

Review The Application of Factors that Influence Customers in Increasing Purchase Intention for Local Brand Sneaker Footwear Products in Indonesia

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Abstract

The competition in the footwear product business in the world is very competitive. Asia is the highest footwear producer at 88.2% as well as the highest consumer at 56%, followed by the Americas which produces footwear at 6.1% while the consumption rate reaches 20.8%. This proves that countries in Asia export a lot to other countries including Indonesia as the third highest exporter of footwear after China and Vietnam. The total footwear produced by the State of Indonesia reaches 1083 million pairs of footwear. Indonesia not only meets domestic needs, but Indonesia exports footwear up to 427 million pairs, but many imported products also enter Indonesia up to 150 million pairs. This is certainly a competition between imported/global brand footwear products and local brands. However, the results of the distribution of a questionnaire conducted by an online survey named Kurious in 2023 with <https://www.kurious.id> website address, with a total of 399 respondents conducted from February 14 – February 22, 2023. The purpose of this study is to find out what factors can affect customers in increasing the purchase intention of local brand sneaker footwear products in Indonesia. The method used in this study is a qualitative method using a descriptive approach of analysis and analysis through literature review from various Scopus publications on existing problems. The results of the study show that the factors that can influence customers in increasing the purchase intention of local brand sneaker footwear products in Indonesia are divided into 3 perspectives, namely consumers consisting of ethnocentrism or nationalism, emotional attitudes of liking local brands, then from the perspective of producers consisting of increasing creativity, innovation, durable product quality and conducting intensive promotions with the support of celebrities to influencing consumer behavior and then the third from a cultural perspective / cultural environment, including creating a taste for local products

Keyword: local brand; global brand; footwear product

1. Introduction

Business strategy to generate long-term value not only as a solution provider but also as a trending business in the world (Aljuboori et al., 2022) One of the businesses that continues to grow and market demand will remain is the footwear industry, where this industry is not only seen from its function but also as a form of fashion, lifestyle, and social status. Interest in the use of footwear has always been stable and increasing year by year (Ayode et al., 2013). The following is the production data of the footwear industry in the world in 2021.

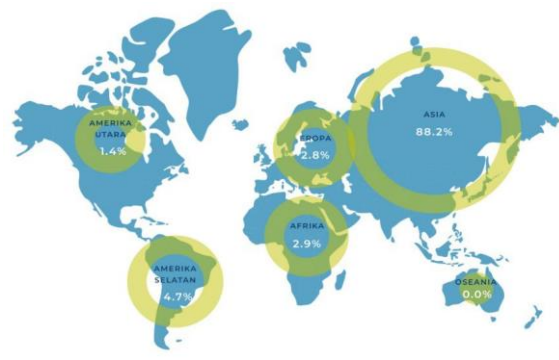


Figure 1. Footwear Production Data In The World In 2021

Source: bpipi.kemenperin, 2024

Based on Figure 1, it shows that footwear manufacturers are dominated by Asia at 88.2% with a very large number compared to other continents such as Europe, Africa, and America. This is certainly significant with the level of consumption as well. The following is data on footwear consumption in the world in 2021.

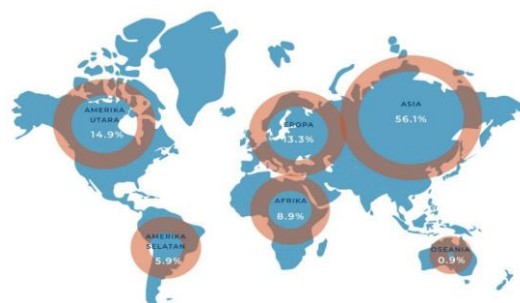


Figure 2. Footwear Consumption Data In The World In 2021

Source: bpipi.kemenperin, 2024

Based on Figure 2, footwear consumption in the world is also dominated by Asia at 56.1%, the rest of North America 14.9%, Europe 13.3%, Africa 8.9%, South America 5.9% and Oceania only 0.9%. This is of course when compared between the data based on Figures 1 and 2, the production level in Asia is higher than the consumption level, of

course this is a data that proves that countries in Asia export a lot to other countries. Based on data from the Ministry of Industry, the Indonesian Footwear Industry Empowerment Center work unit stated the data of the 10 largest footwear exporting countries in the world in 2021 as follows.

