



Consumer Ethnocentrism, Green Brand Image, and Price as Determinants of Local Rice Purchase Decisions: Evidence from Subak Timbul Tegallalang, Bali Province, Indonesia

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ABSTRACT

Local rice from Bali's traditional Subak irrigation system faces very stiff competition from domestic and imported products. Subak Timbul Tegallalang, a UNESCO-recognized cultural heritage, offers premium rice with exceptional taste, authenticity, and profound historical value. However, recent sales data indicates unmet targets, highlighting the increasingly urgent need to investigate consumer purchase decisions for this culturally significant product. This study examines how consumer ethnocentrism, green brand image, and price influence local rice purchase decisions, using Subak Timbul Tegallalang as a case study. It also seeks to extend the Theory of Planned Behavior to heritage-based agricultural products, an underexplored area in current Indonesian research. This quantitative causal study used structured questionnaires distributed to potential consumers in Gianyar, Bali. Data analysis involved descriptive statistics, classical assumption tests, multiple linear regression, and hypothesis testing to evaluate partial and simultaneous effects. The findings reveal that consumer ethnocentrism positively and significantly drives purchase decisions; consumers with strong loyalty to domestic products prefer local rice. Green brand image also significantly influences purchase intention; when consumers perceive the brand as organic, sustainable, and environmentally responsible, their trust increases. Price perception is equally critical; consumers respond well to pricing that is fair, competitive, and fully reflects the product's superior quality and cultural worth. Collectively, these three variables have a strong, positive, and significant effect on purchase decisions, showing that cultural pride, environmental awareness, and economic value intertwine to shape overall consumer behavior in this niche market. Consumer ethnocentrism, green brand image, and price are key determinants of local rice purchases. This study contributes theoretically by applying the Theory of Planned Behavior to heritage agricultural goods and offers practical insights for producers, such as strengthening local identity campaigns, transparently communicating sustainable practices, and adopting tiered pricing. Future research should also include additional variables, probability sampling, and mixed-method designs.

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■ INTRODUCTION

The Subak irrigation system in Bali represents one of the world's most enduring traditional agricultural frameworks, recognized by UNESCO as a cultural heritage that continues to adapt to contemporary challenges without losing its fundamental identity (Jayawarsa & Saputra, 2025). Within this system, Subak Timbul Tegallalang, situated in

the Tegallalang District of Gianyar, Bali, stands as a living testament to this heritage, cultivating premium rice across 65.54 hectares of agricultural land. The rice produced here carries not only superior taste and nutritional value but also profound historical and cultural significance, embodying the Balinese philosophical principle of Tri Hita Karana (harmony between humans, nature, and the

divine). Despite these inherent advantages, the organization now operating commercially as "Timbul Harmony" faces mounting pressures in an increasingly competitive marketplace, threatening the sustainability of this heritage-based production model (Saputra & Jayawarsa, 2025).

The competitive pressure confronting local rice producers in Bali is not an isolated phenomenon; rather, it reflects a broader structural transformation at both national and regional levels (Antriyandarti et al., 2024). At the national scale, Indonesia imported 4.52 million tons of rice in 2024, marking a staggering 47.5% increase from 3.06 million tons in the previous year and representing the highest import volume recorded in the past five years, with major suppliers including Thailand (1.36 million tons), Vietnam (1.12 million tons), Myanmar, Pakistan, and India (Srisukwatanachai et al., 2025). This massive influx of imported rice has fundamentally restructured market dynamics. Empirical studies of rice traders show that 72.5% view import policies as impactful or highly impactful in reducing competition among traders. In comparison, 80% acknowledge that imports have directly driven down domestic rice prices (Bairagi et al., 2020). At the provincial level, Bali produced 383,829 tons of rice in 2022, a 9.97% increase from the previous year, yet this growth has not shielded local producers from intensifying rivalry (Antriyandarti et al., 2024). Premium rice prices in Bali average Rp15,480 per kilogram, with the highest recorded at Rp17,000 per kilogram in Mentigi Market, yet local producers still struggle to capture sustainable consumer preference (Wahyudi et al., 2019). Research on a local rice enterprise in Bali demonstrates that indigenous producers face formidable challenges in establishing brand identity and competing against more established rice brands. At the same time,

conventional marketing strategies yield suboptimal consumer engagement (Natsir et al., 2025). These national and regional indicators confirm that the difficulties encountered by Subak Timbul Tegallalang are symptomatic of a systemic challenge confronting heritage-based local rice producers across Bali (Martins et al., 2023).

To visualize the intricate web of competitive forces reshaping the rice market, a Sankey diagram can map the flow routes and distribution channels through which similar rice products reach Balinese consumers (Agredano et al., 2025). The diagram traces four primary supply sources: imported rice, which enters the market with lower prices and extensive varietal diversity; organic rice produced outside Bali, which capitalizes on national health trends and extensive distribution networks; other local rice products from various Indonesian regions, which emphasize authenticity and competitive pricing; and the premium heritage rice from Subak Timbul Tegallalang, which offers cultural value, superior taste, and environmentally sustainable cultivation methods. From these sources, the flow diverges into three intermediate distribution channels, traditional wet markets, which continue to dominate volume-based sales; modern supermarkets and hypermarkets, which favor branded and packaged products; and direct farm-to-table channels, including B2B partnerships with hotels and restaurants (Yadav & Kishor, 2023). Ultimately, these channels converge toward distinct end-consumer segments: price-sensitive households, premium hospitality buyers, and health-conscious individuals. This visualization starkly reveals that Subak Timbul Tegallalang occupies an exceptionally narrow and intensely contested segment, simultaneously squeezed by the affordability of imports, the broader market penetration of non-local organics, and the aggressive branding of other domestic products



Figure 1. Sankey diagram of monthly sales performance against target for timbul harmony (June-September 2025)

(Bairagi et al., 2020). The Sankey flow underscores a critical insight: product excellence alone is no longer sufficient; Timbul Harmony must substantially strengthen its marketing, packaging, pricing, and distribution strategies to convert its cultural heritage value into tangible consumer purchase decisions (Madinga et al., 2024).

The monthly sales performance of Timbul Harmony from June to September 2025 empirically substantiates the severity of this competitive pressure and directly reflects the market structure shown in the Sankey diagram. As the diagram illustrates, Subak Timbul Tegallalang rice occupies an exceptionally narrow and intensely contested segment, simultaneously squeezed by four supply sources: imported rice (offering lower prices and extensive varietal diversity), organic rice from outside Bali (capitalizing on national health trends), other domestic local rice products (emphasizing authenticity and competitive pricing), and the premium heritage rice from Subak Timbul Tegallalang itself. This structural disadvantage is compounded by distribution constraints across the diagram's three intermediate channels, traditional wet markets, modern supermarkets, and direct farm-to-table channels, each requiring distinct marketing capabilities that Timbul Harmony has yet to fully develop. With a fixed sales target of 50 kilograms per month, the organization consistently failed to achieve its goals: June reached only 14.5 kilograms (29% of target), July peaked at 46.9 kilograms (94% of target) but remained unsustainable, August declined sharply to 25.75 kilograms (51.5%), and September recovered moderately to 34.15 kilograms (68.3%). The four-month average of 30.3 kilograms per month, far below the benchmark, confirms that Timbul Harmony has failed to establish a strong position in any of the distribution channels depicted in the Sankey diagram, whether capturing price-sensitive households in wet markets, securing shelf space in modern supermarkets, or building sustainable B2B partnerships with hotels and restaurants. This persistent underperformance signals that consumer purchase decisions for Subak Timbul Tegallalang premium local rice remain critically low, despite the product's indisputable quality and rich cultural heritage (Wahyudi et al., 2019). The Sankey diagram provides a compelling visualization that product excellence alone is insufficient; Timbul Harmony must substantially strengthen its marketing, packaging, pricing, and distribution strategies to convert its cultural heritage value into tangible consumer purchase decisions. These data thus provide compelling empirical

justification for investigating the key factors that influence consumers' willingness to purchase this heritage-based local rice (Custodio et al., 2019).

