

THE EFFECT OF LOCAL BRAND CONSCIOUSNESS AND NEED FOR UNIQUENESS TOWARDS EMOTIONAL VALUE AND BUYING INTENTION ON LOCAL BRANDS

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Abstract

This study aims to build a theoretical model of the influence of local brand consciousness and need for uniqueness on emotional value and willingness to buy local brands. This study develops the concept of local brand consciousness in the fashion product category that is rooted in the concept of consumer ethnocentrism. This study measures the perceptions of educated young consumers. Samples are students as the next generation who are expected to provide an overview of their preferences between local brands or global/foreign brands. This study shows that educated young consumers are local brand conscious that influence their perceptions regarding the emotional value of local brands and inspire their desire to buy local brands. However, need for uniqueness makes them negatively view local brand emotional value and affect their desire to buy a local brand. This shows that when they have a strong desire to be different, they view local brands as not providing positive emotional value. The results of this study provide an important recommendation, namely that local brand owners must increase the emotional value of their brands by understanding the needs of young consumers to appear unique and participate in increasing local brand awareness among domestic consumers especially young consumers.

Keywords: *Local brand consciousness, need for uniqueness, emotional value, willingness to buy.*

Abstak

Penelitian ini bertujuan untuk membangun model teoritis pengaruh kesadaran merek lokal dan kebutuhan akan keunikan pada nilai emosional dan keinginan untuk membeli merek lokal. Penelitian ini mengembangkan konsep kesadaran merek lokal

dalam kategori produk fashion yang berakar pada konsep etnosentrisme konsumen. Studi ini mengukur persepsi konsumen muda yang berpendidikan. Sampel adalah mahasiswa sebagai generasi muda yang diharapkan dapat memberikan gambaran tentang preferensi mereka antara merek lokal - merek global / asing. Studi ini menunjukkan bahwa konsumen muda yang berpendidikan sadar akan merek lokal yang memengaruhi nilai emosional merek lokal dan menginspirasi keinginan mereka untuk membeli merek lokal. Namun, kebutuhan akan keunikan membuat mereka memandang negatif nilai emosional merek lokal dan mengurangi keinginan mereka untuk membeli merek lokal. Ini menunjukkan bahwa ketika mereka memiliki keinginan kuat untuk berbeda, mereka memandang merek lokal tidak memberikan nilai emosional positif. Hasil penelitian ini memberikan rekomendasi penting, yaitu bahwa pemilik merek lokal harus meningkatkan nilai emosional merek mereka dengan memahami kebutuhan konsumen muda untuk tampil unik dan berpartisipasi dalam meningkatkan kesadaran merek lokal di antara konsumen domestik terutama konsumen muda.

Kata Kunci: *Kesadaran merek lokal, kebutuhan akan keunikan, nilai emosional, keinginan untuk membeli*

INTRODUCTION

Market globalization has become an important part of the lives of consumers where they have an increasing opportunity to get products and brands from various countries. Globalization provides opportunities for brands from developed countries to emerge as global brands that are widely known and distributed. Global brands enjoy many advantages, one of which is the image of the country of origin. Consumers show a different attitude towards the brand that depends on the image of their home country, the more positive the image of the country of origin, the more positive the attitude of consumers towards brands originating from that country. In the literature of the country of origin effect, dichotomies often arise between global brands and local brands. Where global brands are owned by foreigners and distributed throughout the world while local brands are owned by domestic companies and are limitedly distributed domestically (Winit et al. 2014).

Young consumers in various developing countries show a positive attitude towards global / foreign brands. They have a strong preference for global brands. On the contrary, they have a poor perception of local brands that are viewed as inferior (Pham and Richards 2015), even though local brand quality shows positive development in their country (Zhu et al. 2016) because of the local brand, compared to global brands, actually has advantages such as: local icons, close to consumers and unique.

