



THE FACTORS INFLUENCING THE WILLINGNESS TO BUY KOREAN NOODLES WITH MODERATING VARIABLE OF DOMESTIC PRODUCT JUDGEMENT

Cynthia Anna Wijayanti¹, Jessen²

^{1,2} Management, Universitas Pelita Harapan, Indonesia

Article's Information

DOI: 10.37253/jgbmr.v4i2.6833

e-ISSN:

2685-3426

EDITORIAL HISTORY:

SUBMISSION: 05 August 2022

ACCEPTED: 25 December 2022

CORRESPONDENCE*:

cynthia.wijayanti@uph.edu

AUTHOR'S ADDRESS:

UPH Global Campus
Lippo Karawaci, Tangerang Banten

ABSTRACT

This study examines the effect of Consumer ethnocentrism and world-mindedness on willingness to buy imported Korean noodles. It is proposed that Domestic product judgement has a moderating impact on willingness to buy imported Korean noodles. This research used the sampling method of non-probability purposive sampling, collecting 115 respondents using distributed electronic questionnaires. Then, the data collected is tested and analyzed using Structural Equation Model, where the results showed that consumer ethnocentrism does not have an adverse effect on willingness to buy imported Korean noodles as proposed in H1. In contrast, world-mindedness has a negative but insignificant impact on willingness to buy imported Korean noodles. The further findings suggested that domestic product judgement has no moderating effect on the relationship between consumer ethnocentrism and willingness to buy imported Korean noodles. However, the result showed that domestic product judgement was proven to moderate the relationship between world-mindedness and willingness to buy imported Korean noodles. The managerial implications provide several recommendations not only for domestic retailers but for importers, especially for imported noodles as well.

Keywords: *Consumer Ethnocentrism; World-mindedness; Domestic Product Judgement; Willingness to buy foreign product: Korean noodle*

ABSTRAK

Penelitian ini mengkaji pengaruh etnosentrisme konsumen dan world-mindedness terhadap kesediaan untuk membeli mie impor Korea. Diusulkan bahwa penilaian produk dalam negeri memiliki dampak moderat pada kesediaan untuk membeli mie Korea impor. Penelitian ini menggunakan metode sampling *non-probability purposive sampling*, mengumpulkan 115 responden menggunakan kuesioner elektronik terdistribusi. Kemudian, data yang dikumpulkan diuji dan dianalisis menggunakan Structural Equation Model, dimana hasilnya menunjukkan bahwa etnosentrisme konsumen tidak berpengaruh kebalikan terhadap kesediaan membeli mie impor Korea seperti yang diusulkan pada H1. Sebaliknya, *World-mindedness* memiliki dampak negatif tetapi tidak signifikan pada kesediaan untuk membeli mie impor Korea. Namun, hasil penelitian menunjukkan bahwa penilaian produk dalam negeri terbukti memoderasi hubungan antara *world-mindedness* dan kesediaan untuk membeli mie impor Korea. Implikasi manajerial memberikan beberapa rekomendasi tidak hanya untuk produser dalam negeri tetapi juga untuk produsen dan atau importir, terutama untuk mie impor.

Kata Kunci: *Consumer Ethnocentrism; World-mindedness; Domestic Product Judgement; Willingness to buy foreign product: Korean noodle*

PENDAHULUAN

Many imported goods compete with local products. One of the industries whose effects are still in demand by the people of Indonesia is the instant noodle industry (Ahidin et al., 2019). In Indonesia, instant noodles are the second most popular dish after rice as a staple food. Several leading companies produce instant noodles and have significant shares in the market, namely "Indomie" from PT Indofood, "Mie Sedap" from Wings company, "ABC noodles" from ABC company, and some others. From the data, Bloomberg in 2016 showed that Indofood Sukses Makmur controlled the dominant market share of around 70.7% of instant noodles in Indonesia, followed by Wingsfood at 16.2%, Jakarana Tama at 2.8%, ABC President at 1.8% and others by 7.5% (Prakoso et al., 2019).

According to katadata.co.id (2022) in the article with title "*Intip 5 Merek Mi Instan Terpopuler Di Indonesia Yang Harganya Bakal Naik*," an independent research institute, Frontier Group researched the most popular instant noodle brands in Indonesia, resulting in Indomie winning first place in Top Brand Award 2022. Indomie was recorded to have obtained the highest Top Brand Index (TBI) score among other instant noodle brands, which was 72.9%. Mie Sedaap followed his position by obtaining a TBI score of 15.5%. Sarimi is in third place with a TBI score of 2.6%, followed by Gaga 100/ Mie 100 at 2.2%, and Supermi with a TBI score of 1.6%. This assessment is based on a survey of 8,500 respondents from 15 major cities in Indonesia. This assessment was based on a survey of 8,500 respondents spread across 15 major cities in Indonesia. Respondents consisted of 6,000 random samples, 1,700 booster samples, and 800 B2B booster samples. First, the parameters used in this research are Top of Mind or the first product brand called the

respondent. Second, last usage or the last brand of product used by respondents. Lastly, using the Future Intention or the respondent's desire to use the brand's products in the future. The Top Brand Index Score (TBI) results from calculating each parameter's weighted average.

However, not only local brands competing in the market but several imported noodles, as well as pasta and similar products in the Indonesian market, nowadays are gaining popularity amongst the Indonesian people. Based on data from the Ministry of Trade, in 2016, the total number of instant noodle imports from Indonesia was US\$ 13.55 million. South Korea dominated the import values of US\$ 10.11 million with a volume of 2.601 tons of instant noodles (*RI Impor Mie Instan, Paling Banyak Dari Korea Dan China*, n.d.) in the research of (Prakoso et al., 2019). The number of imported value and volume of instant noodles from South Korea showed that the market of instant noodles in Indonesia consists of various brands, both domestic and imported. The imported ones mainly come from South Korea with some well-known brands, namely Samyang, Nongshim Shin Ramyun, Nongshim Kimchi Ramyun, Paldo Namja Ramyun, Paldo Cheese Ramyun, and others. (Prakoso et al., 2019). Those said brands are rising to capture the Indonesian noodles market due to the increasing role of "the Korean Hallyu Wave," aiming to spread the culture of South Korea around the world. The Korean government has changed its cultural policy to use the Korean Wave as a means of power to improve the national image and underline the importance of other assets from Korea, such as food products and other commodities (Prakoso et al., 2019)

Previous studies found that the effect of country origin contributed an essential role in the brand image of a product and indirectly impacted consumers' purchase

intention (Yang et al., 2016). Other studies discussed the concept of Consumer Ethnocentrism and world-mindedness and domestic product judgment on intention to purchase a foreign product or the attitude toward other foreign products (ALSHAMMARI et al., 2018; Alsughayir & Alsughayir, 2013; ĆVIRIK & STANKOVÁ, 2019; Humisar et al., 2021; Karoui & Khemakhem, 2019a; Khalid, 2020; Kiriri, 2019; Merryfield et al., 2004; Ramadania et al., 2015; Topçu & Kaplan, 2015).