Against this backdrop of empirical evidence and theoretical necessity, the theoretical framework underpinning this study is anchored in Ajzen's (1991) Theory of Planned Behavior (TPB), which posits that behavioral intention is shaped by three determinants: attitude toward the behavior, subjective norms, and perceived behavioral control (Castillo et al., 2021). While prior studies have examined consumer ethnocentrism, green brand image, and price separately in various consumer contexts, few have integrated these three constructs within the TPB framework for heritage-based agricultural products (Sarma, 2022). A significant theoretical gap remains, particularly regarding the linkage between green brand image and perceived behavioral control (Acikgoz et al., 2023). Existing applications of TPB to green products often limit green brand image to the attitudinal component, overlooking its critical role in reducing perceived barriers to purchase. In reality, a strong green brand image enhances perceived behavioral control by providing transparent certification information that reduces cognitive effort and uncertainty, signaling greater availability and accessibility in the market, and mitigating the perceived risk associated with environmentally friendly purchases (Bagheri et al., 2021; Choi & Johnson, 2019). By clarifying these logical pathways, this study offers a more comprehensive application of TPB than prior research, addressing how cultural loyalty (ethnocentrism), environmental trust (green image), and economic perception (price) collectively shape purchase decisions (Acikgoz et al., 2023).

Consequently, this study aims to examine the influence of consumer ethnocentrism, green brand image, and price on consumers' decisions to purchase local rice, using Subak Timbul Tegallalang rice products as a case study, while simultaneously extending the application of the Theory of Planned Behavior to the context of heritage-based agricultural products in Indonesia (Bagheri et al., 2021; Sarma, 2022). The specific research questions formulated to guide this investigation are as follows:

1. How does consumer ethnocentrism influence purchase decisions for Subak Timbul Tegallalang local rice products?
2. How does green brand image influence purchase decisions for Subak Timbul Tegallalang local rice products?
3. How does price influence purchase

decisions for Subak Timbul Tegallalang local rice products?

4. How do consumer ethnocentrism, green brand image, and price simultaneously influence purchase decisions for Subak Timbul Tegallalang local rice products?

By addressing these questions, this research aims to generate both theoretical contributions, by enriching the literature on sustainable consumption and cultural heritage preservation, and practical insights for local producers navigating increasingly complex and competitive market environments (Acikgoz et al., 2023).

Literature Review and Hypotheses

Theory of planned behavior

This study is anchored in Ajzen's (1991) Theory of Planned Behavior (TPB), one of the most widely applied frameworks for understanding and predicting consumer behavioral intentions. The TPB posits that behavioral intention, the immediate antecedent of actual behavior, is determined by three conceptually independent constructs: attitude toward the behavior, subjective norm, and perceived behavioral control (Castillo et al., 2021). Attitude toward the behavior refers to the individual's positive or negative evaluation of performing the behavior; subjective norm captures the perceived social pressure to perform or not perform the behavior; and perceived behavioral control reflects the individual's perception of the ease or difficulty of performing the behavior, encompassing factors such as resource availability, access, and self-efficacy (Sarma, 2022).

The TPB has been extensively validated across diverse consumer behavior contexts, including food choice, sustainable consumption, and local product purchasing (Bagheri et al., 2021). Recent studies have extended the TPB by adding constructs such as consumer ethnocentrism, brand perception, and environmental concern to improve its explanatory power in specific domains (Acikgoz et al., 2023). In the context of locally produced organic food, for instance, Custodio et al. (2019) demonstrated that consumer ethnocentrism exerts its influence on purchase intention through the mediating pathways of TPB constructs, attitude, subjective norm, perceived behavioral control, and perceived value, thereby validating the theoretical relevance of integrating ethnocentrism within the TPB framework. In this study, the three independent variables, consumer ethnocentrism, green brand image, and price, are mapped onto the TPB components through distinct but

interrelated logical pathways, as elaborated below (Srisukwatanachai et al., 2025).

Consumer ethnocentrism

Consumer ethnocentrism refers to consumers' beliefs about the appropriateness and moral correctness of purchasing foreign-made products (Ejiofor et al., 2019). Ethnocentric consumers tend to favor domestic products over foreign alternatives because they see purchasing domestic products as an act of patriotism, a way to support the national economy, and a way to preserve local culture and employment (Udgam Mishra & Uttam Mishra, 2025). The Consumer Ethnocentrism Tendencies Scale (CETSCALE) developed by Somasiri (2021) remains the most widely used instrument for measuring this construct.

Within the TPB framework, consumer ethnocentrism primarily influences the attitude toward the behavior component. Ethnocentric consumers hold a fundamentally positive evaluation of purchasing domestic products because they associate such behavior with morally commendable outcomes, supporting local farmers, strengthening national food sovereignty, and preserving cultural heritage (Buddhinee Kawshalya, 2021). When applied to Subak Timbul Tegallalang rice, this positive attitude manifests as a strong preference for local heritage products over imported or non-local alternatives. Furthermore, recent research suggests that consumer ethnocentrism may also influence perceived behavioral control, as ethnocentric consumers perceive domestic products as more accessible and trustworthy, thereby reducing the perceived difficulty of the purchase decision (Fan & Weiming, 2022).

The theoretical relevance of ethnocentrism in food choice is well-documented. A systematic literature review by Jia et al. (2023) found strong evidence that origin information substantially influences consumers' food choices, with a strong ethnocentric bias emerging not only in the products consumers buy but even more in their beliefs about products from different origins. In the Indonesian context, studies have confirmed that ethnocentrism significantly influences attitudes toward consuming local food brands, and that age, income, and ethnocentrism significantly influence consumer attitudes and intentions toward local products (Hien et al., 2020).

Green brand image

Green brand image is defined as the set of perceptions, beliefs, and impressions consumers hold about a brand's commitment to environmental sustainability and concern for

ecological issues (Hien et al., 2020; Jahanshahi & Jia, 2018). A strong green brand image signals to consumers that the brand is environmentally responsible, which builds trust and positive attitudes toward the brand (Zhou et al., 2021). According to Pimonenko et al. (2020), green brand image encompasses consumer perceptions of a brand's dedication to environmentally friendly practices, sustainable sourcing, and transparent communication regarding its ecological impact.

Within the TPB framework, green brand image influences both attitude toward the behavior and perceived behavioral control, a dual pathway that prior research has underappreciated. First, green brand image cultivates a positive attitude toward purchasing the product, as consumers who care about environmental sustainability interpret a green brand image as a signal of moral integrity and product quality (Zameer et al., 2020). This positive attitude is particularly relevant for Subak Timbul Tegallalang rice, which is positioned as organic, pesticide-free, and sustainably produced.

Second, and more critically, green brand image enhances perceived behavioral control, the component that previous applications of TPB to green products have often overlooked (Juliantari et al., 2019). This enhancement operates through three specific mechanisms. First, transparent communication of organic certifications, pesticide-free production methods, and sustainable farming practices gives consumers clear, trustworthy information, reducing the cognitive effort and uncertainty typically associated with evaluating green products (Pimonenko et al., 2020). Second, a well-established green brand image signals wider availability and accessibility; consumers perceive that reputable green brands are easier to find in supermarkets, specialty stores, or online platforms, which increases their confidence that they can complete the purchase conveniently. Third, a positive green brand image mitigates the perceived risk of purchasing an environmentally friendly product; consumers trust the brand to deliver on its environmental claims, reducing the perceived difficulty of making a safe and ethically sound choice (Alam & Islam, 2021).

Recent empirical research supports this dual-pathway conceptualization. Wang et al. (2018) extended the TPB by incorporating green brand image alongside traditional TPB constructs in the context of green private label products, showing that green brand image functions as a peripheral condition that, combined with other factors, leads to high purchase intention. This finding underscores

that green brand image does not operate in isolation but interacts with attitudinal and control-related factors to shape consumer behavior.

Price

Price is defined as the amount of money charged for a product or service, representing the sum of all values that customers give up to obtain the benefits of owning or using a product (Guo et al., 2022). Price perception plays a crucial role in consumer purchase decisions, as consumers evaluate whether the price is fair and reasonable relative to the product's quality and benefits.

