The Effect of Buy Local Campaign and Consumer Ethnocentrism on Brand Love Among Indonesian Youth Consumers

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Abstract

Consumer preference for local brands is increasing, especially among Generations Y and Z, who view local products as symbols of cultural identity and national pride. This study explores the influence of Buy Local Campaign (BLC) and Customer Ethnocentrism (CETH) on Brand Love (BL), with Attitude Toward Brand (ATB) as a mediator, using the Stimulus-Organism-Response (SOR) theory approach. Data were collected through an online survey from 250 respondents in Surabaya, evenly divided between Generations Y and Z, with experience purchasing local fashion brands through e-commerce platforms such as Shopee and Tokopedia. The results show that BLC and CETH significantly influence ATB, the main link to BL for both generations. However, there is an interesting difference between Generation Y and Z; in Generation Z, CETH also directly influences BL, while Generation Y requires mediation through ATB. These findings highlight the importance of building data-driven marketing strategies and generational segmentation to maximize consumer emotional loyalty to local brands. This study makes a theoretical contribution by extending the application of the SOR model to the context of local brand preferences in developing countries. It offers practical implications for developing more effective marketing campaigns. The article recommends different strategies for each generation: Generation Y requires logical and functional narratives, while Generation Z is more responsive to emotional and cultural approaches. This research supports initiatives such as the National Movement Proud of Indonesian Products (Gernas BBI) as a strategic step to strengthen the competitiveness of local brands.

Keywords: *Buy Local Campaign, Customer Ethnocentrism, Attitude Toward Brand, Brand Love, Generation Y, Generation Z, SOR, MGA, Local Brands.*

Introduction

Local Indonesian brands are now increasingly in demand by domestic consumers as a form of expression of pride in original Indonesian products. According to survey data in 2024, 90% of respondents have shopped for local products in the last three months, with 70% of them actively looking for local brands when shopping and 20% always choosing local brands (Senator, 2024). This data shows a significant increase in consumer preference for domestic products compared to the Katadata Insight Center (KIC) survey in 2020, which noted that 87% of consumers preferred local brands. This shift reflects changes in consumer behavior that emphasize cultural identity and national pride in purchasing decisions (Klein et al., 1998; Babalanis et al., 2001; Shankarmahesh, 2006). Consumers not only look at product quality but also begin to consider the values contained in local brands as symbols of nationalism and cultural identity (Babalanis et al., 2001; Wang & Chen, 2004; Baber et al., 2024)

One of the main factors influencing consumer preferences for local products is consumer ethnocentrism, namely the tendency of consumers to support local products as a form of loyalty and nationalism (Shimp & Sharma, 1987; Özsomer, A, 2012). This ethnocentrism is often triggered by the belief that local products can make a real contribution to the national economy and strengthen the independence of domestic industry (Klein & Ettenson, 1999; Supphellen & Gronhaug, 2003; Shankarmahesh, 2006). Consumers with strong values towards national loyalty and cultural pride tend to choose local products over foreign products because they see it as a form of identity statement (Balabanis et al., 2002; Vida & Reardon, 2008).

Several previous studies have shown that consumer ethnocentrism is not only based on the desire to support the national economy and nationalism but is also influenced by other values , such as perceptions of quality, price, and value of local products (Lantz & Loeb, 1996; Reardon, 2005; Yen, 2018). Other studies

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have also found a relationship between ethnocentrism and consumer perceptions of the image of the product's country of origin and the intention to purchase imported products (Stenkamp & De Jong, 2010; Nguyen et al., 2023). This indicates that ethnocentrism has a broader dimension, including how consumers view products from the perspective of economic value and perceived quality.

In addition, more in-depth research shows that consumer ethnocentrism is also closely related to attitudes toward local products, which include consumers' emotional and cognitive evaluations of local brands. This attitude could be one of the key aspects in driving loyalty to local brands. Unfortunately, this aspect is still rarely studied in the context of consumer ethnocentrism. Ajzen (2011) stated that personal values, such as ethnocentrism, can be antecedents of attitudes and perceived behavioral control to influence various aspects of consumer behavior. Furthermore, Kumar, Fairhurst, and Kim (2011) revealed that ethnocentric consumers focus on the positive side of local products and may reject foreign products, even though they know the quality is better. Kaynak and Eksi (2011) emphasized that highly ethnocentric consumers will even ignore the opportunity to buy foreign products (which they consider inferior) to support local brands. Consumer attitudes toward local brands tend to be positive when the brand can represent local cultural values and identity, strengthening consumers' emotional connection to the product (Zeugner-Roth et al., 2015; Vabø et al., 2017; Maksan et al., 2019). This is supported by the findings of Kaynak and Kara (2002), which showed that consumer ethnocentrism positively impacts attitudes toward local brands.

The Jakpat survey (2024) found that female consumers in Indonesia, especially Generation Y and Z, are the main drivers of the growth of local fashion brands. They are more interested in products that offer quality (63%), design (71%), affordable prices (51%), and support the domestic fashion industry (53%). Their digital shopping behavior also reflects this high interest in local brands. The 2023 Indonesia e-Commerce Behavior Report showed that female consumer transactions increased 1.9 times compared to men during the online shopping festival. The fashion and accessories categories are the most popular, showing the high contribution of Generation Y and Z women in supporting local brands through e-commerce platforms.

Generation Y and Z women's interest in local brands is driven by functional aspects such as quality and price and the cultural values inherent in local brands. The close relationship between this preference and cultural values aligns with Winit's (2014) research, which shows that high ethnocentrism values drive positive attitudes toward local brands. Consumers feel that buying local products is a way to support the national economy while expressing cultural values. This is reinforced by Han's (1988) research, which found that consumers with patriotic attitudes are more likely to support local brands than foreign brands because they consider them a symbol of national pride and E-commerce platforms strengthen support for local brands, especially among Generations Y and Z.

The ease of access, product variety, and personalization features offered by e-commerce platforms provide a more relevant shopping experience for these two generations. The presence of local brands in e-commerce helps strengthen attitudes toward brands because consumers not only find it easier to access products but also have the opportunity to compare quality, price, and reviews from other consumers that are relevant to their needs (Winit, *et al.* 2014).

Generations Y and Z also have a high level of criticality towards product quality and sustainability. Their expectation that local brands meet high-quality standards and are committed to sustainability reflects this generation's awareness of the social and environmental impacts of their consumption (Wang & Chen, 2004). In addition, product categories such as fashion and accessories are among the main segments of interest to Generation Y and Z women because they represent their lifestyle, cultural identity, and national values (Indonesia e-Commerce Behavior Report, 2023). By utilizing e-commerce features, local brands can strengthen the appeal of their products through relevant promotional campaigns, attractive visual presentations, and narratives that are in line with the values held by this generation.

However, although e-commerce has become a major means of supporting local brands, research discussing the relationship between consumer ethnocentrism and positive attitudes towards brands in developing countries needs to be improved, especially when focused on female Generation Y and Z subjects. As the

main consumer segment, female Generation Y and Z significantly contribute to increasing preferences for local fashion brands in Indonesia. They tend to view local brands not only as a consumption choice but also as a symbol of cultural identity and national pride. A deeper understanding of the factors influencing their behavior, including sustainability expectations, cultural values, and product quality, can provide strategic insights for local brands. Marketing strategies designed based on this understanding will strengthen the brand's position in the domestic market and increase long-term consumer loyalty through deeper emotional involvement.

