact, where consumers have to choose between domestic or imported products (He & Wang, 2015). Products that have cultural relevance must stand out the most to ethnocentric consumers (Mark Cleveland, 2009).

H1: e-WOM significantly affect the Consumer Ethnocentrism in a positive direction.

Consumer ethnocentrism broadens the relationship between quality and the desire to buy domestic products. purchases of local products will increase with the support of the ethnocentric nature of consumers and quality domestic products (Yen, 2018). Therefore, brand equity is an assessment for a brand so that consumers are able to assess the rational and effective side of a brand (Coelho et al., 2020). When domestic brands have high brand equity, it will increase the positive relationship with consumer ethnocentrism (He & Wang, 2015).

H2: Consumer Ethnocentrism significantly affect the Brand Equity in a positive direction.

Consumers who have positive experiences from social media marketing activities will tend to view the brand equity of the products purchased as having a good value (Koay et al., 2021). Conversations between customers are the most influential information on purchasing decisions, and if the information conveyed is positive, it will increase brand equity (Aoki et al., 2019). Brands that often organize events and activities through social media with the aim of attracting interaction between consumers tend to generate positive brand equity for consumers (Koay et al., 2021). Brand equity is considered as subjective beliefs, thoughts, knowledge, and experiences related to the brand (Lee et al., 2021). From a different perspective, brand equity can be seen in the social branding process. The interaction that comes from one another and builds social relationships is the definition of the social branding process (de Mooij & Hofstede, 2010). Thus, building brand equity globally to provide exclusive value so that the emergence of better quality, increased prestige, and the emergence of psychological benefits to global brands.

H3: e-WOM significantly affect the Brand Equity in a positive direction.

Based on a study conducted on the analysis of electronic word of mouth, consumer ethnocentrism and brand equity, the following is a research model that will be discussed in the study. (Figure 1)

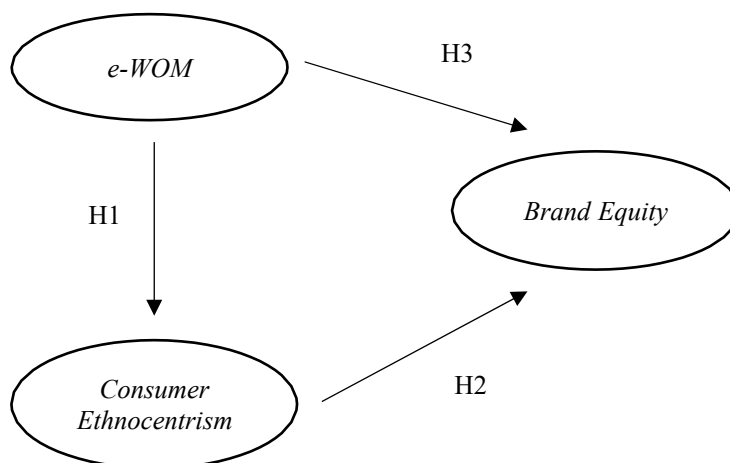


Figure 1. Research model

3. Methods

This study examining electronic word of mouth, consumer ethnocentrism and brand equity on local brands of children's fashion using quantitative research methods. Quantitative is research that usually used to examine a population or sample, where data will be collected through measuring instruments, then analyzed statistically (Sugiyono, 2013:7). In collecting primary data, the researcher uses an online questionnaire. Meanwhile, to collect secondary data, using a literature study. (Table 1) The questionnaire was distributed online to respondents who were adjusted to the sample, the questionnaire was filled out by 201 respondents. In filling out the questionnaire, the author also provides selection questions, so that respondents who have never bought children's fashion will immediately leave. It is intended that the results of data collection are relevant to the research. The literature study selected by the author is research conducted in the last five years with the aim that the results of the research can be reliable with current conditions. The measurement scale in this study uses a Likert scale. A six-point Likertscale ranging from “strongly disagree” to “strongly agree” was used to measure the items.

Table 1. Measure items

Constructs	Measurement Items	Reference
Electronic Word of Mouth (e-WOM)	I searched for information about children's fashion through other people who had bought the product before (EWOM1)	(Goyette et al., 2010) (Goldsmith & Horowitz, 2006)
	When I feel satisfied with a (local) brand of children's fashion, I will recommend it to people around me (EWOM2)	
	I believe that positive and negative information from a (local) brand of children's fashion is important (EWOM3)	
	I believe that marketplaces and social media are the easiest way to get information about (local) children's fashion brands (EWOM4)	
Consumer Ethnocentrism (CE)	I feel proud of local children's fashion (CE1)	(Sharma, 2015)
	Children's fashion products from local brands are of good quality (in terms of fabric comfort, neat stitching, and designs that suit children's needs) (CE2)	
	If I have a choice, I prefer to buy local brand children's fashion products over foreign brands (CE3)	
	I do not have any regret when I buy local children's fashion (CE4)	
Brand Equity (BE)	I often pay attention to (local) brands of children's fashion on social media (BE1)	(Rust et al., 2004)
	I have high confidence in local brand children's fashion products (BE2)	
	I always pay attention to the information shared by (local) children's fashion brands (BE3)	
	Relatively, I rate local brand children's fashion as good quality (BE4)	

