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Shortening Consumer Ethnocentrism Measurement: Attitudes Toward Imports Validation

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ABSTRACT

This research examines the dimensionality of consumer ethnocentrism measures in Indonesia as the literature regarding sentiments toward imports growths. We used quantitative methods like factor analysis and structural equation modeling to examine 786 online responses and ensure that the proposed scale met objective standards. A qualitative analysis of a literature review justifies the applicability of this study's findings based on past ethnocentrism studies in Indonesia. This paper proves the refined scale's construct reliability and validity, including content, discriminant, convergent, and nomological validity. This study reveals the negative and significant relationships of the shortened Indonesian consumer ethnocentrism scale with attitudes toward imports. Ethnocentric consumers are more prone to developing unfavorable attitudes toward imports. This relationship is weak; hence, it should not deter foreign businesses from marketing their products in the domestic market. The limitations are the interpretation bias of a qualitative study, the subjective aspects of the quantitative exploratory factor analysis method, the sample selection bias of an online survey, and nonprobability sampling that hinders generalization. Depending on the situation and dataset, the proposed simple consumer ethnocentrism measure needs to be looked at again in future studies.

Keywords: consumer, ethnocentrism, scale, valid, measure, attitudes, imports, review

JEL: D12, D91, O53

INTRODUCTION

The phenomenon of globalization has gained increased prominence in conjunction with the process of digitization, particularly in the aftermath of the COVID-19 epidemic. With the increasing ease with which customers get items from local and international producers via e-commerce, there is a rising sentiment towards imported goods. The emotion above elicits the implementation of protectionist policies by national governments, such as Indonesia (Menteri Keuangan [Minister of Finance of the Republic of Indonesia], 2019). The existence of unfavorable attitudes towards foreign products has been theoretically supported and extensively researched, with consumer ethnocentrism tendency (CET) identified as a significant contributing factor

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(Kartikasari, Almunawar, Anshari, & Hakimah, 2023; Shimp & Sharma, 1987).

Consumer ethnocentrism is the perception that goods from their own in-group (domestic) countries are superior to those from out-group (foreign) countries. This perception often leads to the evaluation of foreign products with disdain (Shimp & Sharma, 1987, p. 280). This concept has been adopted in many investigations worldwide, and its measuring scale has been translated into other languages, including Bahasa Indonesia. Indonesia, a nation characterized by a large population and rapid economic expansion, has been identified as potentially exhibiting a high degree of ethnocentrism across nations within the context of globalization (Hamin & Elliott, 2006; Han & Won, 2018; Kandogan, 2020). Therefore, the present research context provides a distinctive viewpoint for validating consumer ethnocentrism assessment inside an ethnocentric milieu.

Furthermore, there has been a recent increase in the study of consumer ethnocentrism in Indonesia, even though research on ethnocentrism has been conducted globally and has almost reached its centenary (Michailova et al., 2017). Given the expanding body of literature on the subject, future research needs an accurate and concise measurement of consumer ethnocentrism (Joshi & Joshi, 2021; Tran et al., 2017). Researchers should include the number of dimensions, whether one (Bakti et al., 2020; Kusumawardani & Yolanda, 2021; Nugraha et al., 2022; Pratono & Arli, 2020), two (Joshi & Joshi, 2021; Tran et al., 2017), or three (Suhud et al., 2017), to keep the scale's validity and parsimony. The accurate measures of CET have significant value for scholars and marketers in marketing, as they aid in developing effective foreign marketing tactics (Elida et al., 2016; Maison et al., 2018).

Previous research has posited that consumer ethnocentrism exhibits situational specificity (Lindquist et al., 2001). A scale that demonstrates validity and reliability in one particular setting may not be appropriate or suitable in a different context. The scales' applicability in India or Vietnam may vary across different nations. Furthermore, it should be noted that translating can impede the respondent's ability to comprehend and absorb the accurate notions being conveyed fully. Thus, the instrument is within language limitations (Joshi & Joshi, 2021; Tran et al., 2017). Consequently, the primary objective of this research is to ascertain the dimensionality of the CET scale within Bahasa Indonesia's scope. Additionally, the study seeks to enhance the scale to align it more effectively with the requirements of the good fit model. Furthermore, the study wants to evaluate the updated scale's reliability and validity and explore its potential to predict attitudes toward imports, establishing its nomological validity.

This study provides a valuable contribution to future research endeavors by seeking to develop a more concise iteration of the initial 17-item consumer ethnocentrism scale that may be effectively used within the context of Indonesia. The more the standardization of the scale, the more conducive it becomes for conducting comparative analyses in subsequent research. This shortened scale may be used by academics and marketers seeking a simple but efficient means of measuring and enhancing their marketing methods. Quantitative tools, such as factor analysis and structural equation modeling, are employed to assess the properties of this scale. A qualitative literature review approach is used to support the scale further.

LITERATURE REVIEW AND HYPOTHESES

It involves systematically collecting data in a structured manner to get accurate and reliable information. Scopus was chosen as the source of qualitative data extraction due to its reputation for providing records of good quality (Falagas et al., 2008). This technique is consistent with previous research (Chatterjee et al., 2021), ensuring the potential for future studies to be replicated in a higher degree of accuracy than a wider coverage database like Google Scholar (Kartikasari, Almunawar, Anshari, & Sumardi, 2023b). Three keywords are used: "Indonesia", "ethnocentri*", and "consumer". The asterisk (*) allows the search to capture multiple related word forms simultaneously, including "ethnocentric" and "ethnocentrism." Using a filter on three specific fields, namely paper title, abstract, and keywords, was deemed the most appropriate screening methodology (Mangas-Vega et al., 2018, p. 4). This method yielded a total of 15 samples during the search period of November 2023.