The Stimulus-Organism-Response (SOR) theory is relevant to understanding consumer behavior toward local brands in Indonesia (Jacoby, 2002; Mehrabian & Russell, 1974). Based on this theory, stimuli in the form of sustainability campaigns, promotion of cultural values, and branding that utilizes local elements can stimulate consumers' emotional responses and strengthen positive perceptions of the brand (Li et al., 2021; Liu et al., 2023; Huang et al., 2020). In this case, e-commerce platforms can function as an effective stimulus medium, where features such as consumer reviews, visual content, and product descriptions that emphasize local values can directly influence consumer perceptions. This approach can be strengthened through Multi-Group Analysis (MGA), which allows the exploration of behavioral differences between consumer segments, such as comparing the responses of Generation Y and Z women to e-commerce elements in supporting local brands. Combining SOR and MGA theories provides deeper insights to help local brands attract the interest of the younger generation, who are increasingly aware of cultural identity and sustainability (Hair et al., 2018; Sarstedt & Ringle, 2010). With the right strategy, local brands can increase their market share and strengthen their image as a representation of national culture and pride.

Literatur Review

Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (SOR) theory (Mehrabian & Russell, 1974; Jacoby, 2002) provides a powerful theoretical framework for understanding user behavior by exploring the relationship between external stimuli, the organism's internal state, and behavioral responses. In SOR, external stimuli induce changes in the individual's (organism's) internal psychological or cognitive state, ultimately triggering certain behavioral responses (Mehrabian & Russell, 1974). This SOR mechanism occurs when stimuli from the external environment affect the user's internal psychology, resulting in certain actions or responses. Sampat and Raj (2022) added that SOR helps evaluate an individual's step-by-step thought process in anticipating, internalizing, and reacting to stimuli from the external world and internal cognition, making it an ideal framework for understanding various user behaviors in the digital environment.
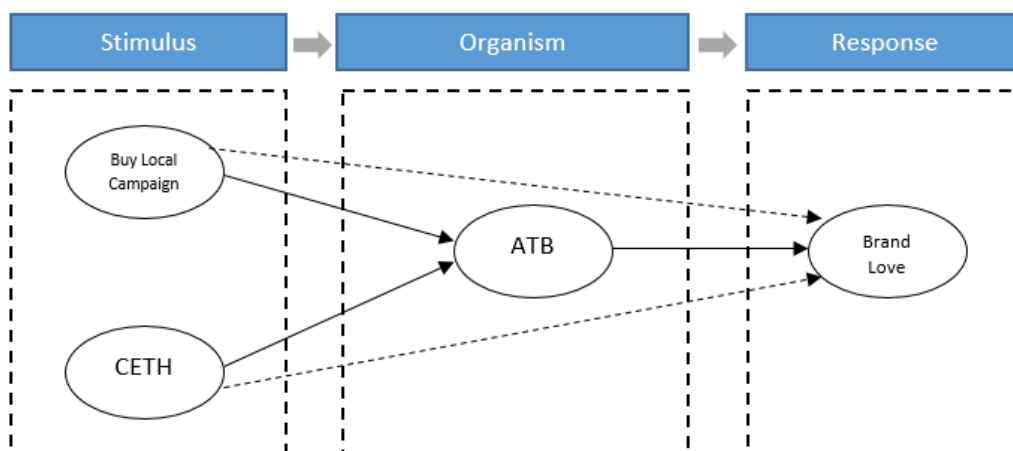
Fig. 1 This model provides a framework for examining the impact of Buy Local Campaign and Consumer Ethnocentrism on Brand Love via Attitude Toward Brand.

In social media, the application of SOR provides insight into how digital content, such as advertisements or brand campaigns, can act as powerful stimuli that affect users' psychological states and ultimately trigger their behavioral responses. Social media is a platform rich in visual stimuli, narratives, and campaigns that can touch the emotional aspects of users. For example, Liu et al. (2023) used SOR to explore the impact of social stimuli in social commerce on consumer emotions and behavior, while Huang et al. (2020) found that visual and narrative elements in social media advertisements can significantly increase purchase intentions through positive emotional responses. Thus, SOR theory provides a relevant framework for understanding how social media content that emphasizes nationalism or sustainability values can trigger positive emotional reactions in users, especially Gen Y and Z. Digital content that presents these values not only increases positive perceptions of local brands but also strengthens young consumers' loyalty and preference for domestic products (Li et al., 2021).

Multigroup Analysis (MGA)

Multigroup Analysis (MGA) is a technique used to compare differences between groups in a population with different characteristics. MGA provides a deeper understanding of group heterogeneity by identifying differences in structural parameters based on categorical variables such as gender, country, or age (Hair et al., 2018; Sarstedt & Ringle, 2010). MGA is important in business research because it can reveal variations in consumer behavior that are not visible when using only the entire sample (Matthews, 2017). In marketing, for example, this technique allows researchers to formulate more targeted strategies by understanding preference differences between groups (Becker et al., 2022). However, most studies using MGA involve only two groups, although comparing more than two groups would provide more comprehensive results in many cases. Some limitations faced in MGA with more than two groups are higher familywise errors, where the possibility of a significant result appearing randomly also increases (Hair et al., 2018). To address this, researchers are advised to apply Bonferroni or Šidák corrections in pairwise comparison tests to control this error rate (Cheah et al., 2023).

When comparing more than two groups, it is also recommended to use the Omnibus Test of Group Differences (OTG) as a first step to detect overall significant differences between groups. If the OTG shows a significant effect, it indicates that at least one group significantly differs from the others (Sarstedt et al., 2011). In addition, the Non-Parametric Distance-Based Test (NDT) approach developed by Klesel et al. (2019) allows simultaneous comparison of all parameters in the model, which assesses overall model differences between groups rather than just a single parameter (Cheah et al., 2023).

Thus, MGA becomes an essential method for researchers to explore cross-group differences, allowing for more precise analysis and more effective strategies in business and marketing contexts.

Buy Local Campaign

The "Buy Local" campaign encourages consumers to choose domestic products over imported ones, hoping to support the national economy. Studies show that such campaigns can increase consumers' sense of pride in local products or ethnocentrism, where they feel that choosing domestic products is a patriotic act and positively impacts the local economy (Elliott & Cameron, 1994; Shimp & Sharma, 1987). In this context, the "Buy Local" campaign not only influences consumers' purchasing decisions but also builds an emotional attachment to local products because consumers feel connected to the cultural and economic values represented by the product. During the COVID-19 pandemic, the "Buy Local" campaign has been active again in various countries to support the affected economy (Oeppen et al., 2020). For example, Italy launched a campaign with the hashtag #IoComproMadeInItaly to encourage people to buy local products to support the domestic economy (Leali et al., 2020). In Indonesia, the National Movement Proud of Indonesian Products (Gernas BBI) was launched as a government response to increase public interest in local products. With the slogan #kitabelakitabeli, this campaign aims to boost national productivity by prioritizing domestic products to meet community needs (Arifianto, 2021). This campaign shows that a

local pride-based approach can create an emotional attachment to local products, ultimately influencing consumer loyalty (Cohen, 2014; Mannara, 2013). Campaigns like this are also widely carried out in various countries, both at the national and local levels, including in developed and developing countries (Alter et al., 2012; Cohen, 2014; Mannara, 2013; McCaffrey & Kurland, 2013; Woodhouse, 2006). Although the economic impacts may vary, the main goal of this campaign is to change consumer behavior and encourage them to be more interested in domestic products through government-supported messages.