Within the TPB framework, price perception directly affects the perceived behavioral control component. When consumers perceive a product's price as fair, competitive, and commensurate with its quality, they experience greater financial capability and control over their purchasing decisions (Sudaryanto et al., 2021). Conversely, prices perceived as excessively high or unfair reduce perceived control by creating financial barriers and diminishing the consumer's sense of agency in the purchase process. In the context of Subak Timbul Tegallalang rice, consumers who believe the premium pricing is justified by the product's superior taste, cultural authenticity, and environmental benefits are more likely to perceive the purchase as financially feasible and thus demonstrate stronger purchase intentions (B.-H. Wang & Shi, 2024).

Empirical evidence confirms that price perception is a critical determinant of purchase decisions in the Indonesian food context. Research on local food choices in Eastern Indonesia reveals that price plays a significant role in shaping consumer preferences, with rice functioning as a normal good across most income groups (Aulia et al., 2024). Similarly, studies on Indonesian local food brands have found that price emerges as the most dominant factor influencing purchase decisions, followed by other variables such as halal awareness and product quality (Ahmed et al., 2025). These findings underscore the theoretical and practical importance of incorporating price perception within the TPB framework when examining consumer behavior toward local food products.

Hypotheses

The influence of consumer ethnocentrism on purchase decisions

The positive and significant effect of consumer ethnocentrism on purchase decisions has been consistently documented in the

literature. Antriandarti et al. (2024) found that consumer ethnocentrism positively influences purchase intention for local products, while Srisukwatanachai et al. (2025) reported similar findings for Azarine products. Agredano et al. (2025) demonstrated that consumer ethnocentrism significantly affects purchase decisions for Indonesian local products. In the context of locally produced organic food, Yadav and Kishor (2023) confirmed that consumer ethnocentrism influences purchase intention through mediating pathways of TPB constructs. In the Indonesian context, Bairagi et al. (2020) found that ethnocentrism significantly influences attitudes toward consuming local food brands. For Subak Timbul Tegallalang rice, which carries significant cultural and historical value as a product of Bali's UNESCO-recognized irrigation system, ethnocentric consumers are likely to view purchasing this rice as a way to preserve Balinese cultural heritage and support local farmers. Therefore, we hypothesize:

H₁: Consumer ethnocentrism has a positive and significant effect on purchasing decisions for Subak Timbul Tegallalang rice products.

The influence of green brand image on purchase decisions

Multiple studies have substantiated the positive influence of green brand image on purchase decisions. Madinga et al. (2024) found that green brand image positively affects purchase intention for Aqua brand mineral water, while Wahyudi et al. (2019) reported similar findings for green products in Indonesia. Custodio et al. (2019) established that green brand image enhances consumer trust, which in turn increases purchase intentions. More recently, Natsir et al. (2025) showed that green brand image functions as a peripheral condition that, combined with attitudinal and control-related factors, leads to high purchase intention for green private label products. For Subak Timbul Tegallalang rice, which is marketed as organic, pesticide-free, and sustainably produced, a positive green brand image can enhance consumer trust and willingness to purchase through both attitudinal and perceived control pathways. Therefore, we hypothesize:

H₂: Green brand image has a positive and significant effect on purchasing decisions for Subak Timbul Tegallalang rice products.

The influence of price on purchase decisions

The positive effect of competitive and fair pricing on purchase decisions has been well-

documented in the literature. Martins et al. (2023) found that price positively affects purchase decisions for Miniso products, while Bannor and Oppong-Kyeremeh (2026) reported similar findings for pharmaceuticals. Sudaryanto et al. (2021) established that perceived price influences perceived quality and willingness to buy. In the Indonesian food context, research has confirmed that price is the dominant factor influencing purchase decisions and plays a significant role in shaping consumer preferences for local food choices (Nadiri & Tümer, 2010). For Subak Timbul Tegallalang rice, positioned as a premium product, the positive price effect suggests consumers are willing to pay a higher price as long as they perceive it as fair and commensurate with the product's quality, cultural authenticity, and environmental benefits. Therefore, we hypothesize:

H₃: Price has a positive and significant effect on purchasing decisions for Subak Timbul Tegallalang rice products.

The simultaneous influence of consumer ethnocentrism, green brand image, and price on purchase decisions

While each variable may influence purchase decisions independently, the combined effect of all three is expected to be stronger than their individual effects. Consumers' purchase decisions are complex and influenced by multiple factors simultaneously (Jahanshahi & Jia, 2018). The TPB suggests that attitudes, subjective norms, and perceived behavioral control work together to shape behavioral intentions (Hien et al., 2020). Recent studies have shown that integrating multiple determinants within the TPB framework enhances the model's explanatory power (Jia et al., 2023). In the context of Subak Timbul Tegallalang rice, the simultaneous influence of cultural loyalty (ethnocentrism), environmental trust (green image), and economic perception (price) is expected to provide a comprehensive explanation of consumer purchase decisions (Asiedu et al., 2024). Therefore, we hypothesize:

H₄: Consumer ethnocentrism, green brand image, and price simultaneously have a positive and significant effect on purchasing decisions for Subak Timbul Tegallalang rice products.

■ METHOD

Research Design and Procedures

This study used a quantitative research

design with a causal approach to examine how consumer ethnocentrism, green brand image, and price influence consumer purchase decisions for Subak Timbul Tegallalang rice products. The causal design is appropriate as it allows the researcher to test hypothesized relationships between independent variables (consumer ethnocentrism, green brand image, and price) and the dependent variable (purchase decision) through statistical hypothesis testing (Zalata et al., 2022). The quantitative approach enables the measurement of variables using structured instruments and the application of inferential statistics to generalize findings from the sample to the broader population (Mason, 2016).

Data were collected over four weeks (July to August 2025) using a combination of online and offline methods to maximize respondent reach. Offline data collection involved distributing printed questionnaires directly to visitors and residents in the Gianyar area, particularly around the Tegallalang District and traditional markets where rice is commonly purchased. Online data collection was conducted by distributing Google Forms via social media platforms (WhatsApp and Instagram) to potential consumers in Bali. All respondents received an informed consent statement explaining the study's purpose, the voluntary nature of participation, and the confidentiality of their responses. A total of 112 questionnaires were distributed, and 100 valid responses were returned and analyzed, yielding a response rate of 89.3%.

Population, Sample, and Sampling Technique

The target population of this study comprised potential consumers of Subak Timbul Tegallalang rice products in Bali, Indonesia. The population is defined as individuals who have the potential to purchase premium local rice products, including those who have purchased or are aware of Subak Timbul Tegallalang rice products, are residents of Bali or regular visitors to the Gianyar area, and are at least 17 years old (the legal age for making independent purchasing decisions in Indonesia). The population is considered unknown because it targets a broad and diverse consumer base of potential new consumers who have not yet been systematically enumerated, and Subak Timbul Tegallalang does not maintain a comprehensive database of potential customers. Because the population size is unknown, the sample size was determined using the unknown population formula proposed by (Ghozali & Rohman, 2019):

$$n = (Z\alpha/2 \times P \times Q) / E^2$$

with n = sample size, $Z\alpha/2$ = standard score at 95% confidence level (1.96), P = estimated proportion of population characteristics (0.5, used when unknown), $Q = 1 - P$ (0.5), and E = margin of error (0.05). Based on this formula, substituting the values yields a numerator of 0.9604 (from $1.96^2 \times 0.25$) divided by a squared margin of error of 0.0025, resulting in an exact sample size of 96.04. To ensure adequate statistical power and anticipate potential non-response, this figure was rounded up, establishing a minimum target of 96 respondents. To account for incomplete or invalid responses, the researcher collected data from 100 respondents, consistent with recommendations for multiple linear regression analysis requiring a minimum of 10 to 15 observations per independent variable (Hair et al., 2010). With three independent variables, the minimum requirement is 30 to 45 respondents; the sample of 100 exceeds this threshold, ensuring adequate statistical power (Hair et al., 2019).

