






# “The influence of socio-psychosocial factors on product judgments and willingness to buy foreign products of Generation Z in Vietnam’s cross-border e-commerce”

<b>AUTHORS</b>	Tran Thanh Trung  Hoang Van Long 
<b>ARTICLE INFO</b>	Tran Thanh Trung and Hoang Van Long (2025). The influence of socio-psychosocial factors on product judgments and willingness to buy foreign products of Generation Z in Vietnam’s cross-border e-commerce. <i>Innovative Marketing</i> , 21(1), 197-211. doi: <a href="https://doi.org/10.21511/im.21(1).2025.16">10.21511/im.21(1).2025.16</a>
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.21(1).2025.16">http://dx.doi.org/10.21511/im.21(1).2025.16</a>
<b>RELEASED ON</b>	Thursday, 20 February 2025
<b>RECEIVED ON</b>	Tuesday, 21 May 2024
<b>ACCEPTED ON</b>	Saturday, 08 February 2025
<b>LICENSE</b>	 This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>
<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”

  
NUMBER OF REFERENCES  
**66**

  
NUMBER OF FIGURES  
**2**

  
NUMBER OF TABLES  
**5**

© The author(s) 2025. This publication is an open access article.



## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Received on:** 21<sup>st</sup> of May, 2024

**Accepted on:** 8<sup>th</sup> of February, 2025

**Published on:** 20<sup>th</sup> of February, 2025

© Tran Thanh Trung, Hoang Van Long,  
2025

Tran Thanh Trung, Ph.D. Candidate,  
MBA, Faculty of Business  
Administration, Ho Chi Minh City  
University of Industry and Trade,  
Vietnam.

Hoang Van Long, Ph.D., Associate  
Dean, Faculty of Management, Ho Chi  
Minh City University of Law, Vietnam.  
(Corresponding author)

Tran Thanh Trung (Vietnam), Hoang Van Long (Vietnam)

# THE INFLUENCE OF SOCIO-PSYCHOSOCIAL FACTORS ON PRODUCT JUDGMENTS AND WILLINGNESS TO BUY FOREIGN PRODUCTS OF GENERATION Z IN VIETNAM'S CROSS-BORDER E-COMMERCE

## Abstract

The digital economy has bridged gaps between nations, significantly boosting the popularity of cross-border e-commerce and online purchases. This study investigates the socio-psychological factors influencing Generation Z's willingness to purchase foreign products in Vietnam. A questionnaire employing a seven-point Likert scale was designed to assess two-dimensional variables among Vietnamese Gen Z consumers. A structural model was developed and analyzed using the PLS-SEM technique. SmartPLS software was utilized for data analysis. Participants comprised Generation Z individuals (aged 18-27) residing and employed in Vietnam. Data were collected via Google Forms questionnaire distributed to the target population from October 2023 to April 2024, yielding 575 valid responses. The findings indicate that competitive pricing and product uniqueness significantly affect consumers' product judgments. Additionally, various key factors influence the likelihood of purchasing foreign products. These insights can inform the development of marketing strategies aimed at enhancing the competitiveness of domestic companies against foreign products.

## Keywords

affinity, animosity, ethnocentrism, cosmopolitanism, CBEC, Vietnam

## JEL Classification

D12, M10, M30

## INTRODUCTION

In the era of the Fourth Industrial Revolution, the digital economy has greatly affected the global economy, bringing countries closer together and making transactions more convenient. The trend of cross-border e-commerce has exploded in many countries, including Vietnam. With the rise of cross-border e-commerce (CBEC), consumers in Vietnam now have access to a wide variety of products from different suppliers around the world through online shopping platforms. When discussing digital consumption trends, it is evident that Generation Z (a demographic typically born between 1997 and 2012) is at the forefront of discovering, evaluating, and purchasing products online, highlighting their proficiency in digital technology. China, with its large population and numerous design and manufacturing factories, is often associated with affordable prices, diverse designs, and a wide range of products, including household appliances, electronics, clothing, and footwear. The rise of the digital economy has made it increasingly convenient to purchase goods from China and have them delivered to Vietnam through various e-commerce websites and household



This is an Open Access article, distributed under the terms of the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.

### Conflict of interest statement:

Author(s) reported no conflict of interest

ordering services. This has also created opportunities for retail shoppers to take advantage of lower prices without compromising on quality. Popular e-commerce sites in China, such as Tmall, 1688, Alibaba, WeChat, and TaoBao, have become a shopping haven for consumers in Vietnam. Additionally, China is Vietnam's largest trading partner, with numerous national and international border gates facilitating the trade of goods between the two countries.

The previous research has identified cosmopolitanism, ethnocentrism, and product judgments as key factors influencing foreign product purchase intentions (Lan & Trung, 2024). According to Pisani et al. (2024), consumer animosity is often influenced by historical events, such as wars and economic disputes, and has been a focus of research among scholars worldwide. Vietnam and China share a land border and have a history of border disputes over territory, territorial waters, and potential consumption. These disputes have left lasting feelings of damage from past wars. Thus, some Vietnamese consumers have a strong aversion to products made in China, while others still tend to purchase goods from this country.

---

## 1. LITERATURE REVIEW

Globally, Gen Z comprises nearly two billion individuals, representing a significant portion of the world's population (Nugroho et al., 2022). In Vietnam, Gen Z constitutes approximately 25% of the workforce. When combined with Millennials (aged 25-38), collectively referred to as Millennials-Z, this demographic group represents about 47% of the Vietnamese population. Recent global studies on CBEC have also garnered significant scholarly attention concerning Gen Z, including the research conducted in Korea (Nugroho et al., 2022), Indonesia (Sudirjo et al., 2023), and China (Lee & Xiong, 2024). Building upon this research, this study focuses on Gen Z's willingness to purchase foreign products through CBEC. Accordingly, willingness to consume refers to the state where a customer is prepared to engage in consumption behavior for a specific product, good, or service. According to Grewal et al. (1998), willingness to buy reflects the degree to which customers hold a positive attitude towards purchasing a product.

This study proposes several background theories that can explain the relationship between socio-psychosocial factors (such as consumer affinity, animosity, ethnocentrism, and cosmopolitanism) and willingness to buy foreign products. These theories include realistic group conflict theory, social identity theory, and cognitive dissonance theory. The proposed social identity theory can explain the causes of consumer ethnocentrism, cosmopolitanism, and product judgments (Lan & Trung, 2024).

Consumer affinity can be defined as “a positive feeling of liking, sympathy, and attachment towards a foreign country, developed through personal experiences or through positive influence on consumer decision-making regarding products and services from that country” (Oberecker et al., 2008). The scale used to measure consumer affinity for a specific country includes five aspects: affinity, culture and landscape, music/entertainment, people, and politics (Nes et al., 2014). Previous studies by Halim and Zulkarnain (2017) and Fazli-Salehi et al. have shown a positive relationship between consumer affinity and willingness to purchase foreign goods, which has been confirmed by Guo et al. (2018). However, the studies by Halim and Zulkarnain (2019) did not find enough statistical evidence to support this relationship. Additionally, Wolf et al. (2023) suggest that consumption experience also plays a role in developing consumer affinity. Many authors have studied consumer affinity in different markets and countries, such as Ercis and Celik (2019) in Turkey, Kim et al. (2022) in Japan, Nes et al. (2014) in the United States and Norway, Oberecker and Diamantopoulos (2011) in Austria, and Wolf et al. (2023) in the United States.

