



Research Paper

The Role of Age in Moderating the Relationship Between Dual Ethnocentrism and Purchase Intentions in Restaurants

Budhi Haryanto¹, Kumala Hasta Prasetio²^{1,2} Faculty of Economics and Business, Sebelas Maret University, Surakarta, Indonesia.**ARTICLE INFO****Keywords:**

Ethnocentrism, Ethnicity, Ethnocentrism double, Consumer's ethnocentrism, Purchase intention, Purchase intention at a restaurant

E-ISSN: 2958-6429
P-ISSN: 2958-6410

This is an open access article under the CC BY-SA license.

Copyright © 2022 by Author. Published by ASTA Research Center

ABSTRACT

This research aims to explore the role of age as a moderator in the relationship between dual ethnocentrism and restaurant purchase intentions. The study focuses on Indonesian citizens of Chinese descent residing in Indonesia who express intent to visit both Indonesian cuisine and Chinese cuisine restaurants. Data were collected through online questionnaires, with a total of 200 responses obtained through snowball sampling. Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) and Multi-Group Analysis (MGA) in SmartPLS 3. The findings indicate that ethnocentrism among dual ethnicities significantly influences purchase intentions specifically towards restaurants serving cuisine aligned with the individual's ethnocentric background, but not towards restaurants serving other ethnic cuisines. Age was found to moderate the relationship between home ethnocentrism and host ethnocentrism but did not moderate the relationship between dual ethnocentrism and purchase intentions toward restaurant cuisine. This research hopes to contribute to the fill the gap in the literature and provide practical insight. Moreover, limitations and future direction also were discussed in this work.

1. INTRODUCTION

Indonesia has the largest population of Chinese descent in the world, with a total of about 7 million people (World Economic Forum, 2016). The Chinese ethnic group in Indonesia is collectively organized to preserve their culture, belief systems, ways of life, patterns of behavior, ways of thinking, and cultural symbols (Siswanto, 2007). The strong culture of their country of origin leads individuals living in a country different from their ethnic homeland to often exhibit dual ethnocentrism (El Banna et al., 2017). This is evident in Indonesia, where the strong Chinese culture among the ethnic Chinese population results in two types of ethnocentrism: one towards their country of origin (home country) and the other towards the country in which they currently reside (host country). A phenomenon in Indonesia is the proliferation of Chinese cuisine restaurants, which are predominantly patronized by the Chinese ethnic community (Suara Surabaya, 2007; Openrice, 2014). Chinese cuisine restaurants are among the most sought-after dining establishments in Indonesia, second only to Indonesian cuisine restaurants (News One, 2015; Investor Daily, 2015). This trend has led to a growing demand for Chinese cuisine restaurant businesses in Indonesia.

Chinese cuisine restaurants are a significant cultural element for Chinese ethnicity, carrying symbolic meaning (Guansheng Ma, 2015). This cultural attachment causes many Chinese descendants in Indonesia to be more ethnocentric towards China, often choosing to eat at Chinese cuisine restaurants rather than Indonesian cuisine restaurants. This is supported by a study conducted by El Banna et al. (2017), which examined the influence of dual ethnocentrism on product choices in Canada. The study found that individuals with dual ethnocentrism tend to prefer products from their home country over those from the host country, and vice versa. Another phenomenon in Indonesia is that older Chinese descendants typically avoid restaurants other than Chinese ones. This is corroborated by earlier research by Helmi (1990), which examined the level of ethnocentrism among young and old Chinese descendants in Indonesia. The study showed that older Chinese in Indonesia tend to have stronger ethnocentrism towards China compared to younger Chinese.

*Corresponding author.

E-mail: budiharyanto_fe@staff.uns.ac.id

Previous research on the influence of consumer ethnocentrism on purchase intentions and age has yielded varying models. Nadiri and Turner (2010) conducted a study in the Republic of Cyprus examining the influence of demographic characteristics (age, gender, education, income) on ethnocentrism and purchase intentions for domestic products. The results indicated that age positively influences consumer ethnocentrism, and consumer ethnocentrism positively affects the purchase intention for domestic products. Furthermore, Awdriej et al. (2016) conducted a similar study in Poland on the effect of demographic characteristics on consumer ethnocentrism and purchase intention for cuisine products. The study found that among the demographic characteristics examined, only age had a positive influence on ethnocentrism. The study concluded that older consumers tend to have higher ethnocentrism and are not interested in non-local cuisine products.

Research on consumer ethnocentrism becomes increasingly intriguing when considering the work of El Banna et al. (2017), who examined the influence of ethnic identity on ethnocentrism in individuals with dual ethnicities. The study focused on individuals with both Egyptian and Canadian ethnic backgrounds. It found that people with dual ethnicities can exhibit two types of ethnocentrism, leading to different purchasing behaviors. The phenomenon occurring in Indonesia presents a unique condition, requiring a modification of the concept for researching the influence of ethnocentrism on purchase intentions. The proposed concept involves examining the influence of dual ethnocentrism on restaurant choices, moderated by age. Consumer ethnocentrism is the independent variable in this study. Previous research shows that consumers with high ethnocentrism view foreign or global brands not only as economic threats but also as cultural threats (Cleveland et al., 2019). Ethnocentric consumers believe their own ethnicity is superior, often overestimating local goods and underestimating foreign ones (Wang and Chen, 2004). The influence of consumer ethnocentrism on purchase intention varies depending on the type of product and the consumer's location (Cleveland et al., 2009). However, consumers with dual ethnicities possess two kinds of ethnocentrism, leading to different purchase intentions (El Banna et al., 2017). This has led researchers to focus on ethnocentrism among consumers with dual ethnicities as an independent variable.

