Consumer Ethnocentrism, Product Knowledge, and Brand Identity on Purchasing Decisions on Eiger Products

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ARTICLE INFO	ABSTRACT
	This research intends determine the impact Consumer Ethnocentrism, Product Knowledge, and Brand Identity on the purchase decision of Eiger products. Elementary study based on the increasing busines competition in the fashion and lifestyle, including in the outdoor equipment sector operated by Eiger. The research method using is quantitative with purposive sampling approach engage 100 respondents users of Eiger products. Data collection was conducted through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results of the study indicate that three independent variables, Consumer Ethnocentrism, Product Knowledge, and Brand Identity, have a positive and significant influence on purchasing decisions. The conclusion this study states that consumers' understanding of the product, a strong brand identity, and a supportive attitude toward local products significantly drive purchasing decisions for Eiger products. These findings recommend that the company continue to strengthen its brand image and consumer education to enhance loyalty and purchase volume. Keywords: Brand Identity, Consumer Ethnocentrism, Product Knowledge, Purchasing Decisions.

INTRODUCTION

The advancing the business world Indonesia currently increasingly advanced, example is the fashion world which is growing faster with many different brands of fashion products circulating on the market.(Farid et al., 2017). This progress makes people more careful when determining their respective lifestyles.(Pradana & Purwanto, 2022). Business competition is now increasingly moving, complex, and full of uncertainty. This not only creates opportunities, but also presents various trials for companies. Companies hope to retain the customers they have created forever.(Rahmawati et al., 2022). Companies compete to promote their products and ensure that the products are known to buyers. Therefore, companies need to meet the needs and wants of buyers that achieve success and profit.(Anas & Sudarwanto, 2020). With the increasing number of products available today, competition in business is becoming very tight, so that business actors

necessary for improve their performance so remain competitive on market. This makes buyers need to be more careful in choosing which products they want. This situation also applies to (MPI), manufacturer of adventure equipment such as mountain climbing equipment, setting up tents, and climbing cliffs with the Eiger brand.(Anam et al., 2022). Marketing is an important element for this company. As a leading brand in the supply and natural recreation facilities in Indonesia, Eiger must maintain its consistency in the market by understanding the ongoing market conditions. In its marketing strategy, Eiger needs to recognize the needs and expectations of its consumers. Consumer purchasing decisions can be influenced by effective marketing communications, which aim to inform, encourage, and make buyers aware of the products and brands offered, both directly and indirectly. In general, brands have an important effect on consumer purchasing decisions.(Anas & Sudarwanto, 2020).

What is currently happening is that society is experiencing changes in lifestyle, especially related to style and fashion.(Prime & First, 2020)Eiger is one of the examples of businesses that have succeeded in attracting various customers. Now, many people of various ages, from young to old, make Eiger part of their lifestyle, by wearing various products such as sandals, t-shirts, tents, backpacks, shoes, hats, watches, and scarves in their daily activities.(Ayes et al., 2024). Eiger products have become the main choice among young people and have built a unique trend among them. Initially, Eiger was known as a provider of equipment for outdoor activities, but over time, Eiger now has a new image as a brand that is also strong in the fashion field.(Ahmadi & Herlina, 2017)

Table 1 Comparison Results of Fashion Brand Sales 2020-2024

Brand Name	2020	2021	2022	2023	2024
Eiger	24.10	37.10	32.10	34.80	22.90
Carvil	23.70	18.30	20.60	17.00	24.30
Ardiles	8.60	11.20	10.40	9.90	8.60
Homyped	5.80	7.40	9.60	5.80	10.30
Crocs	6.60	7.30	8.10	4.90	7.70

Source: Top Brand Award (www.topbrand-award.com)

Based on the data presented in table 1, it is evident that Eiger's brand sales have fluctuated from 2020 to 2024. Sales increased significantly in 2021 to 37.10, dropped to 32.10 in 2022, and rose again in 2023 to 34.80 before declining in 2024 to 22.90. These fluctuations may reflect several underlying consumer-related factors.One possible explanation lies in the dynamics of brand identity. If Eiger's brand messaging or positioning was inconsistent across years, consumer trust and recall may have weakened, affecting sales. Alternatively, consumer ethnocentrism could have shifted perhaps due to the emergence of foreign competitors offering similar products at lower prices. Lastly, the level of product knowledge among new customers may over time, influencing their purchasing confidence and preferences. These aspects underscore the relevance of study, which aims to inspect how consumer ethnocentrism, product knowledge, and brand identity influence purchasing decisions in the context of a local brand like Eiger.

