

# 100% ♥ Indonesia: Role of Government Campaign to Promote Local Products in Indonesia

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This research aims to investigate the role of government buy-local campaign to increase consumer willingness to purchase local products in Indonesia. This paper also aims to identify relevant mediating variables between exposure to “buy local” campaign and willingness to purchase local products. This research use questionnaire data from 394 respondents selected using purposive sampling method. Product specific constructs are asked and analyzed separately in four different product categories (e.g. Produce, Leather, Culinary and Creative products). Data was analyzed using Structural Equation Model and compared further between product categories. The study found that exposure to the buy local promotion campaign does increase consumer ethnocentrism, attitude toward the campaign and toward domestic products. Consumer ethnocentrism does increase attitude toward domestic product and willingness to purchase local products.

**Keywords:** Buy-local campaign, Consumer Ethnocentrism, Willingness to Purchase Local Products, Consumer Attitude, Indonesia

Penelitian ini bertujuan untuk menyelidiki peran kampanye pemerintah untuk membeli produk lokal dalam meningkatkan kesediaan konsumen untuk membeli produk lokal di Indonesia. Tulisan ini juga bertujuan untuk mengidentifikasi variabel mediasi yang relevan dalam menjembatani antara paparan terhadap kampanye “beli lokal” dan kesediaan untuk membeli produk lokal. Penelitian ini menggunakan data kuesioner dari 394 responden yang dipilih menggunakan metode pemilihan sampel “purposive”. Penelitian ini juga mengukur dan menganalisis secara terpisah empat kategori produk yang berbeda (antara lain: Hasil Bumi, Produk Kulit, Kuliner dan Kerajinan). Analisis data dilakukan menggunakan pemodelan persamaan struktural dan dibandingkan lintas kategori. Studi ini menemukan bahwa paparan terhadap kampanye “beli lokal” meningkatkan etnosentrisme konsumen, sikap terhadap kampanye dan terhadap produk lokal. Etnosentrisme konsumen meningkatkan sikap terhadap produk lokal dan kesediaan membeli produk lokal.

**Kata kunci :** kampanye “beli lokal”, etnosentrisme konsumen, kesediaan membeli produk lokal, sikap konsumen, indonesia

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## Introduction

Regardless of the increasing number of bilateral and regional free trade agreements between countries in the past decades, governments still attempt to promote their domestic products through buy-local campaigns. Vietnam launched the VV campaign with the slogan “Vietnamese use Vietnamese goods” (Nguyen, Nguyen, & Barrett, 2008) to improve the Vietnamese population preference to domestic products

in Vietnam. Other countries such as Australia and Ghana also conducted equivalent “Buy Local” campaigns to increase public interest in buying their own domestic product (Cameron & Elliott, 2006; Saffu & Walker, 2006). Similarly, the Indonesian Ministry of Trade launched the 100% ♥ Indonesia campaign to improve the competitiveness of domestic products in the domestic market as preparation for the ASEAN Free Trade Area (Indonesian Ministry of Trade, 2010). Sometimes the governments also

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Figure 1. Examples of Buy-local Campaign Logo

employed a variety of public advertisements that aims to raise public awareness of the campaign. Typically, in these campaigns, the governments designed a logo that signifies that a particular product is native to that country. Usually, local companies are encouraged to include the logo in its products. See Figure 1 for examples of such logo.

Elliott and Cameron (1994) first identified the country of origin effect in the context of “buy local” campaigns. Despite running for quite some time, few studies as yet been conducted on the effectiveness of these campaigns in increasing consumer preference to buy domestic products (Cameron & Elliott, 2006; Saffu & Walker, 2006; Saffu, Walker, & Mazurek, 2010). Furthermore, fewer studies have been conducted in the emerging economies of South East Asia (Nguyen, Nguyen, & Barrett, 2008).

Therefore, more scientific research is needed to measure the impact and to identify the factors that determine the success of such campaigns in the region. Thus, the main objective of this article is to investigate whether exposure to the government buy-local campaigns influenced consumer willingness to purchase local products. In addition, this paper also aims to identify relevant factors mediating the relationship between exposure to the government buy-local campaigns and consumer willingness to purchase local products.

## Literature Review

### Buy Local Marketing Campaign

Marketing is defined by the American Marketing Association (in Perreault et al., 2011) as an activity and process involving the creation, communication, delivery, and exchange of products, ideas and services that provide value to customers, clients, partners, and society at large. Nevertheless, the marketing process is not only relevant to the business context but also very relevant in the framework of the public policy to promote specific consumer behaviors.

Andreasen (1994) explained that changing consumer behavior can be done through marketing campaign interventions. These marketing campaigns aim to 1) Increase public awareness of certain social themes, 2) Generating interest and the public interest in the particular social themes and 3) Voluntarily changing certain behaviors relevant to the social themes raised. Andreasen (2002) also stipulates that the goal of these campaigns is not limited to create a change in attitudes, but also to promote a change in behaviors.

Arguably, changing consumer attitudes is more akin to consumer education or persuasion; it might not automatically lead to observable behavioral change. In this case, the study observed the influence of campaign to the consumer’s willingness to purchase local products. Thus, it can be summarized that the mechanism of how these government marketing

campaigns influence behavior is through exposures to the messages that cause changes in consumer awareness and attitudes towards a particular theme. This in return will promote relevant behavior as intended by the campaign. Governments have employed marketing campaigns to promote a variety of consumer behaviors. This study focused on one particular campaign, which is the buy local marketing campaign. Building on the proposed role of the government sponsored “buy local” campaign in shaping the attitudes of consumers, this article offer the following hypotheses:

*H1: Exposure to the buy-local campaign positively influences consumer attitude to the campaign*

*H2: Exposure to the buy-local campaign positively influences consumer attitude to local products*

*H3: Exposure to the buy-local campaign positively influences consumer ethnocentrism*

In Indonesia, the local governments have promoted local products in the belief that it benefits the national economy by encouraging the growth local businesses. Similar campaigns have also been conducted separately and repeatedly at national and local level across both developed and developing countries (Alter, Bridger, Frumento, & Fortunato, 2012; Cohen, 2014; Mannara, 2013; McCaffrey & Kurland, 2013; Woodhouse, 2006). Regardless of the actual economic impact of these campaigns, it attempts to influence specific consumer behaviors through government sponsored marketing campaigns.

