

The relationship of consumer ethnocentrism, purchase intention, and lifestyle in first-generation bicultural ethnic groups

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ABSTRACT

The study analyzed consumer ethnocentrism's relationship in the first generation Colombian-Canadian bicultural ethnic consumer with purchase intention and lifestyle. One hundred and fifty-eight personal surveys were conducted in Toronto, Canada. It found that ethnocentrism positively influenced the perceptions of Canadian products compared to Colombian products. However, lifestyle was not significantly related to purchase intention. These findings motivate companies to identify their bicultural consumers who may favor products of the host country over most foreign products. It is possible that individuals who incorporate dual ethnic identities can move away from one value system and adopt another; thus, more empirical evidence on the behavior of this type of consumer must be provided, mainly when multinationals compete among one another rather than with their national rivals, with the concept of country of origin being highlighted. Consequently, organizations should know how affiliation with the host country may positively affect on purchase intentions concerning the country of origin.

Introduction

The beliefs about the convenience and morality of buying goods and services made abroad are what Shimp and Sharma (1987) called "consumer ethnocentrism." Thus, more ethnocentric consumers tend to prefer local products due to their immorality to purchase foreign products. However, there is no clear vision of ethnocentric trends in bicultural consumers; that is, those who integrate two cultures into their behaviors, values, and identities (Berry, 1997). Research has shown that bicultural ethnic consumers have a high degree of ethnocentrism with their country of ethnic affiliation, but they may experience dual or divided loyalties to their country of origin and their host country (Cleveland et al., 2009, 2011; El Banna et al., 2018; Zolfagharian et al., 2017; Zolfagharian & Sun, 2010). Other studies, however, have shown that consumers have mixed identities and use these when evaluating different products (Zeugner-Roth et

al., 2015; Zolfagharian et al., 2013). When consumers identify with more than one country, they tend to favor local and host country products over most foreign products.

In this sense, assuming that all consumers have a monocultural disposition, it may be a mistake, since bicultural consumers can identify with the cultural groups of the country of origin and the host country (Benet-Martínez & Haritatos, 2005). Therefore, existing theories may not fully predict or explain the behavior of these consumers. Studies have shown that bilingualism in young Latinos is fundamental to their identity (Booth et al., 2020). Thus, although ethnocentrism applies to all countries, there may be essential differences for countries of origin and host countries, raising interest in understanding ethnocentric orientations that imply further exploration of purchase intentions. Understanding the country of origin's effects on cultural consumers is of paramount importance, given the increasing ethnic diversification of consumer markets (Shoham et al., 2017).

To survive dynamic and competitive environments, companies have found it necessary to deepen their knowl-

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edge of consumers' purchase intentions regarding which products they purchase and which ones they prefer, especially when they have a bicultural ethnicity that generates more potent effects of ethnocentrism (El Banna et al., 2018). An important question has arisen about the psychographic characteristics that affect purchase intentions that have not been treated extensively in the literature.

Researches provided support for the usefulness of segmenting markets based on consumer's ethnocentrism and lifestyles, either by having different ethnocentrism levels that are reflected in their purchasing tendencies or to differentiate consumer perceptions of foreign products. However, these studies have focused on consumer attitudes rather than purchase intention, which is what this research aims to discover.

This study has two purposes: (a) to find differences between the ethnocentrism of first-generation Colombian-Canadian bicultural ethnic consumers concerning the country of origin and the host country, and (b) to analyze the relationship of consumer ethnocentrism with purchase intention and lifestyle. Canada is one of the countries with the highest number of immigrants (United Nations Statistics Division, 2016). It represents a significant market segment, traditionally multicultural, in which there is a large group of first-generation Colombian immigrants. Thus, for this type

of consumer, it is expected that purchase intentions may depend on their lifestyle.

This research is important because it is one of the first studies that discuss the effect of ethnocentrism on bicultural consumers, making a significant contribution to consumer acculturation research. Besides, it determines to what extent consumers' sense of belonging and their ethnic origins influence their intentions to purchase domestic products because migration produces multicultural societies where lifestyles significantly change product demands.

The following section presents a review of the literature and the justification of the study's hypotheses. Subsequently, it will address the methodology, including the type of research, the form of data collection, the population under analysis, and the measurement model being applied. Finally, the results that correspond to compliance with the hypotheses are presented, and the implications for future research are discussed.

Literature Review and Conceptual Framework

This section presents the theoretical links extracted from the literature that justifies the proposed model in Figure 1.