Top 10 Eksportir Alas Kaki (Kuantitas) 2021				10 Konsumen Alas Kaki Teratas (Kuantitas) 2021			
Urutan	Negara	Pasang (Jutaan)	World Share	Urutan	Negara	Pasang (Jutaan)	World Share
1	Cina	7887	50.4%	1	Cina	4322	20.5%
2	Vietnam	1294	9.9%	2	India	2559	12.2%
3	Indonesia	427	3.3%	3	Amerika	2381	11.3%
4	Turki	349	2.7%	4	Indonesia	806	3.8%
5	Jerman	325	2.5%	5	Brazil	706	3.4%
6	India	243	1.9%	6	Jepang	585	2.8%
7	Belgia	215	1.6%	7	Pakistan	511	2.4%
8	Italia	202	1.5%	8	Jerman	361	1.7%
9	Belanda	177	1.4%	9	Rusia	347	1.6%
10	Kamboja	163	1.2%	10	Banglades	333	1.6%

Figure 3. 10 Largest Exporters And Consumption Rates Of Footwear Products In The World In 2021

Source: bpipi.kemenperin, 2024

Based on Figure 3 shows that the 10 footwear exporting countries in the world with the position of China as the highest country, then Vietnam is in the 2nd position and Indonesia is in the 3rd country with a total of 427 million pairs of exports, this is certainly an achievement that has been achieved by the Indonesian footwear industry. Meanwhile, in order of consumption level, China, India, America, and Indonesia are in 4th position with a total consumption of 806 million pairs. This is of course if you look at the number of exports and the amount of consumption, it turns out that footwear in this country has a larger number than exports. In contrast to China, the amount of consumption is lower than the number of exports. This is of course the interest in footwear in Indonesia is very high.

	NILAI		KUANTITAS		HARGA
	JUTA DOLLAR	URUTAN DUNIA	JUTAAN PASANG	URUTAN DUNIA	USD
EKSPOR	7776	5	427	3	\$ 18.22
IMPOR	634	38	150	19	\$ 4.16
PRODUKSI			1083	4	
KONSUMSI			806	4	

Figure 4. Overview Of Indonesian Footwear In 2021
<https://datacenter.bpipi.id/2023>

Based on Figure 4 that the production of the footwear industry in Indonesia has been able to meet the needs of its consumers domestically, this shows that Indonesia has been able to produce as many as 1083 million pairs of shoes while the consumption level is 806 million pairs, even Indonesia has been able to export as a form of meeting the needs abroad as many as 427 million pairs and imports as many as 150 million pairs. This is certainly in the footwear industry where local brands in Indonesia dominate in this country.

Local brands are brands that are only available in a certain geographical area (countries or regions and environments that are narrower and tailored to the unique needs and desires of the local market, local brands whose ownership is owned by local or international entrepreneurs (Dimofte et al., 2008) But the perception of brand locality doesn't just indicate that the brand is only active in one country.(Swoboda et al., 2012) A number of empirical studies report that global brands are preferred over local brands, at least among certain consumer segments (Caratù et al., 2018) SIn general, global brands tend to be more successful in high- profile and high-invoivement product categories, while local brands are preferred by consumers for everyday products (Dimofte et al., 2008). Competition for footwear products from local brands and global brands has also been felt in several countries, local footwear have not been encouraging in Nigeria despite recent investments. (Oteh et al., 2023). It is better for local countries to make products that have a creative and innovative level. (Azis et al., 2017)

The growth of the local brand footwear industry in Indonesia has created the perception that local brands have quality that is not inferior to global brands, including sneakers footwear products. Local brand sneakers are increasingly popular in Indonesia, but there are also many global brand sneakers brands, ranging from original products to KW products (not original) with low prices to very high prices. This is a very high competition in the sales of sneakers in Indonesia. Basically, local brand sneakers have a high potential to be bought by their own people, but how do they make this local brand product have a sales level in their own country. With the imbalance in the knowledge of the Indonesian people about global brand footwear products compared to local brands, of course, an approach must be taken. This is what we will study through a literature review of factors that affect customers in increasing the purchase intention of local brand sneaker footwear products in Indonesia.