Fan (2006) mentioned several campaigns to create nation brands; most notable is the “New Zealand Way” campaign to promote products made in New Zealand. Even though these campaigns are not restricted to the domestic population, such national branding campaigns would target their own population as the primary audience. Nguyen, Nguyen, and Barret (2008) described the VV campaign in Vietnam using the slogan of “Vietnamese use Vietnamese goods” to improve the Vietnamese population preference to domestic products in Vietnam. Granzin and Painter (2001) compared similar buy-local campaign in Portugal and the United States. They find a similar influence of buy-local campaigns toward consumer decision to prefer local over imported products. Similar “Buy-local

campaign” are also conducted in Australia (Cameron & Elliott, 2006), Ghana (Saffu & Walker, 2006) and Slovakia (Saffu, Walker, & Mazurek, 2010) to increase domestic consumption of local products.

Although most buy-local campaigns equally promote the domestic products, some campaigns have an emphasis on a certain product category. The most prominent product category endorsed by these campaigns is the agricultural product. Zepeda and Li (2006) described “buy local food” campaigns, that they find to have more success when emphasizing in sharing a meal with someone close than if the campaign emphasized nutrition, energy, or supporting farmers. One study described a buy local policy for agricultural products in the state of Indiana highlighting the important role of quality perception in determining purchase behavior (Jekanowski, Williams, & Schiek, 2000). Brown (2003) identified similar campaign in Southeast Missouri, where some customers (most of them are female) are willing to pay more for locally grown over imported agricultural produce. More recently, Carpio and Isengildina-Massa (2009) found a similar result in South Carolina describing how their respondents are willing to pay more for locally grown agriculture products. The consumers are willing to pay more for locally grown produce because they perceived them as having higher quality than foreign-grown ones.

Additionally, Kimura and Nishiyama (2008) studied the “chisan-chisho” (trans. “locally produced, locally consumed”) movement, a government-supported campaign in Japan to promote local agriculture products after a series of food scandals involving imported agricultural products. They emphasized the need to nurture such movement to be less dependent on government support and be more citizen-based to increase sustainability and improve the effectiveness. Building on the proposed role of the government “buy local” campaign in shaping the attitudes of consumers, this study present the following hypotheses:

*H4: Consumer attitude to the buy-local campaign positively influences their attitude to local products*

*H5: Consumer attitude to the buy-local campaign positively influences their willingness to purchase local products*

## Country of Origin Effect

Elliott and Cameron (1994) first identified the country of origin effect in a “buy local” and “made in” context. They recognized that consumers have a greater preference for local products when price and quality are equal or they perceive the local products to have the superior quality. Although the country of origin effect studies commonly studied consumer attitude to products with a foreign origin, a study by Batra et al. (2000) supported the position that COO framework is also relevant to explain consumer beliefs about products with local origin. Furthermore, subsequent studies added that consumers not only react to specific product origin cues (Leonidou, Palihawadana, & Talias, 2007) but also uses their expertise to develop their own notions about the products of a particular country (Ar & Kara, 2014; Magnusson, Westjohn, & Zdravkovic, 2011).

Nebenzahl and Jaffe (1997) suggested a methodology for defining product value by consumers’ perception of country image dimensions when part of the product were sourced internationally. They highlight that in some cases, one product may have both local and foreign components. However, this study focuses on consumer perception and attitude to products grown or manufactured 100% locally since the Indonesian buy-local campaign focus on these products. Building on the proposed role of attitudes of consumers to local products toward their willingness to purchase, this research suggest the following hypothesis:

*H6: Consumer Attitude to local Products positively influences their Willingness to Purchase Local Products*

## Consumer Ethnocentrism

Shimp and Sharma (1987) first developed the concept of ethnocentrism applications in the field of marketing, as the Consumer ethnocentrism. Consumer ethnocentrism concept can be defined as the tendency for consumers to provide a favorable evaluation of the locally made products to products made abroad (Shimp & Sharma, 1987). Ethnocentric consumers tend to feel or think that preferring to buy foreign-made products is wrong or

bad. Ethnocentric consumers believe that it is considered improper, immoral, unpatriotic and disloyal to buy foreign-made products if a domestic product is available.

Ethnocentric consumers show a greater preference for locally made products in the purchase decision when the available alternatives in the country (Watson & Wright, 2000). The level of consumer ethnocentrism in each individual may vary. Furthermore, the level of ethnocentrism influences consumer attitudes and their desire to buy foreign products (Klein, 2002). Highly ethnocentric consumers may even be willing to pay more for domestic products over foreign products with comparable quality (Kavak & Gumusluoglu, 2007). Saffu, Walker and Mazurek (2010) also found a significant role of consumer ethnocentrism in a buy national campaign in Slovakia.

In the context of emerging markets, Sharma (2011) highlighted the importance of Consumer Ethnocentrism to explain underlying COO effects on perceptions and behavior of consumers from these markets. Most recently, Tasurru and Salehudin (2014) reaffirms the negative effect of consumer ethnocentrism toward consumer willingness to purchase global brands in Indonesia. Thus, it can be concluded that the concept of consumer ethnocentrism may have a significant role in explaining how consumer exposure to marketing campaigns promoting local products can increase their willingness to buy domestic products. Building on prior research on the role of consumer attitudes and ethnocentrism in determining the preference of consumers, this paper propose the following hypotheses:

*H7: Consumer Ethnocentrism positively influence Consumer Attitude to Local Products*

*H8: Consumer Ethnocentrism positively influences their Willingness to Purchase Local Products*

This research tested a causal model attempting to explain how exposure to a buy-local campaign influences consumer willingness to purchase domestic products described earlier in the literature review section. The research model of this study aims to define the relationships between variables mediating the effect of marketing campaign