The sampling technique employed was non-probability purposive sampling. Respondents were selected based on the following inclusion criteria: (1) individuals who have purchased or have the potential to purchase premium local rice products, (2) residents of Bali or regular visitors to the Gianyar area, (3) aged 17 years or older, and (4) willing to complete the questionnaire. Purposive sampling was chosen because the research targets specific consumer characteristics relevant to the study objectives, and the population is not easily enumerated (Hair, Jr., 2015). The selection of 100 respondents was based on the sample size calculation and the practical feasibility of data collection within the research timeframe. The use of non-probability purposive sampling may introduce selection bias, as the sample may not be fully representative of the broader consumer population. To mitigate this limitation, the researcher ensured diverse representation across different demographic groups (age, occupation, and geographic location within Bali). However, interpret the findings with caution, and acknowledge this limitation when generalizing to other populations or regions. Future research should use probability sampling techniques with a known population frame to improve external validity.

A total of 100 valid responses were analyzed. Table 1 presents the respondents' demographic profile. Table 1 shows a relatively balanced gender distribution, with a slight

Table 1. Demographic profile of respondents

Characteristic	Category	Frequency	%
Gender	Male	47	47.0
	Female	53	53.0
Age (years)	17–25	28	28.0
	26–35	35	35.0
	36–45	22	22.0
	> 45	15	15.0
	Student	18	18.0
Occupation	Private Employee	42	42.0
	Entrepreneur	25	25.0
	Other	15	15.0
Monthly Income (IDR)	< 3,000,000	22	22.0
	3,000,000 – 5,000,000	30	30.0
	5,000,000 – 10,000,000	28	28.0
	> 10,000,000	20	20.0

majority of female respondents (53%). The largest age group was 26–35 years (35%), followed by 17–25 years (28%), indicating that most potential consumers are young to middle-aged adults. In terms of occupation, private employees constituted the largest group (42%), followed by entrepreneurs (25%). Monthly income was relatively evenly distributed, with the largest group earning between 3,000,000 and 5,000,000 IDR (30%). This demographic composition reflects the typical consumer base for premium local products in the Gianyar area, consisting predominantly of working-age adults with moderate disposable income.

Research Variables and Operational Definitions

This study consists of three independent variables and one dependent variable, as defined below:

Consumer ethnocentrism (X_1)

Consumer ethnocentrism refers to consumers' beliefs about the appropriateness and moral correctness of purchasing foreign-made products. (Fan & Weiming, 2022). In this study, consumer ethnocentrism is operationalized as the degree to which consumers prefer domestic rice products over imported alternatives, reflecting their loyalty to local products and support for the national economy. This variable was measured using four indicators adapted from the CETSCALE (Consumer Ethnocentrism Tendencies Scale) developed by Agredano et al. (2025) and subsequently validated in the Indonesian context by Yadav and Kishor (2023) : (1) preference for domestic products, (2) belief in the superiority of domestic products, (3) willingness to support local farmers, and (4)

concern about the impact of imports on the national economy.

Green brand image (X_2)

Green brand image is defined as the set of perceptions, beliefs, and impressions consumers hold about a brand's commitment to environmental sustainability and concern for ecological issues (Zameer et al., 2020). In this study, green brand image is operationalized as consumers' perceptions of Subak Timbul Tegallalang rice as an environmentally responsible, organic, and sustainably produced product. This variable was measured using four indicators adapted from Juliantari et al. (2019) and Zhou et al. (2021): (1) perception of the brand as environmentally friendly, (2) trust in the brand's environmental claims, (3) perception of the product as organic and pesticide-free, and (4) awareness of the brand's sustainable farming practices.

Price (X_3)

Price is defined as the amount of money charged for a product or service, representing the sum of all values that customers give up to obtain the benefits of owning or using a product (Guo et al., 2022). In this study, price is operationalized as consumers' perception of the fairness, competitiveness, and value-for-money of Subak Timbul Tegallalang rice relative to its quality and cultural significance. This variable was measured using four indicators adapted from Ahmed et al. (2025) and B.-H. Wang & Shi (2024) : (1) perceived price fairness, (2) price competitiveness compared to other products, (3) alignment of price with product quality, and (4) willingness to pay a premium for cultural heritage value.

Purchase decision (Y)

Purchase decision is defined as the stage in which consumers choose the product they consider best, thereby creating purchase intention (Hien et al., 2020). In this study, purchase decision is operationalized as consumers' intention and actual choice to purchase Subak Timbul Tegallalang rice products. This variable was measured using four indicators adapted from Madinga et al. (2024) and Zafar et al. (2022): (1) intention to purchase, (2) preference for the product over alternatives, (3) willingness to recommend the product to others, and (4) repeat purchase intention.

Primary data were collected using a structured questionnaire developed based on the operational definitions of each variable. All items were measured using a 5-point Likert scale with the following response categories: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The Likert scale was chosen because it is widely used in consumer behavior research and allows for the measurement of attitudes and perceptions on a continuum (Ferayanti et al., 2024).

Prior to full data collection, the questionnaire was pre-tested with 30 respondents who met the same inclusion criteria as the main sample but were not included in the final analysis. The pre-test served two purposes: (1) to assess the clarity and comprehensibility of the questionnaire items, and (2) to evaluate the validity and reliability of the measurement instrument. Construct validity was assessed using the Pearson Product-Moment correlation coefficient, which measures the correlation between each item score and the total score of its respective variable. An item is considered valid if the calculated r-value exceeds the critical r-value at a 95% confidence level ($r_{\text{table}} = 0.361$ for $n=30$) and the p-value is less than 0.05 (Ghozali & Rohman, 2019). All 16 items demonstrated r-values ranging from 0.442 to 0.821, all exceeding the critical value, indicating that all items were valid.

Internal consistency reliability was assessed using Cronbach's Alpha coefficient. A construct is considered reliable if Cronbach's Alpha value exceeds 0.70 (Ghozali & Latan, 2015). The reliability test results were as follows: Consumer Ethnocentrism ($\alpha = 0.812$), Green Brand Image ($\alpha = 0.784$), Price ($\alpha = 0.823$), and Purchase Decision ($\alpha = 0.845$). All Cronbach's Alpha values exceeded 0.70, indicating that the questionnaire was reliable for data collection.

Data Analysis Techniques

Four data analysis techniques were employed in this study, using IBM SPSS Statistics version 26.0: 1) Descriptive statistics were used to summarize respondent demographic characteristics and the distribution of responses for each variable. The analysis included frequencies, percentages, means, and standard deviations. 2) Prior to hypothesis testing, classical assumption tests were performed to ensure the validity of the multiple linear regression analysis. The Kolmogorov-Smirnov normality test yielded a p-value of 0.203, exceeding the 0.05 significance level, indicating that the residuals were normally distributed. The multicollinearity test showed Variance Inflation Factor (VIF) values ranging from 1.482 to 1.752, all well below the 10 threshold, with Tolerance values between 0.571 and 0.675, all exceeding 0.10, confirming no multicollinearity among the independent variables. The heteroscedasticity test using the Glejser test produced p-values of 0.220 for Consumer Ethnocentrism, 0.326 for Green Brand Image, and 0.148 for Price, all greater than 0.05, indicating that the error variance was constant across observations. These results confirm that all classical assumptions were satisfied, thereby validating the use of multiple linear regression for hypothesis testing. 3) Multiple linear regression analysis was used to examine the influence of the independent variables (consumer ethnocentrism, green brand image, and price) on the dependent variable (purchase decision) (Hair et al., 2019). The regression equation is specified as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

with Y = Purchase Decision, a = Constant, b_1 , b_2 , b_3 = Regression coefficients, X_1 = Consumer Ethnocentrism, X_2 = Green Brand Image, X_3 = Price, e = Error term

RESULTS AND DISCUSSION**Descriptive Statistics**

This section presents the descriptive statistics of the research data, beginning with the demographic profile of respondents to provide context for understanding the sample characteristics, followed by the mean scores and distributions of responses for all research variables. The demographic analysis offers insights into the composition of potential consumers of Subak Timbul Tegallalang rice products. At the same time, the variable-level descriptive statistics reveal respondents'

