

**Acculturation to Global Consumer Culture (AGCC): testing the validity of the AGCC scale and some preliminary results from the United Kingdom.**

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**ABSTRACT**

This paper presents preliminary results from a study focused on acculturation to Global Consumer Culture (GCC) conducted in the UK. In particular, this paper's aims are to test the validity of the original 'Acculturation to Global Consumer Culture' (AGCC) scale in a new cultural context, and to present preliminary results about the relation between acculturation to GCC and demographic factors, technological anxiety, and compulsive buying. This paper is based on online questionnaire completed by 340 respondents in the UK. The psychometric properties of this scale were verified via confirmatory factor analysis, and a new, shorter scale was proposed. Some results about the links between acculturation to GCC and demographics, technological anxiety, and compulsive buying were presented and discussed within the context of extant GCC research. Limitations and further research were discussed.

**Key words:** consumer culture, global consumer culture, acculturation to global consumer culture

## **INTRODUCTION**

Consumer acculturation studies have focused mainly on how minority consumers adapt to majority consumer culture. However, recently, scholars have been focusing on exploring how consumers respond to cultural changes brought about by the globalization forces (Cleveland et al., 2015b). The ongoing globalization, as evidenced and supported by various international trade, political, and cultural initiatives, affects people's values, beliefs and behaviors, including consumption-related behaviours (Paliwoda and Slater, 2009). Consumers are now exposed to a variety of foreign and local products and brands, media, and cultures. Scholars argue that globalization is leading to the emergence of Global Consumer Culture (GCC), that is consumer segments exhibiting a set of similar characteristics regardless of where they are located in the world (Cleveland and Laroche, 2007). Others argue that modern consumers resist these globalization forces (Merz et al., 2008), and despite being exposed to global brands, products and media, they opt for local products and refuse to acculturate to global trends (Featherstone, 1991).

The concept of GCC has emerged from the wider concept of consumer culture defined as densely woven network of global connections and extensions whereby local cultures are increasingly interpenetrated by the forces of international capital, the global information technology and media (Arnould and Thompson (2005). GCC is described as a "cultural entity not associated with a single country, but rather a larger group generally recognized as international and transcending individual national cultures"(Alden et al., 1999). GCC is a collection of common signs and symbols (e.g. brands and values) that are understood by a substantial number of consumers around the world. Ozsomer (2012) argues that the espoused values of the GCC are the ones reflecting the most important values of Western societies, such as freedom of choice, free market, individual freedom and individual rights. Due to the constant changes and interactions, consumers add new meanings to global brands which are

the drivers of GCC (Özsomer, 2012). Hence, scholars have called for more research incorporating GCC theory, as it may help to explain cross-cultural marketing phenomena more accurately than, for example, the over-researched concept of national cultures (Taylor, 2010).

Extant research on GCC focused on its attractiveness to global marketing managers to aid segmentation, targeting and communication strategies. Ger and Belk (1996), on the other hand, argue that GCC, as a concept heavily influenced by Western culture, contributes to inequality, and threats to health and the environment. As consumer culture awards special importance to the use of products and brands to allocate and signal status, prestige, and quality of life (Lury, 1996), it encourages irresponsible consumption behavior.

However, no research looked at GCC and AGCC from the perspective of its links to negative consumption behaviors, such as compulsive buying and technological anxiety. This paper is the initial step to fill this gap in the literature.

### **Acculturation to Global Consumer Culture**

Acculturation to Global Consumer Culture (AGCC) is defined as a process in which individual consumers “acquire the knowledge, skills and behaviours that are characteristic of a nascent and deterritorialized global consumer culture” (Cleveland and Laroche, 2007, p. 252). Researchers conceptualized six distinct dimensions of AGCC as presented in Table 1.

**Table 1.** Acculturation to Global Consumer Culture: the original dimensions (adapted from Cleveland and Laroche, 2007; Carpenter, Moore et al. 2013).