Consumer animosity expresses a negative emotional attitude or aversion towards a country or group of countries (Klein et al., 1998). This deep emotion may stem from previous territorial disputes, economic events, diplomatic disagreements, or religious conflicts (Riefler & Diamantopoulos, 2007). Many studies have been conducted on consumer animosity and the most scholars have focused on specific pairs of countries, such as Korea and Japan (Han, 2017), China and Taiwan

(Souiden et al., 2018), the Netherlands and Germany (Nijssen & Douglas, 2004), Vietnam and China (Quang et al., 2017), and Indonesia and China (Wijayanti & Elicia, 2024). However, the results of testing the relationship between consumer animosity and foreign goods assessment have been controversial in different markets and product categories. While some studies, such as those by Oberecker and Diamantopoulos (2011), and Ercis and Celik (2019), have found no correlation between consumer animosity and foreign product judgments, others, like Chaudhry et al. (2021), have shown a negative relationship between consumption affinity and product judgments. Overall, previous research has consistently shown that consumer animosity has an inverse relationship with products judgments from the country of animosity. For example, Sharma (2015), Ercis and Celik (2019), and the research by Pisani et al. (2024) found that consumer animosity was more severe towards Brazilian products in Paraguay compared to products from Argentina.

Consumer ethnocentrism refers to consumer beliefs on the morality and rationality of consuming imported product (Shimp & Sharma, 1987). Ethnocentric consumers believe in supporting their country by purchasing domestically produced goods and rejecting foreign products, as they perceive this as a way to protect their nation's economy (Vuong & Giao, 2020). Numerous studies have developed and tested consumer ethnocentrism scales in diverse markets, including Bangladesh (Haque et al., 2015), Croatia (Maksan et al., 2019), Indonesia (Wijayanti & Elicia, 2024), Malaysia (Tabassi et al., 2012), Saudi Arabia (Abosag & Farah, 2014), Vietnam (Vuong & Giao, 2020). Previous research has shown that consumers who are more ethnocentric tend to purchase fewer products from other countries (Abosag & Farah, 2014). Fazli-Salehi et al. (2021) examined the relationship between consumer affinity, product judgment, and consumer ethnocentrism. Similarly, Halim and Zulkarnain (2017) demonstrated the connection between consumer affinity, consumer ethnocentrism, and product judgment through the country of origin of the product. Parts and Vida (2013) and Zeugner-Roth et al. (2015) found that consumer ethnocentrism, product judgment, and willingness to buy goods are all related. Previous studies have identified pa-

triotism and nationalism as two factors that contribute to ethnocentrism in consumption (Sharma et al., 1995; Yadav & Kishor, 2024). In this study, the consumer ethnocentrism scale will be measured using two prefixes: patriotism and nationalism. Besides, the recent research has consistently shown that consumer ethnocentrism has a negative impact on foreign product judgment, as demonstrated by Fazli-Salehi et al. (2021), Prince et al. (2019), Xin and Seo (2020).

Cosmopolitanism is a three-dimensional construct that measures a consumer's open-mindedness towards foreign countries and cultures, appreciation for the diversity of products from different national and cultural origins, and positive attitude towards consuming foreign products (Riefler et al., 2012). This concept, originating from anthropology and sociopsychology, has gained increasing prominence in marketing and management (Cleveland et al., 2011). Cosmopolitan consumers, who are exposed to various countries and their products, tend to be more knowledgeable and sophisticated than their non-cosmopolitan counterparts (Zeugner-Roth et al., 2015). Despite this, the impact of cosmopolitanism on product evaluations remains under-explored, as highlighted by Parts and Vida (2013). However, in the Vietnamese context, Lan and Trung (2024) have established a relationship between consumer cosmopolitanism, product judgments, and purchase intentions for foreign products.

Product competitiveness refers to the ability of a product or service to effectively compete and maintain its market position against rival products offered by competitors (Kuncoro & Suriani, 2018). This is determined by the product's ability to create additional value for consumers, satisfy their needs and desires, and provide superior advantages over competitors (Reguia, 2014). Price is a significant factor in the consumer decision-making process, whether shopping is done online or offline (Chiang & Dholakia, 2003). In the business field, product competitiveness is a crucial factor for achieving success (Sudirjo, 2023). Price competitiveness, which refers to lower, comparable, or better prices due to lower taxes or exchange rates (Huang & Chang, 2019), is one way for products to maintain their competitiveness. Therefore, it can be argued that a foreign supplier's competi-

tive pricing will positively influence consumers' perceptions of the value of shopping on that supplier's website. This is supported by the research of Huang and Chang (2019), which found a positive relationship between price competitiveness and consumers' perception of the value of shopping on foreign suppliers' websites.

Product uniqueness refers to the level of differentiation between a product available on a foreign market or website and similar products in the local market (Van Everdingen et al., 2011). Previous studies have demonstrated that the desire for unique products is a significant driving force for consumers in various countries, such as India (Dey et al., 2020), Korea (Han et al., 2018), Thailand (Sharma et al., 2018), Turkey (Arslan et al., 2023), and China (Cai et al., 2018). The concept of consumer need for uniqueness is often seen as a precursor to consumption-related behaviors. Most research on product uniqueness has focused on its impact on consumer decision-making (Liang & He, 2012), as many consumers turn to foreign websites for shopping when they cannot find specific products in their home country. Furthermore, Huang and Chang (2019) found a positive correlation between product uniqueness and consumers' perception of the value of shopping on a foreign supplier's website.

Product judgments refer to the overall evaluation of a country's goods, which includes factors such as worker proficiency, technological advancements, prices, innovative features, design codes, durability, and product quality (Klein et al., 1998). The research conducted by Ercis and Celik (2019), Josiassen (2011), and Zeugner-Roth et al. (2015) has established a strong correlation between foreign product judgments and willingness to purchase foreign products. In essence, consumers' assessments of product judgments influence their purchasing decisions. This relationship is further supported by studies such as Gan and Wang (2017), Wu and Chang (2016), which demonstrate the significant effect of perceived product judgments on internet user behavior. This concept has also been applied to CBEC platforms, with Huang and Chang (2019) finding a positive relationship between the value of goods from foreign suppliers and consumers' intentions to make cross-border purchases on

the supplier's website. In a recent study by Han et al. (2023), it was discovered that product judgments significantly influence both consumer trust and their intention to make cross-border purchases in Africa.

This study synthesizes and integrates a model encompassing consumer socio-psychological factors, including affinity, cosmopolitanism, animosity, ethnocentrism, price competitiveness, product uniqueness, and product judgment.

This study aims to explain the willingness of Gen Z customers in Vietnam to purchase foreign products through cross-border e-commerce. Based on literature review and empirical evidence, the following hypotheses are proposed, leading to the development of the research model (Figure 1):

- H1: *Consumer affinity has a positive relationship (+) with product judgments.*
- H2: *Consumer affinity has a positive relationship (+) with willingness to buy.*
- H3: *Consumer cosmopolitanism has a positive relationship (+) with product judgments.*
- H4: *Consumer cosmopolitanism has a positive relationship (+) with willingness to buy.*
- H5: *Consumer animosity has a negative relationship (-) with product judgments.*
- H6: *Consumer animosity has a negative relationship (-) with willingness to buy.*
- H7: *Consumer ethnocentrism has a negative relationship (-) with product judgments.*
- H8: *Consumer ethnocentrism has a negative relationship (-) with willingness to buy.*
- H9: *Price competitiveness has a positive relationship (+) with product judgments.*
- H10: *Product uniqueness has a positive relationship (+) with product judgments.*
- H11: *Product judgments has a positive relationship (+) with willingness to buy.*