This study uses Google Form in distributing questionnaires to collect respondent data. Based on the responses that have been given in filling out the questionnaire. Therefore, in order to make it easier to read the code for the variable to be tested, the statement column will be changed with a code that is adjusted to the variable. The method used in this analysis is the Multiple Linear Regression Test. To use this method, there are several stages that need to be investigated first, specifically: Validity, Reliability, Normality, Multicollinearity, Heteroscedasticity, and Partial (T) Test. The results of the data obtained will be processed using IBM SPSS software version 25, while several tests must be carried out to get valid results.

4. Data Collection

To analyze a sample, the sampling technique is categorized into two, namely: Probability sampling which is a sampling technique where everyone has the same opportunity to participate as a sample. Meanwhile, non-probability sampling does not provide opportunities for everyone as a research sample, but rather is specific and specifically related to research (Sugiyono, 2013:218). Non-probability sampling technique also has several types, but what is relevant to this research is non-probability purposive sampling. Purposive sampling is a technique used to make certain judgments (Sugiyono, 2013:85).

Table 2. Respondent profiles

	Variables	Frequency	Percentage
Gender	<i>Male</i>	149	74.1
	<i>Female</i>	52	25.9
Domicile	<i>Jakarta</i>	112	55.7
	<i>Bogor</i>	18	9
	<i>Depok</i>	8	4
	<i>Tangerang</i>	50	24.9
	<i>Bekasi</i>	13	6.5
Age	<i>< 20</i>	15	8.5
	<i>21-30</i>	169	84
	<i>31-40</i>	17	7.5

Variables		Frequency	Percentage
Profession	<i>Student</i>	65	32.3
	<i>Entrepreneur</i>	23	11.4
	<i>Employee</i>	64	31.8
	<i>Housewife</i>	41	20.4
Monthly expenses	<i>< Rp 2.000.000</i>	43	21.4
	<i>Rp 2.000.001 - Rp 3.000.000</i>	62	30.8
	<i>Rp 3.000.001 - Rp 4.000.000</i>	43	21.4
	<i>Rp 4.000.001 - Rp 5.000.000</i>	25	12.4
	<i>> Rp 5.000.001</i>	28	13.9

The sampling technique used in this research is non-probability sampling. Respondents of this study must meet the following criteria: often buy local brand children's fashion. A total of 265 respondents participated in this study. After performing data screening of missing value and outlier analysis, 64 of these respondents returned an incomplete response and/ or data given were outliers. Therefore, data of these 64 respondents were excluded, leaving 201 useful data to be analyzed. (Table 2).

5. Result and Discussion

In this study, the first step is to test whether the results of the data obtained are valid and reliable. Validation was carried out by researchers by applying research instruments including, validation of quantitative methods, breadth of insight into the research field, preparation of researchers in observing research objects academically and logistically (Sugiyono, 2013:222). The reliable data needed in the study. Accordingly, the data is declared reliable if there are two or more researchers in the same object and produce the same data, or produce the same data at different research times, or the results of the data when broken down still show the same data. (Sugiyono, 2013:268). The following are the results of the validity and reliability tests in this study: (Table 3)

Table 3. Validity and Reliability Test

Factors	r Compute	r Table	Remark	Cronbach's alpha	N of items	Remark
Electronic Word of Mouth						
EWOM1	0.407	0.12	Valid	0.666	4	Reliable
EWOM2	0.587	0.12	Valid			Reliable
EWOM3	0.513	0.12	Valid			Reliable
EWOM4	0.325	0.12	Valid			Reliable
Consumer Ethnocentrism						
CE1	0.467	0.12	Valid	0.748	4	Reliable
CE2	0.548	0.12	Valid			Reliable
CE3	0.566	0.12	Valid			Reliable
CE4	0.625	0.12	Valid			Reliable
Brand Equity						
BE1	0.597	0.12	Valid	0.801	4	Reliable
BE2	0.654	0.12	Valid			Reliable
BE3	0.652	0.12	Valid			Reliable
BE4	0.576	0.12	Valid			Reliable

The basis for decision making on the normality test uses two different types of tables, specifically: Shapiro Wilk if the research data has < 50 respondents, while Kolmogorov Smirnov is used if it has > 50 respondents. This study has 201 respondents, which means that the normality test will use the Kolmogorov Smirnov table and is declared normal if it has a probability value (sig) > 0.05. The results of the normality test in this study were normal because the probability value was 0.60 > 0.05. The following is a table of normality test results in this study: (Table 4)

