



Explaining local brand skincare purchase intention in Indonesia

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ABSTRACT

This study investigates how perceived brand globalness and localness influence consumer-brand identification and purchase intention for local skincare brands in Indonesia. A quantitative approach was employed, collecting data from 218 Indonesian respondents through an online survey. Structural equation modeling was used to analyze the conceptual model and test hypotheses by using AMOS 22 software. The results reveal that perceived brand localness positively affects consumer brand identification and purchase intention for local skincare brands, while perceived brand globalness has no significant impact. Furthermore, consumer brand identification mediates the influence of perceived brand localness on purchase intention. These findings suggest Indonesian consumers value the localness of skincare products more than their global presence, possibly due to the personal nature of skincare and desire for locally-tailored offerings. As the Indonesian skincare market continues growing, leveraging perceived brand localness emerges as a key strategy for local brands to foster consumer identification and drive purchase intent.

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INTRODUCTION

In today's globalized corporate landscape, multinational firms must balance the desire for global recognition with the requirement to stay locally relevant (Davvetas, Diamantopoulos and Liu, 2020); (Xie, Poon and Zhang, 2017). Global brands are losing market share to domestic brands in emerging nations where they formerly dominated with an unshakeable marketplace position (Gupta and Wright, 2019). Although emerging markets offer exciting potential for fresh growth, recent reports indicate that global businesses face stiff competition from domestic brands. Given this context, it is critical to understand how global and local brands are seen today and when they are preferred. The branding literature has focused extensively on understanding how customers react to global vs local businesses. Özsomer (2012) define global and local brands from two perspectives: supply-side (from the company) and demand-side (from the consumer). This

strategic balancing act strives to improve Consumer Brand Identification, which is the degree to which consumers perceive a brand to be consistent with their personal values and identities (Stokburger-Sauer, Ratneshwar and Sen, 2012). As a result, higher levels of consumer brand identification have been demonstrated to positively influence purchase intention (Swaminathan *et al.*, 2015; Heinberg, Ozkaya and Taube, 2018). Perceived Brand Globalness (PBG) refers to consumers' perceptions of a brand's global reach and recognition (Xie, Batra and Peng, 2015a; Davvetas, Diamantopoulos and Liu, 2020). In contrast, Perceived Brand Localness (PBL) represents consumers' perceptions of a brand's integration into local culture and identity (Schau, Akaka and Segabinazzi, 2023) These differing impressions can have varied implications on consumer brand identification (Mandler, Bartsch and Han, 2021). While some research have demonstrated that PBG has a beneficial impact on Purchase Intention (Hasan and Sohail, 2020), others have discovered that PBL may be more influential (Ma, Yang and Yoo, 2020; Safeer *et al.*, 2022) Research on PBG and PBL has progressed over the last 20 years since Steenkamp, Batra, and Alden's (2003) presentation of the PBG concept, necessitating a review of the literature that assesses what is known and what remains to be discovered (Steenkamp, Batra and Alden, 2003). Nowadays, according to the latest research by Steenkamp, global brands required to adapt to various different market segments. Consequently, global brands can build more complex and diverse brandscapes (Steenkamp, 2019). Liu, Schoefer, and Fastoso identified similarities, inconsistencies, and omissions in the literature by investigating different conceptualisations of PBG and PBL, boundary conditions of PBG and PBL effects on brand preference, psychological mechanisms through which PBG and PBL affect brand preference, theoretical foundations underlying PBG and PBL research, and methodological approaches used in the literature (Liu *et al.*, 2021).

The phenomenal growth of the cosmetics industry in Indonesia is marked by the growth in the number of cosmetics industries in Indonesia which reached 21.9%, from 913 companies in 2022 to 1,010 companies in mid-2023. The national cosmetics industry is also able to penetrate the export market where cumulatively for the January-November 2023 period the export value for cosmetic products, fragrances, and essential oils was recorded at USD770.8 million. Of the various products produced by cosmetic companies in Indonesia, the largest market segment is dominated by the personal care segment with a market volume of USD3.18 billion in 2022, followed by skincare at USD2.05 billion, cosmetics at USD1.61 billion, and fragrances at USD39 million (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2024). This growth is attributed to the interaction of perceived brand globalness (PBG), perceived brand localness (PBL), and consumer brand identification, particularly given Indonesia's relatively low consumer ethnocentrism, as demonstrated in empirical studies by (Sihite and Nugroho, 2018; Trisatya and Absah, 2023), implying that Indonesian consumers are open to both global and local skincare brands. The growing popularity of local Indonesian skincare brands demonstrates the influence of perceived brand localness (PBL), with consumers seeking brands connected to their cultural roots, values, and sense of authenticity, as discussed in the research by (Özsomer, 2012) At the same time, some consumers identify with globally recognized skincare brands that have successfully localized their offerings, appealing to both aspirational and cultural identities, as studied by (Swaminathan, Page and Gürhan-Canli, 2007) on consumer-brand identification.