In addition to Italy and Indonesia, several other countries have run similar campaigns to create "national brands." Fan (2006) exemplifies the "New Zealand Way" campaign that promotes New Zealand-made products, where the main target of this campaign is the domestic community. In Vietnam, a campaign uses the slogan "Vietnamese people use Vietnamese goods" to encourage public preference for local products (Nguyen et al., 2008). Granzin and Painter (2001) compare "buy local" campaigns in Portugal and the United States and find the campaign's positive effect on consumer decisions to choose local products over imported products. Similar campaigns have also been carried out in the United Kingdom (Cameron & Elliott, 2006), Ghana (Saffu & Walker, 2006), and Slovakia (Saffu et al., 2010) to encourage the consumption of local products. In the Indonesian context, the "Buy Local" campaign not only supports the consumption of local products in general but also shows success in certain product categories, such as local fashion. The younger generation (Gen Y and Gen Z) have shown increasing interest in local fashion brands because they feel the products reflect their cultural identity and lifestyle (Widiyono, 2019). This younger generation tends to be proud to use local products, so the "Buy Local Products" campaign can build a deep emotional connection between consumers and local brands. This success shows that an effective campaign educates and inspires consumers to see more value in supporting local products so that an emotional attachment to local brands can be formed. Based on this background, it can be concluded that the Buy Local Campaign (BLC) has a strong potential to build emotional attachment or Brand Love (BL), especially when the campaign is designed to reflect values that are relevant to consumers, such as cultural pride, national identity, and lifestyle. Therefore, the proposed hypothesis is:

Hypothesis 1 (H1): Buy Local Campaign (BLC) significantly influences Brand Love (BL).

Consumer Ethnocentrism

Shimp and Sharma (1987) introduced the concept of Consumer Ethnocentrism (CETH) in the context of marketing, which is defined as the tendency of consumers to prefer domestic products over imported products. Consumers with high levels of ethnocentrism often consider buying foreign products wrong, while buying local products is seen as a form of support for the national economy and a patriotic act. This attitude influences purchasing decisions and can build a stronger emotional attachment to local products or brands, known as Brand Love. Consumer ethnocentrism has an impact on their preference and loyalty to local products. Consumers with high ethnocentrism tend to favor domestic products when choices are available, even if imported products are of similar quality or price (Watson & Wright, 2000). Research by Kavak and Gumusluoglu (2007) shows that highly ethnocentric consumers are willing to pay more for local products because they associate the choice with moral, economic, and nationalistic values. This suggests that ethnocentric values can be a key driver in creating an emotional attachment to local brands, as consumers feel that the products represent their identity and reflect national pride.

Further studies highlight the importance of consumer ethnocentrism in the context of local product promotion campaigns. Saffu et.al (2010) found that consumer ethnocentrism played a significant role in the success of the "buy national product" campaign in Slovakia, which aimed to encourage people to choose local products over imports. This effect occurs because consumers with high levels of ethnocentrism feel that supporting local products is the right thing to do, both morally and economically. This relationship becomes more relevant when local products can represent cultural values, national identity, and consumer pride.

In the Indonesian context, consumer ethnocentrism also plays a major role in supporting local brands, including in the fashion sector. The younger generation, especially Generations Y and Z, show great interest in local products that reflect their cultural identity and lifestyle. Widiyono (2019) explains that the younger

generation feels proud to use local products to show support for the national economy and culture. This aligns with the view that ethnocentrism can drive emotional attachment to local brands because consumers consider the brand a symbol of the values they value.

Highly ethnocentric consumers not only choose local products but also develop deep emotional ties to local brands because the brands represent their national identity (Granzin & Painter, 2001). This study shows that the higher the level of consumer ethnocentrism, the greater the opportunity for them to create a strong emotional connection with local brands. Thus, the proposed hypothesis is:

Hypothesis 2 (H2): Consumer Ethnocentrism (CETH) significantly influences Brand Love (BL)

Attitude Toward Brand

Attitude Toward Brand (ATB) is an important factor in understanding consumer behavior, especially in the context of younger generations, such as Generation Y and Generation Z, actively engaging with local brands on e-commerce platforms. Traditionally, ATB is defined as a consumer's tendency to respond positively or negatively to a brand after exposure to certain stimuli, such as advertising or promotions (Phelps & Hoy, 1996). Attitude toward a brand reflects consumer preferences and includes emotional aspects, such as attachment or positive feelings that develop through experiences and perceptions of the brand (Salehudin, 2016). This factor is important in shaping emotional loyalty, especially when consumers feel the brand is relevant to their identity (Chaudhuri & Holbrook, 2001). In the context of Customer Ethnocentrism (CETH), consumers with high levels of ethnocentrism tend to show more positive attitudes towards local brands because they consider supporting local products morally and patriotically correct (Shimp & Sharma, 1987). Generation Z, for example, is often more connected to cultural values and feels that local products reflect their identity, so they tend to form positive attitudes towards local brands that align with these values.

On the other hand, Generation Y, who is more logical and selective, needs proof of the quality and benefits of local products before developing a positive attitude. Research by Kavak and Gumusluoglu (2007) shows that consumers with high levels of ethnocentrism tend to buy local products and build better perceptions of local brands, significantly influencing their attitudes. Buy Local Campaign (BLC) also has an important influence on the formation of ATB. This type of campaign is designed to increase consumer pride in local products by providing positive messages, such as contributions to the national economy, sustainability, and cultural identity. Generation Z is often more responsive to the emotional approach used in BLC, such as hashtags or campaigns that involve their community, so they find it easier to build positive attitudes towards local brands. For example, the National Movement Proud of Indonesian Products (Gernas BBI) campaign increased Generation Z's interest in local products through a culture-based and digital approach (Arifianto, 2021). On the other hand, Generation Y needs more rational campaign messages, such as promoting the quality and benefits of local products compared to imported products, to form a positive attitude.

Aaker (1991) emphasized that brand preference is based on consumer awareness or beliefs and their experiences, perceptions, and associations with the brand. The strength of an attitude toward a brand is related to how much customers like or hate the brand. This includes how strong and how much the customer's emotional attachment to the brand is, which is an important part of emotion-based loyalty (Chaudhuri & Holbrook, 2001; Thomson et al., 2005). In this context, the Buy Local Campaign and Customer Ethnocentrism contribute directly to forming ATB by directing consumer perceptions in a more positive direction. Generation Z, which is more emotional, shows a faster response to BLC and CETH in building positive attitudes, while Generation Y needs more concrete evidence to influence their attitudes. Based on this discussion, the hypotheses proposed are:

Hypothesis 3 (H3): Customer Ethnocentrism (CETH) significantly influences Attitude Toward Brand (ATB).

Hypothesis 4 (H4): Buy Local Campaign (BLC) significantly influences Attitude Toward Brand (ATB).

Brand Love

Carroll and Ahuvia (2006) define Brand Love as a strong and positive emotional bond between consumers and brands, resembling an individual love relationship. This bond arises when a brand can meet consumers' emotional and expressive needs, creating a deep connection. Robertson et al. (2022) added that brand love includes positive feelings, strong attachment, and high commitment to the brand. This emotional connection is often the main differentiator in consumer loyalty, especially when local brands succeed in creating experiences that are relevant to consumer identity, such as national pride and cultural values.

In this context, one important factor that can drive loyalty is how consumers view a brand, namely through the perceptions they build towards the brand Akoglu and Özbek (2022). Consumer attitudes towards brands (Attitude Toward Brand/ATB) reflect their preferences and form the basis of how they develop deeper emotional relationships. When consumers have positive perceptions about a brand, such as good quality, fairness of price, or cultural relevance, they tend to feel more connected to the brand (Loureiro, *et al.* 2012). This perception ultimately builds a strong foundation for forming deep emotional bonds, as reflected in the concept of Brand Love (Liang, B. 2022).

In Generation Z, loyalty tends to be formed through strong emotional connections with personally and culturally relevant brands Rodrigues *et al.* (2023). This generation is known as a consumer group that is highly connected to digital technology and e-commerce platforms, making it easier for them to develop emotional connections with brands that are active in the digital world. According to Turner (2015), Generation Z values authentic, bold, and inclusive brands. They are also more responsive to brand narratives that reflect their values, such as sustainability, local pride, and diversity. When local brands can meet these expectations, Generation Z will not only have positive perceptions but also tend to develop deep emotional attachments (Babić-Hodović, *et al.* 2023).