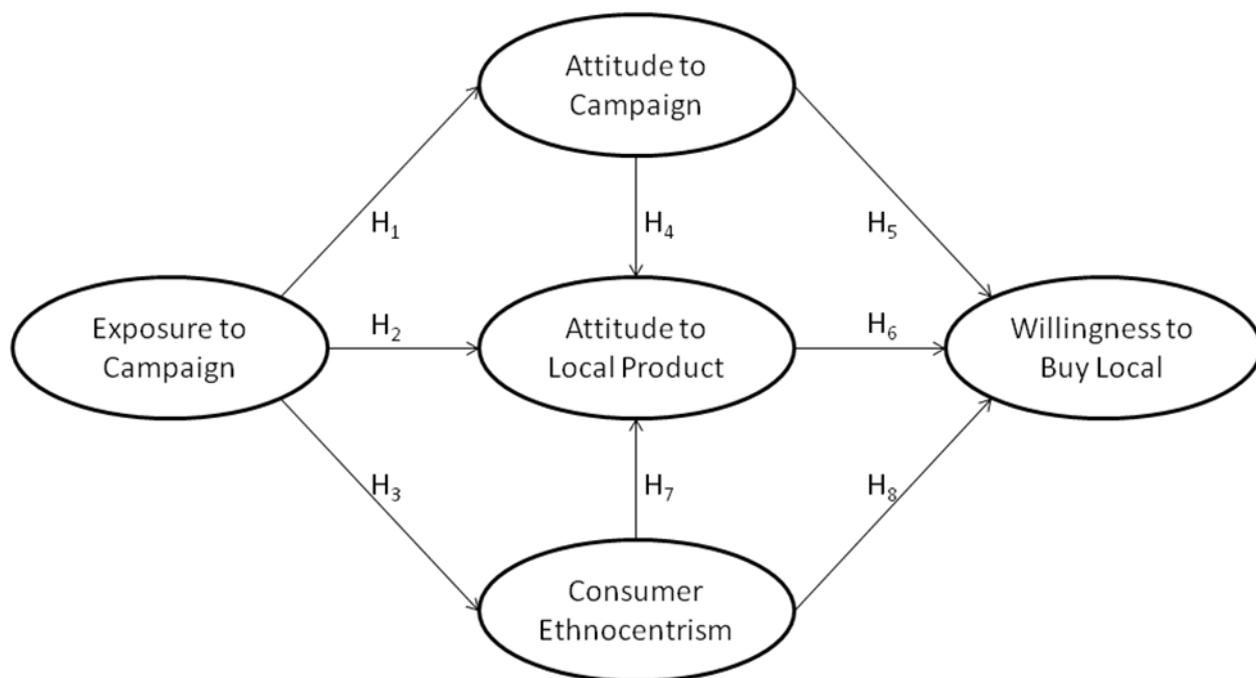


Figure 2. Initial Research Model

exposure toward consumer willingness to purchase domestic products. The model is shown in Figure 2.

## Methods

### Type of Research

This study used the descriptive explanatory approach that aims to describe a phenomenon and derive conclusions from ex-post facto data collected using field survey method. This research did not use the causal explanatory approach such as an experimental design to examine the influence of the buy-local campaign to consumer willingness to purchase local products because at the time of the study the buy-local campaign have begun nationwide for more than three years. Due to the span and the scope of the campaign, the majority of consumers in the population area have been exposed to the campaign. This condition is also confirmed during our field research. Out of 400 respondents recruited for the duration of the study, only less than six respondents failed to recognize the campaign logo. Since the researcher cannot obtain the initial data on consumer willingness to purchase before the exposure to the buy-local campaign, the option of performing experimental studies is very limited.

In the first phase of the study, the researcher conducted a literature review to develop valid and reliable instruments. The researcher then conducted pre-test to fine tune the developed measurement instrument. In the second phase, the study used the pre-tested instrument to collect and test the data based on the formulated research design. The researcher then statistically tested a series of hypothesis to confirm the interdependence among the variables in the proposed model.

### Research Context

The focus of this paper is the 100%♥ Indonesia campaign initiated since 2009 by the Indonesian Ministry of Commerce in cooperation with the Ministry of Industry, Ministry of Micro, Small and Medium Enterprise and the Ministry of Tourism. The campaign is an example of a “buy local” campaign aimed to improve the preference of Indonesian consumers to domestic products (Indonesian Ministry of Trade, 2010). The campaign can also be seen as the application of the Country of Origin (CoO) effect by the Indonesian government to improve the competitiveness of domestic products as a preparation for entering a new era of global and regional integrated market.

Table 1. Operational Definition

No.	Variables	Definition	Items	Source
1	Exposure to Buy-local campaign	Intensity of exposure received via various advertisement media	17 item	Coulon et al. (2012)
2	Attitude to Buy-local campaign	Consumer evaluation of the worthiness of supporting the social marketing campaign	8 item	Andreasen (2002)
3	Attitude to Local Products (per Category)	Consumer evaluation of attributes of local products compared to imported products of similar category	4 x 4 item	Watson & Wright (2000)
4	Consumer Ethnocentrism	Consumer tendency to give a better evaluation of domestic products compared to imported products	9 item	Watson & Wright (2000)
5	Willingness to Buy Local Products (per Category)	Consumer tendencies to purchase domestic products, even when imported products are available	4 x 4 item	Watson & Wright (2000)
Total			66 item	

In this campaign, the government designed a logo that signifies that a particular product is a product native to Indonesia. Local producers are encouraged to include the logo 100% ♥ Indonesia campaign in their products. Service providers are also encouraged to include this logo within their places of service. Additionally, the government commissioned a variety of ads that raised consumer awareness of this logo and improve the attitude of Indonesian consumers to products displaying the logo. This study measures consumer attitudes to the campaign as the result of exposures to the various ads promoting the campaign.

### Operational Definition

This study employed 66 items developed to measure the six latent variables in the model. Consumer Ethnocentrism, Attitude to Local Products and Willingness to Buy Local Products was developed based on an earlier questionnaire from Watson and Wright (2000). Winit, Gregory, Cleveland, and Verlegh (2014) mentioned in their study that consumer ethnocentrism may have a considerably varied effect across product categories. Therefore, in order to compare the effect of ethnocentrism in different product type, this study chose four categories of products as a research context.