Furthermore, some recent research shed light on the complex interplay between perceived brand globalness (PBG), perceived brand localness (PBL), consumer brand identification, and purchase intention. Han, *et al.* discovered that Support the social identity theory conception of PBL for foreign brands, which can create identification-based trust (Tanis and Postmes, 2005) and active ownership through a self-stereotyping process (van Veelen *et al.*, 2015) (Han, Nam and Swanepoel, 2023). Zhang *et al.* (2020) discovered that PBG and PBL have varying effects on brand assessments based on consumer involvement levels, with PBL being more effective at high involvement and PBG at low involvement (Zhang *et al.*, 2023). Furthermore, Han (2022) shown that consumer brand identification mediates the impact of PBG/PBL on purchasing intentions, the participants have a

higher buy intention for PBL than for PBG in reaction to underdog positioning. However, in top dog positioning, the difference in buy intention for PBL versus PBG is minimized (Han, 2023).

Skincare sales in Indonesia have increased dramatically over the last five years, indicating the country's growing interest in personal care and beauty goods. This phenomenon can be investigated through the interaction of PBG, PBL, and consumer brand identification, especially given Indonesia's relatively low consumer ethnocentrism (López-Lomelí, Alarcón-del-Amo and Llonch-Andreu, 2019). Consumer ethnocentrism, or the inclination to prefer domestically made items over imported alternatives, appears to be less prevalent among Indonesian consumers, indicating a greater willingness to embrace overseas brands. In this perspective, global skincare brands' success could be related to the perceived globality of their goods. The recent findings show that effective customer journeys drive is a significant driver of service brand loyalty for clients with poor consumer-brand identification (Reitsamer, Stokburger-Sauer and Kuhnle, 2024). Furthermore, the data reveal that different components of trip effectiveness favorably impact the valence of customers' experience associated to those journeys, which is ultimately important for their brand loyalty. These brands' attractiveness stems from their potential to build consumer brand identification among people who value cosmopolitanism, modernity, and global trends, which corresponds to their aspirational identities and self-concepts (Wang, Huang and Pérez-Ríos, 2020; Schoner-Schatz, Hofmann and Stokburger-Sauer, 2021).

In contrast, the growing popularity of native Indonesian skincare businesses demonstrates PBL's influence. As customers grow more aware of their cultural roots and local identities, they may gravitate toward businesses that share their values, traditions, and feeling of authenticity (Safeer *et al.*, 2022). Local brands can use PBL to cultivate strong consumer brand identification among those seeking a connection to their heritage and a sense of belonging by skillfully incorporating indigenous ingredients, tapping into local aesthetics, or aligning with Indonesian cultural narratives (Schau, Akaka and Segabinazzi, 2023;).

Notably, PBG and PBL can coexist and affect customer brand recognition and buy intent in the Indonesian skincare market. Some consumers may identify with globally recognized businesses that have successfully localized, appealing to both aspirational and cultural identities. Others may prefer local brands that combine modernism and cultural pride (Davvetas, Diamantopoulos and Liu, 2020; Mandler, Bartsch and Han, 2021). Recognizing the significance of these diverse impressions and the function of Consumer Brand Identification in mediating them, this study thoroughly explores the impacts of PBG and PBL on Purchase Intention. The study's goal is to give significant information for multinational firms to better manage their brand image worldwide and domestically, resulting in deeper consumer interactions and favorable purchasing decisions.

