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Local brand consciousness or local brand awareness is rooted in consumer ethnocentrism ~~which is~~ a concept that was born from sociological theory ~~which describes~~ consumers' confidence that their group ~~group~~ is the best ~~or more superior/ superior compared to~~ than others (Shimp ~~and~~ & Sharma, 1987). According to this concept, a consumer should side with domestic ~~made~~ products ~~or and/or should refuse / avoid~~ ~~decline using~~ imported products because they are believed to damage the economy and the welfare of their country (Banfo, 2012). ~~Thus, This~~ concept emphasizes that buying domestic products is ~~an obligation of every citizen~~ ~~a~~ ~~as a sign~~ ~~manifestation~~ of ~~their~~ loyalty and love for the country. The choice of ~~a~~ product (import vs. local) will describe the appropriateness of even the morals of ~~every the citizen consumer~~ (Shimp ~~and~~ & Sharma, 1987). Ethnocentric consumers will have positive attitudes and behaviors towards domestic products ~~, mainly because of an~~ ~~they are~~ awareness of the positive impacts on the ~~national local~~ economy ~~and because they love their~~. ~~This is also due to love for the~~ homeland. ~~The latter suggests~~, ~~so~~ that they ~~take~~ ~~can only adopt~~ subjective rather ~~than~~ rational considerations in their evaluations (Chinen ~~and~~ & Sun, 2011). The ethnocentric trend ~~will cause~~ ~~improves~~ a consumer's ~~view~~ towards ~~assess~~ domestic products ~~better~~ and ~~have~~ ~~increases~~ the ~~desire to buy domestic products more strongly~~ ~~purchasing intention~~. This trend is very ~~strong low~~ in develop~~ing~~ed countries, ~~but unlike the trend in~~ develop~~ing~~ed countries ~~the opposite is true~~ (Abedniya ~~and~~ & Zaim, 2011).

Consumer ethnocentrism has been ~~widely extensively investigated researched but~~ in relation to the choice of products rather than the choice of brands. With the high penetration of global brands in developing countries; and ~~the low difficulty in identifying~~ local brand ~~knowledge~~ because ~~local brands often of the use~~ foreign sounding names (Zhou et al., 2010; Chinen ~~and~~ & Sun, 2011; Sulhaini et al., 2019), ~~it is important to understand~~ ~~ing~~ consumers' awareness ~~of local brands is mandatory (local brand consciousness)~~. ~~In addition~~ ~~Also~~, ~~as has been defined that global brands are global~~ brands that are widely known in the global market, ~~are seen perceived~~ as ~~having~~ superior quality, ~~giving a~~ modern ~~impression~~ and ~~prestigious~~, whereas local brands ~~are limited in to~~ their home countries ~~and companies that develop them can be local or international companies~~ (Winit et al., 2014). ~~M~~, many products with ~~global brand~~ ~~products with a global brands~~ originating from ~~associated with~~ developed countries are ~~actually~~ produced in developing countries. ~~These is is are~~ different from products with ~~a~~ local brand, ~~s from which are~~ ~~developing countries~~ produced and marketed ~~in their own countries locally~~. ~~So that for developing countries,~~ ~~Alignments~~ with local brands ~~can almost certainly be~~ a form of partiality towards local products, ~~but while~~ alignments with ~~domestically made~~ ~~local~~ products ~~without seeing the origin of the brand (which is very likely a global / foreign brand)~~ ~~with a foreign brand~~ cannot be fully seen as pure love towards own country ~~does not reflect one's level of nationalism~~ because the local brand is the identity of the nation itself so that domestic consumers ~~should choose local brands~~. ~~Thus~~ ~~That is to say~~, local brand consciousness ~~reflects is not only about the desire of domestic consumers to protect their~~ ~~supporting~~ local brands ~~and but also one's~~ national identities (Zhu et al., 2016).

