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## Understanding Local Food Brand Buying Intention in Indonesia and Vietnam: The Role of Ethnocentrism, Attitude and Subjective Norms

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### ABSTRACT

This study examines how ethnocentrism, the attitude toward support local agribusiness, attitude toward the consumption of local food brands, and the subjective norm affect buying intention of livestock-based local food brands. This study was carried out in Indonesia and Vietnam because both countries are promising markets for global brands, due to their large populations and economic growth rates. The study was conducted through offline and online surveys. Data was analyzed using t-test and Partial Least Square structural equation modeling for the hypothesis testing. The result showed that in Indonesia and Vietnam, ethnocentrism influenced the attitude toward the consumption of local food brands, but the data from Indonesia showed that the attitude toward support local agribusiness did not affect the attitude toward the consumption of local food brands. Moreover, for both countries, the attitude toward the consumption of local food brands and the subjective norm influenced the local food brand buying intention. However, in Indonesia and Vietnam, the attitude toward support local agribusiness did not affect the local food brand buying intention. Moreover, mean average off all constructs in Indonesia were significantly higher than in Vietnam.

**Keywords:** *Attitude; buying intention; ethnocentrism; local food brand; livestock industry.*

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## 1 Introduction

The growth of developing countries with large populations attracts global food companies to enter those countries' markets. Foreign brands with a large production capacity, distribution systems, and the ability to provide information about the brands have very good opportunities to create strong brand images (Suhaily and Darmoyo, 2017), and can grow their market share in developing countries. Therefore, income growth within a country does not always increase the demand for local products, because foreign brands increase competition in the market. Governments in developing countries do not prohibit the entry of foreign brands, because this action violates the free market agreement (Siswanto, 2017). However, strategies that can be used to increase the consumption of local brands are improving the product's quality on the supply side, and encouraging consumers to buy on the demand side. In this strategy, governments take the roles to carry out marketing campaigns to buy more on local products.

Ethnocentrism is one of the important factors that influence consumers' acceptance of local food brands. Bianchi and Mortimer (2015) explain that ethnocentrism and the attitude toward local agribusiness predict the local food buying intention. Ethnocentrism encourages the intention to buy local products (Guo and Liu, 2019). Ethnocentric and patriotic attitudes toward a nation contribute to being responsible for that nation's economy. Besides, the roles of attitude, and the subjective norm, in predicting behavioral intention have been validated in many studies (Fishbein and Ajzen, 1975). Attitude influences personal decisions regarding the assessment of a product and the purchase intention (Bianchi and Mortimer, 2015). Global brands increase the attitude toward product quality, and generally, consumers want to transfer any brand quality to themselves. In other words, people's desire to be part of the global culture increases their attitude toward the consumption of global brands. Likewise, the subjective norm plays an important role in the intention to purchase a product (Arora and Kishor, 2019), which shows consumers still assume traditional norms so they adjust to the group. Watts and Chi (2019) added that the subjective norm reflects individual perceptions about the desires of family, friends, and those who want them to participate in their behavior. Previous studies have shown that in Australia and Chile, ethnocentrism and attitude play important roles in predicting buying behavior, but not the subjective norm (Bianchi and Mortimer, 2015).