RESEARCH METHOD

Because of the kind of data and analysis employed in this study, a quantitative research approach was adopted. According to (Sugiyono, 2015) quantitative research is a type of research methodology in which a population or sample is studied, and statistical analysis is applied to the data in order to evaluate a hypothesis. With purposeful sampling, samples are chosen in accordance with pre-established researcher criteria in order to gather data. The key data sources for this study were gathered through the use of questionnaires. Five-point Likert scales were used to conduct the questionnaire (1 being strongly disagree and 5 being strongly agree). Referencing Roscoe (Roscoe, 1975), Sample conducted by 218 respondents were being Indonesian residents residing in Indonesia, at least 17 years old, and familiar with global/local brand skincare. Roscoe (1975) recommended that $30 < n < 500$ is the suitable sample size for the study. Structural Equation Modeling (SEM) and AMOS 22 statistical techniques will be used to analyze the measurement model and structural model of the study construct that is being produced. The model fit test will be assessed using fit index metrics, including CMIN/DF, Root Mean Square Error of

Approximation (RMSEA), Root mean squared residual (RMR), Tucker Lewis Index (TLI), Extra Fit Index (IFI), Comparative Fit Index (CFI), and Normal Fit Index (NFI).

In this study, indicators of perceived brand globalness and perceived brand localness were based on (Steenkamp, Batra and Alden, 2003). Escalas and Bettman (2005) define indicators of consumer brand identification (Escalas and Bettman, 2005). Putrevu and Lord reported that indicators of purchasing intention were running (Putrevu and Lord, 1994) . Using an online survey with questionnaires. The validity will be evaluated using the standardised loading factor (SLF) value, which must be 0.50 (Hair *et al.*, 2021). The tabulated construct reliability (CR) and average variance extracted (AVE) data will be utilized to calculate construct reliability. Furthermore, the structural model Perceived Brand Globalness and Perceived Brand Localness on Consumer Brand Identification and Consumer Brand Identification on Purchase Intention is examined using SEM analysis to determine whether the study hypothesis was developed, approved, or rejected. The t-value for each coefficient will be presented using SEM analysis. If the calculated t-value is less than or equal to the t-table (1.96) at a significant level of α , such as 0.05, the hypothesis may be supported. The mediating variable's indirect influence will be determined using the Sobel test.

The researcher proposed this study hypothesis based on the problem formulation and conceptual framework previously given in the picture below.

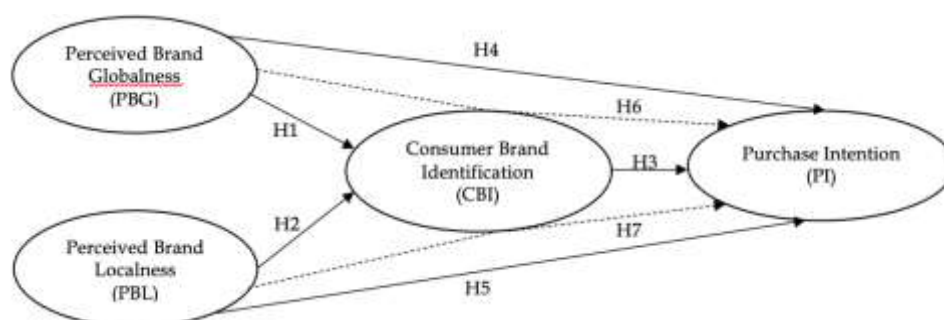


Figure 1. Conceptual Framework (9PT, Center)

H₁: Perceived Brand Globalness has an effect on Consumer Brand Identification

H₂: Perceived Brand Localness has an effect on Consumer Brand Identification

H₃: Consumer Brand Identification has an effect on Purchase Intention

H₄: Perceived Brand Globalness has an effect on Purchase Intention

H₅: Perceived Brand Localness has an effect on Purchase Intention

H₆: Perceived Brand Globalness has an indirect effect on Purchase Intention through Consumer Brand Identification

H₇: Perceived Brand Localness has an indirect effect on Purchase Intention through Consumer Brand Identification

RESULTS AND DISCUSSIONS

Table 1 shows the characteristics of the study's respondents. Skincare product consumers are largely women (68.8%), aged 17 to 29, accounting for 71.6% of all respondents. Students with a high school education account for 62.4% of the following characteristics. The bulk (44% of them) have an income or allowance of less than Rp. 1.000.000.