As rigorous literature review was undertaken, focusing on consumer ethnocentrism in Indonesia, all 15 publications were selected for analysis (Bakti et al., 2020; Bedenlier et al., 2020; Elida et al., 2016; Esperanza, 2015; Halim & Zulkarnain, 2017; Kubota, 2016; Kusumawardani & Yolanda, 2021; Maison et al., 2018; Mangas-Vega et al., 2018; Muchtar et al., 2012; Pratono & Arli, 2020; Seidenfuss et al., 2013; Suhud et al., 2017; Tjoe & Kim, 2016; Zulganef & Rachim, 2015). Most papers explicitly cite the original definition of consumer ethnocentrism as a sentiment of superiority towards the in-group (home country) (Bakti et al., 2020; Halim & Zulkarnain, 2017; Maison et al., 2018; Muchtar et al., 2012; Pratono & Arli, 2020; Seidenfuss et al., 2013; Tjoe & Kim, 2016; Zulganef & Rachim, 2015), which entails the belief that buying items from the out-group (imports) is deemed improper. Along with the definition, the consumer ethnocentrism tendency scale (CETSCALE) includes a 7-point Likert-type of 17 items (Shimp & Sharma, 1987).

This research reveals a consensus among a limited number of nine texts comprehensively describing the specific instruments used for assessing consumer ethnocentrism have been identified. Notably, none of these documents have translations in the local language, Bahasa. The majority of studies conducted in Indonesia provide strong evidence supporting the uni-dimensionality of CETSCALE, with eight out of nine studies confirming this finding (Bakti et al., 2020; Elida et al., 2016; Halim & Zulkarnain, 2017; Kusumawardani & Yolanda, 2021; Nugraha et al., 2022; Pratono & Arli, 2020; Seidenfuss et al., 2013; Sulhaini, 2016). Contrary to the prevailing consensus, solitary research presents an alternative viewpoint (Suhud et al., 2017). Therefore, based on this collective body of research, H1 is proposed.

H1: The consumer ethnocentrism tendency scale is uni-dimensional in Indonesia

A literature review shows that, on average, 6-7 items and a 7-point Likert scale are applied to measure CET in Indonesia. The number of items ranges from two (Bakti et al., 2020) to 14 (Suhud et al., 2017). This study compares the items in each literature and found reflective indicators not comparable to the original 17-item, like "I always prefer domestic cosmetic products over South Korean cosmetic products" (Nugraha et al., 2022). With some minor adjustments, Table 1 summarizes the five most used variables that at least six records have used:

Table 1. Literature review on most popular CETSCALE indicators in Indonesia

Item	Wording [Local language - Bahasa]	Dimension	Past studies in the Indonesia context
-	Indonesian people should always buy Indonesian-made products instead of imports	Patriotism (Suhud et al., 2017) boycott motivation, boycott participation, and ethnocentrism among Indonesian consumers against Israeli products. This study is conducted in response to boycott declaration in the Organisation of Islamic Cooperation (OIC	(Elida et al., 2016; Halim & Zulkarnain, 2017; Kusumawardani & Yolanda, 2021; Pratono & Arli, 2020; Seidenfuss et al., 2013; Suhud et al., 2017)thereby taking up calls for ethnocentrism studies to be conducted across multiple countries that actively trade with one another. Design/ methodology/approachThis research is based on an empirical investigation of consumer ethnocentrism (CE
CET2	We should purchase products manufactured in America instead of letting other countries get rich off us [Kita harus membeli produk yang diproduksi di Indonesia daripada membiarkan negara lain menjadi kaya dari kita]	Economic impact (Lindquist et al., 2001)	(Elida et al., 2016; Halim & Zulkarnain, 2017; Kusumawardani & Yolanda, 2021; Nugraha et al., 2022; Pratono & Arli, 2020; Seidenfuss et al., 2013) thereby taking up calls for ethnocentrism studies to be conducted across multiple countries that actively trade with one another. Design/methodology/ approachThis research is based on an empirical investigation of consumer ethnocentrism (CE
CET10	See Table 6		
CET5	Idem		
CET7	Idem		

Source: Author's Compilation

The items that Table 1 presents are potential indicators to include in a shortened Indonesian CETSCALE. This study used the modified 10-item single-factor CETSCALE with its corresponding order to maintain comparability and advance the generalizability of this scale. A revised individual country model demonstrates a "better fit" by including fewer items. For instance, the model for Hungary has just five items (Lindquist et al., 2001), while Indonesia has 14 (Suhud et al., 2017), 9 (Elida et al., 2016; Seidenfuss et al., 2013), 8 (Kusumawardani & Yolanda, 2021; Pratono & Arli, 2020), 6 (Sulhaini, 2016), 4 (Halim & Zulkarnain, 2017), and 2 (Bakti et al., 2020; Nugraha et al., 2022). Decreasing the number of items leads to a more optimal alignment with previous datasets (Bakti et al., 2020; Pratono & Arli, 2020; Seidenfuss et al., 2013). Thus, H2 is proposed:

H2: Decreasing the number of items results in a "better fit" for a revised Indonesian CETSCALE model

These nine studies show a reliable and valid measurement of CETSCALE. Once the revised Indonesian CETSCALE model is verified as a good fit, this study offers the subsequent hypotheses:

H3: The refined Indonesian CETSCALE is a reliable measure

H4: The refined Indonesian CETSCALE is a valid measure

H5: The refined Indonesian CETSCALE has nomological validity concerning negative attitudes toward imports

The H5 negative linkage between CET and attitudes towards imports is most commonly underpinned by the social identity theory (Kartikasari, Almunawar, Anshari, & Sumardi, 2023a; Maison et al., 2018). The latter theory states that consumers demonstrate attitudes and tendencies by buying products or services that reflect their own social identities, such as national, global, or both, while rejecting products that do not belong to their determined identities. As such, ethnocentric people are prone to purchase domestic products (Kartikasari et al., 2025) and reject imports (Maksan et al., 2019). Past studies have used attitudes toward imports to provide a connection between empirical evidence and theoretical concepts (Kartikasari, 2024; Shimp & Sharma, 1987).