In general, consumers in developing countries are not proud and believe in domestically-made products (Zhu et al. 2016), so global brands are more desirable because they are seen as better than local brands. Young consumers have a strong orientation on consumption (Stamule 2018) and seek certain benefits from the products and brands they consume as their efforts to differentiate themselves from other consumers (Noh et al. 2014) because they have strong need for uniqueness (Kumar et al. 2009a). Young consumers consider brands from other countries (advanced) to have a higher or better value than those from their own country, they also like it for social status, prestige, and pride. The latest developments show that young consumers in developing countries have become the main consumers in the global market and have a strong orientation towards global brands and do not like local brands. They also increasingly show the similarity of tastes in many ways

including choices for fashion, music, food and lifestyle products (Dogerlioglu-Demir and Tansuhaj 2011). Thus, this development makes the challenge of campaigning for the use of local products and brands increasingly heavy. This campaign encourages consumers to show partiality towards domestic products or often referred to as consumer ethnocentrism (Mbagha et al. 2018). This alignment is believed to result in strengthening the domestic industry and economy and is seen as a manifestation of nationalism and patriotism in domestic consumers. This attitude is very necessary to support the strengthening of the domestic industry and increase employment opportunities for people in developing countries. Young consumer willingness to buy local brand/products should be assessed. Willingness to buy brands is believed to be underlined by country of origin and it refers to consumers' foreseeable behavior in short-term future buying decisions (i.e. choice between local or foreign brands), thus it is a future projection of consumer behavior (Fandos and Flaviàn 2006).

Consumer ethnocentrism has traditionally been seen as a tendency or partiality towards domestic products (Shimp and Sharma 1987), but the current view shows that this trend also includes alignments with local brands (Zhu et al. 2016). Consumer ethnocentrism has been widely investigated in relation to the choice of domestic products vs. imported products, but the relation to the choice of local vs. foreign / global brands is still very limited, so further research is needed. (Eren-Erdoğan-Dirsehan 2017). A brand is able to show its product and origin, but a brand is not the same as a product in terms of the brand's ability to grow emotional value in the minds of consumers (Panda and Kapoor 2016). Therefore, this study will develop the concept of local brand consciousness that is rooted in the concept of consumer ethnocentrism and examines its impact on emotional values and willingness to buy local brands. In addition, need for uniqueness is included in the test because this construct is a strong character in young consumers (Kumar et al. 2009a). Thus, this study aims to build a theoretical model of local brand consciousness and need for uniqueness and its effect on emotional value and willingness to buy local brands.

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

Consumer ethnocentrism has been widely investigated in relation to the choice of products rather than the choice of brands (global or local). With the high penetration of global brands (global brands) in developing countries, and low local brand knowledge because local brands often use foreign sounding names (Zhou et al. 2010; Chinen and Sun 2011; Sulhaini et al. 2019), it is important to understand consumers' awareness of local brands (local brand consciousness). In addition, as has been defined that global brands are brands that are widely known in the global market, are seen as having

superior quality, giving a modern impression and prestige, whereas local brands are limited in their home countries and companies that develop them can be local or international companies (Winit et al. 2014), many products with global brands originating from developed countries are produced in developing countries. This is different from products with local brands from developing countries produced and marketed in their own countries. So that for developing countries, alignments with local brands can almost certainly be a form of partiality towards local products while alignments with domestically-made products without seeing the origin of the brand (which is very likely a global / foreign brand) cannot be fully seen as pure love towards own country because the local brand is the identity of the nation itself so that domestic consumers should choose local brands. Thus, local brand consciousness reflects the desire of domestic consumers to protect their local brands and national identities (Zhu et al. 2016).

The concept of local brand consciousness is similar to this concept of the national brand consciousness proposed by Zhu et al. (2016). They define this concept as the identification and preference of domestic consumers towards domestic brands that come from the spirit of patriotism and awareness that global brands can harm national interests. Nonetheless, the concept of the national brand consciousness is considered different from consumer ethnocentrism. According to them, this tendency is motivated by patriotism sentiments while consumer ethnocentrism expresses pride rooted in culture and history. However, for this study, as local brand consciousness is rooted in consumer ethnocentrism, then it is defined as the awareness of consumers to support local brands rather than global brands and is seen as an obligation, pride and love for their own country. Consumers with strong local brand consciousness will show positive behavior towards local brands, strong choices or alignments towards local brands compared to global brands because of their love, and pride in their own nation and the awareness that this alignment is a civic obligation. The behavior is critical for developing countries facing challenge of campaigning for the use of local products and brands while seeking advantages in both global and domestic markets. This justifies the inclusion of the construct into the study.