Table 1. The performance respondent characteristics

Category	Items	Quantity	Percentage
Gender	Man	68	31.2%
	Woman	150	68.8%
	Total	218	100%
Age	17-29	156	71.6%
	30-47	57	26.1%
	48-59	2	0.9%
	60-78	3	1.4%
	Total	218	100%
Last Education	High school	136	62.4%
	Diploma 1/2/3	9	4.1%
	Bachelor Degree (S1)	44	20.2%
	Magister (S2)	28	12.8%
	Doctoral (S3)	1	0.5%
	Total	218	100%
Work	Student	142	65.1%
	Businessman	7	3.2%
	Private sector employee	16	7.3%
	Civil servant	15	6.9%
	BUMN	1	0.5%
	others	37	17%
	Total	218	100%
	Income / Allowance per month	Less than Rp. 1.000.000	96
Rp. 1000.000 - Rp. 3000.000		65	29.8%
More than Rp. 3.000.000		57	26.1%
Total		218	100%

Source: Processed Research Data 2024

Table 2 displays the results of the validity and reliability tests, as well as the model indicators that determined the validity and reliability criteria. The present indicators have a standardised stress factor (SLF) value more than 0.50, indicating that all measurements are sufficient and relevant for evaluating the overall model composition. Values greater than 0.70 on the Construct Reliability (CR) test show that all instruments are reliable and capable of evaluating structure consistently across all constructed models. The Avariance Extraction (AVE) value of all instrument indicators, which was greater than 0.50, determined that all instruments were reliable and consistent in assessing the constructs of all models constructed.

Table 2. Suitability, validity, and reliability tests

Items	SLF	CR	AVE	
Perceived Brand Globalness (PBG) - Steenkamp, et al (2003)	I tend to choose global skincare brands I'm sure other consumers are of the same opinion The skincare brand I bought, sold all over the world	0,627264 0,619369 0,512656	0,875062822	0,586429667
Perceived Localness (PBL) - Steenkamp, et al (2003)	I know the brand of skincare products that I buy is from within the country. Indonesians generally buy local skincare brands Buying local skincare brands is part of our country's culture	0,502681 0,667489 0,354025	0,849178153	0,508065
Consumer Identification (CBI) - Putrevu and Lord (1994)	Local skincare brands reflect who I am I can identify local skincare brands I feel a personal connection with local skincare brands Local skincare brands are perfect for me	0,524176 0,788544 0,859329 0,693889	0,94192878	0,7164845
Purchase Intention (PI) - Chandran and Morwitz (2005)	I will most likely buy a local skincare brand I will buy a local skincare brand the next	0,600625 0,695556	0,921621631	0,636945667

time I need it
I will definitely buy local skincare brands 0,614656

Source: Processed Research Data 2024

A research model build is regarded fit and acceptable if three to four measures equal or exceed the cut-off. Figure 2 displays the whole model testing.

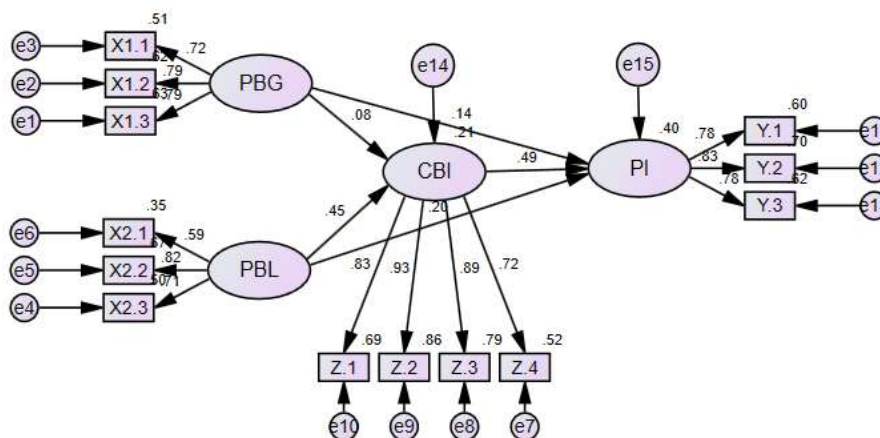


Figure 2. Full model testing

According to Table 3, the model suitability test results show that the model suitability requirements have been met, and there are five fit tests. Eight metrics indicate a good fit level. (Hair et al, 2016). The model suitability test in Table 3 suggests that five measurements fit well. If 3-4 measurements have a high level of agreement or are above the cut-off value, the study model setup is suitable and acceptable.