2. Literature Review

2.1 Purchase Intention

Bosnjak et al. (2006) Explaining that purchase intention is the last stage of a purchase decision process, this process starts from the emergence of a need for a product or brand and then continues with the search for information related to the product or brand, then the consumer will evaluate the product or brand, the results of this evaluation finally give rise to the intention to buy before finally the consumer actually makes a purchase.

Schiffman dan Kanuk (2008) explained that external influences that can affect purchase intentions, namely, awareness of needs, product introduction and alternative evaluation are things that can arouse consumer buying interest, these external influences consist of social factors, marketing efforts, and socio-cultural factors.

Bimantari, (2019) Purchase Intention has 3 indicators, including:

1. The desire to buy

Desire is an impulse that every human being has to get something, the impulse can be caused by several factors, including experience, motivation etc.

2. Buying opportunities

Getting something that is very difficult to get is a pride, the better the chance to get something, the greater the Purchase Intention that will arise

3. Consumers will always remember to buy back

Experience is the main component in the emergence of a Purchase Intention, the better and more memorable the experience provided by a good/service, the greater the Purchase Intention will appear.

Spears & Singh, (2004), Indicators of purchase intention include:

1. have an interest. A desire is definitely based on an interest, both visually and non-visually, the more attractive a product or service, the greater the purchase intention that will be generated.
2. Really have the intention to buy
3. have an interest in buying
4. Would really buy
5. Possible to buy it

Schiffman and Kanuk (2000) Divide the purchase intention indicator as follows:

1. Want to know the product. Consumers are willing to find out more about the product
2. Interested in finding information. Interested in seeking information, consumers will move to find out more about the product properly and of convincing importance. Once the information collected about the product is deemed sufficient, the next action will be taken by the consumer
3. Considering buying. Considering buying. Given that buying from the many options that consumers have, i.e. the choice will narrow down to one. After comparing the information obtained, consumers will consider buying one of these products.
4. Interested in trying. Interested in trying where consumers dare to try which

- information products have been obtained and consider the risks.
5. Want to buy products. Wanting to buy a product, there is consumer interest where consumers want the product and consider it beforehand.

2. Method

The method used in this study is a qualitative method using a descriptive approach from a survey that has been conducted by an online survey site in 2023 through [the https://www.kurious.id](https://www.kurious.id) website. This online survey site was conducted to find out the extent of the Indonesian people's response to local brand sneaker footwear products and global brands. From the results of the survey, the researcher conducted an analysis through literature review from various Scopus publications on the existing problems.

3. Result

Respondents' Response Data to Sneaker Footwear Products in Indonesia

1). Respondent Demographic Data

This research data is the result of a survey that has been conducted by the Kurious online survey site in 2023, the survey was conducted randomly and obtained data from 399 respondents with the following demographics:

Table 1. Respondent Demographic Data

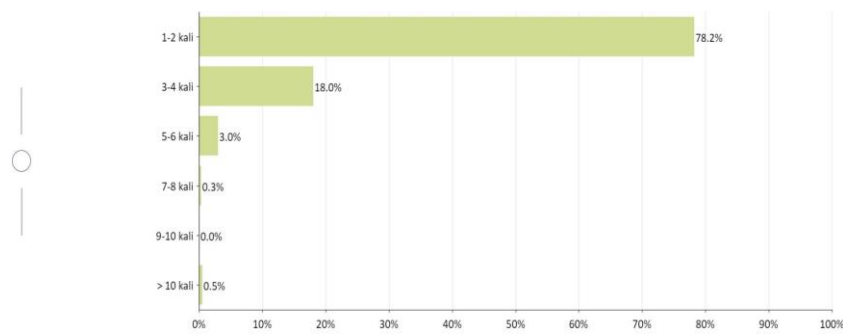
Jenis Kelamin			Daerah Responden		
Laki-Laki	49,2%	<div></div>	Jawa (Non DKI Jakarta)	64,0%	<div></div>
Perempuan	50,8%	<div></div>	Jawa (DKI Jakarta)	15,4%	<div></div>
Kelompok Umur			Sumatera	10,9%	<div></div>
17 – 24 Tahun	7,2%	<div></div>	Sulawesi	3,6%	<div></div>
25 – 34 Tahun	29,6%	<div></div>	Bali – Nusa	2,9%	<div></div>
35 – 44 Tahun	31,7%	<div></div>	Kalimantan	2,7%	<div></div>
45 – 54 Tahun	22,2%	<div></div>	Maluku – Papua	0,5%	<div></div>
55 – 64 Tahun	7,5%	<div></div>			
> 64 Tahun	1,8%	<div></div>			