The four selected product categories are

leather products (e.g. bags, belts, and shoes), agricultural products (e.g. vegetables, grains, fruits, meat), culinary products (e.g. local food and beverages, cuisine and snacks typical of the region) and creative products (crafts, games, art products). Sixteen items were developed to measure consumer attitude toward domestic products and willingness to buy on four different product categories. The questionnaire asked each respondent to answer questions about all four types of products included in the study.

Exposure to Buy-local campaign was developed from an earlier study by Coulon et al. (2012). However, the items for Exposures were modified to adjust for differences in media channels used in the buy-local campaign (such as campaign logo in product packaging). We developed the measurement for Attitude to the Buy-local campaign based on the operational definition built earlier by Andreasen (2002). We developed eight items to measure consumer attitudes toward relevant social themes to the buy-local campaign. The operational definition of each variable is presented in Table 1 and the complete item statements are shown in the Appendix.

### Research Population and Sample

The population of this study is local consumers that are already exposed to a certain public marketing campaign promoting certain categories of local products. We conducted

Table 2. Details of Population and Sample Proportion

No.	City	Population	Proportion	Sample	Valid
1	Jakarta	9,607,787	33.6%	134	130
2	Bogor	5,686,714	19.9%	80	80
3	Depok	1,738,570	6.1%	24	24
4	Tangerang	6,948,127	24.3%	97	95
5	Bekasi	4,610,584	16.1%	65	65
	Total	28,591,782	100.0%	400	394

Source: Indonesian Central Bureau of Statistics, 2010.

this research in Greater Jakarta, Indonesia. The region was selected since it is the capital region and also a major center of business in Indonesia. Arguably, the importance of this region implies greater exposure to the campaign than other regions in Indonesia.

The study limited the population to consumers with exposure to the buy local marketing campaign within the past six months. Due to this limitation, the population size is unknown and sampling frame is unobtainable. Therefore, probabilistic sampling technique can not be used in the survey. Correspondingly, this research selected the respondent using the purposive sampling technique. We asked the respondents to answer a series of screening questions, and only respondents who meet the screening criteria were allowed to fill out questionnaires.

The first criteria are whether the respondent can recognize the 100% Love Indonesia logo. Potential respondents are shown several logo with false logo mixed in the alternatives. Individuals that cannot identify the logo correctly are excluded from the study. The second criteria are whether the respondent knows the 100% Love Indonesia campaign tagline, screened using a similar procedure to the first criteria. Finally, the sample selection rules also use quota sampling where the determination of the number of samples will follow certain proportions set by the researcher as a proportion of the population. In this case, the research determined the proportion of samples according to the population proportion of each sub-region in Greater Jakarta. See the detailed size and proportion of the sample population in Table 2.

The survey was conducted using mall

intercept approach in the premise of ten shopping malls dispersed within each district of Greater Jakarta. Surveyors intercepted the respondents in the mall main exit door and asked for their participation in the survey. On average, the survey took 15 minutes to complete. The survey was conducted for one whole week from Monday to Sunday; twice daily during the regular business hour from 11.00 to 13.00 and from 16.00 to 18.00. Surveyors were supervised closely during the survey and a sample of the responses was selected from each surveyor for verification.

The minimum number of sample was determined according to the criteria of sample adequacy of Structural Equation Model as the statistical tool for analysis. Hair et al. (2009) established the criteria of sample size adequacy for the maximum likelihood method as five times the number of questions the questionnaire. Thus, the minimum sample size required for this research is 330 respondents. Therefore, this research has satisfied this criterion with 394 usable data included in the final analysis.

### Data Analysis

This study used the two-step data analysis, namely the measurement and the hypothesis testing stage. The data obtained was first analyzed using Confirmatory Factor Analysis method to test the validity and reliability of the instrument. Subsequently, the researcher tested the hypotheses using Structural Equation Modeling to estimate the relationships between latent variables in the model. Additionally, this study also tests for mediation effects between consumers exposure to the buy-local campaign to their

Table 3. Proportion of Valid Sample Based on Survey Area and Respondent Residence

No.	District	Survey Area	Residence
1	North Jakarta	27	21
2	Central Jakarta	26	22
3	East Jakarta	27	44
4	West Jakarta	27	22
5	South Jakarta	27	19
6	Bogor	76	36
7	Depok	24	33
8	Tangerang	47	40
9	South Tangerang	48	28
10	Bekasi	65	77
11	Outside Greater Jakarta	0	52
	Total	394	394

Table 4. Descriptive Analysis of Respondent Age and Education

Education	Frequency (%)	Age	Frequency (%)
Elementary	19 (4.8%)	16-20 y.o.	121 (30.7%)
Junior High School	51 (13%)	21-25 y.o.	115 (29.2%)
High School	219 (55.6%)	26-30 y.o.	48 (12.2%)
Diploma	32 (8.1%)	31-35 y.o.	35 (8.9%)
Bachelor	66 (16.8%)	36-40 y.o.	33 (8.4%)
Graduate School	7 (1.8%)	41-45 y.o.	16 (4.1%)
Total	394 (100%)	46-50 y.o.	16 (4.1%)
		51-55 y.o.	2 (0.5%)
		56-60 y.o.	5 (1.3%)
		60-65 y.o.	3 (0.8%)
		Total	394 (100%)

willingness to purchase local products. In this phase, the researcher examined the goodness of fit statistics for the model and the significance of the path coefficients between variables.

## Results and Discussion

### Respondents Demographics

The survey collected data from 400 respondents in ten different areas in the Greater Jakarta as planned. However, after the verification process, only 394 questionnaires were considered eligible for entry into data processing. Invalid data were excluded due to incomplete response

and inappropriate respondent characteristics. The researcher opts for listwise deletion of missing value due to the small proportion of missing values and the distribution which indicate that the values may be missing completely at random.

Additionally, this research aims to represent the population proportion of the districts of Greater Jakarta. Due to the sampling approach, the respondent's place of answering the survey does not necessary indicate their place of residence. Therefore, it is necessary to distinguish between the survey area and the domicile of the respondent. See Table 3 for the details of sample characteristics of the 394 respondents based on the region of origin and domicile.