<b>Dimension</b>	<b>Description</b>
<b>Cosmopolitanism</b>	Willingness to engage with the other (i.e. different cultures) and a level of competence towards alien culture(s).
<b>Exposure to</b>	Exposure to the marketing and advertising activities of multinational or

<b>marketing activities of multinational companies</b>	global corporations.
<b>English language usage and exposure</b>	English language has become the official language of global sciences, business and often pop culture. A person's exposure to and use of the English language in numerous communication contexts.
<b>Social interactions, including travel, migration, and contacts with foreigners</b>	A person's exposure to, interactions, and willingness to interact with peoples of other cultures, travel experiences and interest in other cultures.
<b>Global/foreign mass media exposure</b>	A consumer's individual experience with foreign and global mass media.
<b>Openness to and desire to emulate global consumer culture</b>	An individual's interest in seeking foreign products for their symbolism or other personal reasons.
<b>Self-identification with global consumer culture</b>	An individual's identification with GCC in terms of how they dress, what they read, and how they interact with global brands.

As a relatively new concept, the AGCC has been investigated in very few contexts. Cleveland and Laroche (2007) proposed a scale measuring AGCC consisting of seven factors and tested it in Canada. Carpenter et al (2012, 2013) surveyed US consumers. Durvasula and Lysonski (2015) validated the AGCC scale in four countries: China, New Zealand, Nigeria and the USA. Lysonski and Durvasula (2013) measured AGCC amongst Nigerian consumers. Cleveland et al. (2015a) measured some dimensions of AGCC in eight countries: Sweden, Hungary, Greece, Mexico, Chile, Canada, Korea and India. Cleveland et al. (2015b) assessed AGCC amongst Japanese consumers, and Cleveland et al. (2013) researched Lebanese consumers. Rresearchers have found that acculturation to GCC varied amongst consumers of different ages (Carpenter et al., 2013), acculturation to GCC was stronger for younger respondents, and there were no differences between genders. Consumption behaviors have been shown to differ by gender, and age as these characteristics are often used as

segmentation variables (Yanga, Chartrandb, & Fitzsimonsb, 2015). Researchers have still been calling for more studies of AGCC in other samples and countries (Durvasula and Lysonski 2015). This paper is an attempt to test AGCC scale in the UK, which has not been investigated so far with regards to AGCC.

The UK remains an economic and military power, with considerable political and cultural influence around the world. The UK ranks in the top 20 in the KOF Globalization Index for social globalization, and in the top 10 for political globalization (KOF 2015). It is therefore reasonable to suggest that the UK is one of the major players in globalization, and it would be important to examine how immigrants living in the UK adapt to cultural changes related to globalization. Do consumers readily acculturate to GCC, or do they resist it?

In this paper, our aims are as following: 1) to test the validity of the AGCC scale in a new cultural context (i.e., UK), and 2) to present some preliminary results regarding AGCC amongst the different demographic groups in the UK, in relation to technological anxiety and compulsive buying. As such, this paper is the first step in reporting results from a larger survey of AGCC in Europe, and focusing on AGCC, cultural values, and some negative aspects of consumption behavior.

## **RESEARCH METHOD**

In order to examine the study goals, a questionnaire was created and initially tested in a pilot study. The questionnaire items were taken directly from Cleveland and Laroche's (2007) AGCC scale with dimensions including cosmopolitanism, self-identification with global consumer culture, exposure to marketing of multi-national companies, social interactions and openness and desire to emulate global consumer culture, the English language usage and

global mass media exposure dimensions. The AGCC items were captured using a seven-point, Likert type scale anchored by ‘strongly disagree’ and ‘strongly agree’.

Technological anxiety was measured by a set of six items assessing the anxiety level with respect to different technologies: “If you can’t check in with the following technologies as often as you’d like, how anxious do you feel?” The list of technologies included: text messages, mobile phone calls, Facebook and other social networks, personal e-mail, work e-mail and voice mail. Each was assessed on a four-point scale (not anxious at all, a little anxious, moderately anxious, and highly anxious) (Rosen et al., 2013).

Compulsive buying was measured by a six-item, two-dimensions scale proposed by Ridgway et al. (2008). Four items were measured on a 7-point Likert scale, anchored at 1 – ‘strongly disagree’, and 7 - ‘strongly agree’, and two items which were anchored at 1 - ‘never’, and 7 – ‘very often’. Both scales displayed high internal consistency (Cronbach’s  $\alpha \leq .7$ ).