Meanwhile, Generation Y has a different behavioral pattern in forming Brand Love. This generation is likelier to base their decisions on emotional and rational factors. According to Rathnayake, D.T. (2021), Generation Y values transparency and value in the products they buy. They want brands to provide a pleasant experience and offer functional benefits that suit their needs. Generation Y also tends to support brands committed to social values, such as economic justice and sustainability. Therefore, positive attitudes towards brands in Generation Y often come from quality assessments and satisfying consumer experiences before developing into Brand Love Rahman *et al.* (2021).

Both generations show that positive perceptions of local brands are an important initial step in forming Brand Love. However, the way they build emotional relationships with brands is different. Generation Z is more responsive to emotional connections built through cultural relevance and digital experiences, while Generation Y requires a combination of satisfying experiences and clear functional values. Marketing strategies designed to create Brand Love must consider these differences in characteristics to maximize consumer loyalty across both generations. Based on this discussion, the hypotheses proposed are:

Hypothesis 5 (H5) : Attitude Toward Brand (ATB) significantly influences Brand Love (BL).

Hypothesis 6 (H6) : Attitude Toward Brand (ATB) mediates the relationship between Buy Local Campaign (BLC) and Brand Love (BL).

Hypothesis 7 (H7) : Attitude Toward Brand (ATB) mediates the relationship between Consumer Ethnocentrism (CETH) and Brand Love (BL).
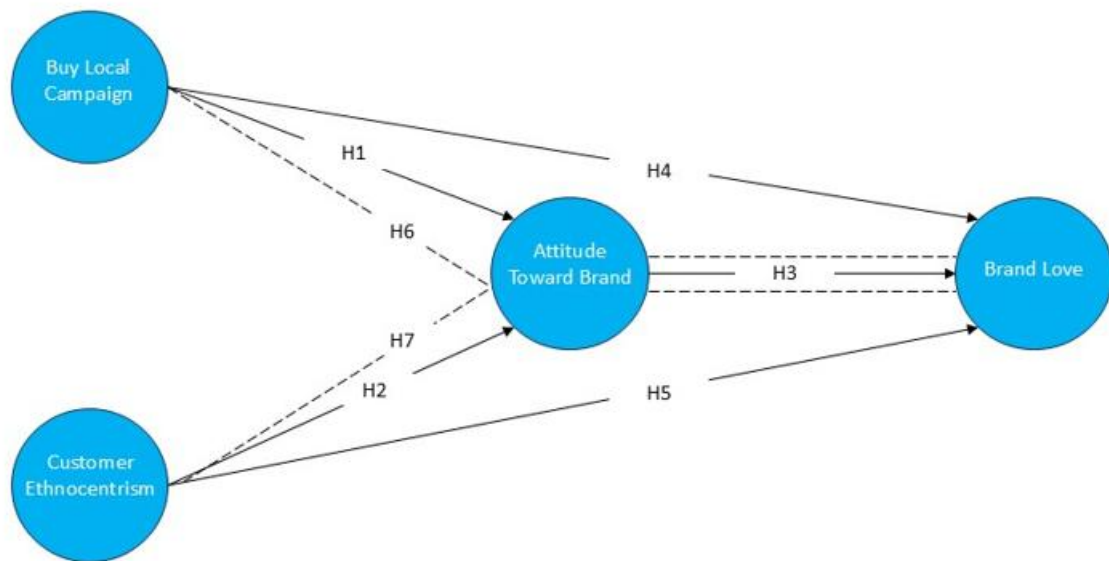
Methods

Fig. 2 Hypothesist Framework of Buy Local Campaign and Consumer Ethnocentrism on Brand Love via Attitude Toward Brand."

This study uses a quantitative approach to analyze the relationship between Buy Local Campaign (BLC), Consumer Ethnocentrism (CETH), Attitude Toward Brand (ATB), and Brand Love (BL) by referring to the Stimulus-Organism-Response (SOR) model. Data were collected through an online survey using Google Forms and distributed via WhatsApp, Instagram, and Telegram. Respondents were Surabaya residents aged 17–44 years and had purchased local fashion products through e-commerce platforms such as Shopee and Tokopedia at least three times a month. The total number of respondents was 250, consisting of 125 Generation Y and 125 Generation Z respondents. The questionnaire used included three main parts: screening to ensure the suitability of respondents to the research criteria, demographic profiles to identify gender, education, occupation, and income, and structured questions that measure research variables. The BLC variable is measured using the scale from Salahudin (2016), CETH using CETSCALE from Shimp & Sharma (1987), ATB based on Olsen's instrument (1988), and BL is measured using the Carroll & Ahuvia (2006) framework.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the direct relationship between variables and Multigroup Analysis (MGA) to compare the behavior of Generation Y and Z. This study also explores the mediating role of ATB in the relationship between BLC and BL and between CETH and BL.

Surabaya was chosen as the research location because this city is a metropolitan center with high e-commerce penetration, making it relevant to analyze urban consumer behavior in Indonesia. The focus on local fashion brands supports the Bangga Buatan Indonesia initiative while reflecting the relevance of cultural values in building consumer loyalty for the younger generation. This methodological design provides in-depth insights into consumer behavior in the digital era, especially in the context of supporting local brands.

Result And Discussion

Convergent Validity

Convergent validity analysis is a test used to measure whether or not an indicator is valid. states that the indicator can be said to be valid if it can measure variables with a value > 0.6. The result of convergent validity can be seen in Table 1

Table 1. Convergent Validity Gen Y

Variable	Outer Loading	Criteria
Buy Local Campaign	0.823	Valid
	0.727	Valid
	0.847	Valid
	0.813	Valid
	0.811	Valid
CETH	0.813	Valid
	0.735	Valid
	0.805	Valid
	0.822	Valid
	0.709	Valid
ATB	0.792	Valid
	0.635	Valid
	0.809	Valid
	0.841	Valid
	0.761	Valid
Brand Love	0.737	Valid
	0.728	Valid
	0.637	Valid
	0.780	Valid
	0.748	Valid

Source: Authors' own work

Table 2. Convergent Validity Gen Z

Variable	Outer Loading	Criteria
Buy Local Campaign	0.826	Valid
	0.783	Valid
	0.845	Valid
	0.893	Valid
	0.823	Valid
CETH	0.886	Valid
	0.756	Valid
	0.883	Valid
	0.812	Valid
	0.785	Valid
ATB	0.756	Valid
	0.687	Valid
	0.821	Valid
	0.887	Valid
	0.767	Valid
Brand	0.723	Valid

Love	0.686	Valid
	0.809	Valid
	0.856	Valid
	0.734	Valid

Source: Authors' own work

The results of the convergent validity analysis show that all indicators in this research model, both in Generation Y and Generation Z, meet the validity criteria with outer loading values exceeding the threshold of 0.6. In Generation Y, the Buy Local Campaign (BLC) variable has an outer loading value ranging from 0.727 to 0.847, indicating that these indicators can consistently represent the measured variables. Likewise, the Customer E ethnocentrism (CETH) variable has an outer loading value between 0.709 to 0.822, Attitude Toward Brand (ATB) with a value between 0.635 to 0.841, and Brand Love (BL) between 0.637 to 0.780. All of these values indicate high indicator validity when measuring their respective constructs. In Generation Z, a similar pattern is seen with the outer loading values for the Buy Local Campaign (BLC) variable ranging from 0.783 to 0.893, Customer Ethnocentrism (CETH) between 0.756 to 0.886, Attitude Toward Brand (ATB) between 0.687 to 0.887, and Brand Love (BL) between 0.686 to 0.856. The relatively higher outer loading values for several Generation Z indicators indicate that Generation Z respondents have stronger consistency in reflecting the research variables than Generation Y.

This valid outer loading value indicates that each indicator can measure its respective construct significantly. With t-statistics estimated to be greater than 1.96 and p-value <0.05 for all indicators (although not shown directly in the table), it can be concluded that all indicators are statistically significant. This supports the reliability and validity of the measurement model used in this study.