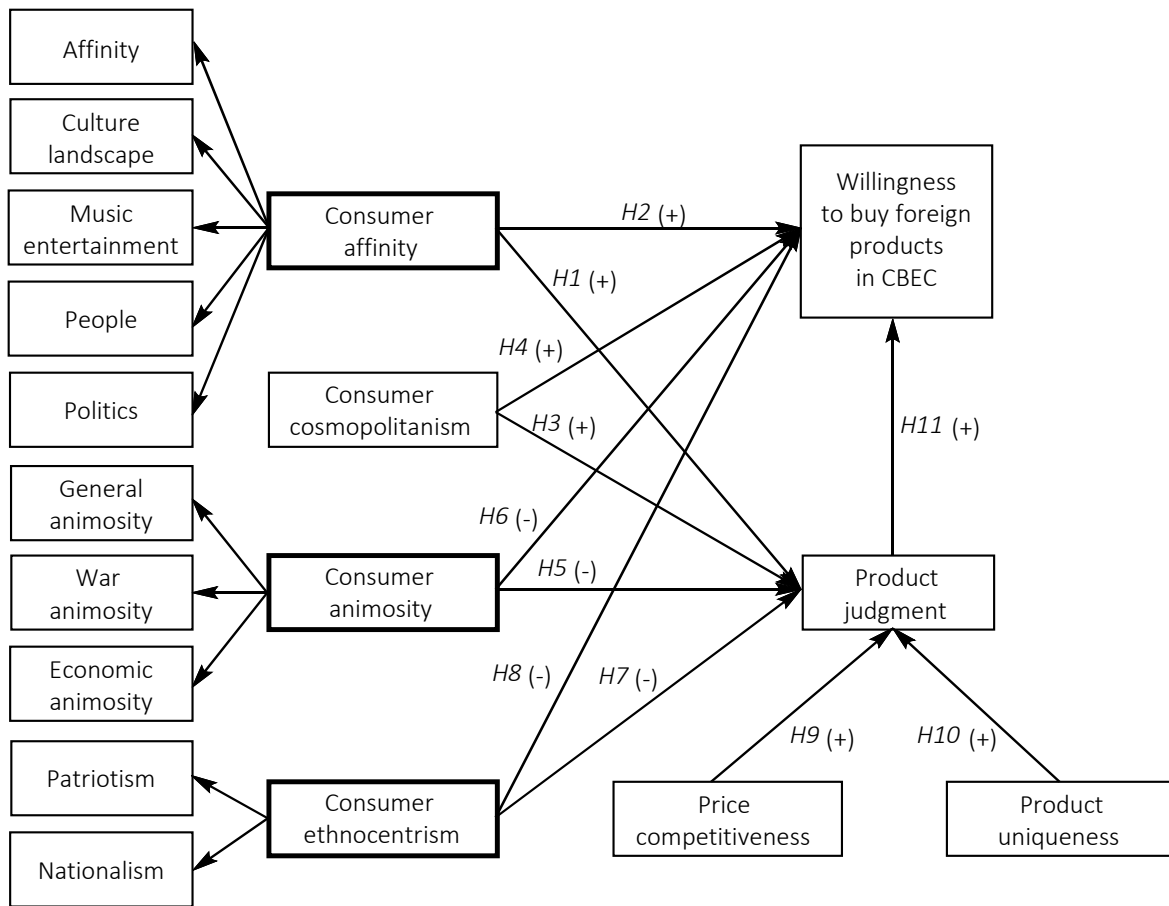


Figure 1. Proposal conceptual framework

## 2. METHODOLOGY

In this study, a mixed research method integrating both qualitative and quantitative approaches was employed, executed in two distinct phases. Initially, a qualitative pilot study was conducted with ten experts recruited through personal connections to engage Generation Z consumers in Vietnam. A focus group discussion was held to evaluate the conceptual model, clarity of wording, question content, and respondent comprehension. Additionally, the researchers assessed the appropriateness of the measurement scale for the Vietnamese context. Feedback from this focus group was instrumental in refining the measurement scale.

Determining an appropriate sample size was a critical aspect of the research. Following Hair et al. (2016), a minimum sample size of ten times the highest number of structural paths leading to any single construct in the model was recommended. For more nuanced guidance, Sarstedt et

al. (2021) provided power tables that account for various measurement and structural model characteristics. Moreover, Kock and Hadaya (2018) introduced alternative methods, such as the inverse square root and gamma exponential approaches, for calculating the minimum sample size. Utilizing a seven-point Likert scale to measure seven component concepts, the author developed an online questionnaire. To ensure translation quality, a “back-translation” process was undertaken. All measurement items were adapted from existing research, and a non-probability sampling method was adopted for this study.

The conceptual model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), a technique suitable for examining both dependent and interdependent relationships and extending beyond multiple regression capabilities. Following the guidelines of Hair et al. (2019), the analysis was conducted in two stages. The first stage involved evaluating the measurement model by assessing reliability with Cronbach’s alpha and

determining validity through factor analysis. Both reflective measures (such as loadings, composite reliability, average variance extracted, and the heterotrait-monotrait ratio) and formative measures (including redundancy analysis, variance inflation factor, indicator weight importance, and relevance) were scrutinized. The second stage focused on the structural model, evaluating metrics like variance inflation factor, explanatory power ( $R^2$ ), predictive relevance ( $Q^2$ ), path coefficient significance, and model comparison.

Data were collected using a Google Form distributed via email and social media to Generation Z individuals, especially students and alumni from Ho Chi Minh City universities. Participants with knowledge of CBEC were encouraged to share the survey with peers nationwide. To avoid duplicates, respondents provided their email addresses. The data collection phase spanned from October 2023 to April 2024 and resulted in 575 valid responses. The demographic profile (Table 1) of the respondents was as follows: 56.7% female and 43.3% male. In terms of educational attainment, the majority (73.9%) held a university degree, while 14.3% had postgraduate degrees, and 11.8% were undergraduates. The occupational breakdown revealed that 77.2% were employed full-time, 12.5% worked part-time, and 10.3% were students. Experience with CBEC varied, with 41.2% having over a year of experience, 39.65% having six to twelve months, 8.35% one to six months, and 5.6% less than a month. Participants were recruited using a convenience sampling method through an online platform, representing various provinces and cities in Vietnam. The largest group of respondents (36%) were from Ho Chi Minh City.

### 3. RESULTS

The study data were analyzed using SmartPLS 3.4 software with a second-order method. Specifically, the study explored higher-order constructs, also known as hierarchical component models, within the PLS-SEM framework. These constructs included three exogenous latent variables: consumer affinity, consumer animosity, and consumer ethnocentrism. The measurement model's construct indicators were evaluated for internal consistency reliability, convergent validity, and discriminant validity. To assess construct reliability, Cronbach's alpha and composite reliability were used. The results, shown in Table 2, indicate high reliability for all factors, with values above 0.7 and ranging from 0.70 to 0.91. According to Sarstedt et al.'s (2021) criteria for Cronbach's alpha, all scales in this study have reliable values. Furthermore, Table 2 demonstrates that both rho-A and composite reliability values exceed the recommended threshold of 0.70, as suggested by Sarstedt et al. (2021), indicating reliable indicators. Besides, the outer loadings of all observed variables are significant when their values are 0.7 or higher (Hair et al., 2016).

Discriminant validity was assessed using the heterotrait-monotrait (HTMT) ratio, with a threshold value of 0.90 (Ringle et al., 2015). The Fornell-Larcker criterion (Henseler et al., 2015) was also used. Table 3 presents evidence of discriminant validity, with HTMT values below 0.85 and diagonal values exceeding off-diagonal values in the correlation matrix (Fornell-Larcker criterion). Convergent validity is supported by factor loadings greater than 0.7 for all constructs and Average Variance Extracted (AVE) above 0.6 for all scales.