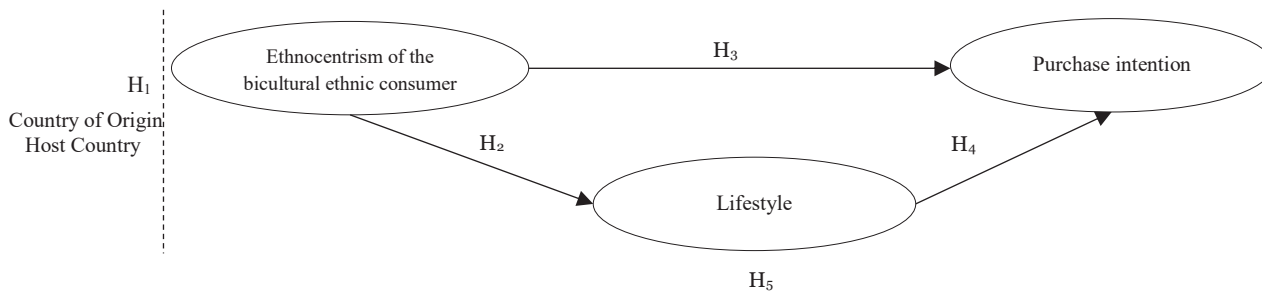


Figure 1. Proposed Research Model

Acculturation

According to Redfield et al. (1936), “acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact with subsequent changes in the original culture patterns of either or both groups” (p. 149). Thus, Pires & Stanton (2000), is the degree to which values are replaced or increased by those of the host country that are inherent in each ethnic group. Although this is not always the case since Berry (1997) identified dominant and non-dominant cultural orientations. The first ones are related to the principal or host culture (Zhang & Moradi, 2013), while others implied having an identity with the ethnic minority (Inguglia et al., 2020).

The fusion of these cultural orientations leads to four possible acculturation strategies: (a) integration (biculturalism), (b) assimilation (dominant culture), (c) separation (heritage culture), and (d) marginalization (none of culture) (Benet-Martínez & Haritatos, 2005; Nguyen & Benet-Martínez, 2013). In this research, the first strategy will address aiming to expand a frame of reference in its link with consumer ethnocentrism, and understand its relationship between lifestyles and purchase intentions.

Integration

The strategy is also known as biculturalism, proposes that groups are composed of their behaviors, values, and identities belonging to two cultures (Berry, 1997). Other

contributions mention that in this integration, individuals do not belong to homogeneous groups, and may differ in their ways of negotiating their cultural orientations and combining their two cultures (Benet-Martínez & Haritatos, 2005; Nguyen & Benet-Martínez, 2013).

Benet-Martínez and Haritatos (2005) used the term Bicultural Identity Integration (BII), as an extension to biculturalism and the identity theory. It refers to the individual differences to connect two identities successfully. Those people who have a high BII, see their two cultures as compatible with their identity, being able to change their cultural schemes. On the contrary, individuals with low BII see their heritage and cultural currents as incompatible and keep them separate.

Therefore, individual differences in bicultural identity affect cultural knowledge in interpreting social events (Schwartz et al., 2015). However, when this occurs, it is essential to understand how it is linked to consumer's ethnocentrism, considering a country of origin and a host country, especially regarding their purchase intentions and lifestyles.

Consumer Ethnocentrism, Country of Origin and Host Country

The term ethnocentrism was introduced by Ludwig Gumplowicz in the 1880s, as cited in Bizumic (2014), but it was not until Graham-Sumner (1907) that it gained greater popularity. Shimp and Sharma (1987) refined the concept to have a consumer orientation (initially American), defining it as the tendency to see the group itself as the center of everything, but with an orientation to the sense of identity, feeling of belonging, and what purchasing behavior is acceptable. In addition to referring to nations, they saw it applying to family pride, religious prejudice, racial discrimination, and patriotism. Thus, purchasing imported products is seen as being an attack on the domestic economy, antipatriotic, and generating unemployment. Shankarmahesh (2006) justified it as the distinction that consumers make between the products of the internal and external groups, between the country of origin and the host country, avoiding the purchase of foreign products for nationalistic reasons. However, it is worth delving into how this distinction is when the biculturalism explained above occurs since the connection of two identities could generate cultural compatibility or not, depending on the degree of consumer's ethnocentrism towards the two cultures, or towards one of them.

The country of origin, where an individual is born, is a sign of the product, which refers to the country's image. Verlegh and Steenkamp (1999) identified that the effects it generates on consumers in terms of behavioral intentions are granted for reasons: (a) cognitive, (b) emotional, and (c)

regulatory. Whereas, the host country, also referred to as a foreign country or residence country, is the one that protects immigrants. All of this allows identifying an assessment of the purchasing behavior of consumers. Although the literature does not address much about the host country, since its impact between ethnic identity and ethnocentrism has not yet been empirically observed, for El Banna et al. (2018), double ethnocentrism is a potentially influential factor in the purchasing behavior of ethnic consumers in host markets.