Indonesia has experienced rapid growth in its economic rate, increasing by 5.0% in 2022 (Asian Development Bank, 2023). Similar to this achievement, its GDP growth in 2018 and 2019 was also high, at 5.2% and 5.0% respectively (World Bank, 2023a). This growth increased consumer purchasing power by 20%, at a per capita income/year of USD 4,349.5 compared to the preceding five years (BPS, 2021). Vietnam is another country in Asia that had a rapid economic growth rate in 2022, at 6.5% (Asian Development Bank, 2023), and a high GDP growth rate of 6.94 up to 7.38% from 2017 to 2019 (World Bank, 2023b). Capita income per year was USD 3,756.5 in Vietnam in 2021, which was 40% higher compared to the previous five years (Word Bank, 2023). Additionally, Indonesia's population numbered 270 million, the 4<sup>th</sup> largest in the world, while the population in Vietnam was 97 million people, the 15<sup>th</sup> largest in the world (Worldometers, 2023). The combination of economic and population growth has made Indonesia and Vietnam promising markets for worldwide product brands, including the livestock industry food products. Each of the governments' participation in international trading regulations and expansion increased the importing of various food products. Vietnam participates in 12 different free trade agreements, and in 2019 it signed several free trade agreements that reduced tariffs significantly for a variety of product categories (Minh et al., 2021). Meanwhile, since 1993, Indonesia has become one of the more active countries for international trading (USDA, 2022). Besides their promising economic aspects, Indonesia and Vietnam are both collectivist societies (Lee and Ande, 2023). People are taught to put others first, rather than one's own personal values, which will have an effect on the population's buying behavior. This study aims to study the influence of ethnocentrism, the attitude toward support of local agribusiness, the attitude toward the consumption of local food brands, and the subjective norm on the local food brand buying intention, specifically regarding livestock-based food, in the context of Indonesia and Vietnam. The buying intention plays an important role in the consumers' process when making buying decisions (Prapdopo et al., 2019) and strongly predicts the purchasing behavior.

## 2 Material and Methods

The study was conducted in Indonesia and Vietnam. The respondents were chosen from Tra Vinh Province, in Vietnam, and the provinces of Central Java, Bali and Yogyakarta, in Indonesia. Respondents were selected using purposive sampling methods, which were based on certain criteria: The respondents had to be at least 17 years old and know about livestock-based local food brands. The questionnaire was distributed offline and online. This resulted in 108 and 123 items of data being collected from Indonesia and Vietnam respectively. The questionnaire covered the respondents' demographic characteristics, food purchasing patterns, the research

constructs, ethnocentrism (seven items), the attitude toward support local agribusiness (five items), attitude toward the consumption of local food brands (four items), the subjective norm (five items), and local food brand buying intention (three items). Table 2 describes the questionnaire items were used as measuring tool for latent variable that used in this research. A Likert scale 1-5 was used for the measurement. Convergent and discriminant validity and reliability were analyzed for all the constructs to ensure that the data met the standard requirements for validity (Hair et al., 2019). Convergent validity was examined using the average variance extracted score (AVE); a score > 0.5 was used as a baseline to determine that the constructs met the good convergent validity score and to obtain a reasonable interpretation and higher chance of the research outcome's application (Hair et al., 2019). Then, a heterotrait-monotrait (HTMT) analysis was used to measure discriminant validity, with a threshold of 0.9 (Henseler et al., 2015), with a score < 0.9 as baseline that a construct does not correlate to highly with other measures that it is supposed to differ. Cross loading factor analysis also conducted for discriminant analysis. Furthermore, a variance inflation factor (VIF) test was conducted to ensure that the research model may not be contaminated by common method bias (Kock, 2015). VIF values of 5 or above indicate collinearity problems (Hair et al., 2021). A reliability test was conducted to measure the consistency of the question items with composite reliability and Cronbach's alpha, which used a score of 0.7 as a minimum baseline (Hair et al., 2019). Partial least squares (PLS) were used for testing the hypothesis, due to the capability of PLS to examine the multilevel relationship of the latent variables, based on the principal components' regression approach. PLS works on a relatively small sample size and a complex model; it does not require a multivariate normal distribution, and is suitable for formative and reflective measurements (Boßow-Thies and Albers, 2010).

### 3 Results

#### 3.1 Respondent characteristics

Table 1 shows that the majority of the respondents were male, 54.63% from Indonesia and 62.60% from Vietnam. Most of them were aged from 17 to 25 (56.48% from Indonesia and 76.42% from Vietnam). Most respondents were married (60.19% from Indonesia and 79.67% from Vietnam). The majority of them had completed higher education in both countries, with 62.03% from Indonesia and 92.68% from Vietnam having a bachelor's degree. Furthermore, at 88.00% and 81.48% of the respondents from Indonesia and Vietnam, respectively, had easy access to offline stores, and more than 50% of the respondents in both countries had access to online stores. The data also showed that the respondents from Indonesia pointed out 33 local brands, while the Vietnamese respondents noted 16 brands. However, 22.93% of the respondents from Indonesia were not able to point out a local brand's name. The top local food brand mentioned in Indonesia was Cimory, a milk-based beverage brand, while the top local brand in Vietnam was Cha Hoa Nam Thuy, a meat-based processed food brand.