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

Local brands are generally developed and adapted to meet the unique desires and needs of the domestic market and local brands have many advantages that come from high brand awareness and strong relationships with local consumers are often associated as symbols of local culture, cultural and national heritage with thus local brands have power because of the perception of uniqueness, originality and pride. Thus, the first hypothesis can be formulated as follows: H1: The stronger the local brand consciousness, the higher the emotional values of local brands.

Local brands in developing countries, even though they are considered to have advantages but often have difficulty competing with global brands because consumers have a stronger preference for brands from developed countries (Zhu et al. 2016). Zhuang et al. (2008) found that brands from developed countries provide more value

in terms of quality and pleasure. Winit et al. 2014 and Zhu et al. 2016 state that in developing countries, local brands that have good quality capable of competing with global brands emerge and arouse increasingly strong buying desires. Consumers who have strong local brand consciousness have a stronger preference for local brands than global brands (Dogerlioglu-Demir and Tansuhaj 2011). They have a tendency to choose domestic products and will have a positive attitude towards local brands even though they are sold at higher prices with lower quality than global brands (Winit et al. 2014). Even when they have a perception that the quality of global brands is better they prefer to buy local brands (Chinen and Sun 2011). Local brand consciousness that is strong in consumers will create stronger beliefs and the desire to buy stronger local brands. This is due to the desire to show his love and pride in his people. Local brands are seen as national identity, so domestic consumers should buy local brands. Consumers choose local brands because they appreciate the brand owned by local companies and are available domestically. Furthermore, Sulhaini (2016) found that young Indonesian consumers have rational considerations in assessing products / brands and have moderate ethnocetrical tendencies, but this tendency has a strong influence on willingness to buy as a manifestation of love and loyalty to their country. So that local brand willingness to buy can be caused by local brand consciousness. Therefore, hypothesis two can be stated below.

H2. The stronger the local brand consciousness, the stronger the willingness to buy local brands. Young consumers have a strong desire to appear unique to express themselves by wearing certain products such as clothing and accessories. They want to look different than others by using products that are not consumed by most consumers (Phau and Leng 2008; Kumar et al. 2009b). They want to show their identity by wearing a certain brand they have / wear, where foreign brands become a tool to reflect their uniqueness because foreign brands that are usually more expensive and not owned by most consumers are considered capable of showing their individuality / success, which is success and achievement other. Young consumers have a character with high need for uniqueness that will emphasize ownership and exhibit ownership of products and brands that are seen as genuine, unique / special to improve their image. Consumers with strong need for uniqueness will show creative choices over brands and avoid similarities / similarities in brand choices (Kumar et al. 2009a). Thus, need for uniqueness is defined as the consumer's need to express his identity through the choice of a brand that he considers as special, unique, rarely owned by others, can be used to show his unique image and support his lifestyle.

Global brands in developing countries are seen as brands that have high emotional value. Global brands are also considered luxury brands or glamor because prices are expensive and can only be bought by a small number of consumers, namely consumers who are rich (Kumar et al. 2009a). They show a more positive attitude towards global brands than local brands that are seen as inferior because they do not offer the same emotional benefits as global brands that generally come from more developed countries (Phau and Leng 2008)

Consumers in developing countries crave global brands to show their unique identity or to show their wealth and social status (Kumar et al. 2009a). Local brands are brands that are mostly owned by domestic consumers so that they are seen not to give the impression of privilege, specificity, luxury and uniqueness so that those who have high need for uniqueness are not interested in local brands and of course local brands have low emotional value.