Overall, convergent validity across both generations confirms that the instrument can accurately represent the relationship between variables. These results provide a strong foundation to support other findings, including the direct and indirect effects of variables such as Buy Local Campaign and Customer Ethnocentrism on Brand Love through Attitude Toward Brand. High indicator validity ensures that this research model is relevant to exploring factors influencing consumers' attitudes and emotional attachments to local brands in Surabaya, both for Generation Y and Generation Z.

Average Variance Extracted (AVE)

The measurement of the AVE value can be used to compare each construct with the correlation between other constructs in the model. The AVE value must have a value > 0.5. The result of Average Variance Extracted can be seen in Table 3

Table 3. AVE Gen Y

Variable	Average Variance Extracted (AVE)
Buy Local Campaign	0.675
CETH	0.626
ATB	0.584
Brand Love	0.523

Source: Authors' own work

Table 4. AVE Gen Z

Variable	Average Variance Extracted (AVE)
Buy Local Campaign	0.648
CETH	0.605
ATB	0.594
Brand Love	0.637

Source: Authors' own work

The Average Variance Extracted (AVE) analysis results on Generation Y and Generation Z show that all research constructs meet the criteria for discriminant validity with an AVE value greater than 0.5. This AVE value indicates that each construct can explain more than 50% of the variance of its indicators, so it can be concluded that the variables in this research model are valid and reliable. In Generation Y, the Buy Local Campaign (BLC) variable has an AVE value of 0.675, which means that the indicators in this variable significantly represent the BLC construct. Customer Ethnocentrism (CETH) has an AVE value of 0.626, indicating that its construct can explain more than 62% of the variance in the CETH indicators. The Attitude Toward Brand (ATB) variable has an AVE value of 0.584, and the Brand Love (BL) variable is 0.523. Although the AVE value of Brand Love is lower than other constructs, this value is still above the threshold of 0.5, so it is still considered valid.

In Generation Z, the AVE value for each construct also meets the validity criteria. Buy Local Campaign (BLC) has an AVE value of 0.648, Customer Ethnocentrism (CETH) of 0.605, Attitude Toward Brand (ATB) of 0.594, and Brand Love (BL) of 0.637. These values indicate that the indicators in each variable can consistently measure their constructs well. Compared to Generation Y, the AVE value in Generation Z for the Brand Love variable is higher (0.637 vs. 0.523), indicating that this variable has a stronger indicator representation in Generation Z.

These results support the validity of the research model construction for both generations. With a consistent AVE value above 0.5, this model has a strong foundation for evaluating the relationship between variables. This finding is also relevant to the research context in Surabaya, where variables such as Buy Local Campaign and Customer Ethnocentrism significantly influence consumer attitudes (ATB) and emotional attachment to local brands (Brand Love). Overall, this valid AVE value confirms the reliability of the indicators in representing each construct, providing a strong basis to support the analysis of causal relationships in the research model.

Composite Reliability and Cronbach's Alpha

Evaluation of composite reliability and Cronbach's alpha can be used to help test reliability. Data with composite reliability values > 0.7 have high reliability, while Cronbach's alpha values are expected to have values > 0.6. The result of composite reliability and Cronbach's alpha can be seen in Table 5

Table 5. Composite Reliability and Cronbach's Alpha Gen Z

Variable	Reliability	Cronbach's Alpha
Buy Local Campaign	0.902	0.864
CETH	0.836	0.852
ATB	0.827	0.859
Brand Love	0.836	0.852

Source: Authors' own work

Table 6. Composite Reliability and Cronbach's Alpha Gen Y

Variable	Reliability	Cronbach's Alpha
Buy Local Campaign	0.838	0.873
CETH	0.848	0.835
ATB	0.882	0.874
Brand Love	0.848	0.857

Source: Authors' own work

The results of the Composite Reliability and Cronbach's Alpha analysis in the table show that all variables in the research model, both for Generation Z and Generation Y, have a very good level of reliability. Composite Reliability is used to evaluate the consistency of indicators in measuring their constructs, with a value > 0.7 indicating high reliability. On the other hand, Cronbach's Alpha measures the internal consistency of indicators with a value > 0.6 as the threshold. The results of the analysis ensure that all variables in the model meet this criterion. In Generation Z, the Buy Local Campaign (BLC) variable has a Composite Reliability of 0.902 and a Cronbach's Alpha of 0.864, indicating very high reliability in measurement. The Customer Ethnocentrism (CETH) variable has a Composite Reliability of 0.836 and a Cronbach's Alpha of 0.852, indicating good internal consistency. Attitude Toward Brand (ATB) shows a Composite Reliability of 0.827 and a Cronbach's Alpha of 0.859, while Brand Love (BL) has a Composite Reliability of 0.836 and a Cronbach's Alpha of 0.852. These results indicate that Generation Z provides consistent responses to all indicators of the research variables. In Generation Y, the analysis results also show high reliability for all variables. The Buy Local Campaign (BLC) variable has a Composite Reliability of 0.838 and a Cronbach's Alpha of 0.873, which supports the reliability of the indicators in measuring this construct. Customer Ethnocentrism (CETH) has a Composite Reliability of 0.848 and a Cronbach's Alpha of 0.835, indicating an equally good level of reliability. Attitude Toward Brand (ATB) has the highest Composite Reliability of 0.882 and Cronbach's Alpha of 0.874, while Brand Love (BL) has a Composite Reliability of 0.848 and Cronbach's Alpha of 0.857.

The comparison between the two generations shows that Generation Z has a higher Composite Reliability value on the Buy Local Campaign variable, indicating that Generation Z respondents are more consistent in responding to indicators on this variable. On the other hand, Generation Y has the highest Composite Reliability value on the Attitude Toward Brand variable, indicating the importance of positive brand perceptions in influencing their emotional attachment.

Overall, these results confirm that all constructs in this study can be relied upon to measure the relationship between variables in the model. With a high level of reliability, both in Generation Z and Generation Y, the research findings can be considered valid and accurate in explaining the influence of the Buy Local Campaign and Customer Ethnocentrism on attitudes toward Brand and Brand Love. This high reliability also provides a strong basis to support data-based marketing strategy recommendations in the context of consumers in Surabaya.

Goodness-of Fit Model

GoF represents the overall evaluation of a model, encompassing both the measurement and structural components. This index is specifically calculated for a reflective measurement model by taking the square root of the product of the geometric mean of communality and the mean R-Square. The $Q2$ statistic ranges from 0 to 1, where a value closer to 1 indicates a better-fitting model. The result of Goodness of Fit can be seen in Table 7

Table 7. Goodness of Fit Model Gen Z

Variable	R-Square	Communalities
Buy Local Campaign		0.675
CETH		0.626
ATB	0.661	0.584
Brand Love	0.682	0.523
Grand Mean	**0.611**	**0.615**

Source: Authors' own work

Goodness of Fit Model (GoF Model) is carried out using R-square predictive relevance for structural models by measuring how good the conservation values produced by the model are and also the parameter estimates. The quantity $Q2$ has a value range of $0 < Q2 > 1$. If the value of the quantity $Q2$ is closer to 1, it is stated that the model is getting better. The quantity $Q2$ is equivalent to the coefficient of determination

in path analysis. According to [42] the GoF value ranges between 0 - 1 with interpretations of 0.1 (small GoF), 0.25 (moderate GoF) and 0.36 (large GoF).