**Table 1.**  
Respondents' characteristics

Characteristics		Indonesia		Vietnam	
		Number of respondents	%	Number of respondents	%
Gender	Male	59	54.63	77	62.60
	Female	49	45.37	46	37.40
Age	17-25	61	56.48	94	76.42
	26-35	18	16.67	23	18.70
	36-55	29	26.86	6	4.88
Education	High school	11	10.19	6	4.88
	Bachelor	67	62.03	114	92.68
	Master and PhD	30	27.78	3	2.44
Marriage status	Married	65	60.19	98	79.67
	Not married	43	39.81	25	20.33
Accessed to offline store	Yes	88.00	81.48	104	84.55
	No	20.00	18.52	19	15.45
Accessed to online store	Yes	57.00	52.78	67	54.47
	No	51.00	47.22	56	45.53

#### 3.2 Measurement validity and reliability test

Table 2 in the appendix shows mean average and standard deviation of the measurement items. Table 3 shows the construct mean average of ethnocentrism, the attitude toward support of local agribusiness, the attitude

toward the consumption of local brands, the subjective norm and the local brand buying intention in Indonesia, which were 4.18, 4.55, 4.62, 4.21 and 4.38 respectively, while in Vietnam they were 4.03, 4.27, 4.30, 3.84 and 4.10, which showed all the mean averages were high. Analysis of t-test showed that there were differences of mean averages in both countries regarding the attitude toward support local agribusiness, the attitude toward the consumption of local brands, the subjective norm, and the local brand buying intention with  $p < 0.01$  and ethnocentrism with  $p < 0.1$  (Table 3). Indonesia data showed higher values of construct mean average compared to Vietnam. The mean difference of ethnocentrism, attitude toward support local agribusiness, attitude toward the consumption of local food brands, subjective norm and local food buying intention were 0.139, 0.275, 0.324, 0.374 and 0.282 respectively (Table 3).

**Table 3.**  
Mean value analysis and standard deviation of latent variables.

Latent Variables	Indonesia data (N=108)		Vietnam data (N=123)		Independent t-test	
	Mean	Standard deviation	Mean	Standard deviation	Mean difference	p-value
Ethnocentrism	4.175	0.634	4.030	0.613	0.139	0.092
Attitude toward local agribusiness	4.550	0.435	4.275	0.519	0.275	0.000
Attitude toward the consumption of local food brands	4.620	0.529	4.297	0.488	0.324	0.000
Subjective norm	4.211	0.588	3.837	0.717	0.374	0.000
Local food brand buying intention	4.379	0.563	4.098	0.551	0.282	0.000

Further results are summarized in tables 4 to 8 in the appendix. Table 4 shows convergent validity test of the AVE values for the Indonesian data ranged from 0.523 to 0.780, while for Vietnam it was from 0.510 to 0.782. The AVE values were all higher than the minimum threshold 0.5 (Hair et al., 2019) means that all the constructs explain more than 50% of the variance of its indicators. Discriminant validity test using cross loading factor showed that each loadings of the indicators in certain factors are higher than the other factors' indicator loading, which means latent variables confirmed discriminant validity requirement (Table 5 in the appendix). Furthermore, the HTMT values ranged from 0.434 to 0.755 for the Indonesian data and it was from 0.610 to 0.844 for the Vietnam data (Table 6). All the values were less than HTMT maximum threshold 0.9, which means all constructs measured were empirically unique and represent the phenomena that other measures do not capture (Henseler et al., 2015). Furthermore, the common method bias using VIF shows that all inner (Table 7 in the appendix) and outer model (Table 8) VIF values of Indonesia and Vietnam data were less than 5, which means high collinearity did not exist. The reliability measurement for composite reliability and the values for Cronbach's alpha were all higher than 0.7 (Table 4). The composite reliability values were 0.875 to 0.913 for Indonesia, and 0.879 to 0.947 for Vietnam, while the values for Cronbach's alpha ranged from 0.817 to 0.887 for Indonesia, and 0.776 to 0.930 for Vietnam. Therefore, further analysis could be implemented without any reliability or validity concerns.

