

V. CONCLUSION AND IMPLICATION

A. Conclusion

The direct effects of consumer ethnocentrism as well as perceived value on brand image, and the direct effect of brand image on consumers' intention to purchase Advan smartphone as one of the domestic products brand were investigated in this research. This study found that consumer ethnocentrism as well as perceived value has a positive effect on brand image. It means that the higher level of consumer ethnocentrism and their perceived value, so the better level of consumers' brand image toward Advan smartphone as one of the domestic products brand. Furthermore, current study proves that brand image has a positive effect on purchase intention. This causal relationship means that the better level of consumers' brand image is always followed by the higher level of customer's intention to purchase Advan smartphone brand. This finding highlights the importance of consumer ethnocentrism, perceived value and brand image for the domestic products in order to increase the consumer purchase intention.

B. Implication

1. Practical Implication

- a. As an effort to create and increase the positive brand image of its customers, marketing manager of Advan smartphone brand needs to make priority on the marketing policy to develop the consumer

ethnocentrism as a strategic tool. The ways can be done by build the community of domestic products lovers, differentiate Advan brand from the foreign smartphone products and promotional campaign should be emphasis to increase consumer ethnocentrism and patriotism so that potential customers will be drawn to choose and purchase Advan smartphone brand, for example create advertising of Advan smartphone brand with theme about “Love Indonesia”, and “Love the Domestic Products”. Additionally, marketing manager of Advan smartphone brand should be able to always maintain and strengthen the relationship marketing quality and build two ways communication with the community of Advan smartphone brand lovers.

- b. To create and increase the positive brand image of its customers, marketing management of Advan smartphone brand needs to pay attention on customer perceived value. The ways can be done by creating the high quality of Advan smartphone product through increase the performance, features and reliability of smartphone product which are reflects the Advan brand, improve the consumers’ experience to use Advan smartphone brand, offering the Advan smartphone products at economical and competitive prices and always follow up the consumer complaints optimally.
- c. In order to increase the customers’ intention to purchase Advan smartphone brand, marketing management should prioritize on its positive brand image. The ways can be done by increase and strengthen

the customers' perception and their positive assessment towards the Advan smartphone brand, always offer the qualified and specials smartphone products and provide the excellent services to all customers on an ongoing basis.

2. Theoretical Implication

Refers to the several limitations within study, further researches need to extend the studies by add the other independent or antecedents variables of brand image (for example: perceived price, perceived quality, perceived risk), and add the moderator variable (for example: gender, age group, brand awareness, brand love and electronic word of mouth). Further researches are also needs to choose the other research subject and develop the wider object (for example: college students in Purwokerto) in order to produce the better result and more generally and objectively.