**Table 1.** Demographic characteristics of Gen Z customers participating in the survey

Demographics	Category	Frequency (N = 575)	Valid percentage	Cumulative (%)
Gender	Female	326	56.70	56.70
	Male	249	43.30	100.00
Education	Undergraduate	68	11.83	11.83
	University	425	73.91	85.74
	Postgraduate	82	14.26	100.00
Occupation	Student	59	10.26	10.26
	Part-time	72	12.52	22.78
	Employed	444	77.22	100.00
Experience in CBEC	Less than 1 month	32	5.57	5.57
	1-6 months	48	8.35	13.91
	6-12 months	228	39.65	53.57
	More than 1 year	237	41.22	100.00

**Table 2.** Measurement model results

Scales measurement						
Higher-order construct	First-order construct	Items	Outer loadings	Cronbach's alpha	Composite reliability	AVE
Consumer affinity (modified from Nes et al. (2014))	Affinity	CAF1. I like foreign goods	0.787	0.804	0.911	0.836
		CAF2. I have a soft spot for goods from foreign countries	0.767			
	Culture landscape	CAF3. I appreciate the history of [country of origin]	0.779	0.880	0.912	0.675
		CAF4. I appreciate the food and cuisine of [country of origin]	0.768			
		CAF5. I like the nature and scenery of [country of origin]	0.787			
		CAF6. I like the art of [country of origin]	0.771			
		CAF7. I like the architecture of [country of origin]	0.787			
	Music entertainment	CAF8. I like the music of [country of origin]	0.796	0.828	0.897	0.745
		CAF9. I like the movies and entertainment products from [country of origin]	0.792			
	People	CAF10. I like the foreign language (English)	0.755	0.910	0.931	0.691
		CAF11. I feel that [country of origin] people are open and friendly to foreigners	0.795			
		CAF12. I like the way of life of [country of origin]	0.789			
		CAF13. I trust the people of this country	0.762			
		CAF14. I like the personality of the people of this country	0.761			
		CAF15. My experience with the people of this country has been very positive	0.806			
	Politics	CAF16. I cannot differentiate between people from [country of origin]	0.796	0.828	0.897	0.744
		CAF17. I like the government policies of [country of origin]	0.769			
		CAF18. I like the political system of [country of origin] because it is similar to the political system of Vietnam	0.782			
		CAF19. The role of [country of origin] in world politics is admirable	0.748			
Consumer animosity (modified from Klein et al. (1998))	Animosity	ANI1. I don't like [country of origin]	0.848	-	-	-
	Economic animosity	ANI2. I feel uncomfortable with the people of [country of origin]	0.735	0.880	0.912	0.675
		ANI3. I will not forgive [country of origin] for repeatedly violating Vietnam's territorial sovereignty	0.794			
		ANI4. [Country of origin] must compensate for its unilateral actions of waging war against Vietnam up to now	0.772			
	War animosity	ANI5. [Country of origin] is not a reliable trading partner of my country	0.823	0.821	0.893	0.736
		ANI6. [Country of origin] wants to use its economic power to oppress Vietnam	0.789			
		ANI7. [Country of origin] is taking advantage of Vietnam	0.794			
		ANI8. [Country of origin] has a negative impact on Vietnam's economy	0.813			
		ANI9. People of [country of origin] do business unfairly with Vietnamese people	0.788			
Consumer ethnocentrism (modified from Ramadania et al. (2023); Shimp and Sharma (1987))	Nationalism	CET1. I always prioritize choosing domestic products, and I only buy products that are not available in Vietnam on cross-border e-commerce platforms	0.835	0.782	0.873	0.696
		CET2. Maybe buying domestic products can affect me in the long run, but I will still support Vietnamese products	0.810			
		CET3. Consumers who support cross-border (foreign) purchases are contributing to the loss of jobs for some Vietnamese people	0.805			
		CET4. A true Vietnamese citizen should buy products made in Vietnam	0.790			
		CET5. Vietnamese people should not buy foreign products because this will harm the country's economy	0.785			
	Patriotism	CET6. International e-commerce market when shipping goods across borders to Vietnam is taxed as official imported goods	0.780	0.879	0.911	0.673
		CET7. We should only buy cross-border products when they cannot be produced domestically	0.806			
		CET8. We should buy domestic products instead of enriching other countries	0.781			



**Table 2 (cont.).** Measurement model results

Scales measurement		Items	Outer loadings	Cronbach's alpha	Composite reliability	AVE
Higher-order construct	First-order construct					
Consumer cosmopolitanism (modified from Prince et al. (2019))		COS1. I like to experience different cultures (countries)	0.804	0.905	0.925	0.636
		COS2. I like to communicate with people from different cultures (countries)	0.818			
		COS3. I like to be a citizen of the world rather than a citizen of a particular country	0.814			
		COS4. I like to travel abroad when I have the opportunity for a certain period	0.788			
		COS5. The location of the product does not affect my purchasing decision	0.780			
		COS6. It is necessary for me to learn about information and knowledge of countries around the world	0.795			
		COS7. I like to consume foreign products rather than Vietnamese products	0.785			
Price competitiveness (modified from Huang and Chang (2019))		PCN1. The prices of products on overseas websites are very attractive to me	0.762	0.788	0.863	0.611
		PCN2. For me, the shipping costs between countries do not have a huge impact on the overall price	0.782			
		PCN3. The main reason I buy (or consider buying) from an overseas website is because it has a lower price for the same product that I can buy in Vietnam	0.784			
		PCN4. Overseas websites offer products at competitive prices	0.799			
Product judgments (modified from Chaudhry et al. (2021))		PJ1. Products from foreign countries are carefully and sophisticated manufactured and show a high level of technological progress	0.758	0.875	0.905	0.615
		PJ2. Products from foreign countries are often of higher quality than products made in Vietnam	0.804			
		PJ3. The technology used to manufacture foreign products is much higher than that used in Vietnam	0.820			
		PJ4. Products made in foreign countries are often very smartly designed and have eye-catching colors	0.792			
		PJ5. Consumer goods made in foreign countries are of more reliable quality than consumer goods made in Vietnam	0.765			
		PJ6. Products made in foreign countries are worth the money	0.764			
Product uniqueness (modified from Huang and Chang (2019))		PU1. Compared to other items in the same product group, products offered in foreign countries are unique	0.815	0.701	0.834	0.626
		PU2. Products offered in foreign countries have features that other products of the same type do not have	0.776			
		PU3. The product I need to buy is only available in foreign countries	0.782			
Willingness to buy (modified from Oberecker and Diamantopoulos (2011))		WTB1. I will most likely buy goods from foreign countries	0.799	0.711	0.839	0.634
		WTB2. I will buy foreign goods next time I need a product	0.794			
		WTB3. I will definitely try products from foreign countries	0.795			

These findings provide strong evidence of satisfactory discriminant validity. Additionally, a Durbin-Watson statistic within the 1-3 range and VIF values less than 5 for all components (Sarstedt et al., 2021) indicate the absence of autocorrelation and multicollinearity among predictor constructs.

The construct cross-validated redundancy (blind-folding) technique is used to calculate the Q-squared index (Q<sup>2</sup>). As stated by Geisser (1974), this index provides a more comprehensive expression of the

predictive indicators of the exogenous latent variable. The results, shown in Table 4, Q<sup>2</sup> value greater than 0 indicates that the exogenous latent variable can accurately predict the endogenous latent variable under consideration. The results demonstrate that the endogenous latent variable product judgments explain 44.9% and willingness to buy explains 22% of the prediction ability of the exogenous latent variable.