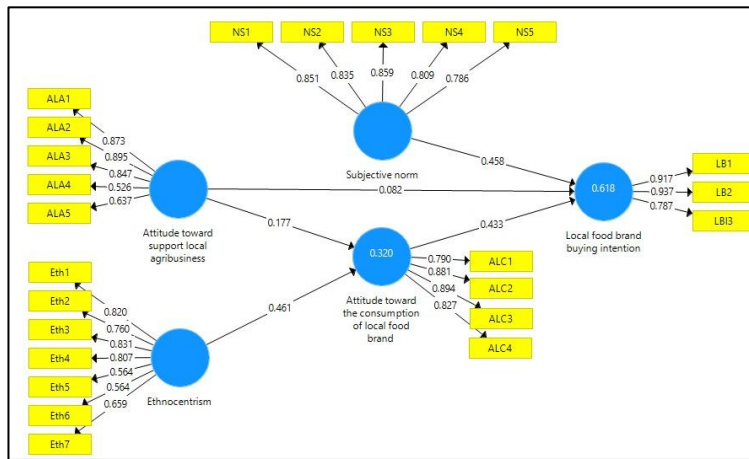
### 3.3 Hypothesis testing and evaluation of the structural model

The results of the hypothesis analysis are listed in Table 9, Figure 1, and Figure 2. The analysis of the results from Indonesia showed that ethnocentrism ( $\beta=0.461$ ,  $t=3.503$ ) positively influenced the attitude toward the consumption of local food brands, while the influence of the attitude toward support of local agribusiness ( $\beta=0.177$ ,  $t=1.283$ ) was not supported. The attitude toward the consumption of local food brands ( $\beta=0.433$ ,  $t=4.234$ ) and the subjective norm ( $\beta=0.458$ ,  $t=5.142$ ) had a positive effect on the local food brand buying intention. Then, the attitude toward support of local agribusiness did not influence the local food brand buying intention ( $\beta=0.082$ ,  $t=0.266$ ). The results from Vietnam showed that ethnocentrism ( $\beta=0.386$ ,  $t=5.027$ ) and the attitude toward support local agribusiness ( $\beta=0.324$ ,  $t=3.772$ ) affected the attitude toward the consumption of local food brands. Furthermore, the attitude toward the consumption of local food brands ( $\beta=0.216$ ,  $t=2.434$ ) and the subjective norm ( $\beta=0.601$ ,  $t=7.938$ ) influenced local food brand buying intention. The attitude toward local agribusiness did not directly influence the local food brand buying intention ( $\beta=0.047$ ,  $t=0.608$ ). The  $R^2$  of attitude toward the consumption of local food brands were 0.320 in Indonesia and 0.403 in Vietnam, while the values of  $R^2$  of the local food brand buying intention in Indonesia and Vietnam were 0.618, and 0.595 respectively.

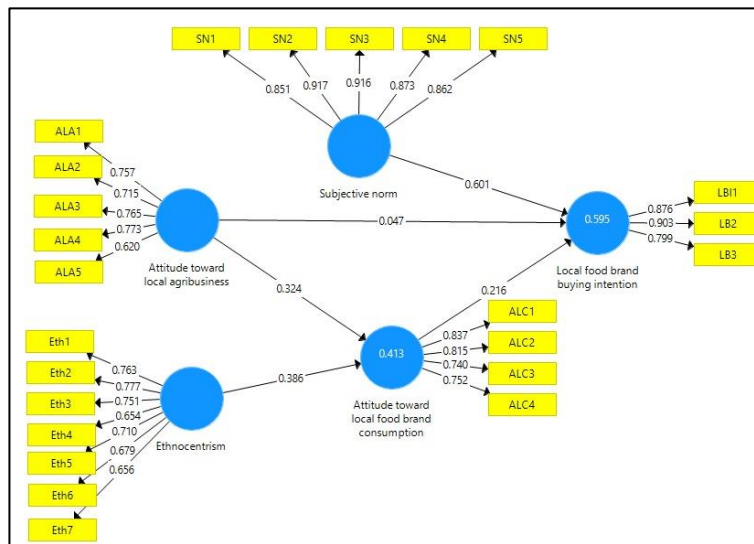
**Table 9.**  
Results of the hypothesis testing