Thus, ethnocentric consumers' optimistic view generates an overestimation of the product qualities and an underestimation of foreign products. For example, authors such as Luedicke (2011), Park and Yoon (2017), and Phinney and Goossens (1996) agreed that consumers with a high level of ethnocentrism describe other members of the group as inferior. They see foreign brands as an economic and cultural threat to their country, tending to accept similar things and reject those that are culturally different.

The model of Verlegh (2007) demonstrated under the theory of the social identity of Tajfel (1982) that consumers have a positive bias towards products from the country of origin. Chrysochoidis et al. (2007) concluded that ethnocentrism affects not only consumers' beliefs, but also how they evaluate the perceived quality of products (the effect of the country of origin). It is confirmed by further studies that have shown that the country of origin is one of the essential attributes in the choice of products (Motsi & Park, 2020; Schnettler et al., 2017). Both consumer ethnocentrism and national identification are positively related to the perceived quality of domestic and foreign products (Shimp & Sharma, 1987; Verlegh, 2007; Zeugner-Roth et al., 2015).

On the other hand, the theory of optimal distinction of Brewer (1979, 1991, 1999) observed in the study by Zolfagharian et al. (2013), (2014), that immigrant consumers, being able to experience mixed identities, identify not only with the country of origin but also with the host country, leading them to have dual or divided loyalties (El Banna et al., 2018). Zolfagharian et al. (2017) also explained that consumers whose ethnic identity is in a developing country consider brands of developed countries to be superior to national ones. Other studies have concluded that consumers from developed countries tend to perceive domestic products as higher quality than imported products (Balabanis & Siamagka, 2017; Kandogan, 2020). In this way, ethnocentric preferences could be directed towards the country of origin. However, as bicultural consumers, these preferences could be different, especially if they have a low or high BII level.

Thus, the hypothesis suggested the following:

H1. Ethnocentrism of the bicultural ethnic consumer is dif-

ferent in the country of origin than in the host country.

Consumer Ethnocentrism and Lifestyle

William Lazer introduced the concept of lifestyle patterns in 1963, quoted by Plummer (1974), "... It embodies the patterns that develop and emerge from the dynamics of living in a society" (p. 33). Since they are formed by the daily choices that individuals make and represent a set of ideas quite different from that of personality (Kucukemiroglu, 1999). For this, Weber (1958) established these choices are influenced by external factors such as consumption and the pursuit of professional recognition.

According to Wells and Tigert (1971), based on the AIO model (activities, interests, and opinions), considered that lifestyles as the combination of the internal and external characteristics of people. Later, Mitchell (1983) established that lifestyles depend on consumption habits, and they relate to the economic level of people. Thus, it could say that lifestyles are determinants of consumer behavior. They, therefore, become patterns of behavior, based on the motivations about the goods and services that people acquire.

Meanwhile, marketing effectiveness is part of the correct selection of the market segment. Segmentation with demographic variables is important to detect priority segments in companies. Still, the psychographic segmentation responds to demographic limitations on behavior prediction, for which AIO to be the most commonly used approach to lifestyle measurements.

Studies that measured consumer ethnocentrism using demographic variables such as gender and age have shown that women tend to be more ethnocentric than men and that adults are more ethnocentric than young people (Eren, 2013; Purwanto, 2014; Zeugner-Roth et al., 2015). Kucukemiroglu (1999) demonstrated a significant relationship between specific dimensions of lifestyle and consumer ethnocentrism. Ahn (2012) found in a sample of Chinese consumers that ethnocentrism retained differences according to lifestyles (classified as conspicuous and fashion-seeking, rational and personality-seeking, traditional and conservatism-seeking). Ahmed and d'Astous (2007) put forth that wealthy and educated Thai consumers place more value on products manufactured in highly industrialized countries.

Some dimensions of the lifestyle, for example, influenced ethnocentric trends of Turkish consumers (family/children and community orientation, health consciousness, independence, and adventurism) (Kaynak & Kara, 2002). Another study of Azeri and Kyrgyz consumers, Kaynak and Kara (2015) found that the level of consumer ethnocentrism mitigated the effect of the country of origin on the perceived quality of the product. Middle- and high-income consum-

ers, regardless of their nationality and host country, have the same behavior and purchasing patterns, but they are distinct from the highly ethnocentric low-income consumers.

Consequently, in biculturalism, preserving the country of origin could also maintain lifestyles, despite acculturation with the host country. In their study about Asian American consumers, Wang et al. (2011) found that the retention of the language of the country of origin helped to avoid health problems (overweight/obesity) compared to acculturation without language retention. Or, what Booth et al. (2020) identified as the fundamental role of bilingualism in the experience of acculturation in young Latinos when they live in an emerging Latino community.