Table 4. Normality Test

<i>One Sample Kolmogorov Smirnov</i>	<i>Unstandardized Residual</i>
<i>Exact Sig. (2-tailed)</i>	0.60

The assessment that applies to the multicollinearity test is if the VIF value is < 10 or the Tolerance value is > 0.01, then multicollinearity does not occur. If the VIF value > 10 or the Tolerance value < 0.01, then multicollinearity occurs. The following are the results of the multicollinearity test in this study: (Table 5)

Table 5. Multicollinearity Test

	<i>Collinearity Tolerance</i>	<i>VIF</i>
<i>Electronic Word of Mouth</i>	0.686	1.457
<i>Consumer Ethnocentrism</i>	0.686	1.457

The results of the multicollinearity test in this study produced values of 0.686 and 0.686, respectively, which were greater than the tolerance value of 0.10 and the Variance Inflation Factor (VIF) value of 1.457 and 1.457, respectively, which was smaller than the VIF value of 10, so that the conclusion in the multicollinearity test on electronic word of mouth, consumer ethnocentrism, and brand equity variables is that there is no multicollinearity.

The heteroscedasticity test is stated that if the absolute value of the residual > 0.05 then the data does not occur heteroscedasticity. The following are the results of the Heteroscedasticity test in this study: (Table 6)

Table 6. Heteroscedasticity Test

		<i>EWOM</i>	<i>CE</i>
<i>Unstandardized Residual</i>	<i>Sig. (2-tailed)</i>	0.278	0.439

The results of the heteroscedasticity test of the unstandardized residuals on the electronic word of mouth and consumer ethnocentrism variables were 0.278 and 0.439, respectively: which were recorded to be greater than the sig value of 0.5, so it was concluded that the heteroscedasticity test on the electronic word of mouth and consumer ethnocentrism variables was declared not heteroscedasticity occurs.

In carrying out a simple linear regression test, the data used at least has an interval measurement scale and is normally distributed. The following are the results of a simple linear regression test conducted on each variable, namely electronic word of mouth, consumer ethnocentrism, and brand equity. (Table 7)

Table 7. Simple Linear Regression Test for Electronic Word of Mouth Variable on Consumer Ethnocentrism

	<i>Unstandardized</i>	<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>(Constant)</i>	2.077			
<i>EWOM</i>	0.602	0.560	9.533	.000

Through the results of the equations obtained in the simple linear regression test, it can be concluded as follows:

- The results of a simple linear regression test on the electronic word of mouth variable on consumer ethnocentrism obtained a t-statistic value of 9.533 and a p-value (sig) of 0.000 below alpha 0.05.
- The value of a (constant) is 2.077, this means that the e-WOM variable has a constant value which can increase the value of the consumer ethnocentrism variable by 2.077.
- The variable e-WOM (X) has a positive effect on consumer ethnocentrism (M) with a coefficient value of 0.560 which means that the coefficient of e-WOM on consumer ethnocentrism is 56%.

Table 8. Simple Linear Regression Test for Electronic Word of Mouth Variable on Brand Equity

	<i>Unstandardized</i>	<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>(Constant)</i>	1.766			
<i>EWOM</i>	0.625	0.533	8.884	.000

Through the results of the equations obtained in the simple linear regression test, it can be concluded as follows: (Table 8)

- The results of a simple linear regression test on the electronic word of mouth variable on brand equity obtained a t-statistic of 8.884 and a p value (sig) of 0.000 below alpha 0.05.
- The value of a (constant) is 1.766, this means that the e-WOM variable has a constant value which can increase the value of the brand equity variable by 1.766.
- Variable e-WOM (X) has a positive effect on brand equity (Y) with a coefficient value of 0.533 which means that the coefficient of e-WOM on brand equity is 53.3%.

Table 9. Simple Linear Regression Test for Consumer Ethnocentrism Variable on Brand Equity

	<i>Unstandardized</i>	<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>(Constant)</i>	1.270			
<i>CE</i>	0.727	0.666	12.581	0.000

Through the results of the equations obtained in the simple linear regression test, it can be concluded as follows: (Table 9)

- The results of a simple linear regression test on the consumer ethnocentrism variable on brand equity obtained a t-statistic value of 12.581 and a p value (sig) of 0.000 below alpha 0.05.
- The value of a (constant) is 1.270, this means that the consumer ethnocentrism variable has a constant value which can increase the value of the brand equity variable by 1.270.
- The variable consumer ethnocentrism (M) has a positive effect on brand equity (Y) with a coefficient value of 0.666, which means that the coefficient of consumer ethnocentrism on brand equity is 66.6%.