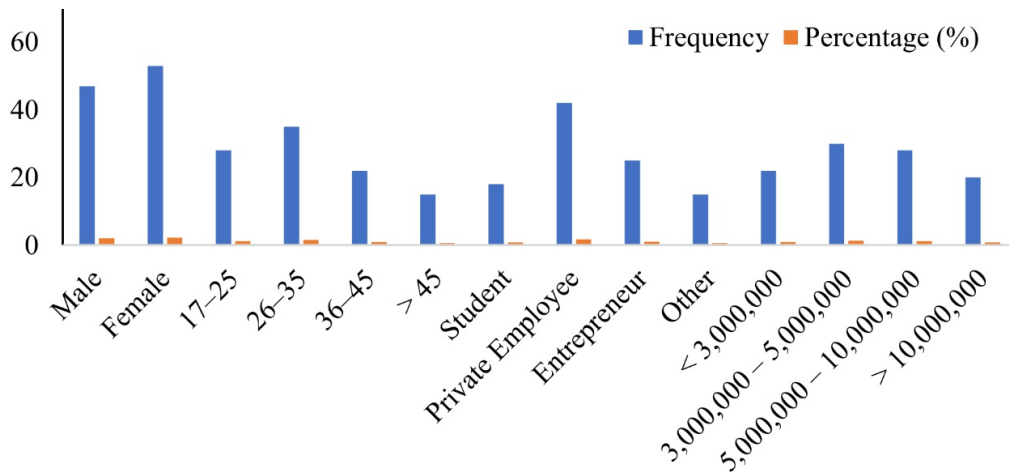


Figure 2. Sample demographics

perceptions regarding consumer ethnocentrism, green brand image, price, and purchase intention. These descriptive findings provide a foundation for the subsequent regression analysis by establishing the sample's baseline characteristics before examining the hypothesized relationships among the variables.

Based on Figure 2, the gender composition of respondents shows a relatively good balance, with female respondents (53%) slightly outnumbering male respondents (47%). This suggests that Subak Timbul Tegallalang's local rice products appeal to both genders, with women as the primary household purchasing decision-makers. Figure 2 also shows that the 26-35 age group constitutes the largest segment (35%), followed by the 17-25 age group (28%). Together, these two age groups comprise 63% of respondents, suggesting that potential consumers are largely millennials and Gen Z. This has important implications for marketing strategies, as younger generations tend to be more concerned about sustainability and more responsive to digital marketing campaigns. By employment status, private sector employees are the largest group at 42%, followed by entrepreneurs (25%), students (18%), and other categories (15%). The dominance of private sector employees and entrepreneurs, which reached 67% of the total respondents, indicates that potential consumers come from productive

groups with sufficient purchasing power for premium products. Meanwhile, the distribution of monthly income shows a relatively even distribution, with the income group of IDR 3-5 million as the largest segment (30%), followed by IDR 5-10 million (28%), below IDR 3 million (22%), and above IDR 10 million (20%). A total of 78% of respondents have an income above IDR 3 million per month, indicating that this product has cross-economic-segment appeal and that consumers across income levels show interest in *Subak Timbul Tegallalang* premium rice. Overall, the respondent profile shows that potential consumers of *Subak Timbul Tegallalang* rice are dominated by productive age groups (26-35 years old) with permanent employment status (private employees and entrepreneurs) and have sufficient purchasing power for premium products. These characteristics align with the product's positioning as premium rice based on cultural heritage and require a targeted marketing communication strategy, especially through digital channels, which are the dominant age segment's main preference.

Table 2 presents the mean scores and standard deviations for each variable, measured on a 5-point Likert scale. The mean scores provide an overview of respondents' perceptions regarding consumer ethnocentrism, green brand image, price, and purchase decisions. Table 2 presents the mean scores and

Table 2. Descriptive statistics of research variables

Variable	Mean	Std. Deviation	Interpretation
Consumer Ethnocentrism (X_1)	3.82	0.784	High
Green Brand Image (X_2)	3.91	0.712	High
Price (X_3)	4.05	0.698	High
Purchase Decision (Y)	3.75	0.821	High

standard deviations for each variable, measured on a 5-point Likert scale. The mean scores provide an overview of respondents' perceptions and intentions regarding consumer ethnocentrism, green brand image, price, and purchase decisions. Table 2 indicates that all variables had mean scores above 3.40, falling within the "High" category based on the established interval classification. Price perception had the highest mean (4.05), suggesting that respondents generally perceived the pricing of Subak Timbul Tegallalang rice as fair, competitive, and commensurate with its quality and cultural value. Green brand image followed closely (3.91), indicating positive consumer perceptions of the product's environmental responsibility, organic attributes, and sustainable farming practices. Consumer ethnocentrism scored 3.82, reflecting a moderately high preference for domestic products and support for local farmers.

The purchase decision variable (Y) exhibited a mean score of 3.75, which is also categorized as "High" according to the established interval scale. This indicates that respondents reported a positive purchase intention toward Subak Timbul Tegallalang rice products. Methodologically, a mean score of 3.75 on a 5-point Likert scale indicates favorable purchase intention, suggesting that consumers, on average, hold positive attitudes and a willingness to buy the product. The standard deviation of 0.821 indicates moderate variability in responses, with most respondents clustering around the "Agree" response category. It is critical to emphasize that this mean score represents purchase intention as measured by the survey instrument, not actual purchase behavior or sales realization. The survey captures consumers' self-reported willingness to purchase, an antecedent of actual behavior but not a guarantee of it. This distinction is methodologically important and

has profound implications for interpreting the findings.

Based on Figure 3, most respondents (72%) showed a high level of ethnocentrism, with 30% strongly agreeing and 42% agreeing with statements measuring preference for domestic products, belief in the superiority of local products, and support for local farmers. Only 10% of respondents responded negatively (Disagree and Strongly Disagree), while 18% were neutral. This distribution confirms the mean value of 3.82, which falls within the "High" category, and indicates that Balinese consumers have strong loyalty to domestic products, particularly local rice. Green Brand Image had the most positive response distribution among the four variables, with 79% of respondents either agreeing or Strongly Agreeing. Only 6% responded negatively, and 15% were neutral. The proportion of Strongly Agreeing (32%) was higher than Consumer Ethnocentrism (30%), indicating that consumers highly value environmental and sustainability aspects of Subak Timbul Tegallalang rice products. The mean value of 3.91 (second highest after Price) is confirmed by this highly positive distribution.

Price had the strongest response distribution, with 83% of respondents responding positively (Agree or Strongly Agree), and the highest proportion of Strongly Agree respondents (39%) among all variables. Only 5% of respondents responded negatively, and 12% were neutral. This distribution confirms the highest mean value (4.05) and indicates that consumers widely perceive Subak Timbul Tegallalang rice prices as fair, competitive, and commensurate with the quality and cultural values offered. Purchase Decision had the most varied and lowest response distribution among the four variables. Although most (65%) responded positively, the proportions of neutral (22%) and negative

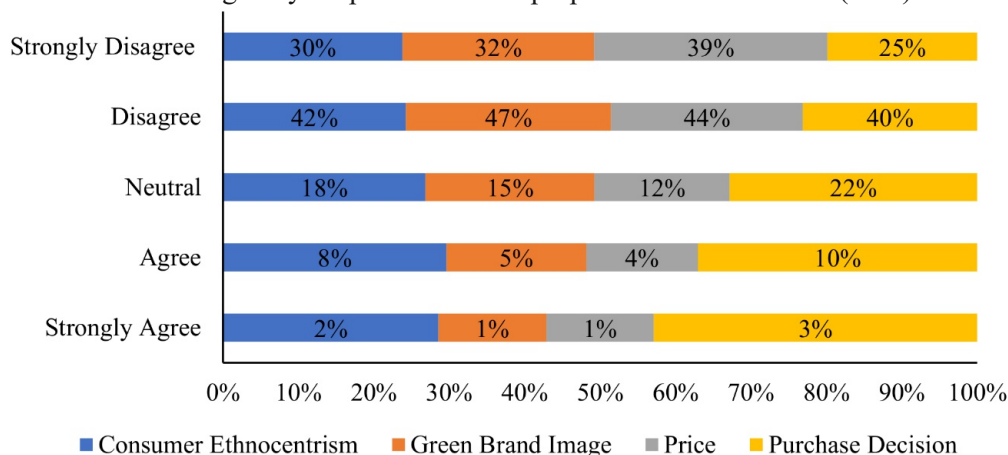


Figure 3. 100% stacked bar chart

(13%) respondents were relatively high compared with the other variables. The proportion of Strongly Agree respondents (25%) was also the lowest, indicating that while consumers have positive perceptions of ethnocentrism, green image, and price, their implementation in actual purchasing decisions remains challenging.