In year of 2017, there was a controversial case related to several instant noodle brands from Korea which were accused of containing non-halal ingredients. Various reports said that based on the results of sampling and laboratory testing of BPOM, four instant noodles showed positive results containing specific pig DNA fragments. Responding to these results, BPOM has ordered importers to withdraw products from circulation. According to the regulation of BPOM Number 12 of 2016, processed food containing certain ingredients derived from pigs must include a particular sign in the form of writing containing a picture of a red pig in a red box on a white basis. Per agency rules, products containing pork must include a logo as identification and warning for buyers. They must be displayed separately if sold in retail stores or supermarkets. The Indonesian Ulema Council (MUI) has also confirmed four Korean instant noodle brands: Samyang's U-Dong and Mi Instant Rasa Kimchi (Kimchi-flavoured instant noodles), Nongshim's Shin Ramyun Black and Yeul Ramen by Ottogi have not applied for halal certification in Indonesia. Importers also did not inform BPOM during registration to obtain distribution permits that the registered products contained pork (*Korean Noodles Recalled After Pig DNA Found In Testing*, n.d.)

From article written in (*Ramai Samyang Mengandung Babi, Importir Ini Alami Kerugian*, n.d.), due to this massive withdrawal from supermarkets and groceries, the Korean noodle product importer suffered a sales loss of up to 30% per day. Not only that, but most retailers also withdrew these products from their stores and were reluctant to sell Korean instant noodle products, and many people were not assured to buy them because they were claimed non-halal. However, only for a short time, Korean instant noodle products reappeared at retailers and are being sold again as usual. However, with an explicit declaration of whether they contain non-halal ingredients or not, thus they can be traded. Those brands must be registered with the Food and Drug Supervisory Agency (BPOM) to boost willingness to buy products: Korean noodles. The phenomenon gap from the above case shows that the products are sold again in the supermarket, thus showing that the consumers are still willing to buy the products, regardless of the non-halal contamination issue previously inside Korean instant noodles.

Theoretically, this research is proposed to examine consumer behavior, which is consumer ethnocentrism and the world-mindedness of the consumers towards the willingness to buy imported noodles. Furthermore, there is as well examination of the role of moderation effects on domestic product judgment and world-mindedness towards willingness to buy imported Korean noodles. This research aims to add previous research on Consumer Ethnocentrism, World-mindedness, Domestic Product Judgement, and the willingness to buy foreign products with the research object of Korean instant noodles.

This research is a replication from a study by (Topçu & Kaplan, 2015) with the title of Willingness to Buy Foreign Products Related to Ethnocentric

Tendencies and world-minded Attitudes of the Consumer World. The study aims to investigate how consumer ethnocentrism and world-mindedness change consumer attitudes and how domestic product judgment moderates this relationship. The research was conducted in Turkey with no specific products as a research object and referred to general Turkish products (Made in Turkey). However, in this current study, the discussion will be about consumer ethnocentrism, world-mindedness, and the moderation effect of domestic product judgment in influencing the intention to purchase a foreign product: Korean instant noodles.

Based on the research background presented above, the research is aiming to address below questions;

1. Does Consumer Ethnocentrism have influence negatively to willingness to buy imported korean noodle?
2. Does Worldmindedness positively influence the willingness to buy imported korean noodle?
3. Does Domestic Product Judgement moderate the relationship on Consumer Ethnocentrism toward willingness to buy imported korean noodle?
4. Does Domestic Product Judgement moderate the relationship on Worldmindedness toward willingness to buy imported korean noodle?

Literature Review

Culture

Peoples belong to other groups based on their religion, nationality, gender, age, profession, work organization, ethnicity, income level, and political affiliation, and each of those groups comprises a culture. (Daniels et al., 2015). Every country has commercial presentations of a place's

heritage and culture, history, tradition, and authenticity, which gives experience with the territory (Pantano, 2011). When individuals go from their hometown to another city, they will find another culture that comes from that city; therefore, they must adapt to their surroundings with different cultures (Ghaniyy & Akmal, 2018). Further, they stated that culture has a more specific scope with cultural elements, such as time zone, language, customs, historical similarities, and cultural backgrounds (Ghaniyy & Akmal, 2018). Cultures are considered valuable and contribute essential roles in representing Indonesia's national identity, whereas Indonesian culture must be respected and preserved as a national identity (Rianti et al., 2018)

Consumer Behavior

According to (Schiffman et al., 2010, 2012), Consumer behavior is consumers' actions to evaluate, purchase, search, use, and consume the products or services which they expect to be able to fulfill and satisfy their needs. Consumer behavior is an activity from looking for, buying, using, evaluating, and stopping the use of products and services that are expected to satisfy needs (Kartikasari et al., 2013)

According to (Kotler & Keller, 2009), several factors influence consumer behavior, such as social, cultural, psychological, and personal. Cultural factors consist of culture and sociality. Social factor consists of reference group and family, while personal factors include age, life cycle, age, lifestyle, and others. Meanwhile, psychological factors consist of motivation, perception, and attitude.

Consumer Ethnocentrism

Consumer ethnocentrism is referred to an attitude and people's belief in the morality of foreign purchase products (Sun et al.,

2021). It means if consumers have high ethnocentrism, in general, they prefer to choose domestic or local products over a choice of imported products and or similar brands. Consumer ethnocentrism refers to the tendency level of consumers to evaluate domestic products as superior to foreign alternative (Casado-Aranda et al., 2020). It is based on the belief that it would not be appropriate to buy foreign-made products because it can harm the domestic economy or trigger loss. An understanding of the trend of consumer ethnocentrism helps predict their products against foreign brands, identity, and national pride. (Karoui & Khemakhem, 2019a). Based on the above research, consumer ethnocentrism is an attitude of consumers interested in domestic products compared to foreign products. The higher a person's ethnocentrism, the higher his interest in domestic products compared to foreign products.