On the other hand, Acikdilli et al. (2018) found that Turkish consumers are rational buyers and do not discriminate against imported products, but prefer local products of the same quality as imported ones because buying them helps the economy and employment in the nation. Among the characteristics that identified as most relevant are: (a) self-reliance and leadership, (b) nutrition and family orientation, (c) health and optimism, (d) orientation to households and industries, and (e) competitive and adventurous. However, more empirical evidence is needed on the relationship between ethnocentrism and lifestyles, since ethnocentric consumers have different lifestyle patterns than non-ethnocentric consumers (Acikdilli et al., 2018; Kavak & Gumusluoglu, 2007; Kaynak & Kara, 2002, 2015).

Therefore, the following is considered:

H2. Ethnocentrism of the bicultural ethnic consumer has a positive relationship with lifestyle.

Consumer Ethnocentrism and Purchase Intention

According to the theory of reasoned action and planned behavior (Ajzen, 1985, 1991, 2019; Ajzen & Fishbein, 1977; Fishbein & Ajzen, 2011), people have attitudes that predict their behavior. Subjective attitudes and norms affect behavioral intentions, which in turn affect the final behavior.

Consumer ethnocentrism, according to Othman et al. (2008), plays a vital role in purchasing behavior by influencing its predictive capacity, significantly when it varies between one country and another. The globalization of markets has caused consumers to have various alternatives for foreign and local goods and services, generating differences in purchasing behavior and consumer preferences. The reasons range from beliefs about the quality of imported products to a negative perception towards foreign goods (Agbonifoh & Elimimian, 1999; Gaur et al., 2015; Martinelli et al., 2012; Parts & Vida, 2013). Thus, the impact of ethnocentrism on the purchase intention of a product is moderate

when it is considered being necessary, and it also depends on the level of development of the consumers (Javalgi et al., 2005).

The convergence between a product and its origin reinforces the country's impact on the consumer's intention to purchase products, even if consumers do not perceive domestic products to be of higher quality than imported ones when the latter have positioned themselves as status symbols (Martinelli et al., 2012). Moreover, the need for the product is vital between ethnocentrism and the attitude towards importing foreign products (Javalgi et al., 2005). Also, for cosmopolitan consumers, there have been direct effects with the purchase behavior towards foreign products instead of domestic ones, measured through the ethnocentrism of the consumer, product's quality, and the purchase intentions (Parts & Vida, 2013).

On the other hand, Purwanto (2014) identified that the ethnocentrism of the consumer is positive in the perception of the quality of domestic products and their purchase intentions. Recent contributions, such as that of Charton-Vachet et al. (2020), established that the perceived value of regional products and consumer preference for these products mediated the relationship between consumer attitudes towards a region and their purchase intention. Likewise, Fernández-Ferrín et al. (2018) identified that consumers value local, regional and traditional products, that they buy them in high proportions, and that their levels of ethnocentrism are not always related to the purchase of these products. However, Xin and Seo (2019) found a negative relationship between consumer ethnocentrism and purchase attitude, even if the product image, health awareness, and subjective knowledge positively affected purchase attitudes.

In addition, in bicultural ethnic groups, there could also be an influence between the ethnocentrism of the consumer and the purchase intention. Studies about halal meat consumption among Chinese Muslims have shown that acculturation is a predictive factor of purchase intentions (Ahmed et al., 2014; Ali et al., 2017, 2018; Sherwani et al., 2018). On the other hand, Tang et al. (2020) found that the attitude of acculturation affected consumer behavior in young rural migrants, associated with attitudes and attachment to the urban host society and the rural origin. Das and Jebarajakirthy (2020) identified that the acculturation of young people within Western culture is a driving source of fashion and leads towards the purchase of luxury goods, and ethnocentrism moderated certain elements such as social interaction with Western culture and openness to emulate it.

The diversity of findings identified is a motivation to further studies on ethnic consumers, which better evidence the relationship between ethnocentrism and purchase intentions. Thus, the following is proposed:

H3. Ethnocentrism of the bicultural ethnic consumer has a positive relationship with purchase intention.

Lifestyle and Purchase Intention

As mentioned above, lifestyles are driven by consumer habits that predict behavior, mainly based on the AIO approach. Also, the theory of reasoned action and planned behavior has played an important role in predicting purchase intentions.

Tang et al. (2020) identified that certain Chinese consumers tend to change their rural identity to urban by developing new preferences and consumption habits. Others maintain their rural identity, customs, and values. Consumption patterns not only showed socio-economic background and subjective intentions but also showed effects on their acculturation and life prospects in urban society. Likewise, Danziger et al. (2014) argued that internal migrants (within the host country) tend to have a higher social status as a means to demonstrate their achievements to other migrants.