Demografi responden dalam survey ini mayoritas berjenis kelamin Perempuan (50,8%) dengan rentang kelompok umur 35 – 44 Tahun (31,7%) dan bertempat tinggal di area Jawa Non DKI Jakarta (64,0%).

Basis Responden : 399

Based on Table 1, it shows that the gender data of female respondents is 50.8%, and male respondents are 49.2%. Meanwhile, the age group that dominates at the age of 35-40 years is 31.7%, 25-34 years old is 29.6%, and 45-54 years old is 22.2%. The domicile of the most respondents is on the island of Java, Non-DKI Jakarta, as many as 64% and DKI Jakarta 15.4%. This is of course according to the category that sneaker footwear products have the main target market for Gen Z and Gen Y.

2). Data on Respondents' Experience in Buying Shoes within 1 Year



Basis Responden : 399

Diagram 1. Frequency of Buying Shoes Within 1 Year

<https://www.kurious.id>, 2023

Based on the data of diagram 1, it shows that the dominant Indonesian people buy shoes within 1- 2 times within 1 year with a total of 78.2%, while the frequency of 3-4 times is only 18%, and 5- 6 times is only 3%.

3). Budget Data for Sneaker Purchases for Local Brands and Global Brands

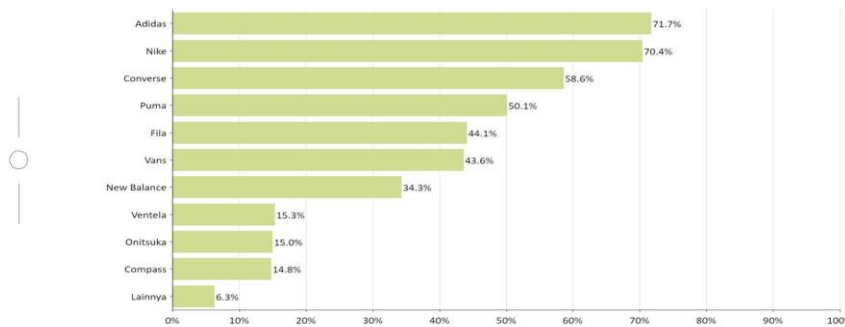


Basis Responden : 399

Diagram 2. Budget for Buying Sneakers for Local Brands and Global Brands

Based on the cost incurred to buy sneakers with local brands or dominant global brands is less than Rp. 1,000,000, but when compared to the amount of budget for buying sneakers with prices less than Rp. 1,000,000, - reaches 60%, while for global brands it only reaches 33.6%. This shows that respondents know that the price standard of local sneaker products is cheaper than that of global brands, even respondents set badges for the purchase of global brand sneakers at a budget of Rp 1,000,000 to Rp 2,000,000,-. This shows that the standard price of global brand sneaker products has a higher price, even the rest set a budget above Rp 2,000,000 to buy global brand sneaker products. As for setting a budget for local brand sneaker products, only a few set a budget above Rp 2,000,000,-