Meanwhile, the variation of age is quite

Table 5. Summary Goodness of Fit Statistics by Product Category

Fit Statistics	Product Category			
	Agricultural	Leather	Culinary	Creative
Chi-Square	2435.36	2321.31	2506.16	2474.45
Degree of Freedom	800	800	800	800
RMSEA	0.072	0.071	0.074	0.073
Std. RMR	0.097	0.099	0.10	0.099
NFI	0.85	0.86	0.83	0.85
NNFI	0.91	0.92	0.90	0.91
CFI	0.91	0.92	0.91	0.92
PNFI	0.68	0.69	0.68	0.70
AGFI	0.90	0.90	0.90	0.90
PGFI	0.68	0.68	0.68	0.68
Independence CAIC	8738.43	9093.64	8834.66	9306.68
Model CAIC	3153.93	3291.15	3224.72	3193.01
Saturated CAIC	6299.64	6299.64	6299.64	6299.64

high with an average of 26.9 years while the youngest respondent was 17 years and the oldest respondent was 71 years. On the other hand, the mode of the respondent's latest education is of High School degree (55.6%) followed by Bachelor Degree (16.8%). The mean age of respondents was 26.87 years old. See Table 4 for a detailed descriptive statistics of the respondent characteristics.

### Measurement Model

The measurement model was tested using CFA to see the validity and reliability of the instrument. Initial measurement model produces Chi-Square of 3097.87 with 804 degree-of-freedom (df). This results in RMSEA of 0.085, which indicates that the initial measurement model is not fit. Hair et al. (2009) maintain that a model can only be accepted if the RMSEA is less than 0.080. After conducting a series of minor modifications to the measurement model, the final measurement model yields Chi-Square of 2313.88 with 794 df. This results in RMSEA of 0.070 from the final model which indicates a good model fit. All items also correspond with the minimum criteria for Standardized Loading Factor of 0.60 (Hair et al., 2009). Thus, the final measurement model is considered ready for further analysis.

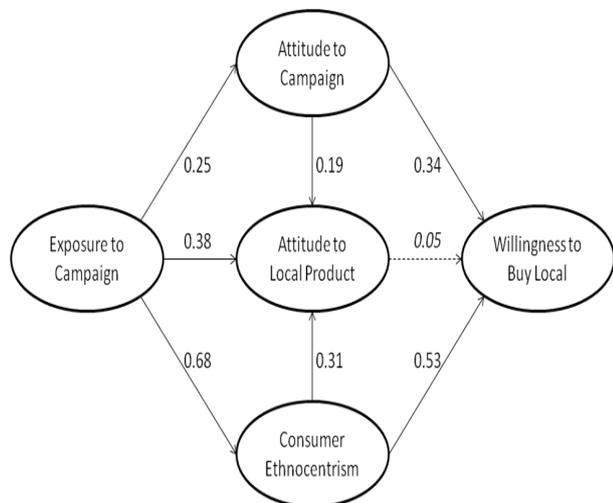
### Structural Model

After obtaining a measurement model with a good model fit, the subsequent analysis is the structural model testing. The analysis is performed separately for the four different product categories. The structural model for all four product categories produces RMSEA of less than 0.080, which is acceptable (Hair et al., 2009). In addition, the incremental fit indices also meet the minimum acceptable requirement of 0.90 (Hu & Bentler, 1998). The exception is Standardized Root Mean Square Residual (SRMR) which is greater than 0.08 for all product context. However, several studies contend that SRMR between 0.08 and 0.10 is considered mediocre fit but still within the acceptable limit (Barbosa et al., 2010; Paxton et al., 2008; Perna et al., 2015; Santtila et al., 2010; Wu et al., 2006). Considering the fit indices, the structural model for all product contexts is considered acceptable for further hypothesis testing. See Table 5 for summary Goodness of Fit statistics for each product category.

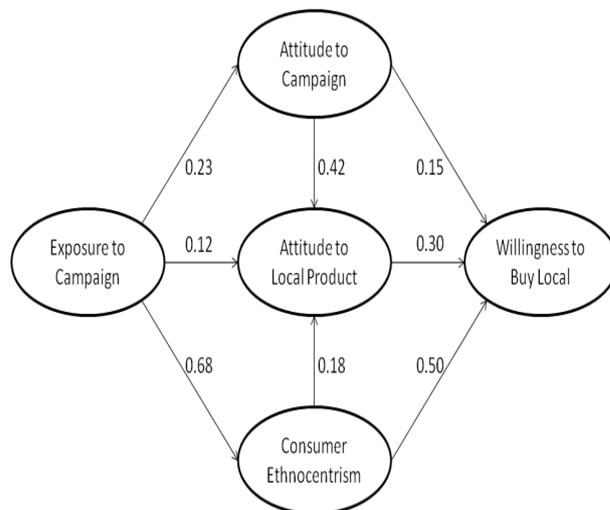
### Hypotheses Testing

The final analysis is checking the significance of each path coefficient to reject or accept the hypotheses. A hypothesis is accepted at the absolute t-value of 1.96 or above. Path diagram of the structural model for each product