METHODS

The research utilizes a quantitative approach using multivariate analysis.

Data Collection

Quantitative data were gathered using an online poll conducted on social media platforms, utilizing a non-probability sampling method. The questionnaire underwent translation and subsequent back-translation by language specialists to guarantee accurate and reliable translation. Next, the validity of the topic was confirmed by experts in three potential scenarios: (1) difficulties in comprehending the question, (2) lack of knowledge of the question's meaning or concepts, and (3) challenges faced by the responder in delivering a response (Elangovan & Sundaravel, 2021, p. 6). This research has attracted 865 online consumers from various regions in Indonesia, as described in Table 2. The sample size of this research, which consists of 786 complete and valid observations, exceeds the recommended minimum sample size of 384 observations (Krejcie & Morgan, 1970) or 385 cases according to the Raosoft calculator for sample size (Memon et al., 2020), assuming 285 million of Indonesia's population as of March 2025 (Worldometers, 2025). Additionally, it meets the desirable ratio of having at least five observations per variable for multivariate analysis (Hair et al., 2019, p. 134). This study attempted to maximize the sample size to enhance the ratio of observations to variables and create concise models (Hair et al., 2019, p. 159).

Measures

The modified 10-item single-factor CETSCALE (Lindquist et al., 2001) was used in this study, along with its original order and Bahasa translation (see Appendix), to make sure that the scale could be used across studies. Three statements regarding attitudes towards imports were derived from previous research (Maksan et al., 2019) and were subsequently confirmed by language and subject matter experts. These statements were assessed using three indicators: enjoyment, fun, and pleasant emotion. The statements are "Regular buying of imported fashion on e-commerce is pleasure [fun, and evoking positive emotions] for me [Membeli produk fashion lokal melalui e-commerce adalah hiburan/menyenangkan/memberi emosi positif bagi saya]. The questions provide 7-point Likert options.

Data Analysis

Quantitative data were analyzed using factor analysis and structural equation modeling. The dimensionality was tested using exploratory factor analysis using the Jamovi software. The hypotheses and validity were checked by exploiting partial least squares structural equation modeling (PLS-SEM) with the WarpPLS software. PLS-SEM is chosen because of its ability to analyze non-linear and non-normal datasets (Hair et al., 2019, 2021; Kock, 2022). Both Jamovi and WarpPLS provide the values for reliability and good fit model criteria.

RESULTS

Sample Description

As shown in Table 2, the samples are skewed toward females (90.84%), 18-24-year-olds (93.64%), students or unemployed (80.15%), bachelor's degree (68.07%), middle-income (68.96%), urban (86.26%), in two of Indonesia's most populous islands: Java (46.82%) and Sumatera (41.22%), and use Shopee. This survey does not restrict gender, but its fashion research tends to garner more female respondents than male respondents (Beaudoin et al., 2000; Zuliarni et al., 2023). The main islands where respondents live, most urban areas, middle income, and age distribution reflect this country's population (BPS, 2023). Most respondents utilize Shopee, followed by Lazada, Tokopedia, TikTokShop, and Bukalapak which represents the general population with its sample distribution (APJII, 2023).

Table 2. Samples Descriptions

No	Demographic	Details	n	%
1	Sex/Gender	Female	714	90.84
		Male	72	9.16
2	Age	18 – 24	736	93.64
		25 – 34	43	5.47
		35 – 44	6	0.76
		45 – 54	0	0.00
		55 – 64	1	0.13
3	Job	Public employee	9	1.15
		Private employee	122	15.52
		Student/unemployed	630	80.15
		Others	25	3.18
4	Income	Low	227	28.88
		Middle	542	68.96
		High	17	2.16

No	Demographic	Details	n	%
5	Area/Urban/Rural	Urban	678	86.26
		Rural	108	13.74
6	Education	High school	242	30.79
		Bachelor	535	68.07
		Master	7	0.89
		Doctorate	2	0.25
7	Main Island/Region	Sumatera	324	41.22
		Java, Nusa, Bali	368	46.82
		Kalimantan	59	7.51
		Papua	4	0.51
		Sulawesi	31	3.94
8	CBEC Platform*	Shopee	760	63.55
		Lazada	368	24.50
		Tokopedia	59	7.94
		Bukalapak	4	0.25
		TikTok Shop/others	45	3.76
9	Product Type*	Shoes	197	16.27
		Bags	322	26.59
		Clothes	692	57.14

Note: N = 786 except for CBEC platform and product type* where multiple answers allowed

Source: Author's Compilation

Uncovering Dimensionality

Exploratory factor analysis was exercised to uncover the initial factor structure. The first step is to choose the factor model. The common factor model was preferred over component analysis due to its ability to analyze data structure using well-defined theoretical frameworks. Therefore, previous studies have utilized exploratory factor analysis with principal axis factoring (Bawa, 2004; Lindquist et al., 2001; Pentz et al., 2013). The component analysis model was unsuitable for this investigation since the purpose was not to reduce the data. It is worth mentioning that both component and common factor analysis approaches provide comparable outcomes in typical study scenarios (Hair et al., 2019, p. 144).

The second step is configuring the parameter for the rotation techniques. Orthogonal and oblique rotational techniques provide valuable insights into the fundamental structure of the indicators and the influence of orthogonality on interpreting the factors. The reason for using the Orthogonal Varimax

rotation approach is its extensive use and application by previous research in verifying consumer ethnocentrism with primary axis factoring (Bawa, 2004, p. 50). Oblique Oblimin rotation is also used to corroborate the results, as conducted by past studies (Maison et al., 2018, p. 369), which is also the default parameter setting in Jamovi (Navarro & Foxcroft, 2022).