Purchase intention in a restaurant is the dependent variable in this study. Indonesia has the largest cuisine service market in ASEAN (Market Access Secretariat Global Analysis Report, 2014). As the restaurant industry continues to grow, various establishments offering foreign cuisine are increasingly appearing in Indonesia (Indozone, 2020; Marketeers, 2018). Previous research indicates that a person's ethnicity affects their choice of cuisine. The preference for certain flavors is strongly influenced by socio-cultural aspects such as family, ethnicity, and religion (Gutkowska, 2004). Several studies have shown that ethnocentrism influences the choice of cuisine types (Chryssochoidis et al., 2007; Awdriej et al., 2016; Ferrin et al., 2017). However, no studies have yet examined the effect of ethnocentrism on individuals with dual ethnicities regarding their restaurant choices—whether they prefer restaurants offering cuisine from their home country or their host country. Therefore, this study proposes that ethnocentrism in individuals with dual ethnicities affects their purchase intention at restaurants.

Considerably, age is another variable that moderates the relationship between ethnocentrism and purchase intention at restaurants. Older individuals tend to prefer local cuisine products over non-local ones. This is supported by Awdriej et al. (2016), whose research on the relationship between age and ethnocentrism in Poland showed that as people age, their ethnocentrism increases, and they become less interested in foreign cuisine products. Orth and Firbasova (2003) found that among various demographic characteristics, age is most significantly associated with consumer ethnocentrism and choice. Other research also supports that age affects ethnocentrism, with older individuals exhibiting stronger ethnocentrism (Nadiri and Turner, 2010; Aziz et al., 2014). This has led researchers to explore the influence of age in moderating the relationship between ethnocentrism in individuals with dual ethnicities and their purchase intentions at restaurants.

Thus, the originality of this study lies in the fact that no previous research has applied the role of age in moderating the influence of ethnocentrism on purchase intentions among individuals with dual ethnicities in the context of restaurant choices. The effect of dual ethnocentrism on the preference for home country and host country products is adapted from the research of El Banna et al. (2017) and Manish Das (2019). This study modifies their concepts to fit the phenomenon occurring in Indonesia by adding age as a moderating variable and changing the dependent variable to restaurant choice—specifically, the choice between Chinese cuisine and Indonesian cuisine restaurants. The results of this study are expected to assist restaurant marketers in developing effective strategies for marketing their establishments.

2. LITERATURE REVIEW

2.1 Consumer Ethnocentrism

Consumer ethnocentrism has been used in international marketing to explain negative feelings toward foreign countries in general and their products in particular. Ethnocentric consumers tend to be overly patriotic and

resistant to foreign cultures (Cannon and Yaprak, 2002). Building on the definition of ethnocentrism in sociology, which refers to a person's tendency to view their ethnicity as superior to others (Sumner, 1906), Shimp and Sharma (1987) define consumer ethnocentrism as the ethnocentric views adopted by consumers within a country or group toward the products of other countries or groups. Cleveland et al. (2009) emphasized that for ethnocentric consumers, "foreign or global brands represent not only an economic threat but also a cultural threat." Ethnocentric consumers view their in-group very highly, often overestimating the attributes of local products and underestimating those of foreign goods (Wang and Chen, 2004). The impact of ethnocentrism on product evaluation varies between product categories and behavioral contexts (Cleveland et al., 2009). Studies show that the less important the product category, the greater the degree of ethnocentrism associated with it (Chryssochoidis et al., 2007).

2.2 Ethnocentrism in dual ethnicity

Previous research by El Banna et al. (2017) revealed that consumers with dual ethnicities demonstrate two types of ethnocentrism, influencing their purchasing intentions. The more consumers identify with their country of origin, the more likely they are to prefer products from that country (Verlegh, 2007). A positive ethnocentric stance toward their country of origin tends to result in an overestimation of its products and an underestimation of products from other countries (Wang and Chen, 2004; Chryssochoidis et al., 2007; Helly & Budhi, 2022). However, the definition of "country of origin" for consumers with multiple ethnic backgrounds can vary: some define it based on their ancestral lineage, while others define it based on their current country of residence.

2.3 The Effect of Ethnocentrism on Purchase Intentions in Restaurants

The tendency of consumer ethnocentrism is a stronger predictor of purchasing behavior compared to demographic variables and marketing mix factors (Herche, 1992). Numerous previous studies have examined the impact of consumer ethnocentrism on purchase intentions (Yelkur et al., 2006; Chryssochoidis et al., 2007; Nguyen et al., 2008; Evanschitzky et al., 2008; Ranjbairn et al., 2011). However, most of this research has focused on products other than cuisine (Orth & Firbasova, 2003). Some studies have explored the influence of ethnocentrism on cuisine selection (Huddleston et al., 2001; Ferrin et al., 2017; Awdriej et al., 2015; Vabo et al., 2016), but the findings vary depending on consumer characteristics and country context. Ethnicity also influences the choice of cuisine. Preferences for certain flavors are strongly influenced by socio-cultural factors such as family, ethnicity, and religion (Gutkowska, 2004). Local cuisine production, traditions, and connections to the region of origin of a product often embody strong elements of local identity and culture (Galli and Brunori, 2013). In regions where there is a strong local identity and attachment to the area, demand for local cuisine products tends to be higher. This association is linked to the intrinsic attributes perceived by ethnocentric consumers (Groves, 2005). Given these considerations, a hypothesis that could be proposed is:

- Hypothesis 1.* For individuals who have ethnocentrism double, home ethnocentrism will affect positively to host ethnocentrism
- Hypothesis 2.* Home ethnocentrism in individuals with ethnocentrism double will impact positively on the purchase intention at the home restaurant
- Hypothesis 3.* Host ethnocentrism on individuals with ethnocentrism double would impact negatively on the purchase intention at the host restaurants
- Hypothesis 4.* Home ethnocentrism in individuals with ethnocentrism double would impact negatively on the purchase intention at the host restaurants
- Hypothesis 5.* host ethnocentrism on individuals with ethnocentrism double will impact positively on the purchase intention at the home restaurant

2.4 Age

Age, as described by the Indonesian Department of Health (2009), measures the lifespan of both living and deceased objects or creatures. Orth and Firbasova (2003) found that among various demographic characteristics, age is the most significant factor associated with consumer ethnocentrism and product choices. Parents, in particular, tend to prefer local cuisine products over non-local ones. This preference is supported by Awdriej et al. (2016), whose research in Poland indicated that older individuals tend to exhibit higher levels of ethnocentrism and are less interested in non-local cuisine products. Similar findings have been corroborated by earlier studies on ethnocentrism and age (Helmi, 1990; Nadiri and Turner, 2010; Aziz et al., 2014). However, there are also studies that show contradictory results, suggesting that ethnocentrism diminishes with age. For instance, Bannister and Saunders (1978) found that younger consumers in the UK were more ethnocentric compared to older age groups.

Given these considerations, a hypothesis that could be proposed is:

Hypothesis 6. Age moderated the relationship between home ethnocentrism and host ethnocentrism on ethnic doubles individuals.

Hypothesis 7. Age moderates the relationship between home ethnocentrism and purchase intention at home restaurants.

Hypothesis 8. Age moderated the relationship between host ethnocentrism and purchase intention at the host restaurants.

Hypothesis 9. Age moderated the relationship between home ethnocentrism and purchase intention at the host restaurants.

Hypothesis 10. Age moderated the relationship between host ethnocentrism and purchase intention at home restaurants.

3. METHODS

3.1. Sampling

The sample for this study comprised 200 Indonesian citizens of Chinese descent residing in Indonesia who have never dined at both Chinese and Indonesian restaurants. Data collection for the study employed an online questionnaire distributed to the respondents. This research focused on a specific demographic subset: Indonesian citizens of Chinese heritage residing within Indonesia. The criteria for inclusion in the study were individuals who had not previously patronized either Chinese or Indonesian restaurants. To gather data from this sample, an online questionnaire was utilized as the primary data collection method. The questionnaire aimed to capture respondents' attitudes, preferences, and potential reasons for not dining at these types of restaurants. This method allowed for efficient data collection while providing a platform for respondents to express their views in a structured manner.

3.2. Measures

Consumer ethnocentrism refers to the tendency of consumers to prioritize their nationality or ethnicity. In this study, ethnocentrism was measured using the CETSCALE (Shimp and Sharma, 1987), adapted to suit the study's context and objectives. Purchase intention is defined as an individual's inclination to buy a product, assessed through factors such as probability, willingness, tendency, interest, and desire. Both ethnocentrism and purchase intention were evaluated using a 5-point Likert scale: 1 (strongly disagree) to 5 (strongly agree). The variable of age was categorized into two groups: young (35 years and under) and old (36 years and over). This categorization aimed to explore potential age-related differences in ethnocentrism and purchase intentions among respondents. Hypotheses H1 to H5 were tested using path analysis in the SmartPLS 3 application. This method allowed researchers to examine direct relationships between ethnocentrism and purchase intention variables. For hypotheses H6 to H10, which investigated the moderating effect of age, researchers employed Multigroup Analysis (MGA). Respondents were divided into two age groups: young (18-35 years, 108 respondents) and old (over 35 years, 92 respondents). Multi-group Analysis (MGA) in SmartPLS 3 was utilized to determine if there were significant differences in the relationships tested between these two age groups. Overall, this study employed rigorous statistical methods to analyze the impact of consumer ethnocentrism and age on purchase intentions, providing insights into how age may moderate these relationships.

5. RESULTS AND DISCUSSIONS

4.1. Reliability and Validity test

The model was tested using the Goodness of Fit (GoF) formula. According to Tenenhaus and Vinzi (2004), the GoF value is calculated by taking the square root of the average Variance Extracted (AVE) value multiplied by the average R-Square value. The specific AVE and R-Square values for this study can be found in Table 1.

Table 1. Model Testing

	Code	Average Variance Extracted (AVE)	R Square
Home Ethnocentrism	EC	0.755	
Host Ethnocentrism	EI	0.631	0.098
Home Purchase Intention	NBC	0.817	0.693
Host Purchase Intention	NBI	0.743	0.469

Source: processed primary data, 2020

Based on the table above, the calculation of GoF is as follows:

$$\begin{aligned}
 \text{GoF} &= \sqrt{AVE \times R^2} \\
 &= \sqrt{0.736 \times 0.38} \\
 &= 0,532
 \end{aligned}$$

The GoF value obtained using the formula mentioned earlier is 0.532. This value meets the required criterion of 0.36 (Tenenhaus et al., 2005), indicating that the research model effectively explains the observed phenomena and is suitable for further testing.