Classical Assumption Test Results

Prior to hypothesis testing, classical assumption tests were performed to ensure the validity of the multiple linear regression analysis. The normality test using the Kolmogorov-Smirnov statistic yielded a p-value of 0.203, exceeding the 0.05 significance level, indicating that the residuals were normally distributed. The multicollinearity test revealed Variance Inflation Factor (VIF) values ranging from 1.482 to 1.752, all well below the 10 threshold, with Tolerance values between 0.571 and 0.675, all exceeding 0.10, confirming the absence of multicollinearity among the independent variables. The heteroscedasticity test using the Glejser test produced p-values of 0.220 for Consumer Ethnocentrism, 0.326 for Green Brand Image, and 0.148 for Price, all greater than 0.05, indicating that the error variance was constant across observations. These results confirm that all classical assumptions were satisfied, thereby validating the use of multiple linear regression for hypothesis testing.

In addition to the Glejser statistical test, we created a scatter plot of the predicted value (unstandardized predicted value) against the residual (unstandardized residual) to confirm the absence of heteroscedasticity. The scatter

plot interpretation criteria for the heteroscedasticity test are as follows: (1) if the residual points are randomly distributed without forming a specific pattern (do not form a narrowing, widening, or curved pattern) around the zero line, then heteroscedasticity does not occur; (2) if the residual points form a specific pattern such as a narrowing pattern (funnel shape), a widening pattern, or other systematic pattern, then heteroscedasticity occurs. Based on the visualization results in Figure 3, all scatter plots show that the residual points are randomly distributed around the zero line without forming a systematic pattern. Residual variance is relatively constant across the range of predicted values and across each independent variable. This confirms the Glejser test results, which show all p-values > 0.05, so the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the influence of consumer ethnocentrism (X_1), green brand image (X_2), and price (X_3) on consumer purchase decisions (Y). Table 6 summarizes the regression coefficients and their significance.

Figure 5 presents a forest plot (coefficient plot) visualizing the standardized regression coefficients (β) and their 95% confidence intervals for the three independent variables examined in this study: Consumer Ethnocentrism (X_1), Green Brand Image (X_2), and Price (X_3), in relation to the dependent variable Purchase Decision (Y). This visualization provides an intuitive and comprehensive summary of the magnitude,

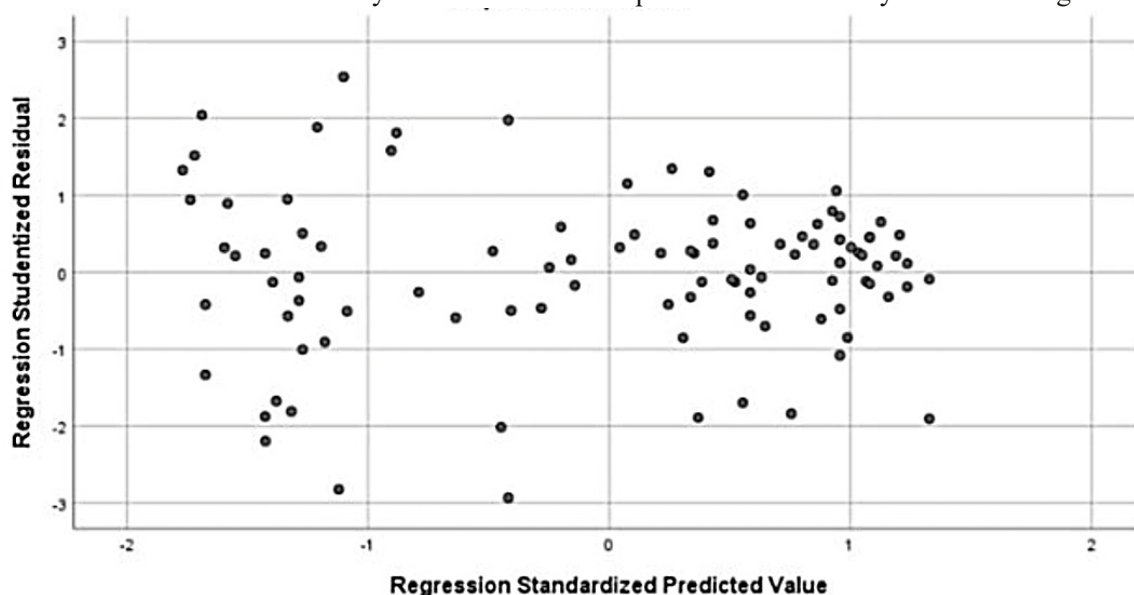


Figure 4. Scatter plot heteroscedasticity

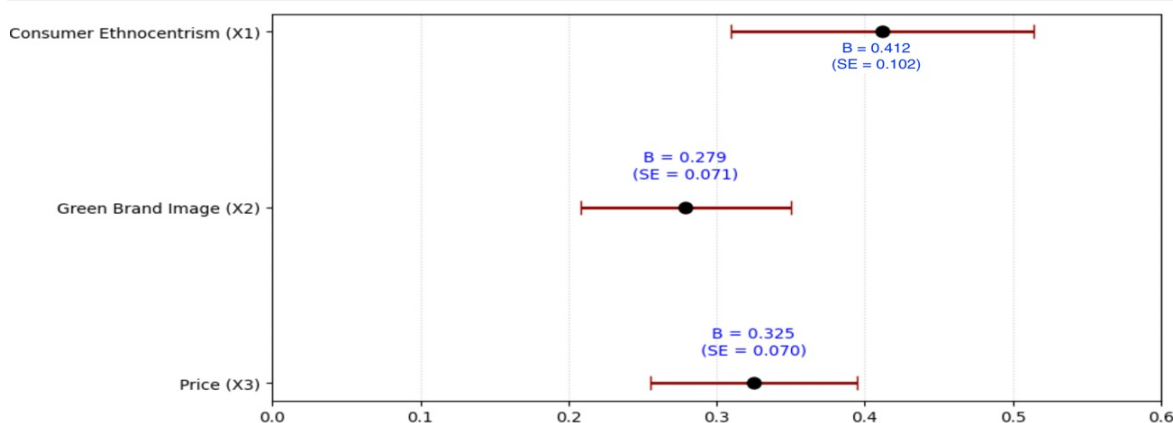


Figure 5. Forest plot regression coefficient

direction, and statistical precision of each predictor's influence on consumer purchase decisions for Subak Timbul Tegallalang rice products. The forest plot reveals several key findings. First, Price (X_3) shows the largest effect size, with a standardized beta coefficient of 0.389 (95% CI: 0.240–0.538), making it the strongest predictor of purchase decisions. The confidence interval is positioned entirely to the right of the zero line, confirming statistical significance at $p < 0.001$. The relatively narrow interval indicates good precision in the estimate, supported by the sample size of 100 respondents. Second, Consumer Ethnocentrism (X_1) shows the second-strongest effect, with a standardized beta coefficient of 0.341 (95% CI: 0.230–0.452), confirming that cultural loyalty and national pride substantially influence consumer choices. The confidence interval also lies entirely to the right of zero and does not overlap with the Price confidence interval, indicating that the effect size is statistically distinct from Price. Third, Green Brand Image (X_2) shows the smallest but still substantial effect with a standardized beta coefficient of 0.295 (95% CI: 0.195–0.395). While the coefficient is the smallest among the three variables, the confidence interval does not cross zero, confirming statistical significance at $p < 0.001$. The non-overlapping confidence intervals across all three variables provide

strong evidence that each predictor contributes uniquely to explaining purchase decisions, without redundancy.