Competition between brands is increasingly dynamic characterized by competition on the emotional, imaginary and symbolic sides of the consumer's mind. Competing brands no longer only focus on the functional benefits of the product, but

have also developed into abstract benefits with an emphasis on the personality of consumers, uniting brands with consumer lifestyles and expressing their uniqueness (Massara et al. 2018). Local brands in developing countries generally have difficulty competing with global / foreign brands, especially in terms of image and attractiveness. Global brands are preferred over local brands (Dogerlioglu-Demir and Tansuhaj 2011). Global brands are usually perceived positively with regard to quality and pride and are more arousing buying interest (Winit et al. 2014). Compared to global brands, local brands are often viewed negatively because they have lower quality, weak in functional values, and emotional values (Halkias et al. 2016; Zhou et al. 2016; Kaufmann et al. 2016).

Local brands are generally considered old, traditional, not slang, not trendy and cheap, whereas global brands are considered modern, trendy, active, cool forward and sold at very high prices (Dogerlioglu-Demir and Tansuhaj 2011). This illustrates that local brands do not provide much emotional value and not local brands for consumers who are looking for uniqueness. Local brands are not extraordinary or special brands, with low prices it is very likely that most consumers have them so that they do not give a special / unique impression to consumers who use them. Consumers with a strong tendency to look special / unique will not view local brands as having high emotional value. Local brands are considered not prestigious, not luxurious, not quality and not suitable to be exhibited. So the following hypothesis can be proposed as follows: H3: the higher the need for uniqueness, the lower the emotional value of local brands.

Global brands in developing countries tend to be seen as luxury brands and can only be owned by a small number of consumers or not owned by most consumers. So, brand brands like this are often a differentiator between consumers, namely there are consumers who are capable and some who cannot afford it (Qiu et al. 2017). So that global brands become a source of identity. Global brand ownership is intended to create a consumer identity (Phau and Leng 2008).

The choice of brand (global versus local) depends on the desire of consumers to show their identity (Massara et al. 2018). Ownership of a global brand is seen as showing the superiority and uniqueness of the consumer. Consumers choose brands as a way to show who they are. Meanwhile the local brand is seen as inferior by domestic consumers in developing countries. This is because the image of the brand's origin country will determine the value of uniqueness values (Qiu et al. 2017) so that global brands can be used to show the uniqueness or privilege of consumers (Kumar et al. 2009b). Local brands are considered inferior and do not give the impression that they are unique so consumers tend to behave negatively towards local brands. Or in other words, consumers who have a strong desire to express their uniqueness will have a tendency to avoid local brands or not have a low risk of buying local brands because they are seen as not having uniqueness values.

In developing countries such as India, it was found that consumers who have a strong desire to show their identity and show off their wealth will have a strong tendency to choose brands that are well-known or considered to be favorable because they consider it important to have something that can be exhibited or as a tool to show their uniqueness (Kaur and Soch 2017). So the following hypothesis can be formulated.

H4: The stronger the need for uniqueness, the weaker the willingness to buy local brands. Consumers build their relationship with brands, which can drive positive or even negative emotions (Panda and Kapoor, 2016). Previous studies indicated that young consumers in developing countries, have a strong positive emotion toward foreign brands but negative emotions toward local brands. They are not pride in local brands (Sulhaini et al. 2018). This reflects how consumers perceive values attached to

brands.

Furthermore, emotional value of a brand is any benefit that arises from feelings such as pleasure or pleasure derived from a brand (Kumar et al. 2009a). Emotional values include display status, wealth and prestige and utilitarian benefits such as quality and price. In line with that, Prebensen and Rosengren (2016) state that emotional value arises from the ability of products or brands to arouse / enhance feelings or affective states and emotional values are part of hedonic and utilitarian values. Kumar et al. (2009a) found that when consumers perceive a brand as having high emotional value, they will have a strong desire to buy the brand. Correspondingly, Kumar et al. (2009b) found that emotional value is the main determinant of the desire to buy both global brands and local brands in India. Thus, the final hypothesis can be formulated as follows: H5: the higher the emotional value of their local, the higher the willingness to buy local brands.