Worldmindedness

World-mindedness is an element in consumer attitudes toward ethnocentrism and is related to socio-psychological factors. (Topçu & Kaplan, 2015). The concept of world-mindedness is different from the openness of culture. In contrast, open culture refers to the possibility of interacting with other cultures than our culture, and world-mindedness refers to the world's view of human problems. (Shankarmahesh et al., 2005). People with world-mindedness certainly have an optimistic view of foreign products. When people have a perception that importing products is a threat, it doesn't seem applicable to world mindedness person, it's more likely to make a good relationship with people who has world mindedness and foreign products (Topçu & Kaplan, 2015)

Domestic Product Judgement

According to Novaryanti (2018), Domestic Product Judgment is a consumer's assessment of a product, not only from how a person values a product (goods or services) but also from a country's assessment of the product. These two factors mentioned previously can influence the willingness to purchase imported products. The country of origin where the product was produced is sometimes considered one factor influencing the assessment of a product. On the other hand (Topçu & Kaplan, 2015) studied that domestic product judgment to import products is more than an irrational attitude of consumers. The domestic product judgment is more effective in influencing the purchase intention of imported products in the case of consumers with high ethnocentric tendencies rather than the low ones.

As a majority Muslim-based country, Indonesia must pay attention to the food its population consumes and the choice of other products available in the market. Muslim consumers need more information given whether mainly imported products are halal for Muslim consumption once the products are available in the market. Halal is considered a cognitive, genuine, and effective issue for Muslims to comply with Islamic law, and it is used in referring to certain foods that can be consumed under sharia (Genoveva & Utami, 2020) and according to sharia, fulfilling the needs of a halal life is a fundamental right for every Muslim (Warto & Samsuri, 2020). Therefore, certification and product labeling are necessary to guarantee a halal product to the public, especially Muslim citizens (Warto & Samsuri, 2020). Consumers prefer to have products that are halal-certified as they believe that halal-certified products are perceived as good quality compared to those which are not halal-certified; this causes consumers to have the intention to

buy halal products. (Adriani & Ma'ruf, 2020)

Willingness to buy foreign product

According to Halim & Zulkarnain (2017) Willingness to buy means a person's interest and willingness to have or buy imported products due to the interest and fulfillment of an expectation of products, while according to (Humisar et al., 2021), the willingness to buy is one of the behaviors (responses) to objects that show the consumer's wish to make a purchase. When consumers feel a negative attitude towards a country, they may reject products or services from that country, even though the quality or judgment of their products is good (Klein et al., 1998). In the consumer decision-making process, there is an evaluation that consumers must make of a product to be able to make a choice. This process will result in the willingness to buy a specific product (Kiriri, 2019).

Relationship between Consumer Ethnocentrism and Willingness to buy foreign products

The trend of consumer ethnocentrism has been studied in terms of political attitudes such as political conservatism and nationalism. The view of nationalist and ethnocentric consumer tendencies is perceived as having negative tendencies toward foreign products. Therefore, this view implies national loyalty, which shapes the perception that purchasing imported foreign products is false (wrong) behavior. Thus, consumers with ethnocentric attitudes considerably have a minor tendency to buy foreign products and vice versa (Topçu & Kaplan, 2015). According to (Karoui & Khemakhem, 2019a), consumer ethnocentrism is one-factor influencing consumer decisions to buy domestic or foreign products.

Usually, consumer ethnocentrism shows that they tend to avoid almost all imported products regardless of quality and price because of a sense of nationalism (Karoui & Khemakhem, 2019b). The adverse effects of Consumer Ethnocentrism might exceed store perceptions of foreign product advertising and online purchase behavior; in particular, Consumer Ethnocentrism negatively affects consumer attitudes toward foreign marketers' product offerings and marketing communications (Tan & Hair, 2020). Thus, the following hypothesis will be proposed in the research:

H₁: Consumer Ethnocentrism negatively influences willingness to buy imported korean noodles.

Relationship between Worldmindedness and Willingness to buy foreign products

Usually, people with a view of world-mindedness tend to have a better and more positive image of imported and foreign products. The perception that foreign products are considered threats is not applied to people who have world mindedness, therefore for people with world mindedness mind will tend to establish a positive relationship toward foreign products (Topçu & Kaplan, 2015). Further, (Topçu & Kaplan, 2015) stated that world-mindedness has a negative effect on the ethnocentric tendency of consumers. People who have World mindedness usually want to experiment and try products as well from other cultures to take on new experiences and get to know other cultures (Nijssen & Douglas, 2011). In conclusion, world mindedness-minded people tend to show a positive attitude towards foreign products and intend to buy them. Thus, the following hypothesis will be proposed in the research:

H₂: World mindedness positively influences Willingness to buy imported korean noodles.

Relationship between Domestic Product Judgement toward Consumer Ethnocentrism and Willingness to buy foreign products

Based on (Topçu & Kaplan, 2015), Country of origin is a concept that relates to the world view of consumers and directly affects consumers. Further, they also stated that attitudes towards certain countries or the nationalistic tendency of consumers are determining factors for the rejection of foreign products. However, on the other hand, (Topçu & Kaplan, 2015) related domestic product judgment to foreign product choices rather than illogical consumer attitudes. (Topçu & Kaplan, 2015) had been pointed out that the assessment of domestic products is quite effective in purchasing foreign products by high-level ethnocentric consumers. Therefore, how ethnocentric consumers view their national products over foreign products moderates their tendency to buy foreign products. Thus, the following hypothesis will be proposed in the research:

H₃: Domestic product judgment has a moderating effect on the relationship between consumer ethnocentric tendency and willingness to buy imported korean noodles.