Validity testing was conducted by examining the Outer Loading values from data processed in the SmartPLS application. As shown in Table 2, the Outer Loading values ranged from 0.722 to 0.920, all exceeding the recommended threshold of 0.7 (Hu & Bentler, 1995; Kline, 1998; Marsh et al., 1998). This indicates that all questionnaire items passed the validity test successfully.

Table 2. Validity Test Results

Variable	Indicator	Outer Loading			
		EC	EI	NBC	NBI
Home Ethnocentrism	EC1	0.856			
	EC2	0.898			
	EC3	0.829			
	EC4	0.894			
	EC5	0.899			
	EC6	0.882			
	EC7	0.868			
	EC8	0.825			
	EC9	0.832			
	EC10	0.903			
Host Ethnocentrism	EI1		0.739		
	EI2		0.858		
	EI3		0.810		
	EI4		0.722		
	EI5		0.766		
	EI6		0.780		
	EI7		0.805		
	EI8		0.763		
	EI9		0.862		
	EI10		0.827		

Table 2. Validity Test Results (Continue)

Variable	Indicator	Outer Loading		
		EC	EI	NBC
Home Purchase Intention	NBC1		0.879	
	NBC2		0.912	
	NBC3		0.914	
	NBC4		0.895	
	NBC5		0.920	
Host Purchase Intention	NBI1			0.820
	NBI2			0.856
	NBI3			0.884
	NBI4			0.857
	NBI5			0.891

Source: processed primary data, 2020

The reliability test can be done by looking at the values of composite reliability (CR), average variance extracted (AVE), and cronbach's alpha (CA) (Ghozali, 2014; Sekaran, 2016). An item is declared reliable in representing a variable if it meets the criteria of CR > 0.7, AVE > 0.5, and CA > 0.6 (Sekaran, 2016). The results of the reliability test in this study can be seen in Table 3.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha (CA)	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Home Ethnocentrism	0.964	0.965	0.969	0.755
Host Ethnocentrism	0.935	0.942	0.945	0.631
Home Purchase Intention	0.944	0.944	0.957	0.817
Host Purchase Intention	0.913	0.917	0.935	0.743

Source: processed primary data, 2020

From Table 3 on the results of testing the reliability, obtained that the value of CA, CR, and AVE all the variables that are used more substantial than that required. It is indicated that all of the variables pass the test of reliability.

4.2. The Result of Hypotheses Testing

Table 4. Hypothesis Test Results (Before entering age moderation)

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	EC -> EI	-0.053	-0.058	0.101	0.521	0.603
H2	EC -> NBC	0.82	0.82	0.03	27.301	0,000
H3	EI -> NBI	0.68	0.682	0.046	14.659	0,000
H4	EC -> NBI	-0.048	-0.051	0.058	0.823	0.411
H5	EI -> NBC	-0.068	-0.07	0.047	1.448	0.148

Source: processed primary data, 2020

EC: Chinese /Home Ethnocentrism, EI: Indonesian/Host Ethnocentrism, NBC: Purchase intention Chinese Restaurant /Home, NBI: Purchase intention Indonesian Restaurant /Host. * Significant, p values < 0.05

Table 5. MGA Test Bootstrapping Results (After entering age moderation)

Path	Before entering age moderation			T-Value_Young Age	T-Value_Old Age	P-Value_Young Age	P Value_Old Age
		Young Age	Old Age				
EC -> EI	Not significant	0.36	-0.31	2,983	2,369	*0.003	*0.018
EC -> NBC	Significant	0.675	0.801	9,861	20,519	*0	*0
EI -> NBI	Significant	-0.048	0.042	11,387	6,396	*0	*0
EC -> NBI	Not significant	-0.017	-0.142	0.586	0.5	0.558	0.618
EI -> NBC	Not significant	0.739	0.592	0.184	2,351	0.854	*0.019

Source: processed primary data, 2020

EC: Chinese /Home Ethnocentrism, EI: Indonesian/Host Ethnocentrism, NBC: Purchase intention Chinese Restaurant /Home, NBI: Purchase intention Indonesian Restaurant /Host. * Significant, p values < 0.05

4.2.1. Results of Relations Testing between home ethnocentrism and host ethnocentrism (H1).

Based on the hypotheses testing results presented in Table 5, it is evident that home ethnocentrism and host ethnocentrism exhibit a non-significant relationship ($\beta = -0.053$; $SE = 0.101$; T stat = 0.521). These findings suggest that varying levels of home ethnocentrism do not significantly influence levels of host ethnocentrism. The non-significant results do not support the concept proposed by Manish-Das (2019), which posits that home ethnocentrism negatively affects host ethnocentrism. In the context of this study, individuals of dual ethnicities tend to exhibit host country and home country ethnocentrism that are unrelated. This could potentially be attributed to Indonesian citizens of Chinese descent having integrated into Indonesian society over a long period, whereby Chinese ethnocentrism may not negatively impact Indonesian ethnocentrism. Despite the lack of significant results, Chinese restaurant marketers should continue to consider Indonesian ethnic elements in their marketing strategies, such as participating in and celebrating Eid al-Fitr festivities. Similarly, Indonesian restaurant marketers should also acknowledge Chinese ethnic elements in their marketing efforts, such as participating in and celebrating the Chinese New Year. These actions can help create positive impressions among both Chinese ethnic and Indonesian consumers. While the current study's results are not significant, future research should explore different ethnicities and contexts to generalize theories regarding the relationship between home ethnocentrism and host ethnocentrism.