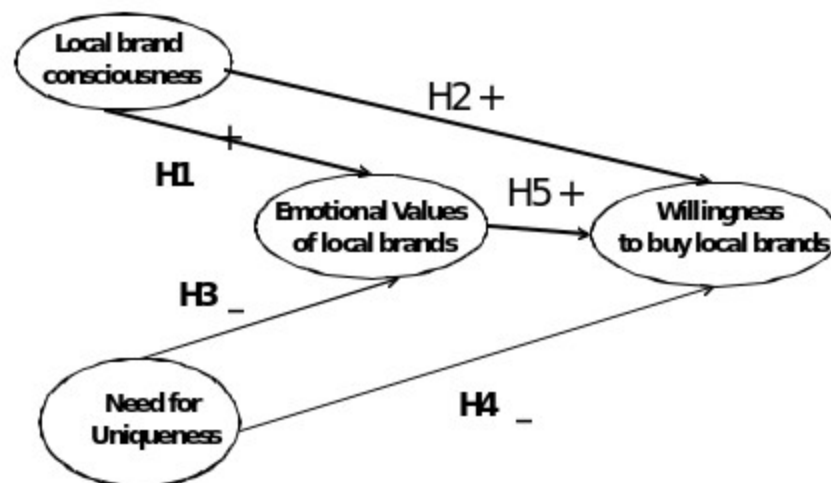


Figure 1. Conceptual model

RESEARCH METHODS

The population of this study is educated young consumers, while the samples were taken from students. This is based on the opinion of Phau (2008), that student samples are appropriate and representative in consumer behaviour research. They are a group of consumers who have higher education which in the future will determine the behaviour of domestic consumers and become decision makers for the welfare of their nation. The number of samples is 230 people considering that the number has more than doubled the minimum number recommended in multivariate studies (Hair et al. 2010). Sampling was done using convenience sampling in the University of Mataram. The university was chosen because it is the largest university in the province of West Nusa Tenggara and its students have a very diverse background, in term of origin, ethnicity and family background. The sample consisted of 103 (44.8%) men and 127 (55.2%) women, aged 17-19 years (102 people, 44.3%), 20-25 years (128 people, 55.7%, semester I and III (122 people, 53.0%) and semester V-IX (108 people, 47.0%), pocket money per month < Rp. 500,000 (88 people, 38.3%), <Rp. 500,000 - IDR 1,000,000 (118 people, 51.3%), and > IDR 1,000,000 (24 people,

10.4%), Most of the respondents (64.4%) came from Lombok island, 23, 5% of Sumbawa Island and 9.6% of Java and Bali Island and a small portion (2.5%) are from other islands in Indonesia, most of them live with parents or relatives (63%) while the rest live at boarding houses, the work of parents is quite diverse, where only 27% are civil servants, 40.6% are entrepreneurs and 32.4% are private employees or farmers.

The questionnaire was prepared and developed carefully through several stages. First, review the literature with a view to building a deep understanding of the nature of each variable and identifying its dimensions. So, the team can develop measurement items for the local brand consciousness variable and emotional values from local brands. In addition, the team adopted and adapted items that had been developed by the previous researchers. The next step was to interview five students. This stage allows the team to revise and adapt the question items that have been developed in the first stage. The scale used is Likert with a choice of 0 - 7 points with a range of strongly disagree - strongly agree. The results of the instrument test can be seen in Table 1. Confirmatory factor analysis was conducted to test the validity and reliability of the instruments used in the study. There were four items that were deleted because they had a loading factor of less than 0.5 (two items of need for uniqueness and two items of local brand consciousness) or less than the specified threshold of at least 0.50 (Hair et al. 2010) and all were significant at <0.05 . Regarding Cronbach's alpha value, all constructs have a value above the common cut of value 0.70. Furthermore, discriminant validity can be seen in the following table. The Average Variance Extracted (AVE) for each construct has a value above the 0.50 threshold which indicates that all convergent constructs of validity are good / fulfilled. Thus, the reliability and construct validity used in the study are fulfilled.