On the other hand, in their research on the food of convenience, Contini et al. (2018, 2020) found that healthy products could respond to the needs of new lifestyles and food choices. Also, Villegas et al. (2018) explained that the change of lifestyles affects healthy eating habits in Hispanic immigrant families. For Chinese-Australian consumers, with different acculturation levels, Weber et al. (2014, 2017) identified significant differences in their purchase intentions that would affect their behavior, regardless of the level of acculturation, as well as Ahn (2012), recognized that lifestyles are negatively related to attitudes towards foreign products.

All of these findings confirmed that depending on the lifestyle of the consumer, and their purchase intention would be guided by the category of products (Agbonifoh & Elimimian, 1999), since brands carry benefits, emotions, and qualities. The more options for a product they have, the more complex and dissimilar the selection process becomes (El Banna et al., 2018).

When people face a choice, they reflect on the feeling that motivates them to opt for that alternative, which causes a temporary change in attitude, making individuals change their minds about which option is best. It explains the unconscious behavior of the consumer. The longer the time between measuring the intentions and the behavior, the more difficult it is to predict behavior (Kavak & Gumusluoglu, 2007). Therefore, the following is determined:

H4. Lifestyle has a positive relationship with purchase intention.

Consumer Ethnocentrism, Purchase Intention, and Lifestyle

Wells and Tigert (1971) emphasized that to divide consumers into subgroups, one must consider factors other than demography. Kavak and Gumusluoglu (2007) asserted that lifestyle is an important variable for understanding consumers, especially when organizations intend to enter global markets. Therefore, ethnocentrism and lifestyle, being among the main influences on purchasing behavior, are crucial elements when differentiating consumers' perceptions of foreign goods (Acikdilli et al., 2018; Kaynak & Kara, 2002, 2015).

Kucukemiroglu (1999) discovered that Turkish consumers, based in Istanbul, who are more fashion-conscious and leadership-oriented, are less ethnocentric than those with more family and community orientation, a finding that was confirmed by Kaynak and Kara (2002). Thus, consumers in Azerbaijan and the Kyrgyz Republic, the most dominant lifestyle dimensions, were family and community orientation factors (Kaynak & Kara, 2015). Kavak and Gumusluoglu (2007), in addition to identifying that ethnocentrism significantly influence purchase intentions. They found that health-conscious, artisan and cost-conscious consumers had intentions of purchasing domestic food, while fashion-conscious consumers preferred ethnic cuisine; they also found that men preferred domestic products and women preferred foreign products.

Particularly, in the study by Acikdilli et al. (2018) resolved that family has a strong influence on the Turkish lifestyle and are consumers who spend significant time online to make purchase decisions. El Banna et al. (2018) also explained that it is likely that the ethnicity of consumers influences their ethnocentric criteria and affects their purchasing behavior. Consumers have adopted cosmopolitan features seen in certain favored cases and others spoiled by the local environment (Cleveland et al., 2009, 2011; Gaur et al., 2015; Motsi & Park, 2020; Parts & Vida, 2013).

Thus, global consumer culture is a factor that impacts on ethnocentrism, while cosmopolitanism and social interaction reduce it (Carpenter et al., 2013). For example, Ahn (2012) found that consumer ethnocentrism is different according to lifestyles, but that it could have a negative relationship on attitudes towards foreign products. Gaur et al. (2015) identified that consumer ethnocentrism negatively influences the selection of American brands among Latin American consumers and that conspicuous consumption moderated purchase intentions. Nonetheless, Maichum et al. (2016) demonstrated, in a sample of Thai consumers, that attitude, subjective norm, and control of perceived behavior have significant positive influences on the intent to

purchase organic products.

Research reveals that analyzing the consumer's lifestyle and ethnocentrism enables a more comprehensive segmentation for entering into global markets, because many purchasing behaviors stem from long-term studies that combine consumer ethnocentrism, lifestyles, and purchase intentions in terms of biculturalism have not been addressed yet. Although the research of Kavak and Gumusluoglu (2007) analyzed these variables in a sample of Turkish consumers, considering the AIO approach, which measures lifestyles, they assumed that the purchase intentions were assessed based on the CETSCALE. Likewise, Kaynak and Kara (2015) also used AIO, they measured the perceptions of Azeri and Kyrgyz consumers about product attributes and characteristics, and no study did it under the theory of reasoned action and planned behavior (Ajzen, 1985; Fishbein & Ajzen, 1975), which were proposed for this research.