Eiger company, which has successfully introduced its products to the public, offers quality products at a cost that is equivalent to the level of quality it provides (Sari & Nuvriasari, 2018). Eiger products are made from durable materials and are designed to withstand extreme weather and environmental conditions. This advantage is attractive to consumers looking for reliable products for outdoor activities or adventures. Eiger continues to innovate and develop new products using the latest technology. Their products are often equipped with features such as water resistance, contemporary designs, and lightweight and strong materials. This innovation gives Eiger a competitive advantage and attracts consumers looking for products with modern features. Eiger has also built a strong reputation in the outdoor equipment and supplies industry. A well-known and trusted brand can greatly influence consumer purchasing decisions. If Eiger has a good

name for standards, reliability, and customer service, then consumers are more likely to choose Eiger products over other brands that may be less well-known.Purchasing decision is the process of choosing the most preferred brand from the many choices available. This process requires precision and accuracy so that consumers can determine the product that really fits their needs and preferences.(Fauzi, 2020). In this context, ethnocentrism emerges as a consumer attitude that believes that buying local products not just more useful for them, while making a positive contribution to local economy. On other hand, consumers with ethnocentrism often assume that buying products from abroad is a less appropriate choice, because they feel that it can harm the local economy and reduce support for domestic industries that should be prioritized.(Kaniawati, 2019)In addition, Product Knowledge is an important element that buyers consider before making a purchasing decision. This knowledge includes an understanding of the product or service processed by the buyer and is used as the main basis for determining the next step in the purchasing process.(Dhea Febyana et al., 2023). Brand identity, which includes advantages, benefits, symbols, logos, and packaging, acts as a differentiator between one brand and another. This brand identity is the first step in forming a brand image, because before assessing a brand, buyers can know its identity first to know the characteristics and special features when compared other product similar.(Priyono, 2017). encourage researchers to dig deeper to determine whether consumer purchasing decisions for Eiger products are influenced by Consumer Ethnocentrism, Product Knowledge, and Brand Identity, or by other factors.In previous research conducted(Fauzi, 2020)The author concludes Consumer Ethnocentrism variable positive significant effect Purchase Decision Eiger products. However, Findings obtained show differences compared (Alghifari, Af, and Rahayu, 2021)where the Consumer Ethnocentrism variable not show significant influence on Purchasing Decisions. There several research results have been carried out(Pamungkas et al., 2021)Regarding Product Knowledge Purchasing Decisions Eiger products, author concludes of observations have been put forward give a positive and significant affect, while from research(Tridiwianti, Fidia & Harti, 2020)The Product Knowledge variable not significant on purchasing decisions. However, according to other research that has been carried out(Priyono, 2017)Proving that the Brand Identity variable significant influence Purchasing Decisions, even though Brand Identity variable itself not posses significant influence Purchasing Decision variable.

Formulation of the problem	:	What is Consumer Ethnocentrism, Product Knowledge and Brand Identity on Purchasing Decisions on Eiger Products?
Research purposes	:	To determine influence of Consumer Ethnocentrism, Product Knowledge and Brand Identity on Purchasing Decisions on Eiger Products.

Purchasing Decisions

Purchasing decisions involve The initial stage where consumers realize there is an fault, seek information on a specific product, as well as the extent to which consumers success various options handle problem. This process ultimately to purchase the most cost-efficient product.(Br Marbun et al., 2022). Purchasing decision means the decision made by consumers in purchasing goods or services.(Sya'idah, 2020). This decision is influenced by two main things: first, consumer behavior. Someone can decide to buy a product because they already know and have used the product before, so they decide to buy it again. The second factor is the situation at that time. Purchasing decisions are influenced by urgent needs at that time, so consumers choose products based on immediate needs, not only according to previous experiences or attitudes.(Mutiara & Syahputra, 2018).

Consumer Ethnocentrism

Consumer Ethnocentrism is the tendency for a group of people to view their own members as the center of everything and see other groups through their own eyes perspective, often to the detriment of other groups. In addition, there is a tendency to be more accepting of local products and reject products from abroad.(Safinaturrizqy et al., 2023). Consumers who are more ethnocentric tend to view imported products negatively because of their impact on the domestic

economy, such as eliminating jobs and damaging the local economy. Thus, Consumer Ethnocentrism means a strong (local products) the best to view outgroups lowly. Buyers who have high ethnocentrism believe that choosing importable products have negative impact domestic economy and show an unpatriotic attitude towards one's own culture (Fauzi, 2020). Consumer Ethnocentrism is the tendency of consumers to have an interest in local goods and feel responsible for supporting domestic products. They also believe that buying foreign products (imports) can hinder the speed of economic growth. According to research (Fauzi, 2020) Consumer Ethnocentrism significant influence Purchasing Decisions. Based on this, following hypothesis proposed:

H1: Consumer ethnocentrism has a significant influence on purchasing decisions for Eiger products.