Table 1. The measures

Item		α	CR	AVE
LBC2	Good Indonesians must choose authentic Indonesian brands	0.826		
LBC3	Indonesians should not buy global brands	0.646		
LBC4	I am proud to wear an authentic Indonesian brand	0.976		
LBC5	I love Indonesia, I love authentic Indonesian brands	0.979		
LBC6	The original Indonesian brand is national identity	0.940		
	Local brand consciousness (developed for the study)	0,927	0.947	0.783
EVLB1	An authentic Indonesian brand gives pleasure / pleasure	0.976		
EVLB2	Original Indonesian brands make me feel happy	0.948		
EVLB3	Original Indonesian brands are indeed prestigious	0.950		
EVLB4	The original Indonesian brand is indeed glamor	0.788		
EVLB5	Original Indonesian brands are of high quality	0.765		
	Emotional Values of Local Brands in Fashion Product category (item 1 & 2 adopted from Kumar et al., 2009; other items were developed for the study).	0,946	0.950	0.792
AS1	I stopped wearing brands when many people wore the same	0.813		
AS3	I don't like brands that people buy a lot	0.775		
AS5	When the brand becomes too famous, I will not be interested in the brand	0.631		

CC1	The most important thing for me is finding a brand that can show my uniqueness	0.650			
CC2	I built my uniqueness by buying a special brand	0.868			
CC3	I buy an unusual brand to create a unique self-image	0.819			
CC4	I am looking for a special brand to create my own style	0.797			
	Need for Uniqueness (adopted from Kumar et al., 2009)		0,906	0.909	0.592
WTB1	It is very likely I will buy original Indonesian brands for fashion products	0.952			
WTB2	I will buy an original Indonesian brand when I buy a fashion product	0.963			
WTB3	For fashion products, I definitely choose original Indonesian brands	0.911			
	Willingness to buy (adapted from Oberecker and Diamantopoulos (2011) instead of Kumar et al. (2009)		0,959	0.960	0.888

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

Table 2 Correlation coefficients between variables

Variabel	Mean	Std. Deviation	1	2	3	4
Local Brand Consciousness (1)	5.42	0.89	1.00			
Need for Uniqueness (2)	3.88	1.08	-0.37 <i>0.137</i>	1.00		
Emotional Values of Local Brand (3)	4.96	1.06	0.46 <i>0.211</i>	-0.61 <i>0.372</i>	1.00	
Willingness to buy (4)	4.94	1.24	0.44 <i>0.194</i>	-0.60 <i>0.36</i>	0.68 <i>0.462</i>	1.00

Note: Squared correlations were in italic

The recommendations from Hair et al., (2010) are to see and report one of each fit test: namely: CMIN / df, absolute fit (GFI, RMSEA), incremental fit (CFI), goodness of fit (GFI, CFI) and badness of fit (RMSEA). The overall fit of the model is in good fit status. The chi square value of 194,079 ($p = 0.054$) explains that the research data supports the hypothesis model. The suitability of the model based on GFI and AGFI is 0.906 and 0.927 (more than 0.90) with good fit status. The values of CFI and TLI are 0.993 and 0.994 (more than 0.95) with good fit status. And the RMSEA value is 0.028 (less than 0.08) with good fit status.

RESULT AND DISCUSSIONS

Testing the hypothesis model is part of the second stage in the SEM model, namely the stage of testing the structural model or model that explains the

relationships between variables. The following are the results of the analysis of the hypothesis model. The results of the hypothesis model after evaluation found an increase in model compatibility so that all of them were in the status of good fit. The chi square value is 194,079 ($p = 0,054$) explaining that there is no significant difference ($p > 0,05$) between the research data covariance matrix and the hypothesis model. The suitability of the model based on GFI and AGFI is 0.906 and 0.927 (more than 0.90) with good fit status. The values of CFI and TLI are 0.993 and 0.994 (more than 0.95) with good fit status. The RMSEA value is 0.028 (less than 0.08) with a status of good fit. Furthermore, the results of the test of each hypothesis can be seen in Table 3.