Relationship between Domestic Product Judgement toward Worldmindedness and Willingness to buy foreign products

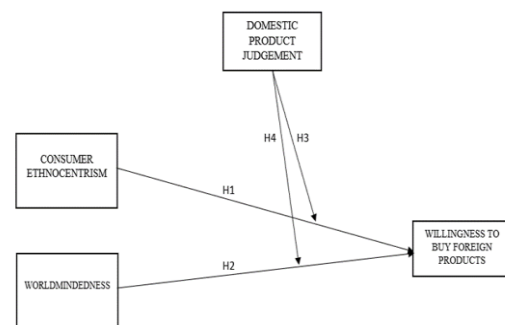
(Topçu & Kaplan, 2015) stated that the view of domestic products can be different from the choice of foreign products, a lack of emotional approaches to consumers with a world view of foreign products is connected to a willingness to buy foreign

products with product evaluation. According to (Topçu & Kaplan, 2015), people who claim to be worldly are not biased toward national or local products. Therefore, the production of domestic products affects the desire of consumers who measure the world to buy foreign products. Thus, the following hypothesis will be proposed in the research:

H₄: Domestic Product Judgement has a moderating effect on the relationship between worldmindedness and willingness to buy imported korean noodles.

Based on above hypotheses presented above, therefore the research will be using below conceptual model;

Figure 1 Research Model



Source; (Topçu & Kaplan, 2015)

METHODOLOGY

The units of analysis are categorized into five categories individual, dyad (something that consists of two elements), groups, organizations, and culture. (Sekaran & Bougie, 2016). This study uses the unit of analysis individual, meaning looking at the data gathered from each individual. The study uses a Non-Probability Judgemental sampling technique as it is subjective, depending on the taste of the researcher who will take the sample and based on specific criteria. A sampling technique involves selecting

subjects in a great position to prepare the needed information. This technique is commonly used when someone has the needed information. The technique will try to gain access to people who have the information (Sekaran & Bougie, 2016). The respondents were selected from those consuming imported Korean noodles regularly. Primary data or usually called data collected from the sources directly by the researcher for the specific purpose (Malhotra, 2014) and there are four methods to collect such as interviews, questionnaire, observation and experiments (Sekaran & Bougie, 2016). The research uses an online questionnaire distributed using the Likert scale. The Likert uses several questions in order to be able to measure respondent's behavior by answering five choices on each statement with point 5 as strongly agree, agree, disagree, disagree, and strongly disagree for point 1 (Sekaran & Bougie, 2016). This research uses PLS-SEM (Partial Least Square-Structural Equation Model), with a rationale that it can explain the relationship between variables studied and detect errors in the data obtained from the questionnaire. In addition, PLS-SEM aims to assess the relationship between the constructs tested by seeing if there is a causal relationship between the variables or constructs as well (Khan et al., 2019). The PLS-SEM approach has two parts: the measurement model and the structural model, also known as the outer and inner models. (Joe F. Hair et al., 2014).

Outer Model

The first part of PLS-SEM is the measurement model, or outer is helpful as it provides reliability and validity to the model using Cronbach Alpha, corrected item-total correction, construct reliability, AVE, and VIF. According to (Joe F. Hair et al., 2014) Model measurements can also be using the Confirmatory Factor Analysis (CFA) and the standardized loading estimate (standardized regression

weight), in which the value must be ≥ 0.50 or, ideally, 0.70.

Inner Model

The inner model or structural model highlights the series of relationship patterns that can be found between all dependent and independent variables, which can only head in a single direction using PLS-SEM (Joe F. Hair et al., 2014). The measurement test carried out on the inner model has two stages, that is, R Square, in the form of the coefficient of determination in the endogenous construct, with a value of 0.75 being considered significant, 0.5 being average and 0.25 declared as weak. (Joe F. Hair et al., 2012), also path coefficient significance is evaluated to support or not support the hypotheses. (Joe F. Hair et al., 2012)

RESULTS AND DISCUSSIONS

The tables below show the respondents' demographics, outer model, inner model, and Path Coefficient.

Table 1. Respondents' Demographics

Gender	Male: 51 (44.4%) Female: 64 (55.6%) Total: 115 (100%)
Age	16-20: 8 (6.9%) 21-26 :71 (61.7%) 27-31: 18 (15.7%) >32: 18 (15.7%) Total: 115 (100%)
Importance of Halal Label	Yes: 35 (30.43%) No: 80 (69.57%) Total: 115 (100%)

Source: Data processed (2020)

Outer Model

In the early stages, validity tests and reliability tests are carried out. The validity test consists of Convergent Validity (an indicator of reliability),

Average Variance Extracted (AVE), and Discriminant Validity. (J.F. Hair et al., 2010). Validity testing is considered qualified if reliability indicator values >0.7 and AVE >0.5, and for discriminant validity, AVE root values > correlation values between latent variables.

Tabel 2. Average Variance Extracted (AVE)

Variable	AVE	Category (>0.5)
Consumer Ethnocentrism	0.559	Valid
Worldmindedness	0.496	Invalid
Domestic product judgement	0.908	Valid
Willingness to buy foreign product	0.659	Valid

Source: SmartPLS Data Analysis (2020)

AVE value for world-mindedness is still invalid because it was lower than 0.5. Hence, an indicator of W5 with the lowest outer loading should be eliminated. Table 3 below shows the value of outer loading for each indicator, considered all valid.

Tabel 3. Average Variance Extracted (AVE) Revised

Variable	AVE	Category (>0.5)
Consumer Ethnocentrism	0.559	Valid
Worldmindedness	0.535	Valid
Domestic product judgement	0.908	Valid
Willingness to buy foreign product	0.659	Valid

Source: Data processed (2020)

After fulfilling all the requirements of the convergent validity test, the second part of the validity test is evaluated, namely the

discriminant validity test using Fornell-Larcker Criterion (table 4)

Table 4. Fornell Larcker Criterion

	CE	DP	Moderating 1	Moderating 2	WB	W
CE	0.748					
DP	0.491	0.953				
Moderating 1	0.213	0.303	1.000			
Moderating 2	0.504	0.209	0.534	1.000		
WB	0.725	0.628	0.322	0.519	0.812	
W	0.381	0.362	0.569	0.474	0.385	0.731

Source: Data processed (2020)

After testing the validity, reliability was tested as well shown in table 5, where both the composite reliability and Cronbach's alpha of each variable are above 0.6, which indicates that the variables are reliable.