It can be seen from the table above that the average R-square value is 0.640 and the average community value is 0.604 so the GoF value is:

$$GoF = \sqrt{(\text{average } R - square)(\text{average } communalities)}$$

$$GoF = \sqrt{(0.640)(0.604)}$$

$$GoF = 0.483$$

Table 8. Goodness of Fit Model Gen Y

Variable	R-Square	Communalities
Buy Local Campaign		0.648
CETH		0.605
ATB	0.628	0.594
Brand Love	0.692	0.637
Grand Mean	**0.673**	**0.649**

Source: Authors' own work

Goodness of Fit Model (GoF Model) is carried out using R-square predictive relevance for structural models by measuring how good the conservation values produced by the model are and also the parameter estimates. The quantity Q2 has a value range of $0 < Q\,2 > 1$. If the value of the quantity Q2 is closer to 1, it is stated that the model is getting better. The quantity Q2 is equivalent to the coefficient of determination in path analysis. According to [42] the GoF value ranges between 0 - 1 with interpretations of 0.1 (small GoF), 0.25 (moderate GoF) and 0.36 (large GoF).

It can be seen from the table above that the average R-square value is 0.640 and the average community value is 0.604 so the GoF value is:

$$GoF = \sqrt{(\text{average } R - square)(\text{average } communalities)}$$

$$GoF = \sqrt{(0.640)(0.604)}$$

$$GoF = 0.483$$

The results of the Goodness of Fit (GoF) analysis on the research model for Generation Y and Generation Z show that the model has a high level of fit, with a relatively large GoF value (>0.36). The Goodness of Fit Model evaluates the model's ability to explain latent variables by measuring the average R-squared and community values. Based on the table for Generation Z, the average R-Square value is 0.640, while the average Communalities value is 0.604, resulting in a GoF value of 0.483. A similar thing was found in Generation Y, with an average R-Square of 0.673 and Communalities of 0.649, resulting in a GoF value of 0.483. These values indicate that the model has a very good predictive ability in explaining the relationship between research variables. In Generation Z, the highest R-Square value was found in the Brand Love (BL) variable of 0.682, indicating that the model can explain 68.2% of the variance in the Brand Love variable. The R-Square value for Attitude Toward Brand (ATB) of 0.661 also showed strong predictive ability, indicating that independent variables such as Buy Local Campaign (BLC) and Customer Ethnocentrism (CETH) contributed significantly to shaping attitudes towards local brands. Meanwhile, the highest Communalities value was found in the BLC variable of 0.675, indicating that the indicators in this variable consistently represent the intended construct. In Generation Y, the highest R-Square value was also found in the Brand Love (BL) variable of 0.692, meaning that 69.2% of the variance in BL can be explained by

the model, slightly higher than Generation Z. The Attitude Toward Brand (ATB) variable has an R-Square value of 0.628, which still shows good predictive power. Regarding Communalities, the highest value was found in the BL variable of 0.637, indicating that the indicators of this variable have strong representation power in measuring its construct. Overall, the GoF value of 0.483 in both generations indicates that the research model can explain the relationship between variables such as BLC, CETH, ATB, and BL. This finding provides strong empirical evidence that the model can be used to understand the factors that influence consumer attitudes and emotional attachment to local brands, both in Generation Y and Generation Z. Thus, this model provides a valid basis for developing data-based marketing strategies that are relevant to consumer needs in Surabaya.
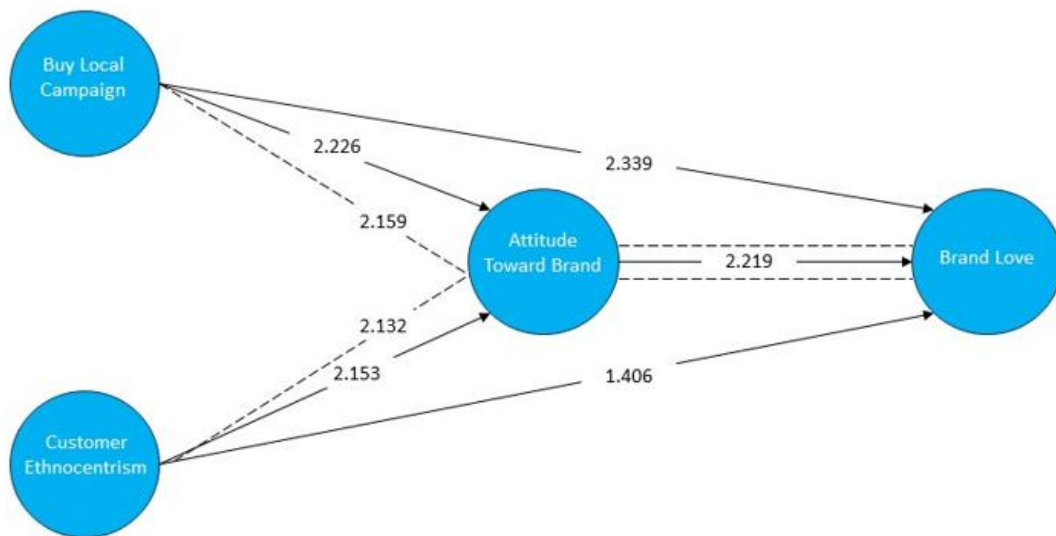
Hypothesis Testing

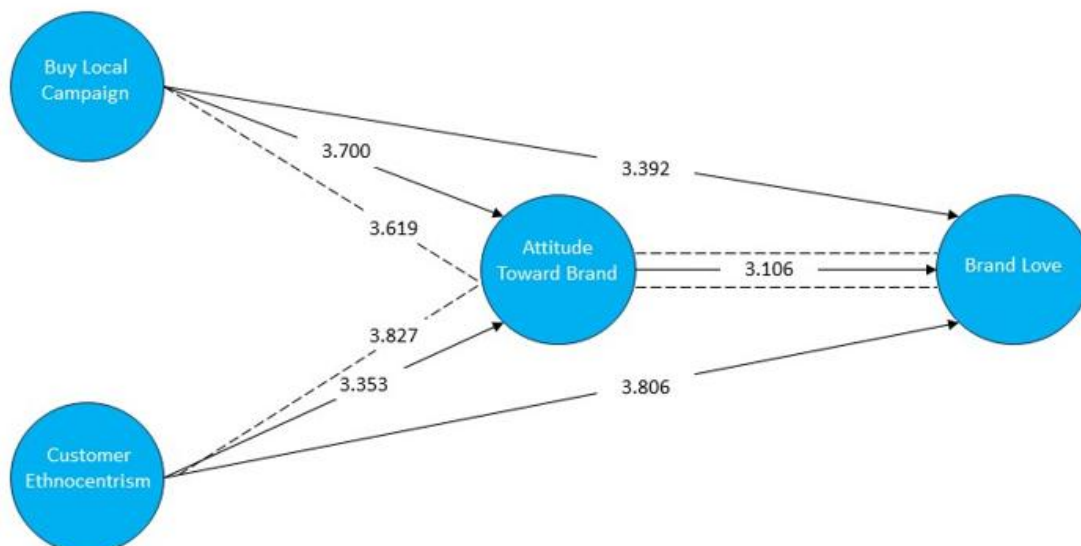

Fig. 3 Framework Result for Gen Y in Surabaya

Fig. 4 Framework Result for Gen Z in Surabaya

Hypothesis testing is divided into direct influence and indirect effect. Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be

declared accepted if the P-Values <0.05. The following are the results of hypothesis testing obtained in this study through the inner model. The result of hypothesis testing can be seen in Table 9 until 12.