Table 3. The result of hypotheses test

Paths			B	S.E.	C.R.	P	Conclusion
H1:EVLB	←	LBC	0.267	0.073	4.672	<0.001	Supported
H2:WTB	←	LBC	0.130	0.077	2.369	<0.018	Supported
H3:EVLB	←	NFU	-0.512	0.102	-7.198	<0.001	Supported
H4:WTB	←	NFU	-0.284	0.109	-4.120	<0.001	Supported
H5:WTB	←	EVLB	0.446	0.073	6.699	<0.001	Supported

Standardized the path coefficients of local brand consciousness towards emotional values of local brands by 0.267 ($p < 0.001$) was significant. The H1 hypothesis states that there is a positive influence from local brand consciousness on emotional values of local brands is proven. Standardized the path coefficient of the local brand consciousness to the local willingness to buy brands by 0.130 ($p = 0.018$) was significant. H2 hypothesis which states that there is a positive influence from local brand consciousness on willingness to buy local brands is supported by data. Furthermore, standardized path coefficients of need for uniqueness on emotional values of local brands amounted to -0.512 ($p < 0.001$). The H3 hypothesis which states that there are negative influences from need for uniqueness to emotional values of local brands is proven. The standardized path coefficient from need for uniqueness to willingness to buy local brands amounted to -0.284 ($p < 0.001$) was significant. The H4 hypothesis states that there is a negative effect of need for uniqueness on the willingness to buy local brands supported by data. Standardized the path coefficient of the emotional value of local brands with respect to willingness to buy local brands by 0.446 ($p < 0.001$) is significant. H5 hypothesis which states that there is a positive effect of emotional value of local brands on willingness to buy local brands is proven. Thus all hypotheses can be stated supported by the data in this study.

In addition to direct relationships, indirect relationships can also be observed. Indirect relationship of local brand consciousness to willingness to buy through emotional value to local brands is $0.267 \times 0.446 = 0.119$; significant at $p < 0.0000$. Whereas the indirect influence of need for uniqueness on willingness to buy through emotional value towards local brands is $-0.512 \times 0.446 = 0.228$ significant at $p < 0.0000$. This shows that emotional value for local brands plays an important role in the relationship of influence from local brand consciousness and need for uniqueness to willingness to buy. Local brand consciousness and need for uniqueness have a direct and indirect relationship to the willingness to buy local brands in the fashion product category through the emotional value specified by young consumers.

This study shows that local brand consciousness encourages young consumers to perceive that local brands have positive emotional value. Those with an awareness of high local brands will show the love of the country by choosing a local brand, supporting with the local brand and proud to use a local brand. The stronger awareness of local brands, the higher the emotional value perceived by them. They

look positively at local brands for fashion products. For them, local brands in the fashion product category provide a sense of pleasure, glamor, quality and prestige. This research shows that the stronger awareness of local brands is also the more positive the emotional value felt by young consumers towards local brands. The results of this study support what has been explained by Chinen and Sung (2011); Winit et al. (2014) and Zhu et al. (2016). Local brands are proud and liked and young consumers view local brands as having positive emotional value especially when they are highly local brand conscious.

The same results were also obtained from the results of hypothesis 2 which showed that the stronger the awareness of local brands the stronger the desire to buy local brands for the fashion product category. This gives an indication of positive alignments and behavior towards the local brand shown by educated young consumers. These results support the findings of Dogerlioglu-Demir and Tansuhaj (2011). Furthermore, Winit et al. (2014) also found that when high-quality local brands were present in the national market, domestic consumers would choose domestic brands rather than global / foreign brands and in line with findings from previous studies related to the choice of imported vs. proud products made locally. Sulhaini (2016) found that when consumers have strong ethnocentric tendencies, they will choose domestic-made fashion and electronic products. This study also shows that for fashion products, young consumers view local brands to be proud of and domestic consumers should buy local brands. When pride and love for local brands is strong that is characterized by strong local brand consciousness, it will bring stronger desire to buy a local brand. The desire is driven by the consumers love for their own country.