Table 5. Reliability

Variable	Composite Reliability	Cronbach's alpha
CE	0.863	0.803
DP	0.952	0.899
Moderating 1	1.000	1.000
Moderating 2	1.000	1.000
Willingness to buy foreign product	0.885	0.828
Worldmindedness	0.817	0.817

Source: Data processed (2020)

Inner model

Coefficient of Determination (R²)

The value of the R square ranges from 0.75 (strong), 0.50 (moderate) to 0.25 (weak), the closer to one, the better. The following table is the value of the coefficient of determination (R²), which is the R² value on the Willingness to buy foreign product variable, which is influenced by consumer ethnocentrism, world-mindedness, and domestic product judgment with a value of 0.661 (66.1%). In contrast, the balance of 33.9% was affected by other variables which were not included in this research.

Table 6. Coefficient of Determination (R²)

	R square
WB	0.661

Source: Data processed (2020)

Predictive Relevance (Q²)

Predictive relevance or Q² indicated the value of observation in the study and was evaluated using the method of blindfolding on SmartPLS. The result is shown in Table 7 below, which means that the observation measurement resulted in this study is deemed appropriate, as the values for willingness to buy the foreign product is above 0 (0.402).

Table 7. Predictive Relevance (Q²)

	Q Square
WB	0.402

Source: Data processed (2020)

Further, the results are shown in the path coefficient original sample to describe the direction and the relationship between constructs. In comparison, the results in the path coefficient must be per the hypothesized theory, which will then be evaluated based on the t-statistical value of each path. The study uses a one-tailed

hypothesis with a significance level of 0.05, and the t-statistic should be greater than 1.65. The size and significance of the path coefficient, t-statistics, and p-value for each variable studied are summarized in Table 8 below.

Table 8 Path Coefficients

	Original Sample	T-Statistics	P-Values
CE => WB	0.435	4.063	0.000
DP => WB	0.374	4.416	0.000
Moderating 1 => WB	0.011	0.113	0.455
Moderating 2 => WB	0.195	1.669	0.048
W => WB	-0.031	0.346	0.365

Source: Data processed (2020)

Findings and Discussions

H1: Consumer Ethnocentrism negatively influences willingness to buy foreign product: Korean noodle

The test result on the first hypothesis, namely the effect of Consumer Ethnocentrism negatively influencing willingness to buy foreign product: Korean noodle, show that the original sample value, which is the path coefficient, is positive 0.435 with a t-statistic value of 4.063. Therefore, this hypothesis is rejected, and accept the null hypothesis, which means that the variable of consumer ethnocentrism statistically was not proven to negatively impact the willingness to purchase foreign products: Korean noodle. This is not in line with previous study by (Topçu & Kaplan, 2015), which stated that ethnocentric tendencies of consumers are associated with the level of reluctance to purchase foreign products and another study had been added by (Casado-Aranda et al., 2020). Their study found that consumer ethnocentrism refers to the tendency of consumers to perceive domestic products

as superior to foreign products. Most respondents for each indicator agree and strongly agree that they prefer to buy and consume local instant noodles compared to Korean instant noodles. Similar finding to this, was a previous study done by However, the previous study is also supported by (Guo & Zhou, 2017), who stated that currently, consumers' trust and attitudes towards their country of origin are become significant then they presume that the domestic products' quality exceeds foreign or imported products and that they must buy products made domestically rather than abroad. However, in their research, (Karoui & Khemakhem, 2019b) stated that previous research has shown, consumers in developed countries display high ethnocentrism by prioritizing local products over foreign-manufactured ones.

In contrast, it is generally believed that consumers from developing countries, and least developed countries, are more inclined to buy imported goods instead of domestic ones. Their studies had the object of research in the form of a product that was not explicitly stated, but included all products made in Turkey. Meanwhile, in this current study, the research was specifically for Korean-imported instant noodles. The hypothesis is likely rejected due to the choice of the research object, instant noodles, which is considered a low-involvement product in purchase behavior. The respondents might not be going through a complex decision making in purchasing it. In addition, referring to the theoretical review, that one of the factors that influence consumer purchasing decisions is a cultural factor in which there is a subculture, namely groups of people who share a value system based on life experiences and general situations. subcultures include nationalities, religions, racial groups, and geographical areas (Kotler & Keller, 2009) in (Ahidin et al., 2019). Moreover, Indonesia is one of

many states affected by the popularity of the Korean Wave, especially regarding food products. (Prakoso et al., 2019). From this finding, it is assumed that sub-cultural factors automatically become one factor influencing the decision to purchase Korean instant noodles, not merely the ethnocentric tendency. The subcultural factors that resulted from the Korean Wave might be the other reason why the first hypothesis is rejected in this research, which requires further research to validate this.

H2: World-mindedness positively influences the willingness to buy foreign product: Korean noodle

The test on the second hypothesis, namely world mindedness positively influences willingness to buy foreign product: Korean noodle, show that the original sample value, which is the path coefficient, is negative -0.031 with a t-statistic value of 0.346. The t-statistic value is smaller than the t-table value, which is 1.65, with a significance level of 0.05. Thus, we can conclude that variable of the world-mindedness has a negative but insignificant effect on a willingness to buy a foreign product, which means that the second hypothesis is not supported; therefore, we accept the null hypothesis and reject the H_a (Hypotheses alternative).

This result is in line with research conducted by (Topçu & Kaplan, 2015), which stated world minded consumers are not more prone to purchase foreign products. The same result came from research done by (Balabanis et al., 2001) in which both Turkish and Czech consumers' world-mindedness views were unrelated to ethnocentric consumer tendencies. However, in study done by (Rawwas et al., 1996), world-minded consumers were found to fancy foreign products more strongly than others. This relationship might be tested again in different perspectives to understand whether world-mindedness affects

different aspects of consumer behavior. In this research using Korean instant noodle, which has a lower degree of product involvement in a purchase decision, the degree of world-mindedness is not influencing the willingness or intention to purchase a foreign product. This study proves that worldly people only sometimes choose foreign products. However, they will consider it, and there is a high possibility of choosing a local product. According to data collected, some 115 respondents chose to consume Korean instant noodles, although it is not per regulations and norms (related to Halal Certification). The implication is that some respondents wanted to say that even though they have world minded, it does not guarantee nor necessarily that world-minded people will always choose and like foreign products.