Thirdly, assumptions are evaluated using Bartlett's test of Sphericity and the Measure of Sampling Adequacy (MSA). Bartlett's significance values for Varimax and Oblimin rotation are statistically significant since they are below the threshold of 0.05. This significance indicates enough correlations among the variables to continue with the analysis. The measure of sampling adequacy values should be more than 0.50 for both the overall and each indicator. Variables with values lower than 0.50 must be excluded from the factor analysis one by one, starting from the bottom (Hair et al., 2019, p. 137). Table 3 demonstrates that the prerequisites for Exploratory Factor Analysis (EFA) have been satisfied. The analysis demonstrates that the MSA and factor loadings for both rotation techniques are equivalent in this dataset. Consequently, only the Varimax rotation approach will be used in future analyses.

The fourth phase involves selecting the number of factors. The retention rules used were the latent root criterion, which required eigenvalues greater than 1.0, the Scree test to identify factors before the inflection point, a minimum of 60 percent variance explained, and variable communalities greater than .50 or uniqueness less than 0.50 (Hair et al., 2019, p. 144), and variable communalities of greater than .50 or uniqueness less than 0.50 (Hair

Table 3. EFA underlying factor structure 10-item CETSCALE

Criteria	Varimax	Oblimin	Remarks	
Bartlett's Sig	< .001	< .001	<.05	
Eigenvalue for 1 factor	4.50893	4.50893	>1	
Eigenvalue for 2 factors	0.7317	0.7317	>1	
Variance explained	45.1	45.1	>60% for 1 factor = cumulative	
Variable/item/indicator	KMO MSA >0.5		Loading > 0.7	Uniqueness < 0.5
Overall	0.886	0.886		
CET1	0.834	0.834	0.591	0.651
CET2	0.896	0.896	0.601	0.639
CET3	0.875	0.875	0.740	0.453
CET4	0.899	0.899	0.671	0.549
CET5	0.920	0.920	0.751	0.437
CET6	0.912	0.912	0.675	0.544
CET7	0.932	0.932	0.746	0.444
CET8	0.880	0.880	0.569	0.676
CET9	0.824	0.824	0.608	0.631
CET10	0.879	0.879	0.730	0.467

Source: Author's Compilation

et al., 2019, p. 158). Parallel analysis is not used in this research because it tends to provide a conservative threshold and repetitive results. The first solution choices for the eigenvalue consist of one and two components. However, the optimum structure is found to have just one factor since the model with two factors yields a value less than 1 (0.732). The scree plot supports choosing a single factor, which shows an apparent decrease in eigenvalues after the second factor. The research has successfully established the CETSCALE's "simple structure," which confirms that the items are tightly related and reflect a single idea (Hair et al., 2019, p. 161). This result supports the acceptance of H1. As a result, additional tests to assess reliability and validity may now be conducted.

Model of a "Better Fit"

The proportion of variation for both Varimax and Oblimin rotations is 45.1, which falls below the requirement of 60 percent. Additionally, to be included in the study, variables must have a uniqueness value of less than 0.50. However, out of the variables in this dataset, only three (CET3, CET10, and CET5) fit this condition. Therefore, it is necessary to specify again. Re-specification of exploratory factor analysis findings may include the consideration of many possibilities, such as 1) removing a variable or variables, 2) modifying rotation procedures, and 3) adjusting the number of factors by increasing or decreasing. The research will concentrate on the first alternative since it has not been explored in previous steps and is consistent with past studies (Lindquist et al., 2001).

Removing variables is done individually, beginning with the highest value of uniqueness or the most negligible value of commonalities and those with the lowest factor loadings (Hair et al., 2019, p. 675). This process starts with deleting CET8, which has a loading as low as 0.569 and a uniqueness as high as 0.676. Table 4 displays the values for several sets

Table 4. Exploratory factor analysis loading and uniqueness by number of items

Item	Number of Items (% variance explained)							
	9 (46.6)		5 (58.8)		4 (62.1)		3 (67.7)	
	L	U	L	U	L	U	L	U
CET1	0.581	0.662						
CET2	0.567	0.679						
CET3	0.759	0.423	0.848	0.281	0.841	0.292	0.867	0.248
CET4	0.688	0.526	0.675	0.545				
CET5	0.763	0.417	0.766	0.413	0.785	0.384	0.744	0.447
CET6	0.673	0.547						
CET7	0.732	0.464	0.691	0.522	0.680	0.538		
CET8								
CET9	0.590	0.652						
CET10	0.750	0.438	0.836	0.301	0.836	0.301	0.852	0.274

L = Loading, U = Uniqueness = 1 – Communalities

Source: Author's Compilation

of variables, namely for 9, 5, 4, and 3 items. Table 4 demonstrates that by systematically eliminating CET8, nine indicators are kept until only three items remain: CET3, CET10, and CET5. The selection of just four sets presented in Table 4 is due to the restricted space available while maintaining the focus on the step-by-step method emphasized in this paper.

According to Table 4, only the 3-item CETSCALE meets the requirements for uniqueness, with a value less than 0.5, and the criteria for the percentage of variation explained, with a value more than 60%. To strengthen the evidence for the one-dimensional nature of the 3-item CETSCALE, particularly in comparison to scales with 4 or 5 items, Table 5 provides information on model fit criteria, reliability, and validity using confirmatory factor analysis and structural equation modeling.