Product Knowledge

*Product Knowledge*based on the knowledge that is in the memory or understanding that is owned by the consumer. In Indonesian, Product Knowledge means consumer knowledge about the products or services that they will or have used.(Pamungkas et al., 2021)and understood by consumers and used for consideration in determining the next step. This knowledge includes the type of goods, brand of goods, attributes, or prices, and beliefs about the product. Consumers who understand the product can know product they use useful satisfying their desires, then they can make a purchasing decision. There is an influence Product Knowledge on decision to purchase Eiger products. According two studies that have been conducted, may analyzed the higher person know the product, the greater the influence on the Purchase Decision. Research (Tridiwianti, 2021) also confirms consumer knowledge of the product contributes to positive purchasing decisions, and product knowledge aspect is the basis for buyers in choosing their products. Based on this, following hypothesis is proposed:

H2: Product Knowledge has a significant influence on purchasing decisions for Eiger products.
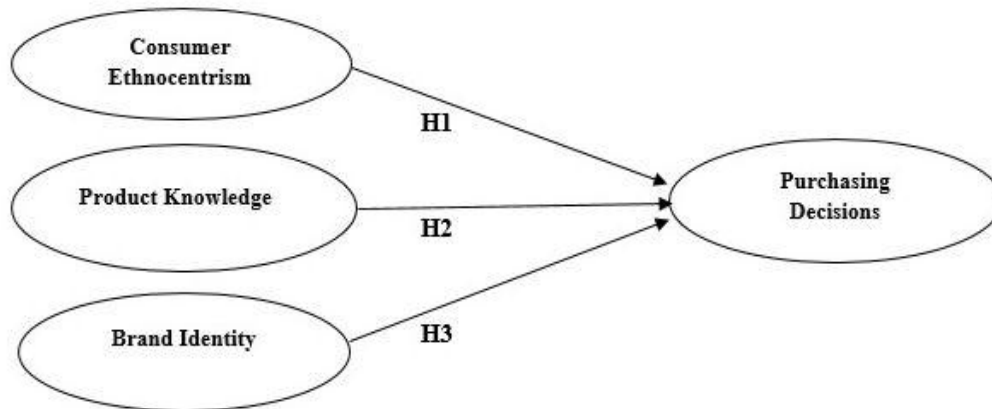
Brand Identity

Brand identity consists of a collection of distinctive characteristics that shape how a brand is recognized and remembered.(Zullaihah & Setyawati, 2021). Brand identity is usually seen through elements such as brand name, slogan, tag line, and graphic design. Brand identity is very important in marketing because without a clear identity, a product or service can be difficult to recognize.(Budihardja & Sitinjak, 2022). Brand identity is a unique way that a company wants to display to shape the consumer's view of the brand. This identity provides knowledge and understanding of the context during promotion or advertising. In addition, brand identity also helps build product reputation, where a good reputation can increase consumer trust.(Ryana & Haryanto, 2023). The brand name is used in all interactions between the company and consumers. A logo is a graphic design that represents the brand name. A slogan or tag line is a memorable phrase often used in conjunction with the brand name in marketing materials support the desired brand image.(Zebuah, 2018). Brand Identity Influences Purchasing Decisions. From Data analyzed us structural equation modeling approach, the t-value obtained as 2.54. Because the t-value of hypothesis 4 is greater than 1.96, this hypothesis can befulfilled. This means Brand Identity wield positive influence on Purchasing Decisions with a weight of 0.31. This study also looks at how (Priyono, 2017). Based on this, the following hypothesis is proposed:

H3: Brand identity has a significant influence on purchasing decisions for Eiger products.

Conceptual Framework

According to literature review and previous empirical studies, conceptual skeletal was expanded to describe relationship among research variables. This framework includes Consumer Ethnocentrism (X1), Product Knowledge (X2), and Brand Identity (X3) as the independent variables, and Purchasing Decision (Y) as the dependent variable. The framework aims to clarify the direction of influence and serves as the foundation for hypothesis testing in this study.