4.2.2. Results of Relationship Testing between Home Ethnocentrism and Home Restaurants purchase intention (H2)

Based on the results of the hypotheses testing presented in Table 5, it is evident that home ethnocentrism and purchase intention at the home restaurant exhibit a significant and positive relationship ($\beta = 0.82$; $SE = 0.03$; T stat = 27.301), thus supporting Hypothesis 2. This positive relationship suggests that higher levels of home ethnocentrism led to a greater intention to purchase cuisine at home restaurants. These findings align with the consistent pattern observed in previous studies, such as those by El Banna et al. (2017) and Manish Das (2019), despite differences in subject matter, objects, and research settings. In the context of this study, heightened levels of Chinese ethnocentrism among Indonesian citizens of Chinese descent correlate with increased intentions to patronize Chinese cuisine restaurants. Based on these research results, Chinese restaurant marketers can enhance the purchase intentions of Indonesian citizens of Chinese descent by emphasizing Chinese cultural elements in their establishments. This could include playing Chinese music, decorating restaurant interiors with Chinese motifs, and creating an overall ambiance that resonates with Chinese culture. While this study demonstrates significant results, further research is necessary to explore whether the relationship between home ethnocentrism and purchase intention holds true across different ethnicities and product contexts.

4.2.3. Result of Relationship Testing between Host Ethnocentrism and Host Restaurant Purchase Intention (H3)

Based on the results of hypotheses testing presented in Table 5, it is evident that Host ethnocentrism has a significantly positive relationship with intentions to purchase at host restaurants ($\beta = 0.68$; $SE = 0.046$; T stat = 14.659), thereby supporting Hypothesis 3. These findings indicate that individuals with high levels of host ethnocentrism are more likely to have positive intentions towards purchasing cuisine at host restaurants. This aligns with previous research conducted by El Banna et al. (2017) and Manish Das (2019), which similarly found that host ethnocentrism positively influences intentions to purchase at host restaurants, despite variations in subject matter, objects, and research settings. In the context of this study, heightened levels of Indonesian

ethnocentrism among Indonesian Citizens of Chinese descent correlate with increased intentions to patronize Indonesian cuisine restaurants. Given the significant results of hypothesis testing, Indonesian restaurant marketers can enhance the purchase intentions of consumers with high Indonesian ethnocentrism by emphasizing Indonesian cultural elements in their establishments. This could involve playing Indonesian music, using Indonesian-themed decorations, and creating an atmosphere that resonates with Indonesian culture. While these findings are consistent with previous research, further studies are needed to explore whether the relationship between host ethnocentrism and purchase intention holds true across different ethnicities and product contexts.

4.2.4. Result of Relationship Testing between Home Ethnocentrism and Host Restaurant Purchase Intention (H4)

Based on the results of hypotheses testing presented in Table 5, it is evident that home ethnocentrism and purchase intention at host restaurants do not exhibit a significant relationship ($\beta = -0.048$; $SE = 0.058$; T stat = 0.823). These findings indicate that variations in home ethnocentrism levels do not significantly impact the intention to purchase cuisine at host restaurants. These results contradict the hypothesis posited in Hypothesis 4, which suggested that home ethnocentrism would negatively affect purchase intentions at host restaurants, and are contrary to findings by El Banna et al. (2017) and Manish Das (2019). It is possible that Chinese ethnicity, having been established in Indonesia for a long time, may not strongly influence the intention to purchase cuisine at Indonesian restaurants based on their ethnocentrism levels. Despite the non-significant results from hypothesis testing, Indonesian restaurant marketers should still consider the Chinese ethnic element in their marketing strategies, such as actively participating in and celebrating Chinese New Year festivities. This approach helps maintain a positive impression among consumers with high Chinese ethnocentrism and ensures competitiveness against Indonesian restaurants that also cater to the Chinese ethnic market. The results of testing this hypothesis indicate that the relationship between home ethnocentrism and purchase intention at host restaurants among individuals with dual ethnicity can vary depending on the specific ethnic backgrounds and product contexts. Further comprehensive research is necessary to generalize the theory regarding the influence of home ethnocentrism on purchase intentions at host restaurants.

4.2.5. Result of Relationship Testing between Host Ethnocentrism and Home Restaurants purchase intention. (H5)

Based on the results of hypothesis testing presented in Table 5, it is evident that host ethnocentrism and purchase intention for cuisine at home restaurants do not exhibit a significant relationship ($\beta = -0.068$; $SE = 0.047$; T stat = 1.448). These findings indicate that variations in host ethnocentrism levels do not significantly influence the intention to purchase cuisine at home restaurants. These results are contrary to the hypothesis stated in Hypothesis 5, which suggested that host ethnocentrism would negatively affect purchase intentions at home restaurants, and differ from findings by El Banna et al. (2017) and Manish Das (2019). It is possible that due to the longstanding presence of the Chinese ethnic community in Indonesia, variations in Indonesian ethnocentrism levels may not strongly impact the intention to purchase cuisine at Chinese restaurants. Despite the non-significant results from hypothesis testing, Chinese restaurant marketers should still consider incorporating Indonesian cultural nuances into their establishments, such as participating in and celebrating Eid al-Fitr festivities. This approach helps create a favorable impression among consumers with high Indonesian ethnocentrism and ensures competitiveness against Chinese cuisine restaurants that also emphasize Indonesian cultural elements. The results of testing this hypothesis highlight the need for further research into different ethnic backgrounds and contexts. Such research is essential to generalize the theory regarding the relationship between host ethnocentrism and purchase intentions at home restaurants.