Demographic information was also collected including gender, age, education level, income level, employment status, status in the UK, and religious affiliation.

Data were collected using an online questionnaire ([www.surveymonkey.com](http://www.surveymonkey.com)) among consumers aged 18 years and older residing in the UK. Internet administration was chosen for its effectiveness and efficiency in reaching the focal demographic groups within a short time period and on a specified budget provided by the funding institute.

First, the content validity of the questionnaire was assessed by competent judges, who are experts in the questionnaire design. Competent judges have expressed concerns about the length of the questionnaire, and some typos. The items were retained as originally designed, typos were corrected.

### **The pilot study**

After the draft questionnaire was reviewed by expert judges, a pilot study was conducted. Potential respondents were recruited via Facebook or email. They were asked to fill out the survey and note any comments they might have had about the structure of the questionnaire, the questions, or the technical details of the survey. Twenty eight respondents started to fill out the online questionnaire, but only twenty completed it. Most respondents found the questionnaire easy to complete, questions as easily understood. Those who did not complete the survey commented that the survey was too long, as it required respondents to spend between 20 and 25 minutes. Moreover, feedback indicated that a number of respondents were unable to answer one of the questions (related to AGCC factor Exposure to Marketing activities of MNCs', as they did not own a TV set. These questions were then changed to include an option of 'does not apply to me').

### **The main study**

Data were collected through convenience sampling, in specific snowball sampling in order to identify potential respondents. Snowball sampling involves contacting a few potential respondents who are then asked to recruit other participants that fit the criteria (De Vaus, 2001). Hence, it was not possible to calculate the exact response rate. The use of snowball sampling is suggested to obtain greater variability (Fischer, 2004). The link and invitation to survey was posted on Facebook (10.9% of respondents), sent via e-mail (69.7% respondents), or posted in online discussion groups (15.3%) and other (4.1%).

340 respondents filled out the online questionnaire out of 568 who started the survey. Average age was 31.31 (SD=9.46). 60.3% (205) of respondents were female. Most of the respondents were long-term UK residents (57.6%), 40.3% were international students living in the UK for the duration of their studies, 2.1% just moved to the UK with the intention of staying there long-term. 45.9% of respondents were students, 45.5% were working (full-time or part-time), 6.2% were unemployed and looking for work, 2.1% were unemployed and not looking for

work, only one respondent was retired. Majority of respondents (73.5%) were university-educated; 17.1% had A-levels (high school diploma), 7.9% had trade or vocational training, and 1.5% had GCSEs. The respondents represented 28 countries (see Table 2 for further details).

**Table 2:** Sample characteristics – country of origin (N=340).

Country of birth	Frequency	%
Nigeria	92	27.1
Poland	73	21.5
Germany	46	13.5
Pakistan	24	7.1
India	22	6.5
UK	14	4.1
Jamaica	13	3.8
Bangladesh	10	2.9
Vietnam	8	2.4
Romania	5	1.5
USA	5	1.5
Spain	4	1.2
Bulgaria	4	1.2
Other (Netherlands, China, Sri Lanka, South Africa, Saudi Arabia, Belgium, Brazil, Bahrain, Zimbabwe, Ghana, Greece, Portugal, Myanmar, Iraq, Ireland)	20	5.9

## DATA ANALYSIS AND RESULTS

SPSS 21 was used for descriptive analyses. The fit of the confirmatory factor model (CFA) was examined using Mplus 7 (Muthén & Muthén, 2012). A fitting model was indicated by a non-significant chi-square statistic. As the chi-square statistic is sensitive to sample size (Bentler, 1990), it is seldom non-significant given a large enough sample size despite the model being tenable or acceptable, hence, other fit indexes were additionally consulted: the root-mean-square error of approximation (RMSEA), the comparative fit index (CFI), the non-normed fit index (NNFI), and the standardized root-mean-square residual (SRMR). West et al.



(2012) suggest that CFI > .95, NNFI > .90, RMSEA < .05, and SRMR < .06 represent a well-fitting model. They also further suggest that CFI > .90, NNFI > .85, RMSEA < .08, and SRMR < .10 represent an adequately fitting model (West, Taylor, & Wu, 2012).

### Descriptive Statistics

Table 3 reports scale means, standard deviations, and internal consistency (Cronbach's alpha).