Table 3. Goodness of fit indeks

Goodness of Fit	Index	Cut Value	Results Information
CMIN/DF	≤ 3,00	2,111	Fit
RMSEA	≤ 0,08	0,081	Not Fit
RMR	< 0,05	0,05	Not Fit
GFI	≥ 0,90	0,904	Fit
TLI	≥ 0,90	0,922	Fit
IFI	≥ 0,90	0,941	Fit
CFI	≥ 0,90	0,94	Fit
NFI	≥ 0,91	0,893	Not Fit

Source: Processed Research Data 2024

The correlation testing results between variables in the research configuration employed in this study are shown in the table below.

Table 4. Hypothesis Testing

Hypothesis	Track	Estimate	S.E	CR	P
H1	PBG → CBI	0.065	0.073	0.889	0.374
H2	PBL → CBI	0.419	0.093	4.486	***
H3	CBI → PI	0.494	0.104	4.758	***
H4	PBG → PI	0.114	0.068	1.681	0.093
H5	PBL → PI	0.188	0.092	2.044	0.041

Source: Processed Research Data 2024

Perceived Brand Globalness (PBG) had no effect on Consumer Brand Identification (CBI), with a calculated value of 0.889, where $t\text{-count} < 1.96$ and $p\text{-value} > 0.05$, indicating the first hypothesis is rejected. Perceived Brand Localness (PBL) has a significant positive impact on Consumer Brand Identification (CBI), with a computed value of 4.486, where $t\text{-count} > 1.96$ and $p\text{-value} < 0.05$, indicating that the second hypothesis is accepted. The results of the third hypothesis are also accepted, indicating that Consumer Brand Identification (CBI) has a strong positive impact on Purchase Intention (PI). The estimated t -value for the CBI and PI variables is 4.758, which is more effective than the t -table value of 1.96. Similarly, the p -value indicates a value less than 0.05. According to the hypothesis test above, Perceived Brand Globalness ([PBG]) does not effect Purchase Intention (PI). The fourth hypothesis is rejected due to the estimated value of 1.681, which is less than 1.96 and has a p -value of greater than 0.05. Perceived Brand Localness (PBL) can also influence Purchase Intention (PI), as shown by the estimated result of 2.044 and p -value 0.041. The t -table value is greater than 1.96, and the p -value is less than 0.05 ($\alpha = 0.05$), indicating that the fifth hypothesis is accepted.

To confirm the indirect effect on the influence of the inherent mediating variables, Table 5 is given, which was generated using the Sobel test results as follows.

Table 5. Sobel test-significance of mediation

Hypothesis	Track	Sobel test statistics	Bidirectional probability
H6	PBG → CBI → PI	0.87516731	0.38148288
H7	PBL → CBI → PI	3.26884223	0.00107988

Source: Processed Research Data 2024

Based on the Sobel test results in Table 5, the Sobel test statistic for the sixth hypothesis is 0.87516731, with a p -value of 0.38148288. The Sobel test yields a statistical value less than the t -table value of 1.96, with a p -value greater than 0.05. These findings show that Consumer Brand Identification (CBI) cannot mediate Perceived Brand Globalness (PBG) and Purchase Intention (PI), and hence the sixth hypothesis is rejected. The seventh hypothesis is supported by a Sobel test value of 3.26884223 and a p -value of 0.00107988, indicating that Consumer Brand Identification (CBI) can mediate Perceived Brand Localness (PBL) and Purchase Intention (PI).

The research proposes a conceptual model that considers a number of factors, including perceived brand globalness, perceived brand localness, and consumer identification behaviour. It also investigates how these qualities affect purchase intention for local brands, particularly skincare. This study also looked into how consumer identification behaviour influences the impact of perceived brand globalness and perceived brand localness on local brand skincare purchase intention. This study rejects three hypotheses (H1 (PBG-CBI), H4 (PBG-PI), and H6 (PBG-CBI-PI), while accepting four hypotheses (H2 (PBL-CBI), H3 (CBI-PI), H5 (PBL-PI), and H7 (PBG-CBI-PI). The hypothesis that was rejected included perceived brand globalness in relation to consumer identification behavior and purchase intention.