The concept of local brand consciousness is similar to ~~this that~~ ~~concept~~ of the national brand consciousness proposed by Zhu et al. (2016), ~~which means~~. ~~They define this concept as~~ the identification and preference of domestic ~~consumers towards domestic brands that come from~~ ~~encouraged by~~ the spirit of patriotism and awareness ~~that global brands can harm national interests of the global brand potential threats~~. ~~Nonetheless, the concept of the national brand consciousness is considered~~ ~~This is considered to be~~ different from consumer ethnocentrism. ~~According to them, this~~. ~~While the former means a~~ tendency ~~is~~ motivated by patriotism sentiments, ~~while consumer ethnocentrism~~ ~~the latter is an~~ ~~expresses~~ ~~on of~~ pride rooted in culture and history. ~~However, for~~. ~~In~~ this study, ~~as~~ local brand consciousness is ~~considered~~ rooted in consumer ethnocentrism, ~~then it is defined as~~. ~~Thus, it means~~ the awareness ~~of consumers~~ to support local brands ~~rather than global~~

brands and is seen as an obligation, an expression of pride and love for their own country. Consumers with strong local brand consciousness will show positive behavior towards local brands, and strong choices or alignments towards local brands compared to global brands because of their love, and pride in pride and love for their own nation and the awareness that this alignment is because they perceive it as a civic obligation.

Local brand consciousness has a positive impact on emotional values of local brands. ~~This can be understood~~ because ~~local brand consciousness that shows partiality and emphasis on local brands as the main choice triggered~~ it is driven by a sense of love and pride in their own country, ~~will cause. C~~ consumers ~~to~~ evaluate local brands more subjectively rather than rational and consider local brands to have high emotional value high. They will consider local brands superior to global/-foreign brands, ~~they think local brands are better~~ (Chinen and Sung, 2011) and show a positive attitude towards local brands ~~that are considered to have more value than global brands~~ (Zhu et al., 2016). Also, consumers think that local brands are considered closer made for the locals and so they better understand their consumers better so that local brands are seen as providing higher emotional value (Winit et al., 2014).

Local brands in developing countries, ~~even though they are considered to have~~ despite the competitive advantages (Özomer, 2012), ~~but~~ often have difficulty competing with global brands because consumers ~~have a stronger preference for~~ prefer brands from developed countries (Zhu et al., 2016). Zhuang et al. (2008) found that brands from developed countries provide more value in terms of quality and pleasure. Winit et al., (2014) and Zhu et al., (2016) state that in developing countries, local brands that have good quality ~~are capable of~~ able to competing with global brands ~~emerge and~~ and they have ~~arouse arisen~~ increasingly strong buying desires purchase intention (Winit et al., 2014). Consumers ~~who have strong~~ with local brand consciousness have a stronger preference for local brands ~~than global brands~~ (Dogerlioglu-Demir ~~and &~~ Tansuhaj, 2011), ~~even~~ They have a tendency to choose domestic products and will have a positive attitude towards local brands even though they are sold at are more expensive higher prices with and have lower quality than global brands (Winit et al., 2014;). ~~Even when they have a perception that the quality of global brands is better they prefer to buy local brands~~ (Chinen ~~and &~~ Sun, 2011).

Regarding Cronbach's alpha value, all constructs have yielded a value above the common cut of value 0.70. ~~Furthermore, The dD~~ discriminant validity can be seen in the following table. The Average Variance Extracted (AVE) for each construct has a value above the 0.50 threshold, which indicates that all convergent constructs of validity are good / fulfilled. Thus Overall, the reliability and construct validity used in the study are fulfilled.

Table 2 indicates the correlation value between variables and squared correlation between two variables under study. The value of the squared correlation is compared with the AVE value of each construct to test the discriminant validity (Fornell ~~and &~~ Larcker, 1981) and to determine the 95% confidence intervals. The table shows that all AVE values of all variables are higher than the squared correlation. Thus, discriminant validity is supported accepted.

The recommendations from Hair et al., (2010) are to see and report one of each fit test: namely: CMIN / df, absolute fit (GFI, RMSEA), incremental fit (CFI), goodness of fit (GFI, CFI) and badness of fit (RMSEA). The overall fit of the model is in a good fit status. The chi square value of 194,079 ($p = 0,054$) explains shows that the research data supports the hypothesis model. The suitability of the model based on GFI and AGFI is 0.906 and 0.927 (more than 0.90) with a good fit status. The values of CFI and TLI are 0.993 and 0.994 (more than 0.95) with a good fit status. And the RMSEA value is 0.028 (less than 0.08) with a good fit status.

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