**Table 3:** Subscale reliability analysis.

Subscale	Number of items	Scale mean	SD	$\alpha$
Cosmopolitanism (COSMO)	11	63.70	10.76	0.93
Exposure to marketing activities of MNCs (EXP)	10	45.31	12.68	0.92
English language usage/exposure (ENG)	8	44.95	7.88	0.77
Social interactions (SOC_INT)	6	33.36	5.94	0.73
Global mass media exposure (GMM)	9	41.45	11.45	0.89
Openness to and desire to emulate GCC (OPEN)	5	17.32	5.91	0.76
Self-identification with global consumer culture (GCC)	8	29.27	11.93	0.91
TOTAL SCALE	57	276.46	37.80	0.91

### Confirmatory factor analyses (CFA)

In line with the model proposed by Cleveland and Laroche (2007), a measurement model with seven factors of AGCC was specified: (1) COSMO, cosmopolitanism, composed of 11 items, (2) EXP, exposure to marketing activities of multinational firms (10 items), (3) ENG, English language usage and exposure (8 items), (4) SOC\_INT, social interactions, primarily travel (6 items), (5) GM, global mass media exposure (8 items), (6) GCC, self-identification with global consumer culture (10 items), and (7) OPEN, openness to and desire to emulate global consumer culture (7 items). The proposed model did not fit the data well, RMSEA = .073, 95% CI [0.070, 0.075], CFI = .776, NNFI = .765 and SRMR = .087. In order to improve the model fit, item pairs with particularly high modification indices related to measurement error

correlations were examined. As the co-varying item pairs belonged to the same subscale as the primary factor, these were allowed to covary. Allowing these error covariances and dropping the items with <.40 factor loading (ENG5, SOC\_INT5, SOC\_INT6, OPEN4 and OPEN5) improved the model fit substantially, RMSEA = .049, 95% CI [0.046, 0.053], CFI = .912, NNFI = .906 and SRMR= .060. Figure A1 and Table A1 (Appendix) show the final measurement model with adequate model fit and the retained items.

### Further data analysis

For further analysis, the means of the constituent items for each factor serve as the construct measure. Composite AGCC score is also calculated. Higher AGCC score (closer to 7) indicates that an individual is more acculturated to GCC than, and individual with a lower score closer to 1. Independent t-test was used to test the differences between mean scores for AGCC factors between males and females, and Pearson's correlation was used to examine the relation between AGCC mean scores and age (Table 4), technological anxiety, and compulsive buying.

**Table 4:** AGCC, age and gender.

AGCC Factors	Gender					Age		
	Females Mean	SD	Males Mean	SD	t-test	Whole sample Mean	SD	(Pearson's R)
Cosmopolitanism	5.79	1	5.78	.93	-.153	5.79	.97	.121**
Social interaction (SOC_INT)	5.82	1.05	5.65	1.10	-1.487	5.75	1.07	-.204*
Global mass media exposure (GMM)	4.51	1.30	4.73	1.20	1.564	4.6	1.27	-.310*
English Language exposure <sup>1</sup> (ENG)	5.93	.99	5.82	.91	-.855	5.89	.95	.092
Openness to and desire to emulate GCC (OPEN)	3.34	1.43	3.43	1.39	.597	3.38	1.45	.043
Self-identification with GCC (GCC)	3.51	1.49	3.87	1.46	2.161	3.65	1.49	-.287*
Exposure to marketing activities	4.11	1.35	4.58	1.21	3.257**	4.3	1.31	-.137***

of MNCs (EXP)								
AGCC Composite	4.73	.67	4.85	.66	1.621	4.77	.67	-.212**

<sup>1</sup>N = 305, the sample excludes respondents born in the UK, USA, Ireland, South Africa, Jamaica who indicated English as their first language (M=6.76, SD=.34).

\*p≤.000 level, \*\* p≤.01 level, \*\*\*p≤ .05 level

### **AGCC, gender, and age.**

Male and females scored on average similarly on all AGCC dimensions but one. Males (M=4.58) reported being exposed to marketing activities of MNCs (EXP) to a higher degree than females (M=4.11).