As indicated by the value of the average variable, need for uniqueness among educated young consumers does not mean that they see it as not important to be different or unique among their peers. In other words, appearing similar to friends is not something that should be avoided. This can be understood because they are accustomed to appearing the same in school uniforms when they go to school from kindergarten to high school. This means they have been used to wear uniform for more than 12 years. Thus they do not have a strong idea to always be different by choosing a brand that is not used / chosen by their friends. However, this study also shows that young consumers have a strong desire to perform unique, they will look for brands that offer strong emotional value to support their needs and they do not see the local brand as able to provide the emotional value they are looking for. This can be seen in Table 3. Compared to other paths of need for uniqueness to the emotional value of local brands has the highest standardized coefficient. The results of this study indicate that need for uniqueness has a negative impact on the emotional value of local brand brands. In other words the stronger the need for uniqueness the more negative they perceive the emotional value offered by the local brand. When they have a distinctive appearance, they assume negative brand emotional value from local brands, or consider local brands as not giving pleasure, not quality, not glamorous or not prestigious. Consumers who have strong need for uniqueness show a tendency not to have a strong desire to buy a local brand. A strong desire to show his identity through the choice of the brand, where they consider the local brand is not the right choice to reflect his uniqueness. They often view local brands as inferior to foreign brands (Sulhaini et al. 2018). Thus, it can be argued that they are not interested in buying a local brand because they are considered not to give what they want, namely to be different from others, they avoid buying / using local brands that are widely used by their friends.

A brand can spur emotional value that arises as a result of the brand's ability to arouse / enhance feelings or affective states and emotional values, which are part of

both hedonic and utilitarian values. This research shows that the higher the emotional value owned by local brands the stronger the desire to buy local brands. This strong desire is driven by the perception of young consumers on positive emotional values (pleasure, prestige, glamor, quality) that are owned by local brand brands in the fashion product category. This study supports the research of Kumar et al. (2009a and 2009b) who found that local brands in the fashion product category had a strong influence on the desire to buy the brands. This research shows that young Indonesian consumers have a strong orientation on the emotional value of a brand and they consider local brands to have strong emotional values that encourage them to want a local brand to buy. Previously Sulhaini et al. (2018) found young consumers had a tendency to assess emotionally in foreign brands in electronic products which encouraged them to have willingness to pay more expensive prices for foreign brands. This study shows that when consumers have high emotional value will strengthen the desire to buy a local brand in fashion product category. Thus, it can be said that emotional value has a big role in encouraging consumers to buy a brand.

CONCLUSION

This research contributes to the development of the country of origin effect literature by providing evidence of the influence of local brand consciousness and need for uniqueness on emotional value and willingness to pay for local brands in the fashion product category. This research provides a theoretical model related to the choice of local vs. foreign brands by building the concept of local brand consciousness that is rooted in the concept of consumer ethnocentrism. Indonesian young consumers are local brand conscious and view local brands as brands that offer positive emotional value and strengthen desire to buy. However, need for uniqueness has a greater negative influence in shaping their views on the emotional values possessed by local brands. They also do not see the use of local brands will be able to meet their needs to appear different or to express themselves. Indonesian young consumers have a strong orientation towards the emotional value of a brand and encourage them to want a local brand.

The important managerial implication of the research results is that the increase in the emotional value of local brands must be the main focus of local brand managers and what causes emotional value to increase or decrease must always be monitored. Brand managers must be actively involved in increasing local brand consciousness that can strengthen the alignment of educated young consumers towards local brands. In addition, local brand managers must understand the need for uniqueness of this segment.

Based on the results of this study, the authors recommend several things for further research. First, further research to examine consumer behavior by expanding product categories. Second, the behavior of young consumers compared to the behavior of consumers who are mature / mature / professional. Third, the use of more complex sampling techniques. Last but not least, further research needs to be more creative in developing an understanding of the constructs that affect need for uniqueness and local brand consciousness by using adjoin disciplines such as psychology and sociology in research related to consumer behavior and country of origin effect.

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