4.2.6. Analysis Result of Age Variable in Moderating Relations between Home Ethnocentrism and Host Ethnocentrism (H6)

Before including age as a moderator, hypothesis testing on the relationship between home ethnocentrism and host ethnocentrism showed non-significant results ($\beta = -0.053$; T stat = 0.521; see Table 5). However, after including age as a moderator, the relationship between home ethnocentrism and host ethnocentrism became significant. Among the younger age group, higher home ethnocentrism corresponded to higher host ethnocentrism ($\beta = 0.36$; T stat = 2.983; see Table 4.6), whereas among the older age group, higher home ethnocentrism corresponded to lower host ethnocentrism ($\beta = -0.31$; T stat = 2.369; see Table 4.6). Parametric tests in Table 4.7 also showed significant differences in path coefficients between the two age groups regarding the relationship between home ethnocentrism and host ethnocentrism (t stat = 3.783; p -value = 0.000), indicating that age moderates this relationship. These results are consistent with the expectations outlined in Hypothesis 6, which suggests that age moderates the relationship between home ethnocentrism and host ethnocentrism. Among younger generations of Chinese descendants in Indonesia, higher Chinese ethnocentrism is associated with higher Indonesian ethnocentrism. Conversely, among older generations, higher Chinese ethnocentrism is associated with lower

Indonesian ethnocentrism. This suggests that acculturation among younger generations mitigates the negative impact of Chinese ethnocentrism on Indonesian ethnocentrism. Based on these findings, Indonesian restaurant marketers should consider age as a factor in their marketing strategies. For older Chinese consumers with high levels of Chinese ethnocentrism, promotional efforts that emphasize Indonesian cultural elements may help mitigate any negative perceptions. This approach aims to enhance the appeal of their restaurants to both segments of consumers. Although this study demonstrates that age moderates the relationship between home ethnocentrism and host ethnocentrism, further research is needed to determine whether age would similarly moderate this relationship across different ethnicities and product contexts.

4.2.7. Analysis Results of Age Variables in Moderating the Relationship between Home Ethnocentrism and Purchase Intentions at Home Restaurants (H7)

The moderation effects of age showed differing results when applied to the relationship between home ethnocentrism and purchase intention at home restaurants. Testing the relationship before including age as a moderator yielded significant results ($\beta = 0.82$; T stat = 27.301; see Table 5). Even after incorporating age as a moderator, the relationship between home ethnocentrism and purchase intention at home restaurants remained significant, both in the younger age group ($\beta = 0.675$; T stat = 9.861) and the older age group ($\beta = 0.801$; T stat = 20.519; see Table 4.6). Parametric tests in Table 4.7, however, did not show a significant difference in path coefficients between the two age groups regarding the relationship between home ethnocentrism and purchase intention at home restaurants (t stat = 1.540; p -value = 0.125). Therefore, it can be concluded that age does not moderate the relationship between home ethnocentrism and purchase intention at home restaurants. These findings do not align with the research expectation outlined in Hypothesis 7, which posited that age moderates the relationship between home ethnocentrism and purchase intention at home restaurants. This result also contradicts the findings of Awdziej et al. (2016), who suggested that age moderates the relationship between ethnocentrism and purchase intention for cuisine. One possible explanation is that Chinese ethnic groups in Indonesia have been integrated into Indonesian culture over several generations, diminishing the influence of age on the relationship between double ethnocentrism and restaurant purchase intentions. Despite the non-significant results of the test, Chinese restaurant marketers should continue to consider age factors in their marketing strategies. For instance, incorporating contemporary music and creating appealing atmospheres can attract younger customers, thereby maintaining positive consumer attitudes and competitiveness against other restaurants. The results of testing this hypothesis suggest that the moderating effects of age on the relationship between double ethnocentrism and purchase intention can vary depending on the ethnic background of respondents and different contextual factors. Further research is necessary to generalize the theory regarding the relationship between age as a moderating variable and double ethnocentrism in purchase intention.

4.2.8. Analysis Results of Age Variables in Moderating the Relationship between Host Ethnocentrism and Purchase Intention at Host Restaurants (H8)

The hypothesis testing on the relationship between host ethnocentrism and purchase intention at host restaurants yielded significant results ($\beta = 0.68$; T stat = 14.659). These findings remained consistent even after introducing age as a moderator: in the younger age group ($\beta = -0.048$; T stat = 11.387) and the older age group ($\beta = 0.042$; T stat = 6.396; see Table 4.6). Furthermore, parametric tests in Table 7 indicated no significant difference in path coefficients between the two age groups concerning the relationship between host ethnocentrism and purchase intention at host restaurants (T stat = 1.329; p -value = 0.185). Therefore, it can be concluded that age does not moderate the relationship between host ethnocentrism and purchase intention at host restaurants. These results diverge from the research expectations outlined in Hypothesis 8, which proposed that age moderates the relationship between host ethnocentrism and purchase intention at host restaurants. This outcome also contradicts the findings of Awdziej et al. (2016), suggesting that age moderates the relationship between ethnocentrism and purchase intention for cuisine. One possible explanation is that Chinese ethnic groups in Indonesia have integrated into Indonesian culture over generations, diminishing the influence of age on the relationship between double ethnocentrism and restaurant purchase intentions. For marketers, it is advisable to consider the age variable in their restaurant marketing strategies. For example, leveraging social media promotions can attract the attention of younger generations. Such initiatives help maintain positive attitudes and purchase intentions among both young and older consumers. These hypothesis testing results suggest that age as a moderating variable in the relationship between double ethnocentrism and purchase intention may vary depending on the ethnic background of respondents and different contextual factors. Further research is needed to generalize the theory regarding the relationship between age as a moderating variable and double ethnocentrism in purchase intention.