One AGCC dimension was moderately negatively correlated with age, three dimensions showed weak negative correlation with age, and another one showed weak positive correlation with age. Global mass media exposure correlated negatively with AGCC ( $r = -.310, p = .000$ ), which may suggest that younger respondents are more exposed to and interact with global media. From a targeting perspective, this finding suggests that younger consumers may be reached via global media more easily than older consumers. Three dimensions: Social interaction, self-identification, and Exposure to marketing activities of MNCs were negatively correlated with AGCC, but the correlations were weak (see Table 4).

### **AGCC, technological anxiety, and compulsive buying**

For further analysis, a composite score for technological anxiety was calculated as a mean of the four scale items.

Technological anxiety was on average low (M=2.14, SD=.79) indicating that the respondents feel only ‘a little anxious’ if they are not able to interact with email, social media, text messages or calls. Technological Anxiety was moderately positively correlated with two dimensions of AGCC: GCC Identity ( $r=.25, p\leq.01$ ) and Global Media Exposure ( $r=.20, p\leq.01$ ).

For further analysis of compulsive buying, a composite score was calculated as a mean of the six scale items. Compulsive buying (CB) was on average low ( $M=2.97$ ,  $SD=1.42$ ) as well, and was highly positively correlated with self-identification with GCC ( $r=.458$ ,  $p\leq 0.01$ ), and GMM exposure ( $r=.301$ ,  $p\leq 0.01$ ). It was weakly positively correlated with Openness ( $r=.145$ ,  $p\leq 0.1$ ), and Exposure to Marketing Activities of MNCs ( $r=.122$ ,  $p\leq 0.05$ ). In relation to demographics of the participants, CB was negatively correlated with age ( $r=-.32$ ,  $p\leq 0.01$ ), that is younger ones scored higher on CB. Females scored higher ( $M=3.04$ ,  $SD=1.4$ ) than males ( $M=2.84$ ,  $SD=1.33$ ), but the differences was small and not significant.

Technological anxiety was on the other hand moderately positively correlated with CB ( $r=.225$ ,  $p\leq 0.01$ ) suggesting that compulsive buyers experience higher anxiety related to the usage of technology.

## **DISCUSSION, IMPLICATIONS, AND FUTURE RESEARCH**

Does GCC exists, and how can it be defined and operationalized? To what extent are consumers acculturated to GCC? What is the relationship between AGCC and negative aspects of GCC, in specific technological anxiety and compulsive buying?

The results of this study provided strong psychometric evidence to show that the AGCC scale could be reduced to 53 items, as four items from the original AGCC scale had to be deleted. Further efforts should be made to reduce the scale to create a more parsimonious measure, further tests should be carried out, for example to test a scale proposed by Dyrvasula and Lysonski (2015).

Our preliminary results suggest that consumers report exposure to other cultures via Social Interactions ( $M=5.75$ ), English language exposure ( $M=5.95$ ) and see themselves as cosmopolitan consumers ( $M=5.79$ ), but are not open to desire and ‘practice’ of GCC

(M=3.38) and do not identify with it (M=3.65). However, self-identification was moderately negatively correlated with age which may suggest that younger consumers may identify with GCC more than older consumers. This can be corroborated by past studies which showed AGCC to differ according to age (Carpenter et al., 2012). These findings may suggest that older consumers travel and interact with foreign cultures less than younger consumers, they do not identify with GCC as much as younger consumers, and they do not pay as much attention to marketing activities of global companies as younger consumers. Cleveland and Laroche (2007) also found that AGCC is likely to vary by age. Age was negatively correlated with a number of AGCC dimensions. Our findings are also supported by results presented by Carpenter et al (2013) who found differences in AGCC levels between generational cohorts. As culture is part of an individual's lengthy socialization process, and as globalization is relatively young phenomena, older consumers have been exposed to GCC as much as younger consumers. It would be useful to conduct longitudinal research of tracking AGCC to examine if these young respondents grow to be also more acculturated to GCC in older age.

However, this study's results suggest that gender may not be important in targeting global consumers.