Figure 1 Conceptual Framework

METHODS

Types of research

Research hire quantitative nearing a survey method to test hypotheses regarding the leverage Consumer Ethnocentrism, Product Knowledge, and Brand Identity on purchasing decisions related to Eiger products (Indriyani & Suri, 2020). Premier data gathered via compiled questionnaire divided to respondents who met specific criteria. Each variable was measured using indicators adapted from prior validated studies. Consumer Ethnocentrism was assessed through indicators reflecting preference for local products, choices among domestic alternatives, and patterns of using locally produced goods (Laraswati & Harti, 2022). Product Knowledge was measured by evaluating the respondents' understanding of product attributes, perceived benefits, and satisfaction derived from product use (Sanita et al., 2019). Brand Identity was identified based on consumers' recognition of the brand, their ability to differentiate it from competitors, and how well the brand reflects company values (Dewi Rahmawati et al., 2020). Finally, Purchasing Decision was evaluated using indicators related to product selection, brand preference, choice of distributor, timing of purchase, and purchase quantity (Meithiana, 2019).

Population and Sample

This research involved the general public who had purchased Eiger products.(Hadi Sofyan.M, 2022). The implemented techniques in the survey non-probability sampling us purposive sampling ttechnical.(Devinda & Purwanto, 2022). *Purposive sampling* namely a sampling method that selects respondents based on certain criteria and parameters that are considered to be able to represent the population being studied. The criteria for determining the research involved respondents as samples who come through people aged 17-50 years, both male and female, who have purchased Eiger products. Numeric data of samples is determined using Lemeshow recipe because numeric data of populations cannot be ascertained.

The population in Sidoarjo that can achieve the research objectives is unknown or infinite, so researchers cannot determine exact sample size for study. Therefore, in study, the Lemeshow formula us determine sample size (Abdullah, Karimuddin et al., 2022).

$$n = \frac{z^2 P\ (1 - P)}{d^2}$$

Explanation:
n   = Number of samples
z   = Moral table value with a specific alpha

P   = Unknown population proportion
D   = Distance in both directions

Using this formula, the significance level (alpha) of this study is 95% or 1.96. In addition, the population size is taken as 0.5 with a confidence interval of 10%. Thus, the sample size for this study is calculated as follows:

$$n = \frac{z^2 P\,(1 - P)}{d^2}$$
$$n = \frac{1,96^2.\,0,5\,(1 - 0,5)}{0,1^2}$$
$$n = \frac{3,8416\,.\,0,5\,(0,5)}{0,01}$$
$$n = \frac{0,9604}{0,01}$$
$$n = 96,04$$

According to yield obtained, minim number samples required is 96. To meet the research requirements based on Roscoe's theory, which states that comparable sample characteristics in research range from 30 to 500 samples (Fauzy, 2019), sample size was set 100 samples.

The data source study is based on premier data, referring to all information gathered by researchers without intermediaries from the first source (Fadjarajani et al., 2020). questionnaire disseminated via Google Forms obtain data shared by respondents with a list of statements presented systematically using a Likert scale or a 5-point scale, (1) strongly disagree to (5) strongly agree (Widodo, Slamet et al., 2023).

The research data examined using (PLS-SEM) methodology facilitated by SmartPLS 3.0 software. This method was chosen because it can test relationships same time in engage many constructions, indicator variables, and structural paths. In analysis, the testing standards were shared different stages, namely outer model test inner model test (Rahadi, Dedi Rianto, 2023).

The measurement model (outer model) testing aims to assess whether the indicators used are able to represent latent variables validly and reliably. Convergent validity is fulfilled if the factor loading is > 0.7, or at least 0.6 with AVE > 0.5. Reliability testing us Cronbach's Alpha, Composite Reliability, rho_A, minimum value of > 0.6 (Hardisman, 2021).

Meanwhile, structural model testing (inner model) relationships between variables according to the hypothesis. The assessment is conducted through the R-Square value, which indicates the strength of influence (strong ≥ 0.67; moderate ≥ 0.33; weak ≥ 0.19), as well as the t-statistic value with a significance threshold: 1.65 (10%), 1.96 (5%), and 2.58 (1%) (Hamid & Suhardi M Anwar, 2019).

Operationalization of Variables
This studies engage three independent variables: Consumer Ethnocentrism, Product Knowledge, and Brand Identity, as well as one dependent variable: Purchasing Decisions. Each of these variables was measured using several indicators derived from established literature, and operationalized into statements within the questionnaire using a five-point Likert 1 (strongly disagree) to 5 (strongly agree).