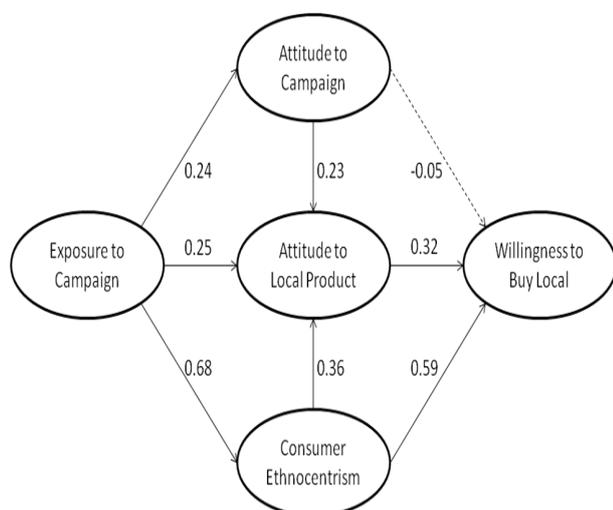
### Agricultural Product



### Culinary Products



### Leather Products



### Creative Products

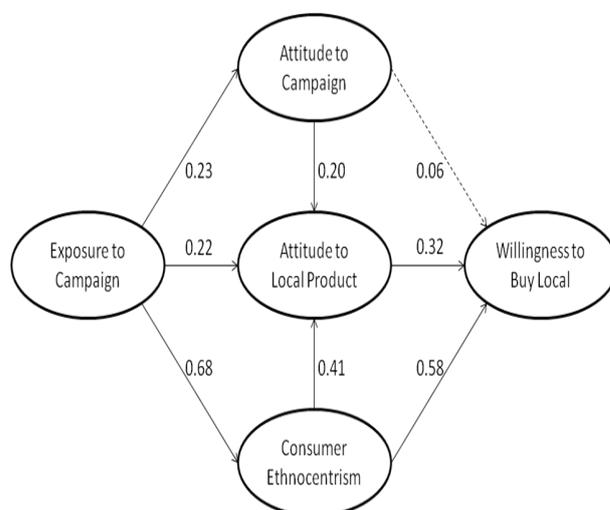


Figure 3. Final Structural Models for All Four Product Categories

category is shown in Figure 3.

The first hypothesis, that consumer exposure to the buy-local campaign positively influences their attitude to the campaign, is accepted in all four product categories. The path coefficient is equal in all four categories (0.68). This means that greater exposure to the buy-local campaign will generate greater positive attitude toward the campaign.

The second hypothesis, that consumer exposure to the buy-local campaign positively influences their attitude to local products, is accepted in all four product categories. The path is strongest in the agricultural product category (0.38) and weakest in the culinary product category (0.12). This means that

greater exposure to the buy-local campaign improves consumer positive attitude in all four product context, especially for agricultural products.

The third hypothesis, that consumer exposure to the buy-local campaign positively influences their ethnocentrism, is accepted in all four product categories. The path coefficient between all four product categories is almost equal. It is strongest in the agricultural product category (0.25) and weakest in both the culinary and creative product category (0.23). This means that greater exposure to the buy-local campaign increases consumer ethnocentrism in all four product context.

The fourth hypothesis, that consumer

attitude to the buy-local campaign positively influences their attitude to local products, is accepted in all four product categories. The path coefficient is strongest in the culinary product category (0.42) and weakest in the agricultural product category (0.19). This means that greater positive attitude to the campaign also increases positive attitude to local products, especially for culinary products.

The fifth hypothesis, that consumer attitude to the buy-local campaign positively influences their willingness to purchase local products, is accepted only in the agricultural and culinary product categories and rejected in the leather and creative product category. The path is stronger in the agricultural product category (0.34) than the culinary product category (0.15).

The sixth hypothesis, that consumer attitude to local products positively influences their willingness to purchase local products, is accepted only in three product categories and rejected in the agricultural product category. The paths are almost equal in the three accepted categories, with the strongest path in the leather and creative product category (0.32) and weakest in the culinary product category (0.30).

The seventh hypothesis, that consumer ethnocentrism positively influences their attitude to local products, is accepted in all four product categories. The path coefficient is strongest in the creative product category (0.41) and weakest in the culinary product category (0.18). This means that greater consumer ethnocentrism improves consumer positive attitude to local products, especially for creative products.

The eighth hypothesis, that consumer ethnocentrism positively influences their willingness to purchase local products, is accepted in all four product categories. The path coefficient is strongest in the leather product category (0.59) and weakest in the culinary product category (0.50). This means that greater consumer ethnocentrism increases their willingness to purchase local products, especially for leather products.

## Discussion

Further insight on the influence of buy-local campaign toward consumer willingness to purchase local products can be gleaned by comparing the structural model obtained from each product category. Despite differing

structural models from each product category, the main consistent path in all four product categories is the mediation of consumer ethnocentrism between exposure to the buy-local campaign and consumer willingness to purchase local products. This finding is consistent with prior research on buy-local behavior (Tasurru & Salehidin, 2014; Watson & Wright, 2000; Zepeda & Li, 2006).

The path involving attitudes toward the product and toward the campaign did not have the same consistent mediation. In one case where they both mediate, their total effect is less than the total effect of the consumer ethnocentrism mediation. Thus, improving consumer ethnocentrism produce greater willingness to buy local products than by improving consumer attitude to the campaign or the local products themselves. Therefore, the researcher suggests that future buy-local campaigns should focus more on strengthening the consumer ethnocentrism of their audience.

Alternatively, even though consumer ethnocentrism is the centerpiece in all product categories, the strength of path coefficients are different for each product category. For example, the greater part of the total effect of exposure to the buy-local campaign to the consumer willingness to purchase agricultural products is through consumer attitude toward the campaign itself. On the other hand, the bulk of the influence of the campaign to consumer willingness to purchase leather, culinary and creative product is through consumer attitude toward the product category.

Furthermore, exposure to the buy-local campaign has a different total effect on consumer willingness to purchase local products between the four product categories in the study. Exposure to the buy-local campaign has the highest total effect to consumer willingness to buy creative products (0.555). This finding can be attributed to the fact that creative products such as arts and crafts are among the first product category to be promoted by the campaign in Indonesia. Alternatively, leather products have the least total effect of exposure to the 100% Love Indonesia campaign (0.460). This can also be explained by the fact that the campaign has less focus on leather goods than other products in the study. Arguably, buy-local campaigns focusing on a limited product category may not have an effect on product category outside the campaign

Table 6. Path Comparison across Product Category

Hypothesis	Product Category			
	Agricultural	Leather	Culinary	Creative
H1	0.25	0.24	0.23	0.23
H2	0.38	0.25	0.12	0.22
H3	0.68	0.68	0.68	0.68
H4	0.19	0.23	0.42	0.20
H5	0.34	(-0.05)	0.15	(0.06)
H6	(0.05)	0.32	0.30	0.32
H7	0.31	0.36	0.18	0.41
H8	0.53	0.59	0.50	0.58
Total Effect	0.480	0.460	0.500	0.555

Note: ( ) not significant

focus. Therefore, further studies on buy-local campaign must account for the type of product and the focus of the campaign being studied. Comparison of parameters obtained from each product category is shown in Table 6.