Table 9. Hypothesis Testing Direct Effect Gen Y

No	Hypothesis	able	Original Sample (O)	t-Statistics	P Values	Result		
1	H1	BLC → ATB	0.459	2.226	000	Significant		
2	H2	CETH → ATB	0.783	2.153	035	Significant		
3	H3	ATB → BL	0.482	2.226	000	Significant		
4	H4	BLC → BL	0.438	2.339	000	Significant		
5	H5	CETH → BL	0.483	1.406	137	Not Significant		

Source: Authors' own work

Table 10. Hypothesis Testing Direct Effect Gen Z

No	Hypothesis	Variable	Original Sample (O)	t-Statistics	P Values	Result
1	H1	BLC → ATB	0.436	3.700	0.000	Significant
2	H2	CETH → ATB	0.749	3.353	0.000	Significant
3	H3	ATB → BL	0.434	3.106	0.000	Significant
4	H4	BLC → BL	0.486	3.392	0.000	Significant
5	H5	CETH → BL	0.428	3.806	0.000	Significant

Source: Authors' own work

The results of the hypothesis testing show a consistent pattern between Generation Y and Generation Z in the relationship between the Buy Local Campaign (BLC), Customer Ethnocentrism (CETH), Attitude Toward Brand (ATB), and Brand Love (BL) towards local fashion brands in Surabaya. BLC significantly influences ATB for both generations, with a t-statistic value of 2.226 (p < 0.05) in Generation Y and 3.700 (p < 0.05) in Generation Z. This shows that the buy local campaign conducted in Surabaya has succeeded in increasing positive attitudes towards local brands in both groups. In addition, CETH also has a significant influence on ATB with a t-statistic value of 2.153 (p < 0.05) in Generation Y and 3.353 (p < 0.05) in Generation Z, indicating that consumer ethnocentrism in Surabaya consistently drives positive attitudes towards local brands.

Furthermore, ATB is proven to have a significant influence on BL in both generations, with a t-statistic value of 2.226 (p < 0.05) for Generation Y and 3.106 (p < 0.05) for Generation Z. This confirms that positive attitudes towards local brands in Surabaya are the primary mediators connecting campaigns and ethnocentrism with emotional attachment to brands. BLC also directly affects BL, with a t-statistic value of 2.339 (p < 0.05) in Generation Y and 3.392 (p < 0.05) in Generation Z, indicating the success of the buy local campaign in Surabaya in creating an emotional attachment to brands. However, there is a significant difference in the direct influence of CETH on BL. For Generation Y, this influence is insignificant, with a t-statistic value of 1.406 (p = 0.137), indicating that consumer ethnocentrism in Surabaya in this group is not strong enough to form Brand Love without the mediation of ATB directly. On the other hand, in Generation Z, the influence of CETH on BL is significant, with a t-statistic value of 3.806 (p < 0.05). This shows that Generation Z in Surabaya is more influenced by ethnocentric values in forming emotional attachments to local brands than Generation Y. This finding reflects the differences in preferences and emotional responses to local brands between the two generations.

Tabel 11. Hypothesis Testing indirect Effect Gen Y

No	Hypothesis	Variable	Original Sample (O)	t-Statistics	P Values	Result
1	H4	BLC → ATB → BL	0.327	3.619	0.000	Significant
2	H5	CETH → ATB → BL	0.362	3.827	0.000	Significant

Source: Authors' own work

Table 12. Hypothesis Testing indirect Effect Gen Z

No	Hypothesis	Variable	Original Sample (O)	t-Statistics	P Values	Result
1	H4	BLC → ATB → BL	0.327	3.619	0.000	Significant
2	H5	CETH → ATB → BL	0.362	3.827	0.000	Significant

Source: Authors' own work

The results of the indirect effect test of Buy Local Campaign (BLC) and Customer Ethnocentrism (CETH) on Brand Love (BL) through Attitude Toward Brand (ATB) showed a significant influence on both generations in Surabaya. For Generation Y, the indirect effect of BLC on BL through ATB (H4) has a t-statistics value of 3.619 ($p < 0.05$), while CETH on BL through ATB (H5) has a t-statistics value of 3.827 ($p < 0.05$). This indicates that ATB plays an essential role as a bridge connecting the influence of the buy local campaign and consumer ethnocentrism on emotional attachment to local brands. This means that a positive attitude towards a brand is crucial for Generation Y to create emotional loyalty to local brands in Surabaya. Similar results also occur in Generation Z, where the indirect effect of BLC on BL through ATB (H4) has a t-statistic value of 3.619 ($p < 0.05$), and the indirect effect of CETH on BL through ATB (H5) has a t-statistic value of 3.827 ($p < 0.05$). This shows that the role of ATB as a mediator in the relationship between the buy local campaign and ethnocentrism with Brand Love is also consistent in Generation Z. In other words, a positive attitude towards local brands greatly influences how campaign values and ethnocentrism can build a deep emotional attachment to the brand. The similarity of these results, both in Generation Y and Generation Z, shows the consistency of the role of ATB as an essential mediator. However, the two generations have differences in the direct effects of these variables. This significant indirect effect suggests that both the buy local campaign and consumer ethnocentrism values can be translated into a strong emotional attachment to local brands through the formation of positive attitudes. In the context of Surabaya, these findings emphasize the importance of marketing strategies that focus on creating positive perceptions of local brands to drive consumer loyalty and strengthen their emotional attachment to the brand. This strategy is relevant to both generations because ATB's mediation effect provides consistent results, indicating that positive attitudes are vital in driving local marketing campaigns' success.

Discussion

Buy Local Campaign (BLC) is proven to significantly influence attitudes toward Brand (ATB) (H1 supported). This shows that a campaign designed to increase pride in local products effectively builds positive perceptions of young consumers in Surabaya towards local brands. These results align with previous studies, which state that a well-targeted campaign can shape positive consumer attitudes toward a brand (Flamm, 2009; Gram Hanssen, 2010). In this context, BLC is essential in building positive perceptions that contribute to consumers' emotional attachment to the brand (Polonsky et al., 2012). Customer Ethnocentrism (CETH) also has a significant influence on Attitude Toward Brand (ATB) (H2 supported). Consumers with high ethnocentrism tend to have more positive attitudes towards local brands. These results support the theory that cultural pride and nationality influence attitudes toward local products (Haryanto, 2018; Tamar et al., 2021). However, there are differences in responses between Generation Y and Generation Z. In Generation Z, CETH directly affects brand love (BL) without needing mediation from ATB. Conversely, in Generation Y, the effect of CETH on BL is mediated by ATB, indicating that Generation Y requires more positive perceptions of the brand before developing an emotional attachment.

This indicates that Generation Z is more emotionally responsive to cultural values than Generation Y, who tend to be more logical.

Attitude Toward Brand (ATB) has a significant effect on Brand Love (BL) (H3 is supported). Positive attitudes toward the brand act as a link between external factors, such as campaigns and ethnocentrism, and emotional attachment to the brand. These results support Olson's theory (1981), which states that positive attitudes toward brands are relatively long-lasting and unidimensional internal evaluations of individuals and act as a basis for motivating subsequent behavior, including emotional attachment and loyalty (companion journal). Consumers with positive perceptions of local brands are likelier to develop strong emotional attachments. ATB is an essential mediator in both generations, strengthening the relationship between external factors and emotional loyalty to local brands.

The results also show that BLC and CETH have a significant indirect effect on Brand Love (BL) through Attitude Toward Brand (ATB) (H4 is supported). ATB is the central mediator connecting the influence of buy-local campaigns and consumer ethnocentrism with emotional attachment to local brands, both in Generation Y and Generation Z. However, the direct effect of CETH on BL is only significant in Generation Z, indicating that they have a stronger emotional connection to local cultural values than Generation Y. Overall, this study highlights the importance of marketing strategies tailored to generational characteristics. For Generation Y, campaigns that focus on building logical narratives and strengthening positive perceptions of brands are essential. In contrast, for Generation Z, an approach emphasizing cultural values and emotions is more effective in building emotional loyalty to local brands. This study also supports the relevance of programs such as the National Movement Proud of Indonesian Products (Gernas BBI), which has successfully promoted local products through a cultural and emotional approach. These findings provide strategic guidance for local companies in Surabaya to design data-based campaigns that can sustainably increase consumer loyalty and emotional attachment to local brands.