Consumer Ethnocentrism quantified three indicators adapted from Laraswati & Harti (2022), which include:
1. Buying local products means buying goods or services produced in your own region.
2. Choices in local products are the various types of goods or services in Indonesia that are available for consumers to choose from. This includes various brands, models, or features that

can aligned with demands each individual.
3. Product usage is how people utilize product or service satisfy their needs or wants.

Product Knowledge was measured based on the framework developed by Sanita et al. (2019) his includes three indicators:
1. Understanding product attributes is an understanding of the characteristics or features of a product. In accordance with the limits set based on production capacity and financial resources.
2. Product benefit knowledge is an understanding of the advantages or positive benefits that will be obtained from using the product.
3. Knowledge about the satisfaction provided by a product is an understanding of how satisfied consumers are after using the product.

Brand Identity was measured through three dimensions adapted from Dewi Rahmawati et al. (2020), namely:
1. Consumers recognize the brand name and symbol/logo of the product.
2. Consumers can differentiate the product brand from competitors' brands.
3. A product brand or slogan can describe a company's goals.

Finally, the dependent variable, Purchasing Decisions, was measured using five indicators adopted from Meithiana (2019), these include:
1. Product choice, consumers choose the products they want to buy based on their needs and preferences, so sellers must understand consumer desires.
2. Brand choice, consumers have unique characters and images in determining brands that influence purchasing decisions.
3. Choice of distributor, consumers determine which store to visit, because each store has advantages and disadvantages in service and price.
4. Time of purchase, purchasing decisions are based on factors such as user activity, priorities and needs.
5. Purchase quantity, consumers can determine how many products they want to buy according to their needs and capabilities.

All the items were presented as statements in the questionnaire, tested for validity reliability prior to data analysis stage using SmartPLS version 3.2.8.

RESULTS AND DISCUSSION

Research result

Table 2 Characteristic Respondent

Characteristic Respondent	Percentage
Age	
17-21 Years Old	55 %
26-35 Years Old	24 %
36-45 Years Old	10 %
46-50 Years Old	11 %
Type of Work	
Students Or College Students	49 %
Private Employees	23 %
Housewives	8 %
Others	20 %

Source: SPSS (data processed 2024)

Based data in Table 2, largely respondents aged 17–25 years (55%), followed by those aged 26–35 years (24%), 36–45 years (10%), and 46–50 years (11%). In terms of occupation, the largest proportion consisted of students or college students (49%), followed by private employees (23%), housewives (8%), and others (20%). The total number of respondents, 100 individuals, was determined using the Lemeshow formula, which is appropriate for studies with an unknown population size. All respondents had made at least one purchase of Eiger products, making them relevant and qualified participants for this research.

Data analysis

The structural equation model was PLS-SEM approach (Partial Least Squares Structural Equation Modeling) technique supported by SmartPLS 3.2.8 software. processed using two models, measurement model (outer model) and the structural model (inner model) us measure and understand level of influence independent variable (Prajasantana et al., 2021)

1. **Measurement Model Test (Outer Model)**

   Outer Model testing lead out ascertain whether measuring instrument used valid and has a good level of reliability.(Aristanto, 2017). There are several things that need to be tested for reflective indicators. First, convergent validity, which see correlation number indicator is high enough loading Factor must show a number above 0.7, while the AVE value must at least exceed 0.5 as an indicator of construct validityin order to be accepted and the next analysis process can be carried out.(Masyarakat et al., 2023).

   a. **Convergent Validity**

   Table 3 Loading Factor Values

Indicator	Consumer Ethnocentrism (X1)	Brand Identity (X3)	Purchase Decision (Y)	Product Knowledge (X2)
X1.1	0.793			
X1.2	0.761			
X1.3	0.846			
X2.1				0.748
X2.2				0.780
X2.3				0.874
X3.1		0.860		
X3.2		0.811		
X3.3		0.735		
Y1			0.900	
Y2			0.704	
Y3			0.884	
Y4			0.785	
Y5			0.770	

   Source: SmartPLS 3.2.8 output (data processed 2024)

   Based the table on, the results analysis the loading factor value any indicator in model are >0.7. This shows that each indicator is able to describe the right construct. hence, all indicators in the model are considered valid and ready to used in further analysis.

   Table 4 Average Variance Extracted (AVE) Value

Variabel	Average Variance Extracted (AVE)
Consumer Ethnocentrism (X1)	0.641
Brand Identity (X3)	0.646
Purchase Decision (Y)	0.660

Product Knowledge (X2)	0.644

Source: SmartPLS 3.2.8 output (data processed 2024)

A model respected good if (AVE) value construct is >0.5. The table presented show all variables have AVE values that meet these requirements because the overall value is >0.5. Therefore, can concluded that constructs this study have great convergent validity.

b. **Discriminant Validity**

To test discriminant validity, cross-loading analysis is needed as one of the steps. Each indicator must have higher loading value measured construct compared to other constructs. The cross-loading results as presented table.