4). Brand Knowledge Data of Sneaker Footwear Products

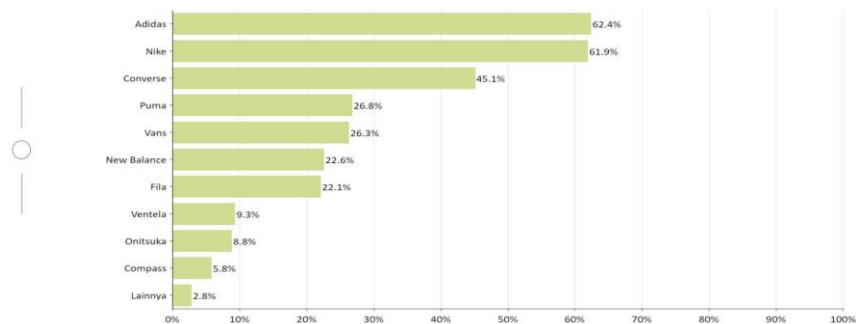


Basis Responden : 399

Diagram 3. Brand Knowledge Sneaker Products

In fact, the survey results show that the sneakers known by respondents are mostly global brands, the most well-known are Adidas 71.7%, Nike 70.4%, Converse 58.6%, Puma 50.1%, Fila 44.1%, Vans 43%, New Balance 34%, Onitsuka 15%, while local brand sneakers only consist of Ventela 15.3% and Compass 14.8%. This shows that the Indonesian people know more about footwear products with global brands than local brands. This shows that there are vibrant global brands in Indonesia, but according to data, Indonesia in 2020 has been able to carry out domestic production even as the 4th largest footwear exporter in the world. This is a problem that must be followed up so that local brand footwear products should dominate in their own country, even as a hope and widely known by all Indonesian people.

5). Data On The Most Attractiveness Sneakers Footwear Products



Basis Responden : 399

Diagram 4. Attractiveness Sneakers Footwear Products

The attraction of Indonesian people prefers global brand sneakers where the first position is Adidas 62.4%, Nike 61.9%, Converse 45.1%, Puma 26.8%, Vans 26.3%, New Balance 22.6%, Fila 22.1% and Onitsuka only 8.8% while local Indonesian brands only have a very small value, namely only Ventela 9.3% and Compass 5.8%. This certainly shows that the attractiveness of global brand sneaker footwear products is preferred

compared to local brands. The data above shows that the attractiveness of global brand sneaker footwear products is preferred compared to local brands. This is certainly a problem that must be realized and fixed by footwear industry players in Indonesia, how can the people themselves not like domestic products. Of course, there is a problem that must be followed up so that the Indonesian people like their own products.

6) Data for Considerations for Choosing Sneaker Products

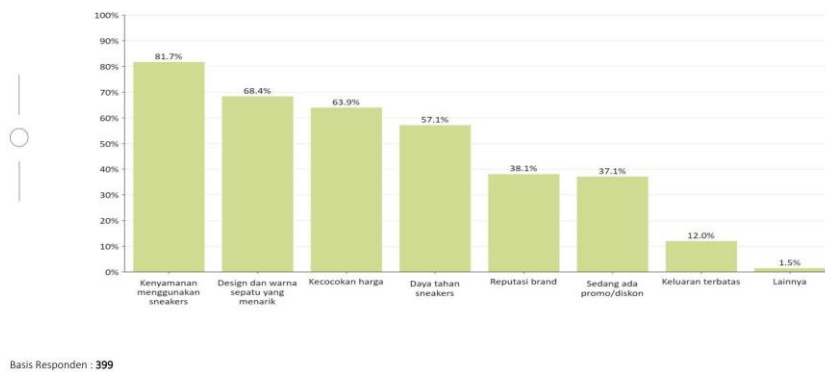


Diagram 6: Considerations in Choosing Sneaker Products

Based on diagram 6, it shows that there are several reasons for choosing sneaker, including sneakers have a comfort level of 81.7%, attractive design 68.4%, price compatibility 63.9%, product durability 57.1%, brand reputation 38.1% and the last two because of the promo 37.1% and limited edition 12%. Of course, by looking at these factors, local brand sneakers should be able to have a high level of attractiveness and purchasing power compared to foreign brands because the main factors are comfort, design, price, durability and even brand reputation occupies the 5th position. According to the Ministry of Industry through the Indonesian Footwear Industry Development Center (BPIPI) as a work unit of the Directorate General of SMEs, local brand shoes have quality that is not inferior to foreign / global brands and have global competitiveness (<https://www.kemenperin.go.id>, 2017).