Conclusion

Buy Local Campaign (BLC) and Customer Ethnocentrism (CETH) are proven to have a significant influence on Brand Love (BL), both directly and indirectly, through Attitude Toward Brand (ATB) in Generation Y and Generation Z in Surabaya. Local campaigns that emphasize pride in local products have created a positive attitude towards the brand (ATB) and directly built an emotional attachment to local brands (BL) for both generations. In addition, the indirect influence of BLC on BL through ATB is also significant, indicating that forming a positive attitude towards the brand is an important pathway to strengthen consumer emotional loyalty to local brands. However, for CETH, there is a different pattern between Generation Y and Generation Z. In Generation Y, CETH does not directly influence BL but shows a significant influence through ATB. This indicates that the values of consumer ethnocentrism in this group can only be translated into an emotional attachment to the brand if mediated by a positive attitude toward local brands.

Conversely, in Generation Z, CETH has an indirect influence on BL through ATB and a significant direct influence on BL. Generation Z, who tend to be more responsive to cultural and social values, showed stronger emotional attachment to local brands based on their ethnocentric values without requiring complete mediation by ATB. This indicates that Generation Z in Surabaya finds it more accessible to build Brand Love based on local pride and cultural identity.

The consistency of ATB's role as a mediator in both generations emphasizes the importance of forming positive brand perceptions in marketing strategies. For Generation Y, an approach focusing on narratives reinforcing positive attitudes toward brands before creating emotional attachments is more effective. Meanwhile, for Generation Z, strategies that directly emphasize ethnocentric values, such as pride in domestic products or support for the local economy, can have a faster and more significant impact in creating Brand Love.

The local context of Surabaya, where pride in local products is an essential part of people's identity, provides an excellent opportunity for local companies to take advantage of these findings. Campaigns designed to

highlight cultural values, social contributions, and economic sustainability will not only increase positive brand perceptions but also create deeper emotional attachments, especially for Generation Z. By understanding the differences in response patterns between Generation Y and Generation Z, companies can develop more specific and relevant marketing strategies, which ultimately drive long-term consumer loyalty and create consumers who love their brands. These findings provide clear strategic guidelines for strengthening the position of local brands in the Surabaya market through culturally and emotionally relevant approaches.

The implementation of marketing strategies that are relevant to these findings will have a significant impact on the sustainability of local brands among Surabaya consumers. For Generation Y, a narrative-based approach that emphasizes the emotional and logical elements of local products must be designed in such a way as to build a positive perception of the brand before creating an emotional attachment. For example, companies can communicate the benefits of local products that are not only of high quality but also contribute to regional economic development. This approach helps Generation Y, who tend to be more rational, understand the value of local products, thus forming a positive attitude that forms the basis of emotional loyalty.

In contrast, for Generation Z, marketing strategies must be bolder in highlighting local identity and cultural values. This generation is more responsive to campaigns that directly target pride in local culture or movements that support regional economic sustainability. For example, campaigns that involve local communities, feature inspiring stories about local artisans or emphasize that buying local products is a form of support for national identity can build a solid emotional attachment to the brand. In addition, Generation Z, known as digital natives, is more easily reached through social media platforms with creative and authentic content that arouses their pride in local products. This data-driven approach also gives local companies insights into how to allocate resources more effectively. While Generation Y requires a more gradual approach to building positive attitudes first, Generation Z can be targeted with campaigns that build emotional connections through ethnocentric values. This is also in line with the National Movement Proud of Indonesian Products (Gernas BBI), which has proven to significantly impact the development of local brands, including in the fashion sector. Through Gernas BBI, many local fashion brands are increasingly recognized and accepted, especially by Generation Z, who are more enthusiastic about supporting national movements that encourage pride in domestic products. The Gernas BBI campaign, which involves promotions through digital platforms, collaborations with local designers, and product exhibitions, has succeeded in increasing public awareness of the quality and identity of local fashion brands.

In this context, local fashion companies can further utilize initiatives such as Gernas BBI to expand their market reach. By utilizing the momentum of this national movement, they can develop campaigns that highlight the cultural values, innovation, and quality of their products to create positive attitudes and emotional attachments in consumers. For example, campaigns that associate local fashion brands with regional cultural identities or inspiring stories from local artisans can further strengthen emotional connections with consumers, especially among Generation Z, who are more sensitive to authentic narratives and tend to support national movements. This support not only accelerates the development of local brands but also creates sustainable loyalty, both among Generation Y and Generation Z.

By integrating data-driven marketing strategies with the momentum of Gernas BBI, local fashion brands have a great opportunity to increase sales and build a strong and sustainable brand identity in the local and national markets. This also provides an opportunity for local governments and related organizations to continue supporting local brands through programs that align with the preferences of the younger generation, ensuring the sustainability of local economic growth in the fashion sector

Implications of the Study

This study has several important implications, both theoretically and practically. Theoretically, this study strengthens the relevance of the Stimulus-Organism-Response (SOR) theory in understanding consumer behavior towards local brands, especially on e-commerce platforms. The study results indicate that stimuli in the form of buy-local product campaigns, consumer ethnocentrism, and cultural imagery can influence

consumer attitudes towards brands (organisms), which ultimately form emotional loyalty towards brands or Brand Love (response). In addition, this study contributes to the literature on Brand Love by emphasizing the role of Attitude Toward Brand (ATB) as a mediator in the relationship between Buy Local Campaign (BLC) and Consumer Ethnocentrism (CETH) towards Brand Love. This study also provides new insights into the differences in consumer behavior between Generation Y and Z, where Generation Z is more responsive to emotional elements such as sustainability and cultural relevance. At the same time, Generation Y combines emotional aspects with rational assessments such as quality and functional benefits. In practice, this study provides strategic guidance for local brands to design effective marketing campaigns according to the characteristics of Generation Y and Z. For Generation Z, campaigns that emphasize cultural narratives, sustainability, and diversity through e-commerce will be more attractive.

In contrast, for Generation Y, focusing on functional benefits, brand transparency, and product quality can strengthen their emotional connection with the brand. In addition, this study highlights the importance of e-commerce platforms in strengthening positive attitudes towards local brands. Features such as customer reviews, product personalization, and digital promotions can be utilized to increase consumer engagement and strengthen Brand Love.

The study results also have policy implications, especially in supporting government initiatives such as the National Movement Proud of Indonesian Products (Gernas BBI). This national campaign can be strengthened with e-commerce-based strategies integrating cultural values and sustainability. The government and industry associations can also provide digital training, improve e-commerce infrastructure, and educate the public about the importance of supporting local products. This study also emphasizes the importance of focusing on Generation Y and Z women as a critical segment in supporting the growth of local brands, especially in the fashion and accessories category. By understanding the behavior and preferences of this segment, local brands can increase long-term consumer loyalty and strengthen their image as representatives of national culture and pride.

Limitations And Recommendations

This study has several limitations that need to be considered and can be the basis for recommendations for future research. First, this study is limited to respondents in Surabaya, which, although representative of a metropolitan city, may not reflect consumer behavior throughout Indonesia, especially in areas with different social and economic characteristics. Therefore, future research is advised to expand the geographical scope to other regions to provide a more comprehensive picture of consumer preferences for local brands throughout Indonesia.

Second, although relevant, this study's focus on the fashion and accessories product category has not covered various other local product categories, such as food, crafts, or electronics, which may also appeal to Generation Y and Z. Future research can expand the focus to other product categories to understand consumer preferences more holistically.

In addition, this study focuses on Attitude Toward Brand (ATB) as a mediator. However, it does not explore other variables that may influence the relationship between Buy Local Campaign (BLC), Consumer Ethnocentrism (CETH), and Brand Love (BL), such as perceptions of sustainability, loyalty to a particular e-commerce platform, or frequency of online purchases. Future research can explore these additional variables to enrich the analysis.

Lastly, this study focused on female Generation Y and Z subjects, the leading consumer groups supporting local brands. However, to provide broader insights, future research can involve male groups and explore how gender influences consumer preferences for local brands. By considering these limitations, future research can provide more inclusive and applicable results for local brand marketing strategies in Indonesia.

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