Table 5. Model fit, reliability, and validity by number of items

Criteria	Number of item			Remarks	Ref
	5	4	3		
RMSEA	0.090	0.124	0.000	Satisfactory < 0.08, Good <0.05	(Navarro & Foxcroft, 2022)
Upper CI for RMSEA	0.118	0.168	0.000	<0.05	
TLI	0.967	0.953	1.000	>0.9 satisfactory, 0.95 good fit	
CFI	0.984	0.984	1.000	>0.9 satisfactory, 0.95 good fit	
Tenenhaus GoF	0.158	0.154	0.163	Small >= 0.1, medium >= 0.25	(Kock, 2022)
Full collinearity VIFs	1.001	1.001	1.001	No common method bias < 3.3	
SRMR SEM	0.056	0.058	0.053	acceptable if <= 0.1	
SRMR CFA	0.022	0.021	0.000	<0.1	(Hair et al., 2019)
Cronbach alpha	0.875	0.866	0.860	>0.7 & <0.95	
Composite reliability	0.909	0.915	0.915		
HTMT CET ⟶ Attitude	0.042	0.041	0.034	<0.85	
AVE	0.667	0.713	0.782	>0.5	
Beta	-0.180	-0.172	-0.179	Negative impact	
p-values	<0.001	<0.001	<0.001	Significant	
Effect size	0.032	0.030	0.032	Small > 0.02	
Adj. R-square	0.031	0.028	0.031	Small > 0.02	
Q-square	0.030	0.028	0.030	Small > 0.02	
Skewness	0.024	0.023	0.052	Normal >-1 and <1	
Kurtosis	-0.578	-0.612	-0.666	Normal >-1 and <1	
Linearity	Warped	Warped	Warped	Not linear	(Kock, 2022)
JB Normality test	No	No	No	Not normal	

Notes: RMSEA = root mean square error of approximation, CI = confidence interval, TLI = Tucker-Lewis index, CFI = comparative fit index, GoF = Goodness of fit, VIF = Variance inflation factor, SRMR = standardized root mean square residual, HTMT = Heterotrait-monotrait ratio of correlations, AVE = Average variances extracted, JB = Jarque Bera

Source: Author's Compilation

Table 5 confirms that only the 3-item CETSCALE meets the requirements for model fit, particularly regarding the RMSEA and upper confidence interval for RMSEA. The scales consisting of 3-to-5 items meet all other requirements for model fit, including TLI, CFI, SRMR, GoF, and VIFs. Notably, reducing the number of items in CETSCALE from 10 to 3 significantly improves the model's fit, hence accepting H2. This improvement in model fit underscores the effectiveness of our research. The most optimal model is achieved using a condensed scale of three items. The modified Indonesian CETSCALE, consisting of three items, may be regarded as a country-specific model (Pentz et al., 2013) tailored to the Indonesian dataset.

Reflective Model

This study utilizes structural equation modeling (Hair et al., 2019, p. 159) to evaluate the reliability and validity of the scale. It also aims to validate the results of factor analysis and describe the data structure as a representative sample of the entire population. Reliability signifies the extent to which multiple measurements of a variable are consistent with each other. Reliability is established, and H3 is accepted, as shown by Cronbach's alpha and composite reliability values above 0.7

After confirming one-dimensionality and reliability, concept validity is assessed. Construct validity suggests the degree to which a scale or collection of measurements effectively and correctly depicts the intended concept. Construct validity encompasses many types: content or face, convergent, discriminant, and nomological. Content validity is established by clearly defining the scale's theoretical foundation and conceptual description in a manner relevant to the specific study environment (Hair et al., 2019, p. 161). A comprehensive literature study is a method to systematically grasp the whole scope of a particular topic and guarantee the validity of the content (Elangovan & Sundaravel, 2021, p. 5). This research proposes five possible items to encapsulate the whole dimension of CET, as illustrated in Table 6. This recommendation is based on the consistent uni-dimensionality of the Consumer Ethnocentrism Tendency Scale (CETSCALE) seen in most studies conducted in Indonesia.

This study establishes the discriminant validity using HTMT lower than 0.85 (Kock, 2022), as presented in Table 5. The low correlation demonstrates that the scale necessarily differentiates other concepts. This study looks for high correlations of AVE to be higher than 0.50 to establish convergent validity. Table 5 presents that the 3, 4, and 5-item scale has satisfied the AVE threshold, meaning it measures its intended concept. As content, discriminant, and convergent validities are ascertained, H4 is accepted.

Structural Model

This study identifies theoretically supported relationships of the CET scale with attitudes toward imports (Shimp & Sharma, 1987) using structural equation-based approaches to establish nomological validity. WarpPLS structural equation modeling (SEM) data analysis method is justified in this dataset as the latter shows non-linearity and non-normality. Table 5 shows that the relationships between CET and attitudes toward imports are non-linear, non-normal, negative, and significant, however small the effect size is. This finding is aligned with past studies (Shimp & Sharma, 1987), which further validates our conclusions and enhances the credibility of

Table 6. Dimension and wordings of shortened CETSCALE in Indonesia

Item	Wording [Local language - Bahasa]	Dimension	Past studies in the Indonesia context
CET3	Purchasing foreign-made products is not Indonesian [Membeli produk buatan luar negeri bukan sikap orang Indonesia sejati]	Patriotism (Lindquist et al., 2001)	(Elida et al., 2016; Seidenfuss et al., 2013)
CET10	Indonesian consumers who purchase products made in other countries are responsible for putting their fellow Indonesians out of work [Konsumen Indonesia yang membeli produk buatan negara lain bertanggung jawab membuat sesama warga Indonesia kehilangan pekerjaan]	Feeling bad for economic and unemployment impact (Lindquist et al., 2001; Suhud et al., 2017)	(Bakti et al., 2020; Elida et al., 2016; Halim & Zulkarnain, 2017; Pratono & Arli, 2020; Seidenfuss et al., 2013; Suhud et al., 2017; Sulhaini, 2016)
CET5	A real Indonesian citizen should always buy domestic products [Warga negara Indonesia sejati harus selalu membeli produk dalam negeri]	Patriotism (Lindquist et al., 2001), employment impact (Suhud et al., 2017)	(Bakti et al., 2020; Elida et al., 2016; Halim & Zulkarnain, 2017; Kusumawardani & Yolanda, 2021; Nugraha et al., 2022; Suhud et al., 2017; Sulhaini, 2016)
CET7*	Indonesians should not buy foreign products, because this hurts Indonesian business and causes unemployment [Orang Indonesia sebaiknya tidak membeli produk luar negeri, karena merugikan usaha Indonesia dan menyebabkan pengangguran]	Feeling bad for economic and unemployment impact (Lindquist et al., 2001; Suhud et al., 2017)	(Bakti et al., 2020; Elida et al., 2016; Kusumawardani & Yolanda, 2021; Seidenfuss et al., 2013; Suhud et al., 2017; Sulhaini, 2016)
CET1**	It is not right to purchase foreign-made products because it puts fellow Indonesians out of jobs [Tidak baik membeli produk buatan luar negeri karena membuat sesama orang Indonesia kehilangan pekerjaan]	Employment impact (Lindquist et al., 2001)	(Elida et al., 2016; Kusumawardani & Yolanda, 2021; Seidenfuss et al., 2013)