Table 5 Cross-Loading Values

Indicator	Consumer Ethnocentrism (X1)	Brand Identity (X3)	Purchase Decision (Y)	*Product Knowledge*(X2)
X1.1	0.793	0.568	0.632	0.607
X1.2	0.761	0.653	0.614	0.558
X1.3	0.846	0.716	0.794	0.805
X2.1	0.621	0.586	0.587	0.748
X2.2	0.591	0.607	0.636	0.780
X2.3	0.777	0.742	0.774	0.874
X3.1	0.684	0.860	0.742	0.665
X3.2	0.663	0.811	0.730	0.694
X3.3	0.605	0.735	0.599	0.588
Y1	0.760	0.713	0.900	0.744
Y2	0.596	0.657	0.704	0.579
Y3	0.742	0.746	0.884	0.767
Y4	0.716	0.698	0.785	0.695
Y5	0.655	0.689	0.770	0.591

Source: SmartPLS 3.2.8 output (data processed 2024)

Posit the table above, results cross-loading analysis show each indicator construct greater loading value than other constructs. Therefore, can concluded that this model meets the requirements of discriminant validity, so that each indicator can measure the appropriate construct accurately.

c. **Reliability Test**

Reliability test is measured us method*Composite Reliability*and Cronbach's Alpha(Aristanto, 2017). Composite reliability value used measure consistency indicators variables values. Variable can said reliable has composite reliability value > 0.7 and a cronbach's alpha value > 0.7. The following results composite reliability and cronbach's alpha tests.

Table 6 Results of Composite Reliability and Cronbach's Alpha Tests

Variabels	*Cronbach's Alpha*	*Composite Reliability*
Consumer Ethnocentrism (X1)	0.722	0.842
Brand Identity (X3)	0.725	0.845
Purchase Decision (Y)	0.868	0.906
Product Knowledge (X2)	0.723	0.844

Source: SmartPLS 3.2.8 output (data processed 2024)

From data contained table above, shows composite reliability value and Cronbach's alpha value have met the requirements for reliability testing where all variables show values > 0.7 value for all variables is at a good level. This shows that all variables study hav adequate

level of internal consistency and have met the reliability testing standards.

2. Structural Model Test (Inner Model)

Structural model (inner model) analyze relationship between variables through various tests. RSquare (R^2) functions to measure the extent to which independent variable explains dependent variable, with value of 0.75 stated as strong, 0.50 stated as moderate, and 0.25 stated as weak. Q-Square (Q^2) tests the predictive strength of the model, the value of which must be more than 0 for the model to considered relevant. F-Square (F^2) measures the influence of the independent variable dependent, with a value of 0.02 (small influence), 0.15 (moderate influence), and 0.35 (large influence) [40]. the path coefficient is used with a T-statistic value ≥1.96 and a p-value ≤0.05 to ensure that the research hypothesis can be accepted and has a significant influence.

a. R-Square Test

Table 7 R-Square (R2) Value

Variables	R-Square	Adjusted R-Square
Purchase Decision (Y)	0.830	0.825

Source: SmartPLS 3.2.8 output (data processed 2024)

Based the table, the R-Square value shows that the variables of consumer ethnocentrism, product knowledge, and brand identity on purchasing decisions are 0.825. results variables of consumer ethnocentrism, product knowledge, and brand identity can explain purchasing decisions by 0.825 or 82.5%, the remaining 17.5% is influenced other variables.

b. Q-Square Test

Table 8 Q-Square Value (Q2)

Variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Purchase Decision (Y)	500.000	255,091	0,490

Source: SmartPLS 3.2.8 output (data processed 2024)

Based on table above, the Q-Square value is greater than 0, namely 0.490, indicating that this study has good predictive ability with a predictive relevance of 49.0%.

c. F-Square Test

Table 9 F-Square (F2) Value)

Variabel	Purchase Decision (Y)
Consumer Ethnocentrism (X1)	0.179
Brand Identity (X3)	0.272
Product Knowledge (X2)	0.073

Sumber : Output SmartPLS 3.2.8 (data diolah 2024)

The F-Square value can prove a small influence if the value is ≥0.02, moderate influence if value ≥0.15, and a large influence if the value is ≥0.35. Based on table 2, it shows that the influence of the three variables X1, However variable X2 on variable Y shows a small influence because the value is below 0.15

d. Path Coefficient

Path coefficient testing is carried out by considering three aspects, namely original sample, t-statistics, and p-value. The original sample proves whether links among variables is in accordance with the hypothesis and has a positive influence if the value is positive. Meanwhile, t-statistics are used to determine whether the influence between variables is truly significant. If the t-statistic value is greater than the t-table, which is> 1.96 and the p-values <0.05, then the hypothesis is relationship between variables is significant. However, if otherwise, then the hypothesis will be rejected and the relationship not significant.