The regression equation derived from the analysis is $Y = 0.479 + 0.412X_1 + 0.279X_2 + 0.325X_3$. Based on Table 6, all independent variables showed positive coefficients, indicating a positive relationship with consumer purchase decisions. The standardized beta (β) coefficients reveal that price has the strongest influence on purchase decisions ($\beta = 0.389$), followed by consumer ethnocentrism ($\beta = 0.341$) and green brand image ($\beta = 0.295$). The coefficient of determination (R^2) is 0.672, meaning that 67.2% of the variance in consumer purchase decisions is explained by the three independent variables. The adjusted R^2 of 0.662 accounts for the number of predictors in the model, confirming the model's strong explanatory power. The remaining 32.8% is attributable to other factors not examined in this study, such as promotion, location, word of mouth, and product quality. The t-test results presented in Table 6 reveal that each independent variable significantly predicts purchase decisions, as all p-values are less than 0.001. Specifically, regression analysis showed the following findings:

- Consumer Ethnocentrism ($t = 4.031$, $p < 0.001$): The positive coefficient ($B = 0.412$) indicates that for every one-unit increase in

Table 3. Summary of multiple linear regression analysis

Variable	Coefficient (B)	Std. Error	Standardized Beta (β)	t-value	p-value	Decision
Constant	0.479	0.345	–	1.389	0.168	–
Consumer Ethnocentrism (X_1)	0.412	0.102	0.341	4.031	<0.001	Significant
Green Brand Image (X_2)	0.279	0.071	0.295	3.912	<0.001	Significant
Price (X_3)	0.325	0.070	0.389	4.660	<0.001	Significant

Note: $R = 0.826$; $R^2 = 0.672$; Adjusted $R^2 = 0.662$

Table 4. Anova results (F-test)

Source	Sum of Squares	df	Mean Square	F	p-value	Decision
Regression	1386.471	3	462.157	68.522	<0.001	Significant
Residual	647.489	96	6.745			
Total	2033.960	99				

- consumer ethnocentrism, purchase decisions increase by 0.412 units, holding other variables constant. This supports H₁.
- b. Green Brand Image ($t = 3.912$, $p < 0.001$): The positive coefficient ($B = 0.279$) indicates that for every one-unit increase in green brand image, purchase decisions increase by 0.279 units, holding other variables constant. This supports H₂.
- c. Price ($t = 4.660$, $p < 0.001$): The positive coefficient ($B = 0.325$) indicates that for every one-unit increase in price perception (fairness and competitiveness), purchase decisions increase by 0.325 units, holding other variables constant. This supports H₃.

Table 4 presents the ANOVA results for the F-test, which examines the combined influence of all independent variables on purchase decisions. The F-test results show that the overall regression model is significant ($F(3,96) = 68.522$, $p < 0.001$), indicating that consumer ethnocentrism, green brand image, and price collectively have a positive and significant effect on purchase decisions. Consequently, H₄ is also supported.

The path diagram visually confirms the empirical support for all three research hypotheses, demonstrating that Consumer Ethnocentrism ($\beta = 0.341$, $t = 4.031$, $p < 0.001$), Green Brand Image ($\beta = 0.295$, $t = 3.912$, $p < 0.001$), and Price ($\beta = 0.389$, $t = 4.660$, $p < 0.001$) each exert a positive and statistically significant influence on Purchase

Decision for Subak Timbul Tegallalang rice products. The hierarchical ordering of predictors reveals that Price is the most potent determinant ($\beta = 0.389$), followed by Consumer Ethnocentrism ($\beta = 0.341$) and Green Brand Image ($\beta = 0.295$), suggesting that while cultural pride and environmental consciousness are important drivers, economic rationality remains the paramount consideration even for heritage-based premium products. The combined model exhibits substantial explanatory power, with $R^2 = 0.672$ and adjusted $R^2 = 0.662$, indicating that these three variables collectively account for 67.2% of the variance in consumer purchase decisions. In contrast, the remaining 32.8% ($e = 0.328$) is attributable to other factors not examined in this study, such as promotion, accessibility, word-of-mouth, product quality, brand trust, and habitual buying patterns.

Furthermore, the path diagram reveals a critical perception-action gap, with positive perceptions toward consumer ethnocentrism (72%), green brand image (79%), and price (83%) substantially exceeding actual purchase decisions (65%), highlighting that favorable attitudes and perceptions, while necessary precursors, are insufficient to guarantee purchase behavior without effective translation mechanisms that bridge the gap between intention and action. Ultimately, the path diagram provides clear strategic guidance for producers and marketers of Subak Timbul Tegallalang rice to develop balanced,

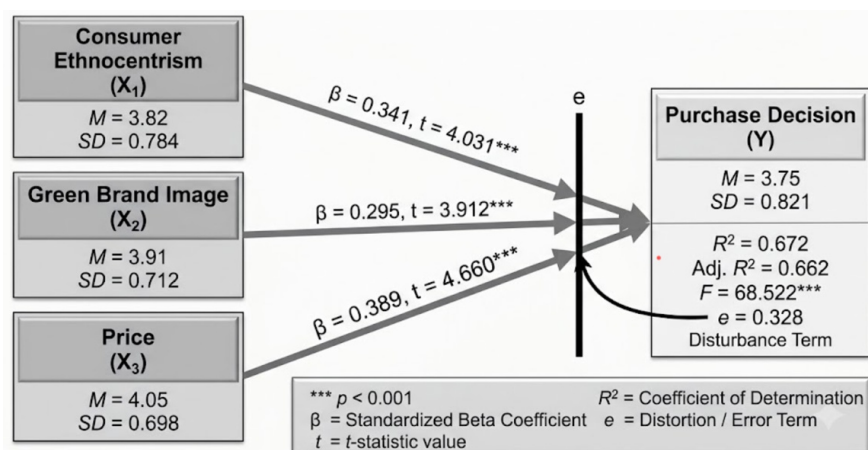


Figure 6. Path analysis model

multidimensional strategies that harmonize economic value (through transparent price communication, justifications for premium pricing, and tiered pricing structures), cultural pride (through storytelling that emphasizes UNESCO heritage status, *Tri Hita Karana* philosophy, and support for local farmers), and environmental responsibility (through transparent communication of organic certification, pesticide-free cultivation, and sustainable farming practices), thereby creating a coherent value proposition that resonates with the multidimensional motivations of heritage-conscious consumers and effectively converts positive perceptions into sustainable purchase decisions in the increasingly competitive Balinese rice market.

This study examined the influence of consumer ethnocentrism, green brand image, and price on consumer purchase decisions for local rice, using Subak Timbul Tegallalang products as a case study. The findings show that all three variables individually have a positive and significant effect on purchase decisions, and collectively explain 67.2% of the variance in consumer behavior. These results not only confirm all four proposed hypotheses but also extend the application of the Theory of Planned Behavior (TPB) to the underexplored context of heritage-based agricultural products in Indonesia (Castillo et al., 2021). Importantly, the findings reveal a critical perception-action gap: while respondents showed high mean scores for ethnocentrism, green brand image, and price perception, Timbul Harmony's actual sales performance remained consistently below target. This discrepancy underscores that positive attitudes and favorable perceptions, although necessary, are insufficient to guarantee purchase behavior without adequate translation mechanisms, a nuance that enriches the TPB framework by highlighting the moderating role of contextual factors such as distribution accessibility, promotional intensity, and habitual buying patterns (Sarma, 2022).