Constructs	Indonesia data (N=108)				Vietnam data (N=123)			
	Original sample	Sample mean	t-statistic	p-value	Original sample	Sample mean	t-statistic	p-value
Eth → ALC	0.461	0.464	3.503	0.001*	0.386	0.399	5.027	0.000*
ALA → ALC	0.177	0.205	1.283	0.200	0.324	0.328	3.772	0.000*
ALC → LBI	0.433	0.415	4.234	0.000*	0.216	0.225	2.434	0.015*
SN → LBI	0.458	0.460	5.142	0.000*	0.601	0.600	7.938	0.000*
ALA → LBI	0.082	0.092	1.266	0.206	0.047	0.049	0.608	0.543

Note : \* significant at  $p < 0.05$ ; Eth = ethnocentrism; ALA = attitude toward support local agribusiness; ALC = attitude toward the consumption of local food brands; SN = subjective norm; LBI = local food brand buying intention



**Figure 1.** Measurement and structural model of Indonesia data



**Figure 2.** Measurement and structural model of Vietnam data

## 4 Discussion

The result shows that the role of ethnocentrism in Indonesia and Vietnam was important, as it significantly influenced the attitude toward the consumption of local food brands. Ethnocentrism is a moral basis for the judgment and evaluation of local products. Therefore, it triggers consumers to appreciate what local business actors produced. This result consistent to previous study that found ethnocentrism causes consumers to prefer local livestock-based food products (Prince et al., 2019; Arviani et al., 2021; Bianchi and Mortimer, 2015) and reduces the intention to buy imported products (Ha et al., 2023). Ethnocentrism motivates consumers to only

buy foreign products if they cannot be locally produced. This is confirmed by the aforementioned studies conducted by Nga (2019) and Deloitte (2020), which showed that consumers gave priority to purchasing Vietnamese products, except for electronic and high-technology products; these products are not produced locally. A previous study in Indonesia showed different evidence. Educated consumers tend to have low ethnocentrism, causing a decrease in their devotion toward local brands, because they have more expansive perspectives and knowledge, making them more receptive to new values, cultures, and foreign-branded goods (Muhari and Nuryanto, 2022). However, this study, with 89.81% of the respondents having bachelor's or graduate degrees, shows that more open perspective from high level education does not weaken ethnocentrism, because at this time, increasing the local products' creativity and innovation in product development, and the government's massive promotion in Indonesia through social media with hashtags #localpride and #localprideindonesia, strengthened their attitude toward local products positively (Arviani et al., 2021). Likewise, 73.15% and 95.12% of respondents in Indonesia and Vietnam are young, being less than 35 years old, indicating the influence of ethnocentrism on livestock-based local products' consumption is present in young people, even though a previous study conducted by Muhari and Nuryanto (2022) indicates that older consumers tend to be more ethnocentric, compared to young people. The result showed that 22.93% of the respondents from Indonesia were not able to point out a local brand's name, because many food brands in Indonesia are designed using blended language brands. The practice of borrowing language and blending the words for food and beverage names has been widely found in Indonesia (Sari and Martiwi, 2020). Innovation and creativity in designing local products increases product perceived quality of young consumers on quality of local products.

Furthermore, the effect of the attitude toward support local agribusiness on the attitude toward the consumption of local food brands was supported in the case of Vietnam, but not Indonesia. The result for Vietnam is consistent with a previous study (Bianchi and Mortimer, 2015) that showed the attitude toward support local agribusiness is an important driver of the attitude toward the consumption of local brands in developing countries. However, the result from Indonesia implies something else. The reason why the attitude toward support of local agribusiness did not affect the attitude toward the consumption of local food brands is the existence of global brands that offer innovative product designs, affordable prices, and are widely available in modern and traditional markets, due to large economies of scale (Naghi and Para, 2013). Therefore, high attitude of Indonesian consumers to support local agribusiness needs to be supported by providing convenience to get local food brand in modern markets.