*4 or **5 item-scale

Source: Author's Compilation

our research. Thus, nomological validity is established, and H5 is accepted.

DISCUSSION

Variables or indicators in multivariate models are used to embody the many qualities of a complicated concept. Excessive effort in doing the analysis leads to complexity in interpreting the findings due to redundant variables (i.e., multicollinearity) linked with the idea (Hair et al., 2019, p. 160). Thus, this research proposes to include more detailed descriptions of ideas using numerous variables while simultaneously ensuring simplicity by limiting the number of indicators in the redesigned Indonesian CETSCALE model. The CETSCALE scale, which measures consumer ethnocentrism in Indonesia, has

been appropriately developed, chosen, and verified by integrating three variables.

The uni-dimensionality of CETSCALE in Indonesia

This study finds the uni-dimensionality of CETSCALE in Indonesia samples as supported by the bulk of collected literature in Indonesia and rejecting a few which propose three dimensions: patriotism, product availability, and feeling bad for economic and unemployment impact (Suhud et al., 2017). This study displays a single-factor model for CETSCALE as initially constructed (Shimp & Sharma, 1987). More researchers concur on the uni-dimensionality of the CETSCALE than those who reported otherwise (Pentz et al., 2013, p. 208). These findings, backed by a comprehensive review of existing literature and rigorous data analysis, provide a robust foundation for the uni-dimensionality of CETSCALE in Indonesia.

This study implemented exploratory factor analysis to establish the one-dimensionality of CETSCALE in Indonesia. Exploratory factor analysis is an extremely multifaceted method that contains more parameters than specified in this paper. This dilemma, however, limited the generalizability of this study's findings, as described in further detail in the limitations section. Although the outcomes of a single-factor solution often seem reasonable, it is essential to highlight that reasonableness does not warrant model fit, validity, and reliability as further examination is required (Hair et al., 2019, p. 186).

Compared worldwide, this study supports the uni-dimensionality findings in Hungary, Poland, and the Czech Republic. However, they had anticipated four dimensions: product availability, employment impact, patriotism, and economic impact (Lindquist et al., 2001). This study rebuffs other studies in South Africa that found two dimensions: economic and patriotic ethnocentrism (Pentz et al., 2013); in Vietnam, two dimensions, affective and behavioral (Tran et al., 2017), and in India two dimensions: patriotic and protective (Joshi & Joshi, 2021).

Past studies come from developing countries like Indonesia but offer contradictory findings. The reason might be the characteristic of consumer ethnocentrism as a "universal" construct tied with a situation-specific indicators. "Situation-specific" items may be affected by macroeconomic country properties, for instance a nation's history (comprising animosity toward specific foreign country, for instance, Israel (Suhud et al., 2017)), language, economic competition, trade and exchange, governmental policies, culture, and the studied samples (Lindquist et al., 2001). As such, utmost cautiousness must be engaged when applying scales elaborated in one nation or setting in other contexts, particularly in circumstances where the evaluated construct may be socially connected to country features, as the consumer ethnocentrism tendency scale (Pentz et al., 2013, p. 209).

Out of 15 papers collected from a literature review regarding "consumer ethnocentrism in Indonesia", none validates the uni-dimensionality of the measurement of CETSCALE in its models. Most of them take for granted the single factor claim from the original author (Shimp & Sharma, 1987). However, further studies suggest that consumer ethnocentrism is context-specific and might vary according to demographics (Pentz et al., 2014). The only study using multi-dimensional consumer ethnocentrism in Indonesia adapted the dimensions from past studies in the Czech Republic (Suhud

et al., 2017). In contrast, another more robust study contradicts this multi-dimensionality in the same studied country (Lindquist et al., 2001). As such, this study fills in the gap to prove the uni-dimensionality of consumer ethnocentrism in Indonesia, and it calls for future studies in Indonesia to adopt uni-dimensional ethnocentrism instead of multi-dimensional.

Reducing the number of items to achieve a "better fit" for a revised Indonesian CETSCALE model

A "good fit" solution on the 10-item scale is not universally observed. Thus, revising the model to achieve a "better fit" for individual countries reduces the number of items, resulting in revised individual country models (Lindquist et al., 2001). Out of 15 papers collected from a literature review regarding "consumer ethnocentrism in Indonesia", none of them refines the measurement of CETSCALE to achieve a better fit. This study finds that shortening CETSCALE from 10 to 3 items results in the best-fit model that satisfies all criteria, including minimum variance explained, uniqueness and commonalities, RMSEA, and upper CI for RMSEA.

It is important to note that the scales with 3-to-5 items satisfy some model fit criteria, such as TLI, CFI, SRMR, GoF, and VIFs. As such, this study recommends five items for measuring Indonesian consumer ethnocentrism to simplify the interpretation of the results and maintain parsimony in the number of variables offered to potential respondents. The five-item scale is sufficient to achieve a good fit model, adjusting the diversity of demographics in Indonesian samples (Pentz et al., 2014). This practice is conducted with a 7-point Likert scale as a standard practice.