We conclude that despite the forces of globalization, even the most 'mobile' consumers (immigrants) living in the UK who report (and acknowledge) being exposed to global media and brands, as well as the English language, do not see themselves as global consumers. Cleveland, Laroche and Takashaki (2015) have also found that exposure to GCC does not erode national identity among Japanese respondents. In addition, respondents reported very low levels of technological anxiety, and low levels of compulsive buying suggesting that although exposed to global brands, consumers in our study do not report irresponsible buying behaviour.

Featherstone (1991) argues that paradoxically, the globalization and standardization of modern consumer culture stimulated localization and consumer heterogeneity of demand and consumer needs, and resistance to global brands and companies. Indeed, consumers in our study have been exposed to global brands, media, and products but they reported no intention to actively pursue it (Openness, and Self-identity had lowest scores of all AGCC factors). Holt et al. (2004) argue that globalization of consumption does not mean that consumers share the same tastes, or want to share in the same meanings or rituals. Global brands are shared across cultures but the meanings of them may vary. In addition, perhaps there exists several 'global consumer cultures' in different parts of the world and influenced by different 'consumer/brand powers', for example China in Asia, and USA in the more Western world (Cleveland et al., 2015b). This should be studied further.

The AGCC scale, compulsive buying scale, as well as technological anxiety scale were part of a longer survey measuring other constructs such as cultural values, self-esteem, materialism, money attitudes, attitudes toward debt, in order to explore the relation between acculturation to GCC and consumer behavior. These will be reported in further publications. Future research should include employing in-depth interviews to gain insights into consumers' opinions and attitudes about global consumer culture, as well as studying this concept in other samples and cultures.

### **Limitations**

One of the major limitations of this study is that an online data collection tool was used and hence the respondents represent a certain segment of society that may differ from less-frequent or non-users of Internet. The use of snowball sampling technique limits the

generalizability of the results of this study. In addition, this survey was conducted in English which assumes that respondents already possess some level of acculturation to GCC as English language usage is one of the dimensions of AGCC. It would be important to reach immigrants/consumers in their native languages, and therefore the next step of this study is collecting data in two additional countries: Poland and Egypt.

## APPENDIX

**Table A1: Retained items for AGCC scale.**

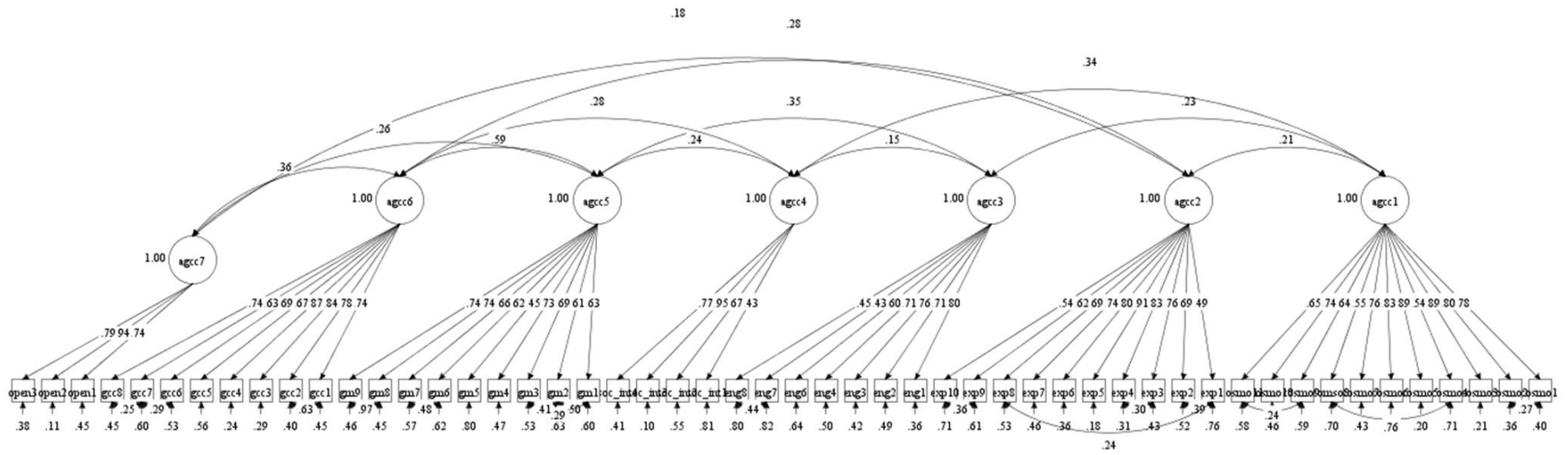
<b>Factor</b>	<b>Original Items</b>
Cosmopolitanism (COSMO)  AGCC1	I am interested in learning more about people who live in other countries.
	I like to learn about other ways of life.
	I enjoy being with people from other countries to learn about their unique views and approaches.
	I like to try restaurants that offer food that is different from that in my own culture
	I enjoy exchanging ideas with people from other cultures or countries
	I like to observe people of other cultures, to see what I can learn from them
	I find people from other cultures stimulating
	I enjoy trying foreign food
	When travelling, I like to immerse myself in the culture of the people I am visiting.
	Coming into contact with people of other cultures has greatly benefited me
	When it comes to trying new things, I am very open.
Exposure to marketing activities of MNCs (EXP)  AGCC2	When I am watching TV, I often see advertising for products that are from outside of my country.
	Ads for foreign or global products are everywhere.
	In my city, there are many billboards, and advertising signs for foreign and global products.
	It is quite common to see ads for foreign or global products in local media.
	When I read a newspaper, I come across many advertisements for foreign or global products
	The magazines that I read are full of ads for foreign or global products
	When I am watching TV, it seems that the number of advertisements for foreign brands is quite high, when compared to the number of advertisements for local brands.
When I am watching TV, it seems that the number of advertisements for foreign brands is quite high, when compared to the number of advertisements for local brands.	