4.2.9. Analysis Results of Age Variables in Moderating the Relationship between Home Ethnocentrism and Purchase Intentions at Host Restaurants (H9)

Prior to introducing age as a moderator, testing the relationship between home ethnocentrism and purchase intention at host restaurants yielded non-significant results ($\beta = -0.048$; T stat = 0.823). After including age as a moderating factor, the results remained unchanged: for the younger age group ($\beta = -0.017$; T stat = 0.586) and the older age group ($\beta = -0.142$; T stat = 0.5; see Table 4.6). Moreover, parametric tests in Table 7 revealed no significant difference in path coefficients between the two age groups regarding the relationship between home ethnocentrism and purchase intention at host restaurants (T stat = 0.767; p -value = 0.444). Therefore, it can be concluded that age does not moderate the relationship between home ethnocentrism and purchase intention at host restaurants. This outcome contrasts with the research hypothesis (Hypothesis 9) which proposed that age moderates the relationship between home ethnocentrism and purchase intention at host restaurants. These findings also diverge from the research conducted by Awdziej et al. (2016), which suggested that age moderates the relationship between ethnocentrism and purchase intention for cuisine. One possible explanation could be that Chinese ethnic groups in Indonesia have integrated into Indonesian culture over generations, diminishing the influence of age on the relationship between double ethnocentrism and restaurant purchase intentions. Despite the non-significant results of the hypothesis testing, Indonesian restaurant marketers are advised to consider age-related factors in their marketing strategies. For instance, providing convenient payment options for older consumers can help maintain positive attitudes and purchase intentions toward Indonesian restaurants. The results of this hypothesis testing indicate that age as a moderating variable in the relationship between double ethnocentrism and purchase intention may vary depending on the ethnic background of respondents and different contextual factors. Further research is needed to generalize the theory regarding the moderating effect of age on the relationship between double ethnocentrism and purchase intention.

4.2.10. Analysis Results of Age Variables in Moderating the Relationship between Host Ethnocentrism and Purchase Intention at Home Restaurants (H10)

Initially, testing the relationship between host ethnocentrism and purchase intention at home restaurants yielded non-significant results ($\beta = -0.068$; T statistic = 1.448). However, upon introducing age as a moderating variable, the relationship between host ethnocentrism and purchase intention at home restaurants exhibited divergent outcomes. Among younger individuals, the relationship was not significant ($\beta = 0.739$; T -stat = 0.184), whereas among older individuals, it showed significance ($\beta = 0.592$; T -stat = 2.351; see Table 4.6). Despite the non-significant difference in path coefficients between the two age groups on this relationship (T -stat = 1.110; p -value = 0.268; see Table 7), it can be concluded that host ethnocentrism predicts purchase intention at home restaurants more strongly among older Chinese individuals, but not among the younger age group. This finding aligns with previous research conducted by Awdziej et al. (2016), which indicated that age moderates the relationship between ethnocentrism and purchase intention for cuisine, with stronger relationships observed among older respondents. In the context of this study, high Indonesian ethnocentrism increases purchase intention at Chinese restaurants among older Chinese descendants, but not among the younger generation. Based on these findings, Chinese restaurant marketers should consider the age factor when promoting their restaurants. They could enhance Indonesian ethnic elements within their establishments to attract older consumers with high Indonesian ethnocentrism. These results suggest that age as a moderating variable in the relationship between ethnocentrism and purchase intention can vary depending on the ethnic background of respondents and different contextual factors. Further research is necessary to generalize the theory regarding the moderating effect of age on the relationship between dual ethnocentrism and purchase intention.

4. CONCLUSION

Theoretical insights from this research provide a perspective on the influence of ethnocentrism among individuals of dual ethnicity on restaurant purchase intentions, thereby complementing a relatively underexplored area within marketing science. This study also introduces an alternative model by conceptualizing age as a moderating variable. While the findings may not fully explain the phenomenon, it suggests that Chinese ethnic communities in Indonesia, having integrated over generations, show no significant age-related differences in dual ethnocentrism and purchasing intent. Practically, this study aims to inform Chinese and Indonesian restaurants on enhancing sales strategies. It serves as a foundational basis for crafting effective marketing strategies such as promotions and advertisements. The study's results highlight that ethnocentrism among dual ethnicities positively influences restaurant purchase intentions. To capitalize on this, marketers can emphasize cultural aspects in their promotional efforts to enhance consumer purchasing intentions. This research offers insights into the impact of ethnocentrism among individuals of dual ethnicity on purchasing intentions in Indonesia. However, like any study, it has its limitations that warrant further investigation: First, the study focused exclusively on Indonesian Citizens

of Chinese descent, leaving room for future research to explore a more diverse respondent base. Second, the research lacked detailed demographic profiles of respondents, suggesting future studies should incorporate more comprehensive participant profiles in their questionnaires. In addition, while age was considered as a moderating variable, other potential moderators such as education, income, and price sensitivity were not explored. Future research could explore these variables to deepen understanding of the relationship between dual ethnocentrism and purchase intentions. These limitations and suggestions provide avenues for future research to expand upon the findings and broaden the applicability of the study's insights.