Moreover, this study found that the attitude toward the consumption of local brands influences the intention to buy local food brand positively. This result remains consistent with a previous study, the attitude toward the consumption of local products substantially impacted the propensity to purchase local products, especially agricultural and culinary products (Salehudin, 2016). Besides that, evidence in both countries showed that the subjective norm was an important factor in the intention to buy livestock-based local food brand. Even so, the influence of the subjective norm ( $\beta=0.601$ ) in Vietnam was even greater than the attitude toward consuming local food ( $\beta=0.216$ ). Despite the prominent role of the indirect effect of consumer ethnocentrism, social influence directly affects buying behavior (Hoa et al., 2022), specifically in collectivist cultures like Vietnam and Indonesia (Lee and Ande, 2023). Subjective norms convey the level of the consumers' desire for domestic products, which is manifested in collectivism or individualism, depending on the structure of the core of the community or society (Chien, 2015). In a collectivist culture, individuals exert a strong influence on others. The greater the intimacy and trust between people, the more influence they have over consumers' purchasing decisions. People consider the important role of family and society in their food shopping decisions, and are more likely to purchase locally produced food (Campbell, 2013).

Furthermore, the attitude toward support of local agribusiness did not necessarily directly translate into a buying intention for livestock-based local food brands. The emergence of modern retail systems in Indonesia and Vietnam encourages people to shop for food on a regular basis in modern markets (Ha et al., 2013), for convenience reasons (Vuong et al., 2023). Therefore, a positive attitude toward local farmers did not directly increase the buying intention for local food brands, because the brands could not always be found and easily identified in the modern markets. Local product purchasing needs a behavioral commitment, such as individuals voluntarily, in terms of money and energy, becoming involved in social activities in the local area where they live (Yildiz et al., 2018). Moreover, Zepeda and Li (2006) explain that personal factors, like the enjoyment of cooking, is a factor that determines the choice of local food products, compared to consideration about supporting local farmers.

The  $R^2$  of the intention to buy local food brands was high, at 61.8% based on the evidence from Indonesia, and at 59.5% for Vietnam, which shows good statistical power and the effect of the size of the model used (Jhantasana, 2022). The inclusion of the role of nationalist campaigns would be something that could increase the model's prediction value (Salehudin, 2016). Other variables that play a role in making product purchasing decisions are income, family size, feature needs, offers by various brands, and risks (Thomas et al., 2019), while

Kiriri (2019) explained that when making decisions, consumers evaluate products by comparing them to other similar products.

## 5 Conclusion

Indonesia and Vietnam show similar patterns in the relationship factors that affect local food brand buying intention, specifically regarding livestock-based food. Ethnocentrism plays an important role in affecting the attitude toward the consumption of local food brands, while the effect of the attitude toward support local agribusiness on the attitude toward the consumption of local food brands was only supported in Vietnam. In Indonesia, high attitude towards support local agribusiness was not reflected in the attitude toward the consumption of local food brands. Then, the attitude toward the consumption of local food brands influenced local food brand buying intention. Besides that, the role of the subjective norm was a significant factor that influenced local food brand buying intention. However, the attitude toward support of local agribusiness did not directly affect local food brand buying intention.

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## Conflicts of Interests

There are no conflicts of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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Appendix