To evaluate the importance of exogenous latent variables, Cohen (1992) proposed the *f*-squared

**Table 3.** Discriminant validity

Constructs	CAF	ANI	COS	CET	PCN	PJ	PUQ	WTB
<b>Fornell-Larcker criterion</b>								
Consumer affinity	0.910							
Consumer animosity	-0.086	0.914						
Consumer cosmopolitanism	0.342	-0.010	0.798					
Consumer ethnocentrism	-0.400	0.015	-0.238	0.966				
Price competitiveness	0.383	-0.072	0.389	-0.402	0.782			
Product judgments	0.520	-0.060	0.578	-0.557	0.659	0.784		
Product uniqueness	0.350	0.023	0.347	-0.291	0.256	0.588	0.791	
Willingness to buy	0.417	-0.042	0.458	-0.403	0.440	0.530	0.185	0.796
<b>Heterotrait-monotrait (HTMT) relationship</b>								
Consumer affinity								
Consumer animosity	0.084							
Consumer cosmopolitanism	0.369	0.032						
Consumer ethnocentrism	0.425	0.031	0.259					
Price competitiveness	0.443	0.077	0.458	0.470				
Product judgments	0.568	0.060	0.646	0.619	0.793			
Product uniqueness	0.427	0.034	0.433	0.361	0.341	0.749		
Willingness to buy	0.507	0.106	0.570	0.495	0.589	0.670	0.261	

**Table 4.** The results of R-squared, f-squared and construct cross-validated redundancy (blindfolding)

Constructs	Cross-validated redundancy			R-squared		f-squared	
	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)	R <sup>2</sup>	R <sup>2</sup> adjusted	Product judgments	Willingness to buy
Consumer affinity	2875.000	2875.000				0.031	0.024
Consumer animosity	1725.000	1725.000				0.002	0.002
Consumer cosmopolitanism	4025.000	4025.000				0.170	0.058
Consumer ethnocentrism	1150.000	1150.000				0.144	0.026
Price competitiveness	2300.000	2300.000				0.338	
Product judgments	3450.000	1901.979	0.449	0.739	0.736		0.033
Product uniqueness	1725.000	1725.000				0.294	
Willingness to buy	1725.000	1344.732	0.220	0.356	0.350		

**Table 5.** Results of relationship

Results relationships		Confidence intervals						
		Std. beta	Std. error	2.5%	97.5%	t-values	p-values	Decision
H1	Consumer affinity → product judgments	0.107	0.027	0.057	0.165	3.951	0.000	Supported
H2	Consumer affinity → willingness to buy	0.151	0.046	0.064	0.244	3.278	0.001	Supported
H3	Consumer cosmopolitanism → product judgments	0.242	0.026	0.191	0.293	9.266	0.000	Supported
H4	Consumer cosmopolitanism → willingness to buy	0.239	0.046	0.15	0.328	5.245	0.000	Supported
H5	Consumer animosity → product judgments	-0.021	0.031	-0.079	0.043	0.673	0.501	Rejected
H6	Consumer animosity → willingness to buy	-0.033	0.052	-0.115	0.09	0.634	0.526	Rejected
H7	Consumer ethnocentrism → product judgments	-0.225	0.028	-0.279	-0.171	8.147	0.000	Supported
H8	Consumer ethnocentrism → willingness to buy	-0.159	0.043	-0.242	-0.075	3.750	0.000	Supported
H9	Price competitiveness → product judgments	0.352	0.031	0.289	0.412	11.241	0.000	Supported
H10	Product judgments → willingness to buy	0.220	0.051	0.117	0.316	4.336	0.000	Supported
H11	Product uniqueness → product judgments	0.312	0.035	0.24	0.377	9.013	0.000	Supported

index. Table 4 shows that most exogenous latent variables have a small to medium impact on the endogenous latent variable, with the exception of consumer animosity, which has an extremely small or no impact ( $f^2 = 0.02$ ) on product judgments and willingness to buy. Overall, the path

model demonstrates high accuracy. The results of  $R^2$  and  $R^2$  adjusted are also presented in Table 4. The willingness to buy scale exhibited the lowest  $R^2$  value of 35.6%, suggesting that a substantial portion of the variance remains unexplained by the model. Conversely, the product judgments scale

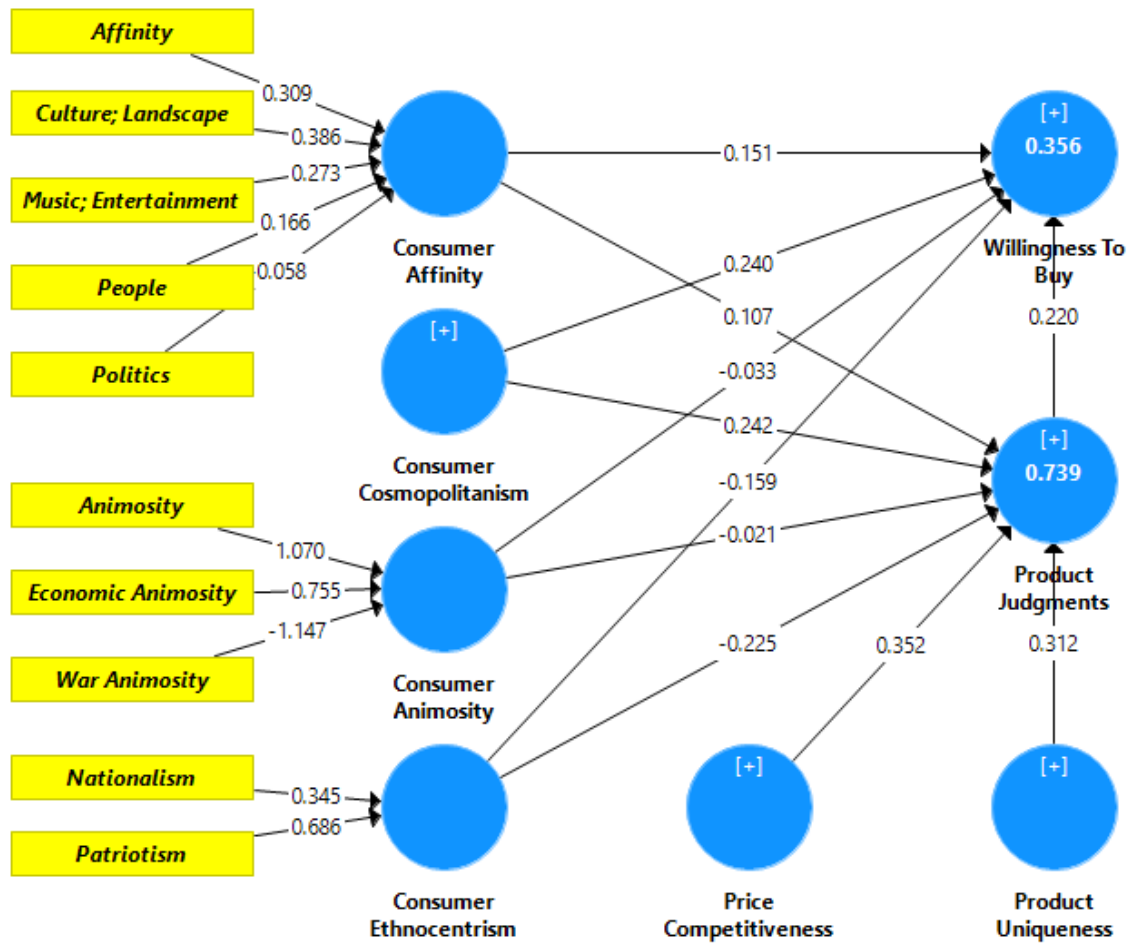


Figure 2. Structural model

demonstrated the highest R<sup>2</sup> of 0.74, indicating a stronger model fit. Overall, the structural equation model met the specified criteria.