H3: Domestic product judgment has a moderating effect on the relationship between consumer ethnocentric tendency and willingness to buy foreign products: Korean noodle.

The test result on the third hypothesis, namely the Domestic product judgment has a moderating effect on the relationship between consumer ethnocentric tendency and willingness to buy foreign products: Korean noodles, show that the original sample value is positive 0.011 with a t-statistic value of 0.113. The t-statistic value is smaller than the t-table value, which is 1.65, with a significance level of 0.05. Thus, it is concluded that the domestic product judgment did not significantly affect the relationship between consumer ethnocentric tendency toward a willingness to buy foreign products: Korean noodles. In short, the third hypothesis is not supported (support the H_0 and reject the H_a). In conclusion, the domestic product judgment variable does not moderate the relationship between consumer ethnocentrism and willingness to buy a foreign product:

Korean noodles. Approval of this hypothesis confirms previous research by (Topçu & Kaplan, 2015), which stated that domestic product judgment did not have a significant effect on the relationship between consumers' ethnocentric tendencies toward a willingness to buy a foreign product. Other research show the opposite result, which was from (Guo & Zhou, 2017). It stated that Consumer ethnocentrism has a positive influence on domestic product judgment and willingness to buy a domestic product, while it has a negative influence on foreign product judgment but not on willingness to buy a foreign product. Their study also highlighted that the effects of consumer ethnocentrism on domestic versus foreign product judgment and on willingness to buy domestic versus foreign products vary with economic development, cultural context, and sample type.

This result implies that the respondent shows indifferent judgment over the domestic product (in this case, instant noodles local brands), which also not providing any moderation effect toward their ethnocentric tendency to impact intention finally to buy Korean instant noodles. It means that whether they have the intention to buy Korean noodles, the intention is not enforced or reduced by their judgment of local brands. In addition, the Halal label is not considered a thing that stands out for instant noodle products, which was supported by the majority 69.57percents of the respondents showed a halal label stated in the Korean Instant noodle packaging sold in the market as important to them.

H4: Domestic product judgment has a moderating effect on the relationship between the world-mindedness and the willingness to buy foreign products: Korean noodle.

The test results on the fourth hypothesis, namely the Domestic product judgment

has a moderating effect on the relationship between world-mindedness and the willingness to buy foreign products: Korean noodles, show that the original sample value is positive 0.195 with a t-statistic value of 1.669. The result of the t-statistic value is greater than the t-table value, which is 1.65, with a significance level of 0.05. Therefore, it is concluded that the domestic product judgment variable in this research does give a statistically significant and positive effect on the relationship between world-mindedness toward a willingness to buy foreign products: Korean noodles, which means that the fourth hypothesis is accepted. The result is different from a previous study by (Topçu & Kaplan, 2015). In their study, the moderating effect of the assessment of domestic products on the willingness to buy foreign products is statistically significant, unlike the effect of world-mindedness. The accepted hypothesis means that the assessment of domestic products moderates the relationship between world-mindedness and willingness to buy foreign products: Korean noodles. (Rawwas et al., 1996) stated that Consumers' knowledge of a product's country of origin is widely considered a significant influence on their choice behavior.

However, since not all products available in the market are produced domestically nor all consumers are nationalist, the role of hybrid culture influences the level of world-mindedness. The hybrid culture (e.g., substantial groups within Canadian or Swiss cultures) becomes increasingly appreciative of world sharing and common welfare and shows empathy and understanding towards other societies, which (Sampson & Smith, 2010) label as "world-mindedness" (Rawwas et al., 1996). Product category image (PCATI) perceptions do not directly influence consumers' purchase intention (PI) to the

focal brands (Yang et al., 2016). Regardless the respondent in this study is likely to possess a world-mindedness orientation since Hallyu Waves from Korea influenced them. However, some of the respondents might still be reluctant to have the intention to buy and consume Korean instant noodles due to the ingredient. Therefore, they may still use the assessment to compare it with local. In conclusion, the respondents are likely to consider and use the high domestic product assessment as the domestic product judgment variable statistically plays as moderating variable on the relationship between world-mindedness toward a willingness to buy a foreign product: Korean noodles.

Conclusions and Implications

The research is a replication model from study done by (Topçu & Kaplan, 2015) using Korean instant noodles as the research object have tested four hypotheses with conclusions as follow; The first hypothesis, H1: Consumer ethnocentrism negatively influences willingness to buy foreign product: Korean noodle is not supported. The second hypotheses H2: World-mindedness positively influences willingness to buy foreign product: Korean noodle is not supported. The third hypothesis is H3: Domestic product judgement has a moderating effect on relationship between consumer ethnocentrism and willingness to buy foreign product: Korean noodle is not supported, and the last hypothesis is H4: Domestic product judgement has a moderating effect on relationship between world-mindedness and willingness to buy foreign product: Korean noodle is statistically supported.

The managerial implications of this research might be necessary to take into consideration for both local and foreign

instant noodles manufacturers. Firstly, it is optional to put Consumer ethnocentrism and world-mindedness as priority variables in determining the intention to buy instant noodles. For this product category, these two factors were statistically not proven to influence the intention to purchase directly and positively. However, Indonesian retailers must continue to innovate, create new and attractive products, and develop attractive flavors; thus, consumers will be more interested in local products. At the same time, importers can pay more attention to adjust to Indonesian consumers' preferences and obey the regulation to declare Halal certified as labeling and continue to import foreign products because of the growing interest in Korean instant noodles.

Secondly, related to variable world-mindedness toward intention to purchase Korean instant noodles, the respondents scored the question of "someone's quality of life would improve if more Korean instant noodles were available." It means that the respondents only partially agree about that statement. In this case, Indonesian retailers must continue developing and creating local products to be the best choice for consumers and improve consumers' perception of their quality of life. At the same time, importers are also more careful in choosing products to import, such as flavor, interest, and attention of their target market to encourage their purchase intention and consumer interest.