Table 10 Path Coefficient Test Results

	Original Sample(O)	**T Statistics (|O/STDEV|)**	*P Values*	**Results**	**Hypothesis**
Consumer Ethnocentrism (X1) -> Purchase Decision (Y)	0.347	3.104	**0.002**	**Positive and significant impact**	**Accepted**
Brand Identity (X3) -> Purchase Decision (Y)	0.403	3,942	**0.000**	**Positive and significant impact**	**Accepted**
Product Knowledge (X2) -> Purchase Decision (Y)	0.221	2.229	**0.022**	**Has a positive and significant impact**	**Accepted**
Product Knowledge (X2) -> Purchase Decision (Y)	0.221	2.229	**0.022**	**Has a positive and significant impact**	**Accepted**

Source: SmartPLS 3.2.8 output (data processed 2024)

Based on the test results shown in table 2.8, it can be seen that the variables Consumer Ethnocentrism (X1), Product Knowledge (X2), and Brand Identity (X3) have a significant influence on Purchasing Decisions (Y) with a T-Statistic value >1.96 and a P-Value <0.05.
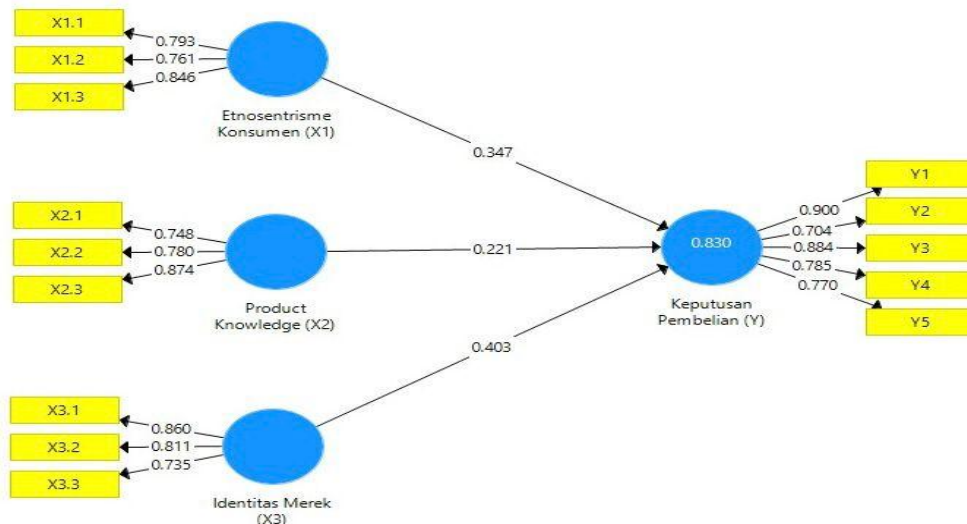
Figure 2 Bootstrapping Test Results
Source: SmartPLS 3.2.8 output (data processed 2024)

Discussion

From the analysis of data processing using SmartPLS (Partial Least Square) software version 3.2.8 which has been explained, it can be seen how much influence consumer ethnocentrism, product knowledge and brand identity have on purchasing decisions for Eiger products.

Consumer Ethnocentrism Has a Significant Influence on Eiger Product Purchase Decisions
The analysis results demonstrate that consumer ethnocentrism significantly affects purchasing decisions for Eiger products. This finding supports the concept proposed by .Safinaturrizqy et al., (2023), which defines consumer ethnocentrism as the tendency of individuals to perceive local products as superior and to reject foreign products on the grounds that they harm the domestic economy. In the context of Eiger, this sentiment becomes a strategic advantage, as the brand strongly emphasizes its identity as a local Indonesian company (Angkola et al., 2023). Eiger often highlights its commitment to local production and national values, allowing it to build a strong emotional connection with consumers who prioritize domestic economic growth. This is in line with Fauzi, (2020), who found that ethnocentric consumers are more likely to favor local brands due to a sense of social responsibility and national pride. Thus, ethnocentrism does not merely reflect consumer preference, but also represents a value-based purchasing behavior that Eiger successfully taps into. The significant influence of this variable in the study reflects how Eiger's alignment with consumer ethnocentric attitudes contributes directly to purchasing decisions, differentiating it from foreign competitors that lack cultural resonance.