## Conclusion

The conclusion that can be drawn from the above findings is that exposure to the buy-local campaign has an overall positive impact on domestic consumer willingness in buying local products in the four product categories studied (agricultural products, leather products, culinary and creative). This is the first study to validate the impact of exposure to a marketing campaign promoting local products. Few prior research employ media exposure in their model and most measured only their respondent's attitude and perceptions of the product or campaign without measuring their exposure to the campaign (Insch, Prentice, & Knight, 2011). Of the four product category analyzed in this paper, the greatest total impact of marketing campaign exposure toward consumer willingness to buy local products is for the creative product category such as arts and crafts. This can be explained by the length of time of the buy local marketing campaign promoting Indonesian creative products compared to the campaigns to promote another category of local products. The theoretical contribution from the finding is that consumer ethnocentrism and attitudes to local product can be increased through marketing campaign. Future study should confirm this proposition by conducting research in controlled

setting for conclusive evidence of causal effect. If supported by further studies, this finding can justify further government campaign to improve consumer willingness to buy local products.

This study also concludes that consumer ethnocentrism has a major role in bridging the effect of the campaign to consumer willingness in buying domestic products. However, the attitude toward the campaign and the attitudes towards domestic product are found to have a different effect on interest in buying domestic products in each product category. Attitudes towards domestic products have a significant effect in increasing the willingness to buy on all product categories except agricultural products. In contrast, consumer attitudes toward the campaign are only significant influencing the willingness to buy local agriculture and culinary products. This implies that despite the central role of consumer ethnocentrism in mediating the impact of media exposure to government marketing campaign toward their willingness to purchase local products, dynamics between other variables may differ from various product categories. Thus, further research should focus on these differences which might suggest that promoting different category of local product may require different approaches.

Finally, this study has some limitations that must be considered. First, this research used a non-probabilistic sampling method to select respondent. Therefore, generalization to the broader population is strictly limited. Nevertheless, our findings may be applied to groups with similar contexts and characteristics with our sample group. Another limitation is

that this study did not employ experimental design to measure the causal impact of the buy-local campaign. Therefore, the finding is based on ex-post facto observation of the impact of

the buy-local campaign. Future studies should consider the experimental design to obtain conclusive result for causal effect.

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## Appendix

### Part I. Exposure to Buy-local campaign

Within the past three years, I often see/hear/read about the 100% Love Indonesia Campaign in...

*Dalam tiga tahun terakhir, saya sering melihat/mendengar/membaca tentang kampanye 100% Cinta Indonesia di...*

1. Television / *Televisi*

2. Radio / *Radio*

3. National Newspaper / *Koran Nasional*

4. Local Newspaper / *Koran Lokal*

5. Magazine / *Majalah*

6. Internet / *Internet*

7. Product Packages / *Kemasan Produk*

8. Ministry Offices (Trade, Industry, etc) / *Kantor Kementerian (Perdagangan, Perindustrian, dsb)*

9. Local Government Office (district, city, province) / *Kantor Pemda (Kelurahan, Kecamatan, Kotamadya, Kabupaten, Propinsi)*

10. State Owned Enterprise Offices / *Kantor BUMN*

11. Land Transportation Vehicle / *Sarana Transportasi Darat (Bus & Kereta)*

12. Water Transportation Vehicle / *Sarana Transportasi Air (Kapal & Ferry)*

13. Air Transportation Vehicle / *Sarana Transportasi Udara (Pesawat Udara)*

14. Transport Hubs (Terminal, Airport, Stations) / *Tempat Transportasi (Terminal, Bandara, Stasiun)*

15. Public Places (Hospitals, Schools, etc.) / *Tempat Umum (Rumah Sakit, Sekolah, dsb.)*

16. Entertainment Places (Movie Theatre, Karaoke, etc) / *Tempat Hiburan (Bioskop, Karaoke, dsb)*

17. Shopping Places (Minimarkets, Supermarkets, Hypermarkets, etc.) / *Tempat Perbelanjaan (Minimarket, Supermarket, Hypermarket, dsb)*

### Part II. Attitude to Buy-local campaign

1. I respect advertisements for the 100% Love Indonesia campaign / *Saya menghargai iklan untuk kampanye 100% Cinta Indonesia*

2. I admire products displaying the 100% Love Indonesia logo / *Saya menghargai produk yang memasang Logo 100% Cinta Indonesia*

3. I accept the meanings behind the 100% Love Indonesia logo / *Saya menerima makna-makna yang terkandung dalam Logo 100% Cinta Indonesia*

4. I appreciate the objectives of the 100% Love Indonesia campaign / *Saya menghargai tujuan yang ingin dicapai dari Kampanye 100% Cinta Indonesia*

5. I support the 100% Love Indonesia campaign / *Saya mendukung Kampanye 100% Cinta Indonesia*

6. I like it when a product displayed the 100% Love Indonesia logo in their packages / *Saya suka bila ada produk yang memasang Logo 100% Cinta Indonesia di kemasan mereka*

7. I realized the importance of the 100% Love Indonesia campaign / *Saya menyadari pentingnya Kampanye 100% Cinta Indonesia*

8. The 100% Love Indonesia campaign is beneficial to Indonesian local industries / *Kampanye 100% Cinta Indonesia memberikan manfaat bagi industri dalam negeri Indonesia*

### **Part III. Attitude to Local Products**

#### **A. Produce (Rice, Vegetables, Fruits, Meats, Poultry, Eggs, etc.)**

1. Indonesian local produce are grown using advanced technology / *Hasil bumi Indonesia diproduksi dengan tingkat teknologi yang canggih*
2. Indonesian local produce have good prestige / *Hasil bumi Indonesia memiliki prestise yang baik*
3. Indonesian local produce have good quality / *Hasil bumi Indonesia memiliki kualitas yang tinggi*
4. Indonesian local produce have good value for money / *Hasil bumi Indonesia memiliki nilai yang sebanding dengan biaya yang saya keluarkan*