REFERENCES

Awdziej, Marcin & Tkaczyk, Jolanta & Włodarek, Dariusz. (2014). Eldery Consumers Ethnocentrism and Their Attitudes Towards Cuisine Products. *Marketing i Rynek*. 21. CD 17-31.

Banna, E.A., Papadopoulos, N., Murphy, A.S., Rod, M., & Rojas-Mendex, I.J. (2018). Ethnic Identity, Consumer Ethnocentrism, And Purchase Intentions Among Bicultural Ethnic Consumers: "Divided Loyalties" Or "Dual Allegiance"? *Journal of Business Research*, 82, 310-319.

Cannon, H.M., & Yaprak, A. (2002). Will The Real World Citizen Please Stand Up! The Many Faces of Cosmopolitan Consumer Behavior. *Journal of International Marketing*, 10 (4), 30-52.

Chryssochoidis, G., Krystallis, A., & Perreas, P. (2007). Ethnocentric beliefs and country of origin (COO) effect. *European Journal of Marketing*, 41 (11/12), 1518-1544.

Cleveland M, Laroche M, Papadopoulos N. (2009). Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. *Journal of International Marketing*. 2009;17(1):116-146.

Cleveland, M., Laroche, M., & Takahashi, I. (2015a). The intersection of global consumer culture and national identity and the effect on Japanese consumer behavior. *Journal of International Consumer Marketing*, 27 (5), 364-387.

Cooper, D. R. & Schindler, P. S. 2014. Business Research Methods.

Evanschitzky, H., Wangenheim, F., Woisetschläger, D., & Blut M. (2008). Consumer ethnocentrism in German Market. *International Marketing Review*. (1), 7-32.

Galli, F., & Brunori, G. (Eds.). (2013). Short cuisine supply chains as drivers of sustainable development (Evidence Document). Retrieved from Cuisine links Project website: http://www.cuisinelinkscommunity.net/fileadmin/documents_organicresearch/cuisinelinks/CoPs/evidence-document-sfsc-cop.pdf.

Ghozali, I. 2018. *Aplikasi Analisis Multivariat dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square*. Semarang: Badan Penerbit Universitas Diponegoro.

Guansheng Ma. (2015). Cuisine, eating behavior, and culture in chinese society, *Journal of Ethnic Cuisines*. 2. 10.1016/j.jef.2016.11.004.

Groves, A. (2005). *The Local and Regional Cuisine Opportunity (Research Report)*. Institute of Grocery Distribution (IGD): Watford.

Hair Jr, J., Hult, G. T., Ringle, C., & Sarstedt, M. 2016. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. 50 Tomas M. Hult, Christian Ringle, Marko Sarstedt. In Sage

Halil Nadiri & Mustafa Tumer. (2010). Influence of ethnocentrism on consumers purchase intention domestically produced goods: An empirical study in North Cyprus, *Journal of Business Economics and Management*, 11:3, 444-461.

Helmi, A.F. (1990). *Sikap Etnosentrism pada Generasi Tua dan Muda Etnis Cina*. Laporan penelitian, tidak diterbitkan. Yogyakarta: Fakultas psikologi Universitas Gajah Mada.

Herche, J., & Balasubramanian, S. (1994). Ethnicity and shopping behavior. *Journal of Shopping Center Research*, 1(1), 65-80.

Huddleston, P., Good, K.L., & Stoel, L. (2000). Consumer Ethnocentrism, Product Necessity, and Quality Perceptions of the Russian Consumers, *The International Review of Consumer Research*. (2), 167- 181.

Manish Das. (2019). Dual Ethnocentrism impact on Purchase likehood of Home and Host Country Product: A Quest. *Indore Management Journal*, 11(1), 70-82.

Nguyen, T. D., Nguyen, T., & Barrett, N. J. (2008). Consumer ethnocentrism, cultural sensitivity, and purchase intention local products—evidence from Vietnam. *Journal of Consumer Behaviour*, 7 (1), 88-100.

Orth, Ulrich & Firbasova, Zuzana. (2003). The Role of Consumer Ethnocentrism in Cuisine Product Evaluation. *Agribusiness*. 19. 137-153. 10. 1002/agr.10051.

Pilar Fernández-Ferrín, Aitor Calvo-Turrientes, Belén Bande, Miren Artaraz-Miñón, M. Mercedes Galán-Ladero, (2018). *The Valuation And Purchase Of Cuisine Products That Combine Local, Regional And Traditional*

Features: The Influence Of Consumer Ethnocentrism, Cuisine Quality And Preference, Volume 64, Pages 138-147, ISSN 0950-3293,

Ranjbaran, B., Barari, M., & Zabihzade, K. (2011). Ethnocentrism among Iranian Consumer with different consumption habits. *International Journal of Marketing Studies*. (3), 30-41.

Sekaran, U. & Bougie, R. 2016. *Research Methods for Business*. John Wiley & Sons, Ltd.

Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitaif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal of Marketing Research*, 280-289.

Summer, W.G. (1906). *Folkways: The Sociological Importance of Usage, Manners, Customs, Mores, And Morals*. New York: Ginn & Co.

Siswanto. (2007). Meretas Batas Etnis Cina Dan Pribumi. www.sinology@uny.ac.id

Verlegh, P. (2007). Home Country Bias In Product Evaluation: The Complementary Roles Of Economic And Socio-Psychological Motives. *J Int Bus Stud* 38, 361-373.

Wang, C., & Chen, Z. (2004). Consumer ethnocentrism and willingness to purchase domestic in a developing country setting: Testing moderating effects. *Journal of Consumer Marketing*, 21(6), 391-400.