**Table 2.**  
Research indicators, mean values and standard deviation.

Latent Variables and Indicators	Indonesia data (N=108)		Vietnam data (N=123)	
	Mean	Standard deviation	Mean	Standard deviation
<b>Ethnocentrism</b>				
1. Indonesian/Vietnamese should buy Indonesian/Vietnamese livestock-based food products	4.33	0.84	4.20	0.73
2. Indonesian/Vietnamese consumers, who buy imported livestock-based food products, are the same as letting Indonesian/Vietnamese farmers have gone of their business	3.58	1.12	3.69	1.09
3. We should buy local food products to help farmers and help our country more developed	3.90	1.03	3.81	0.99
It might be not easy for me, but I will support local food producers.	4.31	0.75	4.13	0.86
4. The government should set high taxes for livestock processed products which are imported	4.17	0.92	4.05	0.84
5. Only products that are not available in our country, should be allowed to import	4.32	0.82	4.31	0.67
6. Buying livestock processed products with local brand means we are keeping Indonesian farmers working	4.60	0.51	4.05	0.76
<b>Attitude toward support local agribusiness</b>				
1. Indonesian/Vietnamese farmers deserve greater supports from the government.	4.81	0.42	4.57	0.60
2. At present, the livestock sector in Indonesia/Vietnam suffers from large difficulties.	4.71	0.53	4.34	0.61
3. Vietnamese farmers deserve bigger supports	4.72	0.51	4.56	0.55
4. The government does not provide much supports for Vietnamese farmers.	3.92	0.90	3.90	0.94
5. The supermarket chain does not provide much supports for Vietnamese farmers.	4.59	0.56	4.00	0.87
<b>Attitude toward the consumption of local food products</b>				
1. It means a lot to me to buy from local farmers and our local business community	4.71	0.53	4.42	0.59
2. By buying livestock processed products with local brand, I support the Vietnam's economy.	4.69	0.62	4.27	0.59
3. It is very important that local brand livestock products are available at any time.	4.56	0.65	4.12	0.70
4. By buying livestock products with local brand, I support local wisdom.	4.53	0.69	4.38	0.62
<b>Subjective Norms</b>				
1. My friends think that I should buy farm products from the local business community.	4.26	0.70	3.95	0.77
2. People who are important to me, think that I have to buy livestock processed food from the local business community.	4.20	0.81	3.87	0.79
3. People have an influence on the way I consume, think that I have to buy livestock processed products from the local business community.	4.24	0.65	3.76	0.87
4. The community thinks that I have to buy livestock processed products produced by the local business community.	4.22	0.66	3.74	0.83
5. My family thinks that I have to buy livestock processed food products from local brand farms.	4.13	0.73	3.86	0.79
<b>Local food brand buying intention</b>				
1. I will buy livestock processed products produced by the local business community in the future.	4.36	0.66	4.09	0.69
2. In the future, I will buy livestock processed food products from local brand farms.	4.39	0.67	4.09	0.63
3. I might buy products produced by the local business community.	4.39	0.58	4.11	0.60

Note : All the measurement items use Likert scales of 1–strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree.

**Table 4.**

Composite reliability, Cronbach’s alpha and average variance extracted (AVE) values of latent variables.

Latent variables	Indonesia data (N=108)			Vietnam data (N=123)		
	Composite reliability	Cronbach’s alpha	AVE	Composite reliability	Cronbach’s alpha	AVE
Ethnocentrism	0.882	0.851	0.523	0.879	0.840	0.510
Attitude toward support local agribusiness	0.875	0.817	0.592	0.849	0.776	0.530
Attitude toward the consumption of local food brands	0.912	0.870	0.721	0.867	0.794	0.619
Subjective norm	0.916	0.887	0.686	0.947	0.930	0.782
Local food brand buying intention	0.913	0.857	0.780	0.895	0.824	0.740

**Table 5.**

Cross loading values of research indicators.