On the other hand, other contributions did not link lifestyles to the AIO approach (Ahn, 2012; Danziger et al., 2014; Tang et al., 2020), and others, which have addressed the theory of reasoned action and planned behavior, have only covered healthy awareness in lifestyle dimensions (Contini et al., 2018, 2020; Villegas et al., 2018), or about other types of consumption (Gaur et al., 2015), or influenced by the acculturation/biculturalism, but not directly to lifestyle in the AIO approach (Ahmed et al., 2014; Ali et al., 2017, 2018; Weber et al., 2014, 2017). While El Banna et al. (2018), in their research about Egyptian-Canadians, they used scales on the probability of purchasing, leaving a significant knowledge gap to be addressed in this study.

As a result, lifestyle can be seen as a mediating effect between ethnocentrism and consumers' purchase intention. Thus, the following is proposed:

H5. Lifestyle mediates the relationship between the ethnocentrism of the bicultural ethnic consumer and purchase intention.

Method

This research followed a perspective of non-experimental cross-cultural and correlational design, which involved a single selection of the sample. Data collected through personal surveys. Through the data processing in SPSS (IBM, 2019), the Kolmogorov-Smirnov and Mann-Whitney U tests were applied to verify the first hypothesis and through the Amos Structural Equation Model (SEM) for the others, following the recommendations of Iacobucci (2009, 2010), in which these models are suitable for studies of consumer behavior.

Instrumentation

For the elaboration of the main constructs of interest: (a) ethnocentrism, (b) lifestyle, and (c) purchase intention, scales were used that were widely accepted, developed, and tested in prior research.

The instrument is divided into three sections. The first section included general questions, such as (a) demographic questions (gender, marital status, age, education, and employment status); and (b) psychographic issues (income). The second section referred to questions related to their lifestyle and purchase intention. And the third section examined questions about consumer ethnocentrism. These were designed from five- and seven-point Likert-type scales (totally disagree = 1, totally agree = 5/7).

For lifestyle, the attitudes, interests, and opinions (AIO) scale of Wells and Tigert (1971) was used because it evaluates people's activities in terms of: (a) how they spend their time, (b) important things in their immediate environment, (c) the view of themselves and the world around them, and (d) their stage in the life cycle, income, education, and residence (Plummer, 1974), was used, considering the items of Acikdilli et al. (2018): (a) self-reliance and leadership, (b) nurturing and family orientation, (c) health and optimism, (d) household oriented and industrious, (e) competitive and adventurous.

Regarding purchase intention, the scale developed by Ajzen (1985, 2019), Fishbein and Ajzen (1975), and Hill et al. (1977), adapted by Maichum et al. (2016): (a) attitude, (b) subjective norm, (c) perceived behavior control, and (d) purchase intention. According to the theory of planned behavior, attitudes and subjective norms come together to produce an intention, which is influenced by actual control of the perceived behavior, thus determining the intention of purchase behavior (Ajzen, 2012). Therefore, it is a valid scale for understanding the behavioral intention of bicultural ethnocentric consumers.

Finally, to measure consumer ethnocentrism, the consumer ethnocentrism tendencies scale (CETSCALE) developed by Shimp and Sharma (1987), consisting of 17 elements. This scale has been tested in consumer behavior studies and is a useful tool to correlate studies along with demographic and psychographic measures. The subsets proposed by Chrysochoidis et al. (2007) were used, which classifies ethnocentrism as hard and soft.

Population

The population of the study was the Colombian-Canadian-first-generation bicultural ethnic group (born outside the host country), who are residents in Canada, because they

represent an important segment of the traditionally multicultural market and because increasing immigration is rapidly changing Canada's demographic characteristics. Besides, as people migrate, they carry their values and beliefs, so their cultural orientation will be more or less overlap with the culture of the host country (Phinney et al., 2001). This mainly occurs with first-generation immigrants, due to the pressure and challenges of the acculturation process that are part of the adaptation to life in the new environment.

Canada was selected as a host country because more than one-fifth of its population is foreign-born. According to the United Nations Statistics Division (2016), the population size of immigrants is 8,219,555. Organization for Economic Cooperation and Development (2016) has established that Canada not only has the highest number of migrations by skilled labor but that it also has 60% of a high level of education. Its Express Entry system has managed concerning other countries, to improve the selection of people entering Canada, as well as its infrastructure, innovation and timely policies in the face of emerging challenges.

Colombia was determined as a country of origin because it is one of the countries with the most migratory representativeness in Canada. Only from South America, there are 346,600 residents, of whom 74,600 are Colombian (United Nations Statistics Division, 2016). The availability of this bicultural ethnic group increases the importance of conducting research studies on consumer ethnocentrism because it is a diverse market environment.