The results of the study reveal six key factors that influence the willingness of Vietnamese consumers to purchase foreign products. These factors include consumer affinity, consumer cosmopolitanism, consumer ethnocentrism, price competitiveness, product uniqueness, and product judgments. Figure 2 illustrates the standardized beta coefficients and R<sup>2</sup> values derived from the structural model based on the research findings.

#### 4. DISCUSSION

This study found that price competitiveness has the strongest impact on product judgments ( $\lambda = 0.352$ ,  $p$ -value = 0.000), while product uniqueness is the second strongest factor in China ( $\lambda = 0.312$ ,  $p$ -value = 0.000). This research result is consistent

with the study of Wagner et al. (2016) who pointed out that cross-border online shopping behavior is mainly influenced by consumer benefits such as exclusive brands (Wagner et al., 2016). When considering factors such as low prices, rich designs, and diverse product options, China is often the first country that comes to mind due to its dense population and numerous design and processing factories. In the same price segment, China consistently produces high-quality and diverse products that are more competitive than those from other countries. Therefore, competitive prices are a crucial factor in consumers' evaluation of goods. Huang and Chang (2019) also found that both price competitiveness and product uniqueness have a positive impact on the perceived value of shopping on foreign websites.

This study did not find a significant relationship between consumer animosity and its impact on product judgments and willingness to buy for-

eign products. This suggests that Vietnamese consumers do not hold any animosity towards the Chinese nation, and therefore, they may not have any animosity towards evaluating Chinese goods or consuming products from China. According to Sharma et al. (1995), consumers tend to prefer products from countries with similar cultures to those from countries with no cultural similarities. Given the long history of cultural exchange between Vietnam and China, Vietnamese consumers may prefer Chinese products due to cultural similarities. Therefore, it can be concluded that Vietnamese consumers do not have any animosity towards goods from China. However, this finding is in contrast to the results of previous studies conducted by Ercis and Celik (2019), Wongtada et al. (2012) in the Singapore market, Wijayanti and Elicia (2024) in Indonesian market, Quang et al. (2017) in Vietnamese market. These studies have shown that there is a significant level of animosity towards Chinese goods among consumers in these countries. In particular, Quang et al.'s (2017) study found that Vietnamese consumers have a negative perception of Chinese food products for children. The difference in results between this study and Quang et al.'s (2017) study can be attributed to the different types of goods being studied. While Quang et al.'s (2017) study focused on food products for children, this study examined consumer products in general, such as clothing and cosmetics, which are targeted towards young people belonging to Generation Z. Therefore, the results may vary due to the different target demographics.

Vietnamese consumers with a cosmopolitan mindset are likely to appreciate goods from China ( $\lambda = 0.242, p = 0.000$ ) and be willing to purchase products originating from this country ( $\lambda = 0.239, p = 0.000$ ). The rise of social media has greatly influenced consumers' online shopping behavior, with China being home to many popular platforms such as Weibo, TikTok (Douyin), and WeChat. TikTok, in particular, has gained widespread popularity in Vietnam, with a rapidly growing user base. As a result, joining TikTok has become a trend among many, especially the younger generation of Gen Z. However, despite its positive aspects, the platform also has limitations and negative effects that have sparked backlash in various countries. This can lead to a small portion of Gen Z users being influenced by information on digital platforms and

developing a preference cosmopolitanism. This, in turn, can have a significant impact on their spiritual, cultural, and social perspectives, potentially eroding traditional values and national identity.

This study employed two premises, patriotism and nationalism, to measure consumer ethnocentrism, diverging from the findings of Lan and Trung (2024). They found that consumer ethnocentrism negatively affects purchase intentions for foreign products, while national identity has no such impact. This research results confirmed that consumer ethnocentrism (patriotism and nationalism) exerts a negative influence on the willingness to purchase foreign products. This finding aligns with studies from other countries, including Serbia (Zdravković & Gašević, 2022), Austria and Slovenia (Zeugner-Roth et al., 2015). Consistent with these previous findings, this study also demonstrated that consumer ethnocentrism negatively affects product judgments and, subsequently, the willingness to purchase foreign products. This aligns with the findings of Wijayanti and Elicia (2024), Prince et al. (2019), and Quang et al. (2017). Furthermore, this research supports the notion that ethnocentric consumers exhibit a preference for domestic products, driven by positive attitudes toward domestic goods (Maksan et al., 2019).

According to the research conducted by Ercis and Celik (2019), Fazli-Salehi et al. (2021), Guo et al. (2018), this study confirms the positive influence of consumer affinity on product judgments. The results also demonstrate that consumer affinity has a positive impact on the willingness to buy Chinese products. In recent decades, the cultural exchange between Vietnam and China has achieved significant progress, positively affecting various aspects such as politics, economics, society, culture, security, and defense. The similarities between Vietnamese and Chinese cultures, including aspects such as landscape, music, entertainment, people, and politics, contribute to the influence of consumer affinity on product judgments and purchasing decisions. However, it is important to note that Vietnamese culture remains distinct and rich in national identity. Therefore, domestic businesses should focus on developing high-quality products at competitive prices, as research has shown that competitive pricing has the strongest impact on product judgments. Additionally, incorporat-

ing Vietnamese national identity into product design can increase competitiveness in the domestic market. It is also crucial to ensure that product design is practical and user-friendly for Vietnamese

consumers, rather than simply following foreign trends. By prioritizing the convenience and needs of Vietnamese consumers, businesses can better cater to their target market.

---

## CONCLUSION

This study explored the socio-psychological factors influencing Generation Z's willingness to purchase foreign products in Vietnam, identifying six key determinants: consumer affinity, cosmopolitanism, ethnocentrism (measured by patriotism and nationalism), price competitiveness, product uniqueness, and product judgments. The findings reveal that product judgments significantly affect purchase willingness both directly and indirectly, while consumer animosity does not have a significant impact. These insights provide a foundation for developing marketing strategies aimed at enhancing the competitiveness of domestic Vietnamese businesses against Chinese products, particularly in the low- and medium-priced segments. Additionally, the research contributes to the theoretical understanding of Vietnamese consumer preferences for Chinese goods within the local market context.

## AUTHOR CONTRIBUTIONS

Conceptualization: Tran Thanh Trung.

Data curation: Tran Thanh Trung, Hoang Van Long.

Formal analysis: Tran Thanh Trung.

Methodology: Tran Thanh Trung.

Visualization: Hoang Van Long.

Writing – original draft: Hoang Van Long, Tran Thanh Trung.

Writing – review & editing: Tran Thanh Trung, Hoang Van Long.

## ACKNOWLEDGMENT

The authors wish to express our deep gratitude to all survey participants for taking the time to share their information, significantly contributing to the success of this study.