Lastly, this study finds that the lowest indicator of domestic product judgment stated that people would be careful in buying Korean instant noodle products because several likely contain non-halal ingredients. Indonesian retailers must pay more attention to the composition of their products. However, most of the respondents in this study place little importance on the halal label. As the

majority Muslim-based country, Indonesian manufacturers understand clearly that the product must pass the Halal certification. In contrast, importers or foreign manufacturers must ensure that the instant noodle sold in the market has the Halal label for consumer assurance which will influence their intention to purchase.

Limitations and Future Research Direction

This research has several gaps to improve for future research directions. Firstly, as this research mainly investigates specific variables of Consumer Ethnocentrism, World-mindedness, and moderation variable of domestic product judgment toward the willingness to buy a foreign product, there might be other factors that the research needs to be taken into consideration. Other variables which might be highly likely to influence the intention to buy imported noodles, for instance, the marketing mix, Uncertainty Avoidance by Hofstede's Cultural Dimensions, other components of Country of Origins (namely: Country Image, Product image by country, Stereotype), Brand Image, Brand Trust, Involvement and or Product Familiarity (Ahidin et al., 2019; ALSHAMMARI et al., 2018; Humisar et al., 2021; Kiriri, 2019; Klein et al., 1998; Ogawa & Cuandra, 2022; Prakoso et al., 2019; Yang et al., 2016).

Secondly, the subcultural context and sample context can be analyzed using multigroup analysis. Therefore, the results can show if different groups will have different reactions toward a willingness to buy Korean instant noodles (e.g., a group who considers Halal necessary and another group who considers halal not necessary). Alternatively, select the respondents with additional criteria whether they are fond of Hallyu waves

fans over every product category from South Korea.

Lastly, the degree of product involvement might be changed; instead of using instant noodles, future research should use other manufactured products with a higher degree of consumer involvement to influence the intention to purchase a foreign product.

DAFTAR PUSTAKA

- Adriani, L., & Ma'ruf. (2020). Pengaruh Islamic Religiosity dan Halal Knowledge terhadap Purchase Intention Kosmetik Halal Dimediasi oleh Attitude terhadap Produk Halal di Indonesia. *Al-Muzara'Ah*, 8(1), 57–72. <https://doi.org/10.29244/jam.8.1.57-72>
- Ahidin, U., Juhaedi, Kasmad, & Nurfiandi, N. (2019). Analysis of Decisions for Purchasing Imported Products in Mie Samyang through Halal Labels and Prices (Empirical Study in Indomaret Customers in the City of Bogor). *International Journal of Innovative Science and Research Technology*, 4(10), 647–655.
- ALSHAMMARI, E., WILLIAMS, M., & MORGAN, N. (2018). The Impact of Consumer Ethnocentrism and Antecedents in an Emerging Market. *International Review of Management and Business Research*, 7(1), 214–222. [https://doi.org/10.30543/7-1\(2018\)-20](https://doi.org/10.30543/7-1(2018)-20)
- Alsughayir, A. A., & Alsughayir, A. (2013). Consumer Ethnocentrism: A Literature Review. *International Journal of Business and Management Invention* ISSN, 2(January 2013), 50–54. www.ijbmi.org
- Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies. *Journal of International Business Studies* 2001 32:1, 32(1), 157–175. <https://doi.org/10.1057/PALGRAVE.JIBS.8490943>
- Casado-Aranda, L. A., Sánchez-Fernández, J., Ibáñez-Zapata, J. Á., & Liébana-Cabanillas, F. J. (2020). How consumer ethnocentrism modulates neural processing of domestic and foreign products: A neuroimaging study. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2019.101961>
- ČVIRIK, M., & STANKOVÁ, M. (2019). *Relationship Between World-Mindedness and Consumer Relationship Between World-Mindedness and Consumer Ethnocentrism : July*, 388–398.
- Daniels et al. (2015). *fifteenth edition International Business*.
- Genoveva, G., & Utami, N. N. (2020). THE INFLUENCE OF BRAND IMAGE, HALAL LABEL, AND HALAL AWARENESS ON CUSTOMERS PURCHASING DECISION OF HALAL COSMETIC. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*. <https://doi.org/10.24912/jmieb.v4i2.8381>
- Ghaniyy, A. Al, & Akmal, S. Z. (2018). *KECERDASAN BUDAYA DAN PENYESUAIAN DIRI DALAM KONTEKS SOSIAL-BUDAYA PADA MAHASISWA INDONESIA YANG KULIAH DI LUAR NEGERI*. 5, 123–137. <https://doi.org/10.24854/jpu02018-179>
- Guo, G., & Zhou, X. (2017). Consumer ethnocentrism on product judgment and willingness to buy: A meta-

- analysis. *Social Behavior and Personality*, 45(1), 163–176. <https://doi.org/10.2224/sbp.5548>
- Hair, J.F., Anderson, R. E., Tatham, R. L. and, & Black, W. C. (2010). *Multivariate Data Analysis: A Global Perspective (7th Edition)*. In *Pearson Prentice Hall, New Jersey*.
- Hair, Joe F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, Joe F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-011-0261-6>
- Halim, R. E., & Zulkarnain, E. A. U. (2017). The effect of consumer affinity and country image toward willingness to buy. *Journal of Distribution Science*, 15(4), 15–23. <https://doi.org/10.15722/jds.15.4.201704.15>
- Humisar, R., Suhud, U., & Purwohedi, U. (2021). Impact of Ethnocentrism and Other Factors on Willingness to Buy Chinese Cars. *Journal of Consumer Sciences*, 6(1), 62–76. <https://doi.org/10.29244/jcs.6.1.62-76>
- Intip 5 Merek Mi Instan Terpopuler di Indonesia yang Harganya Bakal Naik*. (n.d.). Retrieved December 13, 2022, from <https://databoks.katadata.co.id/datapublish/2022/08/11/intip-5-merek-mi-instan-terpopuler-di-indonesia-yang-harganya-bakal-naik>
- Karoui, S., & Khemakhem, R. (2019a). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63–71. <https://doi.org/10.1016/j.iedeen.2019.04.002>
- Karoui, S., & Khemakhem, R. (2019b). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*. <https://doi.org/10.1016/j.iedeen.2019.04.002>
- Kartikasari, D., Arifin, Z., Hidayat, K., Administrasi, F. I., Brawijaya, U., & Pembelian, K. (2013). *Pengaruh perilaku konsumen terhadap keputusan pembelian*. 1–8.
- Khalid, R. (2020). Factors Effecting to Global Mindedness among Pakistani Students. *Journal of Innovation and Business Management*, 1(August).
- Khan, G. F., Sarstedt, M., Shiau, W. L., Hair, J. F., Ringle, C. M., & Fritze, M. P. (2019). Methodological research on partial least squares structural equation modeling (PLS-SEM): An analysis based on social network approaches. *Internet Research*. <https://doi.org/10.1108/IntR-12-2017-0509>
- Kiriri, P. N. (2019). Consumer Perception: Animosity, Ethnocentrism and Willingness to Buy Chinese Products. *European Journal of Marketing and Economics*, 2(1), 32. <https://doi.org/10.26417/ejme.v2i1.p32-46>
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–100. <https://doi.org/10.1177/002224299806200108>