Findings concerning this population included that: (a) bicultural consumers are less ethnocentric than monocultural consumers (Zolfagharian & Sun, 2010), (b) first-generation immigrants have high rates of ethnocentrism towards countries of origin and host countries (Zolfagharian, et al., 2013, 2014), (c) bicultural consumers who are from an underdeveloped country of origin and an industrialized host country prefer the products of the host country (Zolfagharian et al., 2017), (d) bicultural consumers have possible effects of ethnic identity and ethnocentrism on purchasing predispositions (El Banna et al., 2018).

Sample

The sample of the analysis was 158 citizens / permanent residents of the cities of Mississauga, Milton, Oakville, London, Waterloo, Hamilton, Burlington, and Kitchener, for being the most representative cities in terms of concentration of bicultural ethnic groups, particularly Colombo-Canadians. Also, because a snowball sampling technique was applied, which consists of the selection of individuals by referrals, when they are hard-to-reach populations (Malhotra et al., 2013).

Data Collection

All participants received the informed consent, which detailed the parameters and purpose of the research. To ensure the answers' truthfulness and because a bicultural ethnic group was being analyzed, the surveys were conducted in-person during the weekends at the participants' homes, from August to November 2019. Although the instrument determined in its instructions that the survey would take 10 minutes to answer, each participant took between 30 and 60 minutes because the investigator visited them at their home. They felt more confident to talk and emphasized the memories of their country of origin, but especially the biculturalism, which was when they highlighted the importance of their identities, tradition, morality, and points of view about being Colombian-Canadian. It helped to adequately generate a snowball sampling, identifying other people that belong to the target population, and significantly increasing the probability of locating the desired characteristics in it. Thus, it was possible to ensure the absence of lost data, with 158 surveys carried out. Finally, as encouragement and appreciation for their participation in the survey, they were given a gift card for purchase at the supermarket.

Results

It was necessary to establish acronyms for data tabulation and variable identification. To classify lifestyles, LFSTY was used, which was divided into SRL to refer to self-reliance and leadership; NFO, for nurturing and family orientation; HOP, for health and optimism; HOI, for household oriented and industrious; and CAD, for competitive and adventurous.

For the purchase intention, the acronym PUINT was used. For this, it required to make a country-by-country encoding, combining words with the endings in CO = Colom-

bia, and CA = Canada. APCO and APCA were used to describe attitude. SNCO and SNCA were used to identify the subjective norm. PBCO and PBCA were used for perceived behavior control. PICO and PICA were used for purchase intention.

In ethnocentrism, ETHNC was applied under the same parameters mentioned above for the country of origin and host country. HET encoding was required for hard ethnocentrism and SET for soft ethnocentrism. The resulting acronyms were the following: HETCO, HETCA, SETCO, and SETCA, to refer to hard ethnocentrism and soft ethnocentrism in Colombia and Canada.

An exploratory analysis of the data was conducted from the simple frequencies. No missing or atypical values were identified. Also, through descriptive statistics analysis, it was possible to determine that, as the most representative data of the studied sample, 58.2% were women, 65.2% hold a Bachelor's degree, 82.3% were married, 41.1% were between 41 and 50 years old, 36.1% had average incomes between \$61,000 - \$90,000 and 93%, full-time job. With this, it emphasized that the sample complied with first-generation characteristics. In Table 1, the absolute frequencies and percentages on this data are shown:

For the verification of H1, the contributions of Chrysochoidis et al. (2007), who categorized ethnocentrism as soft or hard, were used. For this, the normality test established, as shown in Table 2, that only soft ethnocentrism concerning the host country presented normal scores. For the other categories, the non-parametric Mann-Whitney U test in Figure 2 was applied, which found significant differences between the country of origin and the host country. Soft ethnocentrism showed more significant values than hard ethnocentrism ($p = 0.00$, $p = 0.083$). It was also found that the average ranges were higher for the host country (181.52 and 169.16) than for the country of origin (135.48 and 147.84).

Table 1
Summary of descriptive statistics and sample demographic and socio-economic characteristics