## REFERENCES

---

1. Abosag, I., & Farah, M. F. (2014). The influence of religiously motivated consumer boycotts on brand image, loyalty, and product judgment. *European Journal of Marketing*, 48(11/12), 2262-2283. <https://doi.org/10.1108/EJM-12-2013-0737>
2. Arslan, Y., Yilmaz, A., Aykac, O. S., & Ozsoy, E. (2023). Reliability and Validity of the Turkish Version of Short form Consumer Need for Uniqueness Scale. *Marketing and Management of Innovations*, 2, 34-43. <https://doi.org/10.21272/mmi.2023.2-04>
3. Cai, H., Zou, X., Feng, Y., Liu, Y., & Jing, Y. (2018). Increasing need for uniqueness in contemporary China: Empirical evidence. *Frontiers in Psychology*, 9, 554. <https://doi.org/10.3389/fpsyg.2018.00554>
4. Chaudhry, N. I., Mughal, S. A., Chaudhry, J. I., & Bhatti, U. T. (2021). Impact of consumer ethnocentrism and animosity on brand image and brand loyalty through product judgment. *Journal of Islamic Marketing*, 12(8), 1477-1491. <https://doi.org/10.1108/JIMA-03-2019-0057>
5. Chiang, K. P., & Dholakia, R. R. (2003). Factors driving consumer intention to shop online: an empirical investigation. *Journal of Consumer Psychology*, 13(1-2), 177-183. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S1057740803701879>
6. Cleveland, M., Erdoğan, S., Arıkan, G., & Poyraz, T. (2011). Cosmopolitanism, individual-level values, and cultural-level values: A cross-cultural study. *Journal of Business Research*, 64(9), 934-943. <https://doi.org/10.1016/j.jbusres.2010.11.015>

7. Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112(1), 155-159. <https://doi.org/10.1037/0033-2909.112.1.155>
8. Dey, B., Mathew, J., & Chee-Hua, C. (2020). Influence of destination attractiveness factors and travel motivations on rural homestay choice: the moderating role of need for uniqueness. *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 639-666. <https://doi.org/10.1108/IJCTHR-08-2019-0138>
9. Ercis, A., & Celik, B. (2019). The subtle interplay of competing subjective norms, affinity and animosity in consumer aversion or inclination to foreign goods. *Journal of Global Strategic Management*, 13(2), 5-12. <http://doi.org/10.20460/JGSM.2020.277>
10. Fazli-Salehi, R., Torres, I. M., Madadi, R., & Zúniga, M. A. (2021). Is country affinity applicable for domestic brands? The role of nation sentiment on consumers' self-brand connection with domestic vs foreign brands. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 731-754. <http://doi.org/10.1108/APJML-11-2019-0656>
11. Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772-785. <http://doi.org/10.1108/IntR-06-2016-0164>
12. Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 61(1), 101-107. <https://doi.org/10.1093/biomet/61.1.101>
13. Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing*, 62(2), 46-59. <https://doi.org/10.1177/002224299806200204>
14. Guo, G., Tu, H., & Cheng, B. (2018). Interactive effect of consumer affinity and consumer ethnocentrism on product trust and willingness-to-buy: A moderated-mediation model. *Journal of Consumer Marketing*, 35(7), 688-697. <http://doi.org/10.1108/JCM-06-2017-2239>
15. Hair, J. F. Jr, Hult, G. T. M., Ringle, C. M., & Sarteedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Los Angeles: SAGE Publications Ltd.
16. Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
17. 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. <http://doi.org/10.15722/jds.15.4.201704.15>
18. Han, B., Kim, M., & Lee, J. (2018). Exploring consumer attitudes and purchasing intentions of cross-border online shopping in Korea. *Journal of Korea Trade*, 22(2), 86-104. <https://doi.org/10.1108/JKT-10-2017-0093>
19. Han, C. M. (2017). Individualism, Collectivism, and Consumer Animosity in Emerging Asia: Evidence from Korea. *The Journal of Consumer Marketing*, 34(4), 359-370. <https://doi.org/10.1108/JCM-09-2016-1937>
20. Han, L., Ma, Y., Addo, P. C., Liao, M., & Fang, J. (2023). The Role of Platform Quality on Consumer Purchase Intention in the Context of Cross-Border E-Commerce: The Evidence from Africa. *Behavioral Sciences*, 13(5), 385. <https://doi.org/10.3390/bs13050385>
21. Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase intention of foreign products: A study on Bangladeshi consumer perspective. *Sage Open*, 5(2), 1-12. <https://doi.org/10.1177/2158244015592680>
22. Henseler, J., Ringle, C. M., & Sarteedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
23. Huang, S. L., & Chang, Y. C. (2019). Cross-border e-commerce: consumers' intention to shop on foreign websites. *Internet Research*, 29(6), 1256-1279. <https://doi.org/10.1108/INTR-11-2017-0428>
24. Josiassen, A. (2011). Consumer Disidentification and Its Effects on Domestic Product Purchases: An Empirical Investigation in the Netherlands. *Journal of Marketing*, 75(2), 124-140. <https://doi.org/10.1509/jm.75.2.125>
25. Kim, C., Yan, X., Kim, J., Terasaki, S., & Furukawa, H. (2022). Effect of consumer animosity on boycott campaigns in a cross-cultural context: Does consumer affinity matter? *Journal of Retailing and Consumer Services*, 69, 103123. <https://doi.org/10.1016/j.jretconser.2022.103123>
26. 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>
27. Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227-261. <https://doi.org/10.1111/isj.12131>
28. Kuncoro, W., & Suriani, W. O. (2018). Achieving sustainable competitive advantage through product innovation and market driving. *Asia Pacific Management Review*, 23(3), 186-192. <https://doi.org/10.1016/j.apmrv.2017.07.006>
29. Lan, Tran Thi Ngoc, & Trung, Tran Thanh (2024). Consumer ethnocentrism, cosmopolitanism, product judgment, and foreign product purchase intention: An empirical study in Vietnam. *Innovative Marketing*, 20(2), 116-127. [http://dx.doi.org/10.21511/im.20\(2\).2024.10](http://dx.doi.org/10.21511/im.20(2).2024.10)
30. Lee, J. C., & Xiong, L. N. (2024). The impact of informational antecedents on Generation Z consumers' evaluations of cross-border e-commerce transaction costs and purchase decisions. *Information*