The following are the results of multiple linear regression tests conducted on each variable, there are electronic word of mouth, consumer ethnocentrism, and brand equity: (Table 10)

Table 10. Multiple Linear Regression Test

	<i>Unstandardized</i>	<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
<i>(Constant)</i>	0.552		1.553	0.122
<i>CE</i>	0.585	0.535	8.652	0.000
<i>EWOM</i>	0.274	0.233	3.774	0.000

Through the results of the equations obtained in the multiple linear regression test, it can be concluded as follows:

- The results of a simple linear regression test on the electronic word of mouth, consumer ethnocentrism variable on brand equity obtained t-count values of 3.774 and 8.652, p value (sig) of 0.000 below alpha 0.05.
- The value of a (constant) is 0.552, this means that the consumer ethnocentrism variable has a constant value which can increase the value of the buying interest variable by 0.552.
- The variable e-WOM (X) has a positive effect on brand equity (Y) with a coefficient value of 0.274, which means that the coefficient of e-WOM (X) on brand equity (Y) is 27.4%.
- The variable consumer ethnocentrism (M) has a positive effect on brand equity (Y) with a coefficient value of 0.585, which means that the coefficient of consumer ethnocentrism (M) on brand equity (Y) is 58.5%.

Partial test (T test) aims to test each independent variable on the dependent variable. The following are the results of the partial tests carried out on each variable. (Table 11)

Table 11. T Test

Hypothesis	Relationship between variables	t-statistics > t-table	p-value < alpha	Description	Standardized Coefficient
H1	Electronic Word of Mouth → Consumer Ethnocentrism	9.533 > 1.65	0.000 < 0.05	Significant positive	0.560
H2	Consumer Ethnocentrism → Brand Equity	12.581 > 1.65	0.000 < 0.05	Significant positive	0.533
H3	Electronic Word of Mouth → Brand Equity	8.884 > 1.65	0.000 < 0.05	Significant positive	0.666

The electronic word of mouth variable toward consumer ethnocentrism can be concluded that the value of the t-statistic of 9.533 is greater than the t-table of 1.65 and the value of the p-value of 0.000 is smaller than the alpha value of 0.05. The results state that there is a significant positive effect between electronic word of mouth on consumer ethnocentrism. Then on the consumer ethnocentrism variable toward brand equity can be concluded that the value of the t-statistic of 12.581 is greater than the t-table of 1.65 and the value of the p-value of 0.000 is smaller than the alpha value of 0.05. The results state that there is a significant positive effect between consumer ethnocentrism on brand equity. The results of the last hypothesis on the variable electronic word of mouth toward brand equity can be concluded that the value of the t-statistic of 8.884 is greater than the t-table of 1.65 and the value of the p-value of 0.000 is smaller than the alpha value of 0.05. The results state that there is a significant positive effect between electronic word of mouth on brand equity. Based on the data above, it can be concluded that consumer ethnocentrism has a mediating role in the relationship between electronic word of mouth and brand equity. The results of the standardized coefficient can be concluded that involving consumer ethnocentrism as a mediation will be more effective and influence increasing brand equity.

6. Conclusion

This research focuses on analyzing the influence of electronic word of mouth, consumer ethnocentrism, brand equity on local children's fashion brands. By determining respondents according to sample needs for men and women who live in Jakarta, Bogor, Tangerang, Bekasi, and Depok areas, and often buy children's fashion. The results of this study can be concluded that:

In the first hypothesis, this study gives the result that the electronic word of mouth variable has a significant positive effect on consumer ethnocentrism. In research conducted by Ma dan Kim (2021) and Sun et al (2021) states that there is a positive influence between electronic word of mouth and consumer ethnocentrism. Therefore, entrepreneurs in the fashion industry can improve electronic word of mouth by collaborating with micro influencers, this can support the growth of organic interactions that increase consumer traffic to see our store.

In the second hypothesis, this study found that the consumer ethnocentrism variable has a significant positive effect on brand equity. In research conducted by Chaudry et al (2021) and Sun et al (2021), stated that consumer ethnocentrism has a positive influence on brand equity. Improving the ethnocentric nature of consumers can be done by producing clothing with the concept of local customs and culture. For example, making clothing designs using ended fabrics from Bali. That way, people will feel more moderate because their crocodiles are preserved. The value of local brand equity will also increase with the enthusiasm of the community towards products that support local culture.

Furthermore, in the third hypothesis, this study found the results that the electronic word of mouth variable had a significant positive effect on brand equity. In research conducted by Seo dan Park (2017) and Sun et al (2021) states that there is a positive relationship between electronic word of mouth and brand equity. Increasing electronic word of mouth in the fashion industry can be done by creating a parenting community for mothers in Indonesia, selecting several people from the community as brand ambassadors and providing the latest product collections on a regular basis to be promoted.

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