Product Knowledge Has a Significant Influence on Eiger Product Purchase Decisions
The results of data analysis reveal product knowledge significan influences purchasing decisions for Eiger products by Sanita et al., (2019), defines product knowledge as the consumer's understanding of product attributes, perceived benefits, and satisfaction after use. In the context of Eiger, relevant product knowledge extends beyond general product awareness, it includes specific technical understanding such as knowledge of Cordura fabric durability, water-resistant ratings, lightweight material composition, and innovative features for outdoor activities, such as ventilation systems, modular compartments, or quick-dry technologies. According to Suparwi & Fitriyani, (2020), such detailed knowledge influences consumer confidence in evaluating whether a product meets both functional and lifestyle needs. For Eiger consumers, especially those active in hiking, traveling, or camping, product performance under extreme conditions is a critical consideration. The ability to compare Eiger's technical specifications with similar brands plays a significant role in the decision-making process (Tridiwianti, Fidia & Harti, 2020). Therefore, this study's finding confirms that the more consumers understand Eiger's product features and their advantages, the stronger their intention to purchase. Product knowledge here does not merely help consumers identify a product, but also justifies value-for-money and aligns with specific outdoor needs.

Brand Identity Has a Significant Influence on Eiger Product Purchase Decisions
Analysis brand identity significant influence purchasing decisions for Eiger products. According to Zullaihah & Setyawati, (2021), brand identity consists of unique elements such as names, logos, taglines, and visual designs that help consumers recognize and remember a brand. In Eiger's case, its brand identity is strongly embedded in the imagery of adventure, nature, and Indonesian pride. The distinctive mountain-shaped logo, the "TropicaLife" slogan, and consistent use of earth-tone colors reflect Eiger's commitment to outdoor lifestyles. Furthermore, Eiger stores are uniquely designed to resemble outdoor environments, incorporating rugged aesthetics and displaying real adventure gear setups, which reinforce their brand story. This consistent and immersive brand identity resonates deeply with Eiger's target market, especially youth and adventure enthusiasts who associate the brand not only with functionality but also with a lifestyle of exploration and local spirit. As explained by Dewi Rahmawati et al., (2020), brand identity becomes powerful when it fosters emotional and cognitive attachment, enabling consumers to identify with the values and experiences the brand represents. Thus, the significance of this variable is not merely because consumers understand what brand identity means in general, but because they feel personally connected to Eiger's image and narrative, which influences their purchasing behavior.

CONCLUSION

Findings study present valuable both managerial practice theoretical development. From a managerial perspective, Eiger should optimize consumer ethnocentrism by promoting the brand as a symbol of Indonesian pride through localized marketing campaigns, collaboration with national ambassadors, and storytelling that reinforces its domestic identity. To enhance product knowledge, the company is encouraged to provide detailed and accessible information about key product features, such as Cordura fabric durability, water-resistant ratings, and multifunctional outdoor gear through digital content, in-store education, and staff assistance. Brand identity must also be maintained consistently across all consumer touchpoints, including logo usage, store atmosphere, and social media presence, to increase consumer recognition and emotional connection. Moreover, organizing adventure-themed events, product trials, and experiential promotions will help deepen consumer engagement and reinforce loyalty. Theoretically, this study supports and extends previous research by Sanita et al., (2019) and Dewi Rahmawati et al., (2020), confirming that product knowledge and brand identity, when aligned with ethnocentric sentiment, play a crucial role in shaping actual purchasing decisions within local brand contexts.

Despite its contributions, study limitations. The research sample was limited to Eiger consumers aged 17–50 in a specific geographic area, which may not reflect broader consumer behavior patterns. Future studies are encouraged to expand the demographic and regional scope, and conduct cross-brand or cross-cultural comparisons to enrich the generalizability of findings. In addition to this, future research can explore new variables that may influence purchasing decisions, such as perceived value, brand experience, digital engagement, or environmental consciousness, particularly considering the growing trend of sustainability in outdoor product markets. Qualitative approaches like interviews or focus groups can uncover deeper emotional and psychological dimensions of consumer-brand relationships, while experimental methods could assess the effectiveness of different brand messaging strategies in real-time purchasing contexts.

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