Indicators	Indonesia data (N=108)					Vietnam data (N=123)				
	ALA	ALC	Eth	LBI	SN	ALA	ALC	Eth	LBI	SN
ALA1	0.873	0.372	0.398	0.337	0.224	0.757	0.421	0.373	0.304	0.293
ALA2	0.895	0.319	0.329	0.332	0.235	0.715	0.397	0.484	0.302	0.380
ALA3	0.847	0.330	0.391	0.358	0.221	0.765	0.462	0.417	0.442	0.371
ALA4	0.526	0.189	0.316	0.188	0.256	0.773	0.357	0.487	0.387	0.451
ALA5	0.637	0.256	0.359	0.274	0.322	0.620	0.422	0.557	0.327	0.446
ALC1	0.372	0.790	0.374	0.548	0.388	0.424	0.837	0.442	0.398	0.360
ALC2	0.282	0.881	0.465	0.533	0.323	0.442	0.815	0.477	0.442	0.491
ALC3	0.337	0.894	0.508	0.604	0.372	0.468	0.740	0.466	0.511	0.496
ALC4	0.337	0.827	0.491	0.530	0.317	0.448	0.752	0.470	0.444	0.376
Eth1	0.268	0.467	0.820	0.626	0.512	0.459	0.455	0.763	0.657	0.595
Eth2	0.232	0.282	0.760	0.444	0.458	0.434	0.395	0.777	0.540	0.622
Eth3	0.349	0.436	0.831	0.509	0.435	0.415	0.420	0.751	0.554	0.611
Eth4	0.280	0.517	0.807	0.619	0.520	0.432	0.383	0.654	0.391	0.460
Eth5	0.323	0.140	0.564	0.341	0.388	0.252	0.291	0.710	0.512	0.445
Eth6	0.401	0.246	0.564	0.430	0.461	0.602	0.480	0.679	0.463	0.477
Eth7	0.555	0.430	0.659	0.523	0.433	0.481	0.466	0.656	0.535	0.619
LB2	0.344	0.635	0.678	0.917	0.628	0.475	0.541	0.669	0.903	0.679
LB3	0.316	0.682	0.694	0.937	0.597	0.432	0.469	0.540	0.799	0.531
LBI1	0.411	0.370	0.491	0.787	0.524	0.365	0.473	0.680	0.876	0.700
SN1	0.302	0.556	0.571	0.692	0.851	0.441	0.566	0.699	0.650	0.851
SN2	0.169	0.416	0.569	0.582	0.835	0.522	0.526	0.708	0.716	0.917
SN3	0.287	0.219	0.480	0.470	0.859	0.516	0.467	0.690	0.656	0.916
SN4	0.270	0.186	0.498	0.498	0.809	0.427	0.380	0.623	0.631	0.873
SN5	0.287	0.211	0.454	0.425	0.786	0.448	0.500	0.706	0.638	0.862

**Table 6.**

Heterotrait-monotrait ratio analysis.

	Indonesia data (N=108)					Vietnam data (N=123)				
	ALA	ALC	Eth	LBI	SN	ALA	ALC	Eth	LBI	SN
ALA										
ALC	0.459					0.718				
Eth	0.580	0.574				0.766	0.705			
LBI	0.479	0.738	0.797			0.610	0.705	0.873		
SN	0.391	0.437	0.721	0.737		0.628	0.636	0.866	0.844	

Note: ALA = attitude toward support local agribusiness; ALC = attitude toward the consumption of local food brands; Eth = ethnocentrism; SN = subjective norm; LBI = local food brand buying intention

**Table 7.**  
Outer variance inflation factor (VIF) values.

Items	Indonesia data (N=108)	Vietnam data (N=123)
ALA1	2.865	1.985
ALA2	3.547	1.560
ALA3	2.327	2.107
ALA4	1.195	1.797
ALA5	1.295	1.319
ALC1	1.805	1.992
ALC2	2.610	1.757
ALC3	2.653	1.432
ALC4	2.069	1.556
Eth1	2.369	1.771
Eth2	2.751	3.178
Eth3	2.905	3.260
Eth4	2.293	1.596
Eth5	1.861	1.751
Eth6	1.619	1.466
Eth7	1.443	1.360
LB2	3.105	2.304
LB3	3.490	1.621
LBI1	1.651	2.038
SN1	2.325	2.571
SN2	2.636	3.903
SN3	2.911	4.687
SN4	2.625	3.520
SN5	2.334	2.646

Note: ALA = attitude toward support local agribusiness; ALC = attitude toward the consumption of local food brands; Eth = ethnocentrism; SN = subjective norm; LBI = local food brand buying intention

**Table 8.**  
Inner variance inflation factor (VIF) values.

	Indonesia data (N=108)					Vietnam data (N=123)				
	ALA	ALC	Eth	LBI	SN	ALA	ALC	Eth	LBI	SN
ALA		1.273		1.221			1.675		1.648	
ALC				1.325					1.697	
Eth		1.273					1.675			
LBI										
SN				1.247					1.603	

Note: ALA = attitude toward support local agribusiness; ALC = attitude toward the consumption of local food brands; Eth = ethnocentrism; LBI = local food brand buying intention; SN = subjective norm.