7) Data on the Attractiveness of Buying Local Brand Sneakers

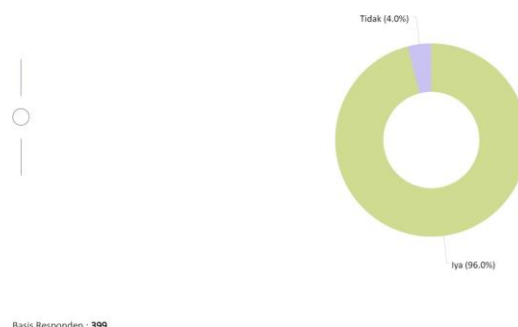


Diagram 7. Daya Tarik membeli sneakers brand local

Based on diagram 7, it shows that the attraction of Indonesian people to buy local brand sneakers turns out to be 96% interested, only 4% are not interested. This shows a potential that local brand sneakers from Indonesia have a high potential to be bought by Indonesian customers.

8) Brand Ownership Data of Sneaker Footwear Products

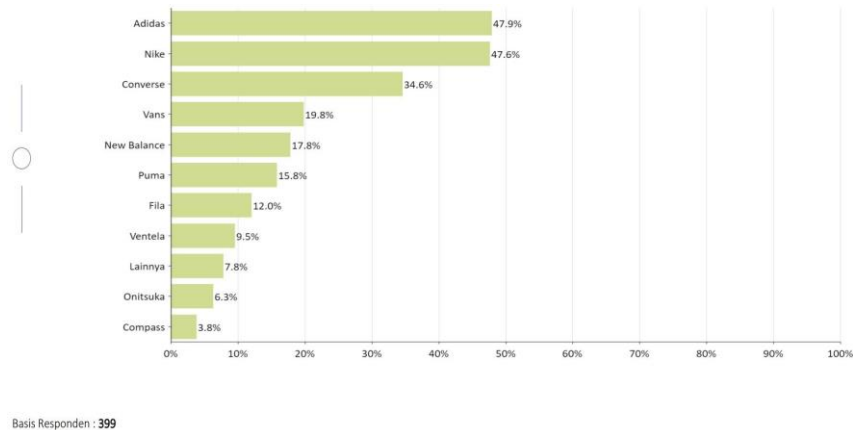


Diagram 8. Brand Ownership of Sneaker Footwear Products

Based on diagram 8, it shows that the ownership of 399 respondents as representatives of the Indonesian people, of course, the results show that the most dominant ownership is sneakers from global brands. Where the first and second positions have a very small difference, the Adidas brand 47.9% and Nike 47.6%, Converse 34%, Vans 19.8%, New Balance 17.8%, Puma 15.6%, Filla 12%, Onitsuka 6.3% and the rest are only local brand sneakers, namely Ventela 9.5% and Compass 3.8%, and there are even other brands as much as 6.3%.

Based on the exposure of the data from the distribution of questionnaires that have been carried out by an online survey called Kurious in 2023 with <https://www.kurious.id> website address, with a total of 399 respondents conducted from February 14 – February 22, 2023, it shows that these respondents are part of 399 Indonesian citizens where the data profile of the respondents shows a balanced mix of gender in the study. with an average dominant age of 25-55 years with demisili on the island of Java with the result that it turns out that the respondents' response predominantly shows the brand of sneakers that they know, like and the sneakers they have sneakers from global brands But when offered to be interested in buying local brand sneakers, it turns out that almost all respondents show interest, thus this has the potential for local brands to be bought by their own people but what factors which can affect customers in increasing the purchase intention of local brand sneaker footwear products in Indonesia.