A literature review shows that, on average, 6-7 items is used to measure consumer ethnocentrism in Indonesia. The number of items ranges from two items (Bakti et al., 2020), three items (Nugraha et al., 2022), four items (Halim & Zulkarnain, 2017), five items (Pratono & Arli, 2020), to 14 items (Suhud et al., 2017). Future research aiming to allow its respondents to have a effortless, swift, precise, but profound survey is encouraged to simplify its questionnaire (Fuchs & Diamantopoulos, 2009). In summary, plan to have 3-5 items for measuring consumer ethnocentrism in Indonesia.

The reliability and validity of the revised Indonesian CETSCALE measure

Most scholars concur on the reliability and validity of the consumer ethnocentrism scale (Pentz et al., 2013, p. 208). This study implements structural equation modeling (Hair et al., 2019, p. 159) to assess the revised scale's reliability using Cronbach's alpha and composite reliability. Consumer ethnocentrism validity is further confirmed by its construct content, discriminant and convergent. This study establishes the discriminant validity using HTMT and convergent validity using AVE, indicating that the 3, 4, and 5-item scale measures its intended concept. As such, this study aligns with the majority of studies.

However, given the variability of data because of modifications in the sample, the data-collection procedure, or the copious type of measurement errors, reliability and validity should be retested in a different set of data when using the recommended shortened Indonesian CETSCALE. The reliability and validity in this dataset should not be taken for granted to be generalizable in other datasets. This reliability and validity retest practice

is especially relevant given the situation-specific nature of consumer ethnocentrism (Lindquist et al., 2001). When the data vary, the outcomes of the analysis may also shift. Therefore, the findings of any analysis are less than flawlessly reliable and valid (Hair et al., 2019, p. 186).

The revised Indonesian CETSCALE negative effect on attitudes toward imports

This study shows the negative and significant relationships of the CET scale with attitudes toward imports using structural equation-based approaches to corroborate nomological validity, as conducted by the original study. The original CETSCALE was intended to gauge the broad construct of consumer orientation toward foreign products. Consumer ethnocentrism is merely one of seven factors. Unsurprisingly, the CETSCALE relationship is more vital to the attitudes toward imports than other dependent variables, such as purchase intents and ownership (Shimp & Sharma, 1987). Although this study confirms the significant nexus, the effect size is small regarding practical relevance.

Ethnocentric consumers tend to expect to obtain a sense of national identity, deem good attitudes toward imports as unacceptable, and develop unfavorable attitudes toward imports, to a lesser extent, purchase intents or willingness to shop foreign products (Shimp & Sharma, 1987, p. 280). This finding reinforces the applicability of social identity theory. Empirical studies in Indonesia expose disagreeing discoveries regarding the impact of ethnocentrism on foreign consumption behavior. For instance, several investigations declare that ethnocentrism convincingly damages consumer's purchase intentions for imports (Halim & Zulkarnain, 2017, p. 20; Tjoe & Kim, 2016, p. 70), whilst few dismiss this impact (Zulganef & Rachim, 2015, p. 4128). This study's finding on the small effect sizes and fragile connection between ethnocentrism and foreign attitudes is allied with previous reports (Kartikasari, Almunawar, Anshari, & Sumardi, 2023a, p. 53).

It is worth underlining that the literature review of the effect of consumer ethnocentrism on imports differs in relation to product types and country of origin (Balabanis & Diamantopoulos, 2004). Consumer ethnocentrism could diminish public's intentions to procure Japanese items (Halim & Zulkarnain, 2017, p. 20) and Korean cosmetics (Tjoe & Kim, 2016, p. 70), except Chinese fashion (Zulganef & Rachim, 2015, p. 4128). Thus, further studies should consider this research's fashion product category scope when planning their research approaches.

Methodological Implications

This study proves the one-dimensionality of consumer ethnocentrism measures in Bahasa and calls for future studies in countries using Bahasa, like Indonesia, Malaysia, Brunei, and Singapore, to use a unidimensional ethnocentrism scale instead of a multidimensional one (Joshi & Joshi, 2021; Kartikasari et al., 2025). Given its single-factor nature, future research is encouraged to plan to have only 3-5 items for measuring consumer ethnocentrism so that respondents can have a simple, quick, precise, but meaningful survey and researchers have a parsimonious model. For marketers aiming to research consumer ethnocentrism, the scale offers an efficient yet effective instrument for effortless research.

Sundry practices for executing exploratory factor analyses are untaken beyond this study's approach, and polemic endures over

which method is the gold standard. There are subjective attributes of exploratory factor analysis, for example, resolving how many factors to extract based on parallel analysis or eigenvalue, which option must be set to rotate: oblimin, varimax, quartimax, promax, or simplimax, which extraction method would be taken: minimum residuals, principal axis, or maximum likelihood, and what is the threshold of factor loadings to be considered substantial. These procedures are conditional on countless variations in judgement (Hair et al., 2019, p. 186). Although this study was conducted using a specific method as justified by many past studies on consumer ethnocentrism, this method may only be applicable in some settings, let alone different themes. Future studies should consider all parameters for factor analysis to justify their replication approach to this study.

Theoretical Implications

The original study supports the idea that ethnocentrism provides persons a sensation of identity and what behavior is suitable to their in-group (Shimp & Sharma, 1987, p. 280), thus underpins the social identity theory for this concept. This study provides evidence for the relevance of this theory in Indonesia. However, the explanatory power of the linkage between ethnocentrism and attitudes toward imports could be more prominent. To better explain the attitudes toward imports, future studies should explore other variables that might cause additional sizeable effect on the association between consumer ethnocentrism tendency (CET) and attitudes toward imports, such as cosmopolitanism (Naseem et al., 2015), animosity (Suhud et al., 2017), allocentrism, and religiosity (Kusumawardani & Yolanda, 2021).