- Technology & People*. <https://doi.org/10.1108/ITP-10-2023-1035>
31. Liang, B., & He, Y. (2012). The effect of culture on consumer choice: The need for conformity vs. the need for uniqueness. *International Journal of Consumer Studies*, 36(3), 352-359. <http://doi.org/10.1111/j.1470-6431.2011.01013.x>
  32. Maksan, M. T., Kovačić, D., & Cerjak, M. (2019). The influence of consumer ethnocentrism on purchase of domestic wine: Application of the extended theory of planned behaviour. *Appetite*, 142, 104393. <https://doi.org/10.1016/j.appet.2019.104393>
  33. Nes, E. B., Yelkur, R., & Silkoset, R. (2014). Consumer affinity for foreign countries: Construct development, buying behavior consequences and animosity contrasts. *International Business Review*, 23(4), 774-784. <https://doi.org/10.1016/j.ibusrev.2013.11.009>
  34. Nijssen, E. J., & Douglas, S. P. (2004). Examining the animosity model in a country with a high level of foreign trade. *International Journal of Research in Marketing*, 21(1), 23-38. <https://doi.org/10.1016/j.ijresmar.2003.05.001>
  35. Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation: Study on consumers of Korea cosmetic product. *International Journal of Research in Business and Social Science*, 11(5), 18-32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
  36. Oberecker, E. M., & Diamantopoulos, A. (2011). Consumers' emotional bonds with foreign countries: Does consumer affinity affect behavioral intentions? *Journal of International Marketing*, 19(2), 45-72. <https://doi.org/10.1509/jimk.19.2.45>
  37. Oberecker, E. M., Riefler, P., & Diamantopoulos, A. (2008). The consumer affinity construct: Conceptualization, qualitative investigation, and research agenda. *Journal of International Marketing*, 16(3), 23-56. <http://doi.org/10.1509/jimk.16.3.23>
  38. Parts, O., & Vida, I. (2013). The effects of cosmopolitanism on consumer ethnocentrism, product quality, purchase intentions and foreign product purchase behavior. *American International Journal of Contemporary Research*, 3(11), 144-155. Retrieved from [http://www.ajcrnet.com/journals/Vol\\_3\\_No\\_11\\_Novembe\\_2013/19.pdf](http://www.ajcrnet.com/journals/Vol_3_No_11_Novembe_2013/19.pdf)
  39. Pisani, M. J., Zarate, A. G. C., Tello, J. C., & Becker, S. E. (2024). A legacy of animosity in the Southern Cone of South America? attitudes of Paraguayan consumers towards Argentina and Brazil. *RAN: Revista Academia & Negocios [ABM: Academia & Business Magazine]*, 10(1), 68-83. <https://doi.org/10.29393/RAN10-5LAMS40005>
  40. Prince, M., Yaprak, A. N., & Pali-hawadana, D. (2019). The moral bases of consumer ethnocentrism and consumer cosmopolitanism as purchase dispositions. *Journal of Consumer Marketing*, 36(3), 429-438. <https://doi.org/10.1108/JCM-11-2017-2432>
  41. Quang, N. N., DinhChien, T., & Long, N. H. (2017). The effects of consumer ethnocentrism and consumer animosity on the willingness to buy with the mediating role of products judgments: Children's food case. *Advances in Economics and Business*, 5(8), 466-475. <https://doi.org/10.13189/aeb.2017.050805>
  42. Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism, cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business & Management*, 10(2), 2229551. <https://doi.org/10.1080/23311975.2023.2229551>
  43. Reguia, C. (2014). Product innovation and the competitive advantage. *European Scientific Journal*, 1(1), 140-157. Retrieved from <https://core.ac.uk/download/pdf/328024363.pdf>
  44. Riefler, P., & Diamantopoulos, A. (2007). Consumer animosity: a literature review and a reconsideration of its measurement. *International Marketing Review*, 24(1), 87-119. <https://doi.org/10.1108/02651330710727204>
  45. Riefler, P., Diamantopoulos, A., & Siguaw, J. A. (2012). Cosmopolitan consumers as a target group for segmentation. *Journal of International Business Studies*, 43, 285-305. <https://doi.org/10.1057/jibs.2011.51>
  46. Ringle, C. M., Wende, S., & Becker, J. M. (2015). *SmartPLS 3*. Boenningstedt: SmartPLS GmbH. Retrieved from <http://www.smartpls.com>
  47. Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling. In *Handbook of Market Research* (pp. 587-632). Cham: Springer International Publishing. [https://doi.org/10.1007/978-3-319-57413-4\\_15](https://doi.org/10.1007/978-3-319-57413-4_15)
  48. Sharma, D., Verma, V., & Sharma, S. (2018). Examining need for uniqueness in emerging markets. *Marketing Intelligence & Planning*, 36(1), 17-31. <http://doi.org/10.1108/MIP-03-2017-0047>
  49. Sharma, P. (2015). Consumer ethnocentrism: Reconceptualization and cross-cultural validation. *Journal of International Business Studies*, 46(3), 381-389. <https://doi.org/10.1057/jibs.2014.42>
  50. Sharma, S., Shimp, T., & Shin, J. (1995) Consumer Ethnocentrism: A Test Antecedents and Moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37. <https://doi.org/10.1007/BF02894609>
  51. Shimp, T., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289. <https://doi.org/10.2307/3151638>
  52. Souiden N., Ladhari, R., & Chang, L. (2018). Chinese Perception and Willingness to Buy Taiwanese Brands. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 816-836. <https://doi.org/10.1108/APJML-09-2017-0203>
  53. Sudirjo, F. (2023). Marketing Strategy in Improving Product Competitiveness in the Global

- Market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63-69. <https://doi.org/10.61100/adman.v1i2.24>
54. Sudirjo, F., Lotte, L. N. A., Sutaguna, I. N. T., Risdwiyanto, A., & Yusuf, M. (2023). The Influence of Generation Z Consumer Behavior on Purchase Motivation in E-Commerce Shoppe. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi [Profit: Journal of Management, Business and Accounting]*, 2(2), 110-126. <https://doi.org/10.58192/profit.v2i2.735>
  55. Tabassi, S., Esmailzadeh, P., & Sambasivan, M. (2012). The role of animosity, religiosity, and ethnocentrism on consumer purchase intention: A study in Malaysia toward European brands. *African Journal of Business Management*, 6(23), 6890. <https://doi.org/doi:10.5897/ajbm11.2867>
  56. Van Everdingen, Y. M., Sloot, L. M., van Nierop, E., & Verhoef, P. C. (2011). Towards a further understanding of the antecedents of retailer new product adoption. *Journal of Retailing*, 87(4), 579-597. <https://doi.org/10.1016/j.jretai.2011.09.003>
  57. Vuong, B. N., & Giao, H. N. K. (2020). The impact of perceived brand globalness on consumers' purchase intention and the moderating role of consumer ethnocentrism: An evidence from Vietnam. *Journal of International Consumer Marketing*, 32(1), 47-68. <https://doi.org/10.1080/08961530.2019.1619115>
  58. Wagner, G., Schramm-Klein, H., & Schu, M. (2016). Determinants and Moderators of Consumers' Cross-Border Online Shopping Intentions. *Marketing: ZFP-Journal of Research and Management*, 38(4), 214-227. Retrieved from <https://www.jstor.org/stable/10.2307/26426827>
  59. Wijayanti, C. A., & Elicia, E. (2024). The Role of Ethnocentrism and Animosity on Willingness to Buy Chinese Products; Does Foreign Product Judgment Mediate the Relation? *Klabat Journal of Management*, 5(1), 1-18. <https://doi.org/10.60090/kjm.v4i2>
  60. Wolf, M., Ritz, W., & McQuitty, S. (2023). The role of affinity for prosumption experiences and values. *Journal of Consumer Behaviour*, 22(1), 43-55. <https://doi.org/10.1002/cb.2105>
  61. Wongtada, N., Rice, G., & Bandyopadhyay, S. K. (2012). Developing and validating affinity: A new scale to measure consumer affinity toward foreign countries. *Journal of International Consumer Marketing*, 24(3), 147-167. <http://doi.org/10.1080/08961530.2012.682037>
  62. Wu, J. F., & Chang, Y. P. (2016). Multichannel integration quality, online perceived value and online purchase intention: A perspective of land-based retailers. *Internet Research*, 26(5), 1228-1248. <http://doi.org/10.1108/IntR-04-2014-0111>
  63. Xin, L., & Seo, S. (2020). The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. *British Food Journal*, 122(2), 448-464. <https://doi.org/10.1108/BFJ-05-2019-0326>
  64. Yadav, S., & Kishor, N. (2024). Global vs Local: A Choice Influenced by Consumer Ethnocentrism Level. *NMIMS Management Review*, 31(4), 240-255. <https://doi.org/10.1177/09711023241230371>
  65. Zdravković, S., & Gašević, D. (2022). Effects of consumer ethnocentrism, cosmopolitanism and cultural intelligence on the acceptance of foreign brands. *Economic Analysis*, 55(1), 48-62. <https://doi.org/10.28934/ea.22.55.1.pp48-62>
  66. Zeugner-Roth, K. P., Žabkar, V., & Diamantopoulos, A. (2015). Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A social identity theory perspective. *Journal of International Marketing*, 23(2), 25-54. <https://doi.org/10.1509/jim.14.0038>