#### **B. Leather Goods (Shoes, Bags, Belts, Wallets, etc.)**

1. Indonesian leather goods are manufactured using advanced technology / *Produk kulit buatan Indonesia diproduksi dengan tingkat teknologi yang canggih*
2. Indonesian leather goods have good prestige / *Produk kulit buatan Indonesia memiliki prestise yang baik*
3. Indonesian leather goods have good quality / *Produk kulit buatan Indonesia memiliki kualitas yang tinggi*
4. Indonesian leather goods have good value for money / *Produk kulit buatan Indonesia memiliki nilai yang sebanding dengan biaya yang saya keluarkan*

#### **C. Culinary Products (Food, Beverage, Delicacies, etc.)**

1. Indonesian culinary products are processed using advanced technology / *Produk kuliner asli Indonesia diproduksi dengan tingkat teknologi yang canggih*
2. Indonesian culinary products have good prestige / *Produk kuliner asli Indonesia memiliki prestise yang baik*
3. Indonesian culinary products have good quality / *Produk kuliner asli Indonesia memiliki kualitas yang tinggi*
4. Indonesian culinary products have good value for money / *Produk kuliner asli Indonesia memiliki nilai yang sebanding dengan biaya yang saya keluarkan*

#### **D. Creative Products (Crafts, Arts, Games, etc.)**

1. Indonesian creative products are made using advanced technology / *Produk kreatif buatan Indonesia diproduksi dengan tingkat teknologi yang canggih*
2. Indonesian creative products have good prestige / *Produk kreatif buatan Indonesia memiliki prestise yang baik*
3. Indonesian creative products have good quality / *Produk kreatif buatan Indonesia memiliki kualitas yang tinggi*
4. Indonesian creative products have good value for money / *Produk kreatif buatan Indonesia memiliki nilai yang sebanding dengan biaya yang saya keluarkan*

### **Part IV. Consumer Ethnocentrism**

1. I love Indonesian local products more than foreign products / *Saya lebih mencintai produk asli Indonesia daripada produk asing*
2. Buying Indonesian local product is how I express my love for Indonesia / *Membeli produk asli Indonesia adalah bentuk cinta saya kepada Indonesia*
3. I will always choose Indonesian local products, regardless of the quality / *Saya tetap memilih produk asli Indonesia dari pada produk asing, walaupun kualitasnya sedikit lebih rendah*
4. I will continue using Indonesian local products, even if my friends have used foreign products / *Saya tetap memakai produk Indonesia walaupun teman-teman saya menggunakan produk asing*
5. Buying Indonesian local products is an expression of my nationalism / *Saya membeli produk asli Indonesia sebagai wujud nasionalisme saya*
6. Buying local products create more jobs domestically / *Membeli produk-produk dalam negeri membuka lapangan pekerjaan di dalam negeri*
7. A patriot will not purchase foreign product, if a local product is available / *Seorang patriot tidak membeli produk asing jika tersedia produk dalam negeri yang sama*
8. Buying foreign products endanger Indonesian local industries / *Membeli produk asing membahayakan industri dalam negeri Indonesia*
9. True Indonesian will buy only Indonesian local products / *Orang Indonesia sejati hanya membeli produk buatan Indonesia*

## **Part V. Willingness to Buy Local Products (per Category)**

### **A. Produce (Rice, Vegetables, Fruits, Meats, Poultry, Eggs, etc.)**

1. If I want to purchase produce, I will buy local products / *Jika saya hendak membeli hasil bumi, saya akan membeli produksi dalam negeri*
2. I recommend buying local produce to my friends and families / *Saya merekomendasikan hasil bumi produksi dalam negeri kepada teman dan keluarga*
3. Whenever available, I will always buy local produce / *Jika tersedia, saya selalu membeli produk hasil bumi produksi dalam negeri.*
4. I will always look for local grown produce first, before imported produce / *Saya selalu mencari produk hasil bumi dalam negeri terlebih dahulu, sebelum mencari produk impor.*

### **B Leather Goods (Shoes, Bags, Belts, Wallets, etc.)**

1. If I want to purchase leather goods, I will buy local products / *Jika saya hendak membeli produk kulit, saya akan membeli produk buatan dalam negeri*
2. I recommend buying local-made leather goods to my friends and families / *Saya merekomendasikan produk kulit buatan dalam negeri kepada teman dan keluarga*
3. Whenever available, I will always buy local-made leather goods / *Jika tersedia, saya selalu membeli produk kulit buatan dalam negeri.*
4. I will always look for local-made leather goods first, before imported products / *Saya selalu mencari produk kulit buatan dalam negeri terlebih dahulu, sebelum mencari produk buatan asing*

### **C. Culinary Products (Food, Beverage, Delicacies, etc.)**

1. If I want to purchase culinary products, I will buy local products / *Jika saya hendak membeli produk kuliner, saya akan membeli produk asli Indonesia*
2. I recommend buying local culinary products to my friends and families / *Saya merekomendasikan produk kuliner asli Indonesia kepada teman dan keluarga*
3. Whenever available, I will always buy local culinary products / *Jika tersedia, saya selalu membeli produk kuliner asli Indonesia.*
4. I will always look for local culinary products first, before foreign culinary products / *Saya selalu mencari produk kuliner asli Indonesia terlebih dahulu, sebelum mencari produk asal negara lain.*

### **D. Creative Products (Crafts, Arts, Games, etc.)**

1. If I want to purchase creative products, I will buy local products / *Jika saya hendak membeli produk kreatif, saya akan membeli produk asli Indonesia.*
2. I recommend buying local creative products to my friends and families / *Saya merekomendasikan produk kreatif asli Indonesia kepada teman dan keluarga.*
3. Whenever available, I will always buy local creative products / *Jika tersedia, saya selalu membeli produk kreatif asli Indonesia.*
4. I will always look for local creative products first, before imported produce / *Saya selalu mencari produk kreatif asli Indonesia terlebih dahulu, sebelum mencari produk asal negara lain.*