Practical Implications

This research discovers that consumer ethnocentrism exerts a disadvantageous influence on consumer attitudes toward global items (Kartikasari, Almunawar, Anshari, & Hakimah, 2023; Kusumawardani & Yolanda, 2021). This outcome suggests that transnational business making promotional efforts for their offerings to highly ethnocentric consumers possibly will meet opposition. Nonetheless, this verdict must not discourage them as the unfavorable influence of consumer ethnocentrism is relatively weak. Instead, world-wide sellers are reassured to advertise their bargains all the more so in ethnocentric marketplaces like Indonesia (Hamin & Elliott, 2006; Han & Won, 2018) for promotion might impact consumers' attitudes toward imports more than their ethnocentric tendencies.

The practical relevance of the relatively weak nexus between ethnocentrism and attitudes toward imports is that local firms must not take an ethnocentric market for granted, further assume that national consumers will constantly develop favorable attitudes toward local products. The reason is that consumers can also choose to have unfavorable attitudes toward domestic alternatives, hence creating an unengaged consumer cultural identity segment (Strizhakova & Coulter, 2019). Government officials are anticipated to back home-country corporations with a "proudly made in local" promotion. National companies are recommended to stage their products to their home country markets.

CONCLUSION

This study discovers that the consumer ethnocentrism measure in Indonesia is a single-factor scale, aligning with the original study from Shimp and Sharma and the

bulk of literature in the Indonesia setting. The CETSCALE is unidimensional and can be shortened should future research with probabilistic samples confirm these findings. The 10-item modified one-dimensional scale is further condensed by reducing the number of items to achieve a "better fit" for a revised Indonesian model. The five-item scale is satisfactory to achieve a good fit model, but the parsimonious three-item model results in the best-fit model. This model is conducted with a 7-point Likert scale as the state-of-the-art practice. As most scholars support, by implementing structural equation modeling, this manuscript confirms the refined scale's construct reliability and validity, including content, discriminant, and convergent validity. This study also shows the negative and significant relationships of the shortened Indonesian consumer ethnocentrism scale with attitudes toward imports, corroborating nomological validity, as conducted by the original study. Consumers who exhibit higher levels of ethnocentrism are more inclined to acquire a feeling of national identity, which then leads to the development of negative attitudes towards imported goods. These findings are best fit with the dataset. Future studies should re-assess the model fit, reliability, and validity of the proposed shortened Indonesia consumer ethnocentrism scale, as this scale is situation-specific and might vary with different datasets.

LIMITATIONS

Some limitations are incorporated in this examination, especially in terms of methodology. This paper undergoes interpretation bias limitations attributable to employing a qualitative approach of literature review (Donthu et al., 2021, p. 287). In prospective inquiry undertakings, an alternate quantitative approach can be more valuable to adapt to the mounting literature in the topic. This study supports its claim using a literature review of specific keywords on Scopus only. Future studies can consider whether to replicate or extend this scope.

There are three significant limitations of the exploratory factor analysis methods (Hair et al., 2019, p. 186). First, disagreement occurs over which practice is the finest among voluminous modus operandi for executing exploratory factor analyses. Second, the subjective characteristics of exploratory factor analysis, for example, agreeing the alternatives to pick the number of factors, to rotate, and to resolve the significance of factor loadings, are dependent on various justifications. Third, the question of reliability can emerge when the data vary. Therefore, the outcomes of this analysis, including this paper, are less than flawlessly trustworthy.

Due to the need for an adequate sampling frame in this study's data collection, online survey invitations are published as a link on social media, leading to sample self-selection bias. The presence of bias is a noteworthy constraint in the context of online polls. In every particular virtual community, a number of representative persons typically engage in an electronic survey. The proclivity of several people to jump into a request to take part in an internet-based poll whereas some dismiss it could result in a systematic bias (Sekaran & Bougie, 2016, p. 265). In general, this study's use of a non-probability sample hinders the generalization of the results to the population (Hair et al., 2019; Kock, 2022; Krejcie & Morgan, 1970).

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Appendix. 10-item single-factor CETSCALE and Bahasa translation

CET	Item	Bahasa
1	It is not right to purchase foreign-made products because it puts fellow Indonesians out of jobs.	Tidak baik membeli produk buatan luar negeri karena membuat sesama orang Indonesia kehilangan pekerjaan
2	We should purchase products manufactured in Indonesia instead of letting other countries get rich off us.	Kita harus membeli produk yang diproduksi di Indonesia daripada membiarkan negara lain menjadi kaya dari kita
3	Purchasing foreign-made products is not Indonesian.	Membeli produk buatan luar negeri bukan sikap orang Indonesia sejati
4	Indonesian consumers who purchase products made in other countries are responsible for putting their fellow Indonesians out of work.	Konsumen Indonesia yang membeli produk buatan negara lain bertanggung jawab membuat sesama warga Indonesia kehilangan pekerjaan
5	A real Indonesian citizen should always buy domestic products.	Warga negara Indonesia sejati harus selalu membeli produk dalam negeri
6	Only those products that are unavailable in Indonesia should be imported	Hanya produk yang tidak tersedia di Indonesia yang boleh diimpor
7	Indonesians should not buy foreign products, because this hurts Indonesian business and causes unemployment	Orang Indonesia sebaiknya tidak membeli produk luar negeri, karena merugikan usaha Indonesia dan menyebabkan pengangguran
8	Indonesian products are first, last, and foremost	Produk Indonesia pertama, terakhir dan terdepan
9	It may cost me in the long run, but I prefer to support Indonesian products	Mungkin merugikan saya dalam jangka panjang tapi saya lebih memilih untuk mendukung produk Indonesia
10	Indonesians should not buy foreign products because this hurts Indonesian business and causes unemployment	Konsumen Indonesia yang membeli produk buatan negara lain bertanggung jawab membuat sesama warga Indonesia kehilangan pekerjaan