	When shopping, I am often exposed to foreign or global brands.
	Many of the TV commercials I see are placed by multinational companies.
<b>English language usage/exposure (ENG)</b>  <b>AGCC3</b>	I feel very comfortable speaking in English.
	I often speak English with family or friends
	I speak English regularly.
	Many of my favorite shows on TV are in English.
	Many of the books and articles that I read are in English.
	I prefer to watch English language television than any other language I may speak
	The songs I listen to are almost all in English.
<b>Social interactions (primarily travel) (SOC_INT)</b>  <b>AGCC4</b>	While vacationing, I would prefer to stay in my home country, rather than visit another country ( <i>reversed</i> )
	I prefer spending my vacations outside of the country that I live in
	Visiting foreign countries is one of my favorite things
	I often think about going to different countries and doing some travelling
	I have thus far visited two or more other countries (other than my home country and the UK).
<b>Global mass media exposure (GMM)</b>  <b>AGCC5</b>	I enjoy watching Hollywood films at the theatre.
	I enjoy watching Hollywood movies that are in English.
	Some of my favourite actors/actresses are from Hollywood.
	I enjoy listening to music that is popular in the United States.
	In general, I do not like American Television. ( <i>reversed</i> )
	I like to read magazines that contain information about popular Western celebrities.
	I enjoy reading American magazines.
	I often watch American television programs.
I like the way that Americans dress.	
<b>Openness to and desire to emulate GCC (OPEN)</b>  <b>AGCC7</b>	I think people my age are basically the same around the world. For example, a 20-something in Russia is basically the same as a 20-something in the U.S., Sweden, or anywhere else.
	I think that my lifestyle is almost the same as that of people of my age-group in other countries.
	I think my lifestyle is almost the same as that of people of my social class in other countries.
<b>Self-identification with global consumer culture (GCC)</b>  <b>AGCC6</b>	The way that I dress is influenced by the advertising activities of foreign or global companies.
	Advertising by foreign or global brands has a strong influence on my clothing choices.
	I pay attention to the fashions worn by people in my age-group that live in other countries.
	I try to pattern my lifestyle, way of dressing, etc. to be a global consumer.
	I like reading magazines about the fashion, décor, and trends in other countries.
	I prefer to wear clothing that I think is popular in many countries around the world rather than clothing traditionally worn in my own country.
I actively seek to buy products that are not only thought of as 'local'.	



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**Figure A1.** Final measurement model of AGCC. The residual variance components (error variances) indicate the amount of unexplained variance. AGCC1-AGCC7 represent latent factors for the seven factors of AGCC. Standardized parameter estimates were reported only for the significant paths. All factor loadings are significant at  $p < .001$ .