- Korean Noodles Recalled After Pig DNA Found In Testing.* (n.d.). Retrieved December 13, 2022, from <https://indonesiaexpat.id/news/bpom-korean-instant-noodles/>
- Kotler, P., & Keller, K. L. (2009). *Marketing management* (13th ed.). In *Prentice Hall*.
- Malhotra, N. (2014). Fundamentals of Marketing Research. In *Fundamentals of Marketing Research*. <https://doi.org/10.4135/9781446261767>
- Merryfield, M., Lo, T.-Y., Po, S. C., & Kasai, M. (2004). Worldmindedness: Taking Off the Blinders. *Journal of Curriculum and Instruction*, February, 6–20. <https://doi.org/10.3776/joci.2008.v2n1p6-20>
- Nijssen, E. J., & Douglas, S. P. (2011). Consumer world-mindedness and attitudes toward product positioning in advertising: An examination of global versus foreign versus local positioning. *Journal of International Marketing*. <https://doi.org/10.1509/jimk.19.3.113>
- Novaryanti, A. E. (2018). *MENGANALISIS PENGARUH CONSUMER ETHNOCENTRISM DAN PRODUCT JUDGEMENT TERHADAP PURCHASE ACTION PADA*. 1–11.
- Ogawa, A. Y., & Cuandra, F. (2022). Factors Affecting Brand Loyalty on Imported Instant Noodles Products Mediated By Brand Trust. *Jurnal Bisnis Dan Akuntansi*, 24(1), 1–14. <https://doi.org/10.34208/jba.v24i1.1290>
- Pantano, E. (2011). Cultural factors affecting consumer behaviour: A new perception model. *EuroMed Journal of Business*. <https://doi.org/10.1108/1450219111130343>
- Prakoso, S. G., Satria, R., Kinanti, N. C., & Puspitasari, R. (2019). Analysis of Samyang Instant Noodle's Market in Indonesia Using The Impact of Uncertainty Avoidance by Hofstede's Cultural Dimensions. *Insignia: Journal of International Relations*, 6(2), 123. <https://doi.org/10.20884/1.ins.2019.6.2.1557>
- Ramadania, Gunawan, S., & Rustam, M. (2015). Cultural Similarity, Consumer Ethnocentrism and Product Necessity in Evaluation of Malaysian Products: Indonesian Consumer Perspective. *Procedia - Social and Behavioral Sciences*, 211(December 2016), 533–540. <https://doi.org/10.1016/j.sbspro.2015.11.071>
- Ramai Samyang Mengandung Babi, Importir Ini Alami Kerugian.* (n.d.). Retrieved December 19, 2022, from <https://money.kompas.com/read/2017/06/21/163000726/ramai.samyang.mengandung.babi.importir.ini.alami.kerugian>
- Rawwas, M. Y. a., Rajendran, K. N., & Wuehrer, G. A. (1996). The influence of worldmindedness and nationalism on consumer evaluation of domestic and foreign products. *International Marketing Review*, 13(2), 20–38. <https://doi.org/10.1108/02651339610115746>
- RI Impor Mie Instan, Paling Banyak dari Korea dan China.* (n.d.). Retrieved December 19, 2022, from <https://finance.detik.com/berita-ekonomi-bisnis/d-3537073/ri-impor-mie-instan-paling-banyak-dari-korea-dan-china>
- Rianti, A., Novenia, A. E., Christopher, A., Lestari, D., & Parassih, E. K. (2018). Ketupat as traditional food of

- Indonesian culture. In *Journal of Ethnic Foods*.
<https://doi.org/10.1016/j.jef.2018.01.001>
- Sampson, D. L., & Smith, H. P. (2010). A Scale to Measure World-Minded Attitudes.
<Http://Dx.Doi.Org/10.1080/00224545.1957.9714290>, 45(1), 99–106.
<https://doi.org/10.1080/00224545.1957.9714290>
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). Consumer Behaviour: A European Outlook. In *Pearson Education*.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). Consumer Behavior. Global Edition. *Pearson Higher Education, London*.
- Sekaran, & Bougie. (2016). Research Method for Business Textbook (A Skill Building Appra). In *United States: John Wiley & Sons Inc*.
- Shankarmahesh, M. N., Olsen, H. W., & Honeycutt, E. D. (2005). A dominant product-dominant country framework of industrial export segmentation. *Industrial Marketing Management*.
<https://doi.org/10.1016/j.indmarman.2004.09.002>
- Sun, Y., Gonzalez-Jimenez, H., & Wang, S. (2021). Examining the relationships between e-WOM, consumer ethnocentrism and brand equity. *Journal of Business Research*.
<https://doi.org/10.1016/j.jbusres.2019.09.040>
- Tan, H. Y., & Hair, M. (2020). The reciprocal effects of loneliness and consumer ethnocentrism in online behavior. *Australasian Marketing Journal*.
<https://doi.org/10.1016/j.ausmj.2019.08.004>
- Topçu, U. C., & Kaplan, M. (2015). Willingness to Buy Foreign Products in Relation to Ethnocentric Tendencies and Worldminded Attitudes of Consumers. *Procedia - Social and Behavioral Sciences*, 207, 157–164.
<https://doi.org/10.1016/j.sbspro.2015.10.166>
- Warto, W., & Samsuri, S. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98.
<https://doi.org/10.31000/almaal.v2i1.2803>
- Yang, R., Ramsaran, R. R., & Wibowo, S. (2016). *A Conceptual Model for Country of Origin Effects*. March.