The study found that perceived brand globalness has no effect on consumer brand identification or purchase intention, as evidenced by validity and reliability calculations ($SLF \leq 0.50$, $CR \leq 0.70$, $AVE \leq 0.50$) and hypothesis testing ($t\text{-value} \leq t\text{ table } 1.96$, $p\text{-value} \geq 0.05$ ($\alpha = 0.05$)). Validity and reliability calculations ($SLF \geq 0.50$, $CR \geq 0.70$, $AVE \geq 0.50$) and hypothesis testing ($t\text{-value} \geq t\text{ table } 1.96$, $p\text{-value} \leq 0.05$ ($\alpha = 0.05$)) show that perceived brand localness affects consumer brand identification, which in turn influences purchase intention. Perceived brand globalness has no indirect influence on purchase intention through consumer brand identification, as revealed by the Sobel test (Sobel value $\leq t\text{ table } 1.96$ and $p\text{-value} \geq 0.05$, $\alpha = 0.05$). Perceived brand localness indirectly influences purchase intention through consumer brand identification, as proven by the Sobel test with a Sobel value $\geq t\text{ table } 1.96$ and $p\text{-value} \leq 0.05$ ($\alpha = 0.05$). This implies that someone will buy local brand skincare if they have a high perceived brand localness and a strong capacity to identify brands, rather than perceived brand globality on skincare products.

The current study adds to and expands on previous research on perceived brand globalness (PBG), perceived brand localness (PBL), and their effects on consumer-brand identification and purchase intention. It confirms the findings of (Ma, Yang and Yoo, 2020; Safeer *et al.*, 2022), which show that PBL improves consumer brand identification and purchase intention for local brands. However, it contradicts previous research, such as that of (Xie, Batra and Peng, 2015), which suggests that PBG has a positive effect on purchase intention, as the current study found no significant impact of PBG on consumer brand identification or purchase intention for Indonesian skincare brands. Han's previous research suggests that consumer brand identification plays a mediating role between PBL and purchase intention. By investigating this dynamic in the context of the Indonesian skincare market, the study broadens previous PBG/PBL studies to a new product category and cultural setting, bridging a gap by demonstrating how PBG effects vary across contexts. This nuanced understanding advances the PBG/PBL literature by identifying new boundary conditions and contextual factors that influence their effectiveness, as highlighted by (Liu *et al.*, 2021) in their systematic review, which calls for additional research in this area.

CONCLUSION

As it highlights the importance of perceived brand localness in driving consumer brand identification and purchase intention for local skincare products in Indonesia. Consumers are more likely to purchase local skincare brands when they perceive them as deeply connected to the local culture and embedded in the Indonesian consumption culture (Nguyen and Alcantara, 2022). This sense of brand localness fosters a stronger personal connection and identification with the brand (Escalas and Bettman, 2005), ultimately leading to higher purchase intention.

Interestingly, the study found that perceived brand globalness did not have a significant effect on consumer brand identification or purchase intention for local skincare brands. This contradicts the notion that global brands inherently hold an advantage due to their worldwide availability and perceived quality (Steenkamp, Batra and Alden, 2003). Instead, it suggests that Indonesian consumers value the localness of skincare brands more than their global presence, likely due to the personal nature of skincare products and the desire for products tailored to local needs and preferences. Therefore, as the Indonesian skincare market continues to grow and evolve, it is crucial for local brands to leverage their perceived localness as a key differentiator and relationship-building tool with consumers. By fostering a strong sense of brand identification and connection with local culture, these brands can solidify their position in the market and tap into the rising consumer demand for locally-relevant products.

The long-term implications of this study are multifaceted, offering strategic guidance for both local and global skincare brands in Indonesia's burgeoning market, as well as advancing branding theory and practice. For domestic brands, leveraging perceived brand localness emerges as a key strategy to foster consumer-brand identification and purchase intent by tapping into Indonesian cultural identities. Conversely, global brands are advised to integrate elements of localness alongside their global positioning to better resonate with local consumers. Theoretically, the research contributes nuanced insights on the contextual and psychological factors influencing when perceived brand globalness or localness is more impactful, thereby informing more effective global/local brand strategies across diverse settings. As Indonesia's skincare sector continues rapid growth, these findings can guide brands in capturing share through culturally-attuned positioning and marketing that cultivates enduring consumer-brand relationships. The implications extend beyond Indonesia to other emerging markets where negotiating the global-local dynamic is critical for building consumer affinity amid evolving preferences and identities. Collectively, this work paves the way for more consumer-centric, context-sensitive branding approaches that can drive sustained competitive advantages.

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