4. Discussion

Response to Local Brands

The footwear industry of local products in Nigeria is very low due to competition from

foreign products.(Oteh et al., 2023). The global symbolic value orientation will have a negative impact on the general attitude towards local brands. The findings from (Sulhaini et al., 2022) Data shows that both young and mature consumers show more negative attitudes towards local brands when they have a stronger tendency to pursue global symbolic values. consumers seem to ignore the source of symbolic value of local brands; They avoid local brands as a source of social status, prestige, success, luxury, uniqueness (Sulhaini et al., 2022). Di Developed countries, the relationship between market share is stronger for local brands than for global brands whereas In developing countries, market share relationships are stronger for global brands than for local brands (Zarantonello et al., 2020). Local brands are felt to be most successful in Latin America where brands that have a brand name that sounds local will increase their success thus global companies in marketing their products must include a brand name in the local language for their sales success. (Farías, 2021)

Factors Influencing Customers in Increasing Purchase Intention of Local Brand Sneakers in Indonesia

Of course, many factors direct customers to increase the purchase intention of local brand sneakers footwear products, including celebrity support is a way to improve local products. Evidence suggests that the main attributes of celebrity endorsements (celebrity credibility and attractiveness) have no relationship with willingness to buy. However, the positive results of the TEARS (Trustworthiness, Expertise, Attractiveness, Respect, Similarity) model show the size of influence that may impact consumers when matching attributes with local brands. In this case, important factors such as product quality are indicated to be more important than celebrity endorsements as they have been confirmed and not just the use of celebrity endorsements in advertising which others say is key to influencing consumer behavior. Therefore, this study confirms that the TEARS model and its significant factors are a solution to increase consumers' willingness to buy locally made footwear (Oteh et al., 2023), Global brand perception and local perception enhance retail prestige simply by influencing the functional and psychological values of consumers that affect consumers emotionally (Swoboda et al., 2012), The value of local brands increases in line with the increasing taste for local products through increasing knowledge related to the level of quality, design and aesthetic appeal as well as the ease of obtaining products so as to increase awareness in customers in choosing local brands(Turjo et al., 2023). From the producer's side, increasing local brands to be accepted by customers requires an effort to increase creativity and innovation, the behavior of the consumer community has undergone a transformation based on the desire for hedonism influenced by instant culture, lifestyle changes, consumer hegemony must be strengthened through social media and the practice of capitalism with very strong efforts so as to create high profits (Subawa et al., 2020). One of the variables that affects the buying interest of local brands is ethnocentrism. The more ethnocentric a consumer is, the more interested they are in buying local brands. The factors that affect a person's ethnocentrism attitude are: openness to foreign cultures, patriotism, conservation, collectivism/individualism. In addition, demographic factors such as age, gender, income and education also affect a person's ethnocentrism attitude (Sudarti, 2020). Tincrease in

durable strength as one of the reasons for buying shoes (Ayode et al., 2013). And according to (Maharani et al., 2020) Purchase intention is influenced by three factors, namely: intrinsic factors include: consumer value, extrinsic factors including: promotions in the store, visual merchandising and store image.

5. Conclusion, Implications, and Recommendations

Factors that can affect customers in increasing the purchase intention of local brand sneaker footwear products in Indonesia are divided into 3 perspectives, namely consumers, producers, culture / environment

1). Consumer perspective

The increase in purchase intention towards local products in consumers must be increased through:

- a. ethnocentrism or nationalism in consumers. The higher the attitude of ethnocentrism/nationalism, the more consumers prefer local products over global products. Factors that affect ethnocentrism attitudes are more openness to foreign cultures, have attitudes of patriotism, conservation, collectivism/individualism and demographic factors such as: age, gender, income and education also affect a person's ethnocentrism attitude.
- b. Have an emotional attitude liking local brands
- c. Purchase intention is influenced by consumer value.

2) Product/manufacturer perspective

- a. From the manufacturer's side, increasing local brands to be accepted by customers requires an effort to increase creativity, innovation, and long-lasting product quality.
- b. Aggressively promoting with celebrity support to influence consumer behavior.
- c. In-store promotion, visual merchandising and local product brand image

3) Cultural/Environmental Perspectives

Improving the culture of knowledge related to product specifications and the ease of obtaining local products will create an increased appetite for local products.

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