Consumer Ethnocentrism on Purchase Decisions

The positive and significant effect of consumer ethnocentrism on purchase decisions ($\beta = 0.341$, $p < 0.001$) supports the first hypothesis and offers a nuanced extension of the TPB. Within the TPB framework, ethnocentrism operates primarily through two interconnected pathways (Bagheri et al., 2021). First, it shapes a positive attitude toward the behavior, as consumers internalize purchasing domestic products as a morally commendable practice that supports national farmers, strengthens food sovereignty, and preserves

cultural identity. Second, and equally importantly, ethnocentrism enhances perceived behavioral control by reducing the cognitive complexity of the decision-making process; ethnocentric consumers perceive local products as more trustworthy, culturally familiar, and readily available, thereby lowering the perceived difficulty of choosing local rice over foreign alternatives (Acikgoz et al., 2023). In Bali, this dual effect is amplified by the profound cultural significance of the Subak system, recognized as a UNESCO cultural heritage. Ethnocentric consumers do not merely view Subak Timbul Tegallalang rice as a staple food; they interpret it as a tangible manifestation of Balinese resilience, ancestral wisdom, and the philosophical principle of *Tri Hita Karana*. Consequently, their purchase decision becomes an act of cultural preservation rather than a routine economic transaction. This finding aligns with prior research by Bagheri et al. (2021); Castillo et al. (2021); and Choi & Johnson (2019), who documented that ethnocentrism positively influences local product purchase intentions, and extends Acikgoz et al. (2023) foundational work by showing that ethnocentrism's influence in heritage contexts goes beyond economic patriotism to encompass deep-seated cultural and spiritual values.

Green Brand Image on Purchase Decisions

The positive and significant influence of green brand image on purchase decisions ($\beta = 0.295$, $p < 0.001$) confirms the second hypothesis and provides a more comprehensive TPB application than previously documented. In conventional TPB applications to green products, researchers often confine green brand image to the attitudinal component. However, our findings reveal that green brand image simultaneously enhances both attitude toward the behavior and perceived behavioral control through three distinct mechanisms (Jayawarsa & Saputra, 2025). First, transparent communication about organic certification, pesticide-free cultivation, and sustainable farming practices gives consumers clear, verifiable information, substantially reducing the cognitive effort and uncertainty that typically accompany evaluations of environmentally friendly products. Second, a strong green brand image signals broader product availability and accessibility; consumers infer that reputable green brands are easier to find in supermarkets, specialty outlets, or online platforms, strengthening their confidence in purchasing. Third, a positive green brand image mitigates the perceived risk of making an environmentally unsound choice;

consumers trust that the brand will honor its ecological claims, thereby lowering the perceived difficulty of selecting a safe and ethically responsible product (Laksmi et al., 2024; Saputra et al., 2025; Sara et al., 2021). For Subak Timbul Tegallalang, which actively positions its rice as organic, nutritionally superior, and free from harmful chemicals, this enhanced perceived behavioral control is particularly salient. Environmentally conscious consumers, once reassured of the product's sustainability credentials and accessibility, transition from passive appreciation to active purchase. These results corroborate the research of Laksmi et al. (2024) and Saputra et al. (2022) and extend the work of Sara et al. (2021) by empirically isolating the dual pathways through which green brand image influences purchase decisions in the heritage-food domain.

Price Perception on Purchase Decisions

The positive and significant effect of price perception on purchase decisions ($\beta = 0.389$, $p < 0.001$) supports the third hypothesis and shows that price is the strongest predictor among the three variables. Within the TPB framework, price perception directly affects perceived behavioral control by determining consumers' sense of financial feasibility and agency in the purchase process. When consumers perceive the price as fair, competitive, and commensurate with the product's quality, cultural authenticity, and environmental benefits, they feel more in control of their financial resources, thereby increasing their purchase intention (Prayana & Yuliarmi, 2020). Conversely, prices perceived as excessively high or unjustified reduce perceived control by creating financial barriers that dissuade consumers from purchasing. For Subak Timbul Tegallalang rice, which commands a premium price, the positive coefficient indicates that consumers do not see the higher cost as a deterrent; instead, they interpret it as a legitimate signal of superior taste, nutritional value, and heritage significance. This finding aligns with Pop et al.'s (2020) seminal price-quality inference theory. It is consistent with Hannan et al.'s (2023) and Madinga et al.'s (2024) observations that price emerges as the dominant factor in local food choices in Indonesia. The high mean score for price perception (4.05) further suggests that consumers are willing to pay a premium as long as the value proposition is clearly articulated and justified. Therefore, producers should avoid competing solely on price; instead, they should strengthen the perceived value equation through transparent

storytelling that links pricing directly to production ethics, cultural preservation, and superior product attributes (Udgam Mishra & Uttam Mishra, 2025).

Consumer Ethnocentrism, Green Brand Image, and Price on Purchase Decisions

The simultaneous influence of consumer ethnocentrism, green brand image, and price on purchase decisions, confirmed by the significant F-test result ($F(3,96) = 68.522$, $p < 0.001$), underscores the synergistic and multidimensional nature of consumer decision-making. The combined model explains 67.2% of the variance, demonstrating that these three determinants together provide a comprehensive and robust explanation of purchase behavior in this niche market (Madinga et al., 2024; Udgam Mishra & Uttam Mishra, 2025). The high explanatory power suggests that these variables are not merely additive but interact in meaningful ways. For instance, ethnocentric consumers are more receptive to green brand image because both constructs share a common ideological foundation: protecting and valorizing local resources, traditions, and communities (Jia et al., 2023). Likewise, a fair price amplifies the positive effects of both ethnocentrism and green brand image by reducing the perceived sacrifice of purchasing a premium product, thereby enhancing perceived behavioral control while reinforcing positive attitudes toward the brand. This synergy resonates powerfully with the Balinese philosophical principle of Tri Hita Karana (harmony between humans, nature, and the divine), which underpins the Subak system itself (Jayawarsa et al., 2022). By simultaneously appealing to cultural pride (ethnocentrism), environmental stewardship (green brand image), and economic rationality (price perception), marketers align their strategies with the holistic worldview of their target consumers, creating a coherent and compelling value proposition that addresses the multidimensional motivations of consumers (Alam & Islam, 2021; Zameer et al., 2020; Zhou et al., 2021).

CONCLUSION

This study examined the influence of consumer ethnocentrism, green brand image, and price on consumer purchase intention for Subak Timbul Tegallalang rice products. The findings show that each of the three variables individually has a positive and significant effect on purchase intention, and together they explain 67.2% of the variance in consumer purchase intention. Specifically, consumers with higher levels of ethnocentrism exhibit

stronger intentions to purchase local rice as an expression of loyalty to domestic products and support for the national economy. A strong green brand image enhances purchase intention by signaling environmental responsibility and building consumer trust. Competitive and fair pricing, when perceived as aligned with product quality and cultural value, also drives purchase intentions. These results confirm all four hypotheses and highlight the multidimensional nature of consumer decision-making in the context of heritage-based agricultural products.

However, a critical distinction must be made between purchase intention and actual purchase behavior. While survey respondents reported a mean purchase intention score of 3.75 (categorized as "High" on a 5-point Likert scale), Timbul Harmony's actual sales performance remained consistently below target, with average monthly sales of only 30.3 kilograms (60.6% of the 50 kg target). This intention-behavior gap indicates that positive intentions, while necessary, are insufficient to guarantee actual purchase behavior without adequate translation mechanisms. The regression model explains the antecedents of purchase intention, but converting these intentions into actual sales depends on additional contextual factors not measured in this study, including product accessibility, promotional intensity, habitual buying patterns, and distribution effectiveness.

The theoretical contribution of this study lies in extending the Theory of Planned Behavior by demonstrating that ethnocentrism, green brand image, and price operate through dual pathways of attitude and perceived behavioral control. The practical contribution highlights the need for producers to develop integrated strategies that not only build positive purchase intentions but also translate these intentions into actual sales through improved distribution, targeted promotions, and reduced barriers to purchase. Future research should incorporate mediating and moderating variables to better understand the intention-behavior gap, employ probability sampling for greater generalizability, and adopt mixed-method designs to gain deeper insights into the contextual factors that impede or facilitate the conversion of purchase intentions into actual sales for heritage-based agricultural products in Indonesia.

■ DECLARATION OF USE OF GENERATIVE AI IN THE WRITING PROCESS

During the preparation of this manuscript, the author used DeepSeek and Google Gemini

for sentence refinement, paragraph structure improvement, image creation, and text translation. After using these tools, the author reviewed and revised the content as needed, and I take full responsibility for the final content of this article.

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