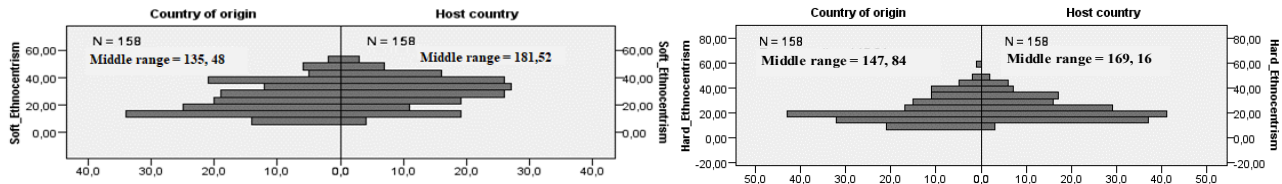
Gender	a.f	%	Employment Status	a.f	%	Education	a.f	%	Marital Status	a.f	%	Age	a.f	%	Income	a.f	%
Male	66	41.8	Housewife	4	2.5	Bachelor's Degree	103	65.2	Single	16	10.1	20-30	13	8.2	Less than 30,000	22	13.9
Female	92	58.2	Full-Time Job	147	93.0	High School	26	16.5	Married	130	82.3	31-40	51	32.9	31-60,000	50	31.6
			Part-Time Job	7	4.4	Master's Degree	27	17.1	Divorced	9	5.7	41-50	65	41.1	61-90,000	57	36.1
						Doctoral Degree	2	1.3	Widowed	3	1.9	51-60	21	13.3	91-120,000	24	15.2
											Over 61	7	4.4	More than 120,000	5	3.2	

Table 2
Normality test for soft and hard ethnocentrism

	Country	Kolmogorov-Smirnov ^a		
		Statistic	gl	as
Soft Ethnocentrism	Colombia	0.101	158	0.000
	Canada	0.062	158	0.200*
Hard Ethnocentrism	Colombia	0.145	158	0.000
	Canada	0.132	158	0.000

For the confirmation of H2, H3, and H4, a SEM was performed. It was necessary to start with an Exploratory Factor Analysis, using the method of extraction of main axes and Promax rotation. The items with insignificant loadings were eliminated, achieving a Kaiser-Meyer-Olkin (KMO) measure of 0.731 (> 0.70), with 11 factors that

explained 72.03% of the variance. A Confirmatory Factor Analysis was used to validate the scales' assumptions, using the Unweighted Least Squares (ULS) estimates procedure. It was found that all standardized factor loadings met the assumption of being smaller than unity.



H0: The distribution of soft ethnocentrism is the same among the country's categories H0: The distribution of hard ethnocentrism is the same among the country's categories

Total N	316	Total N	316
Mann-Whitney U	16118,5	Mann-Whitney U	14.166,000
Asymptotic meaning	0,000	Asymptotic meaning	0,038

Figure 2. Mann-Whitney U Test for Independent Samples

The resulting factors were: (a) ethnocentrism in the country of origin (ETHN_Co), (b) ethnocentrism in the host country (ETHN_Ca), (c) self-reliance and leadership (SRL), (d) nurturing and family orientation (NFO), (e) household oriented and industrious (HOI), (f) attitude towards purchasing and controlling behavior perceived for products from the country of origin (APPB_Co), and (g)

attitude towards purchasing and controlling behavior perceived for products from the host country (APPB_Ca). It found the correlation between the factors did not exceed the square root of the average variance extracted (AVE > 0.50); thus, the discriminant validity was met. The composite reliability (FC > 0.90) also guaranteed that the measurement model was adequate, as shown in Table 3.

Table 3
Validity and reliability measures of the complete model

	FC	AVE	ETHN_Co	APPB_Co	ETHN_Ca	SRL	NFO	APPB_Ca	HOI
ETHN_Co	0.837	0.512	0.716						
APPB_Co	0.906	0.621	0.313 **	0.788					
ETHN_Ca	0.913	0.780	0.164 **	-0.518 **	0.883				
SRL	0.882	0.602	-0.143 **	-0.079 **	0.051 **	0.776			
NFO	0.973	0.877	0.034 **	0.131 **	-0.155 **	-0.120 **	0.936		
APPB_Ca	0.877	0.551	-0.386 **	-0.246 **	0.164 **	-0.054 **	0.055 **	0.742	
HOI	0.928	0.811	0.135 **	-0.104 **	0.209 **	-0.245 **	0.084 **	0.036 **	0.900

From these results, we built a new reflective model with three second-order factors: (a) ETHNC, (b) LFSTY, and (c) PUINT, each with their respective dimensions. ETHNC consisted of (a) ETHN_Co, and (b) ETHN_Ca. LFSTY, of (a) SRL, (b) NFO, and (c) HOI. PUINT yielded two subfactors related to the attitude towards purchasing and perceived behavioral control, both for the country of origin and for the host country: (a) APPB_Co and (b) APPB_Ca. The relationships formed were based on what was previously defined in the research hypotheses in section 2.

In addition to executing the ULS procedure, the Maximum Likelihood (ML) method was applied, which detected convergence difficulties, that is, values with high collinearity. The model was thus re-specified, as shown in Figure 3. It is useful to mention that the modification of indices suggested correlating some measurement errors, for example, e30 and e31, revealing that these formulations belonged to the same factor. Something similar was done with other errors. Table 4 presents the standardized coefficients, in which some values below 0.5 were maintained in order to achieve a better convergence in the model.

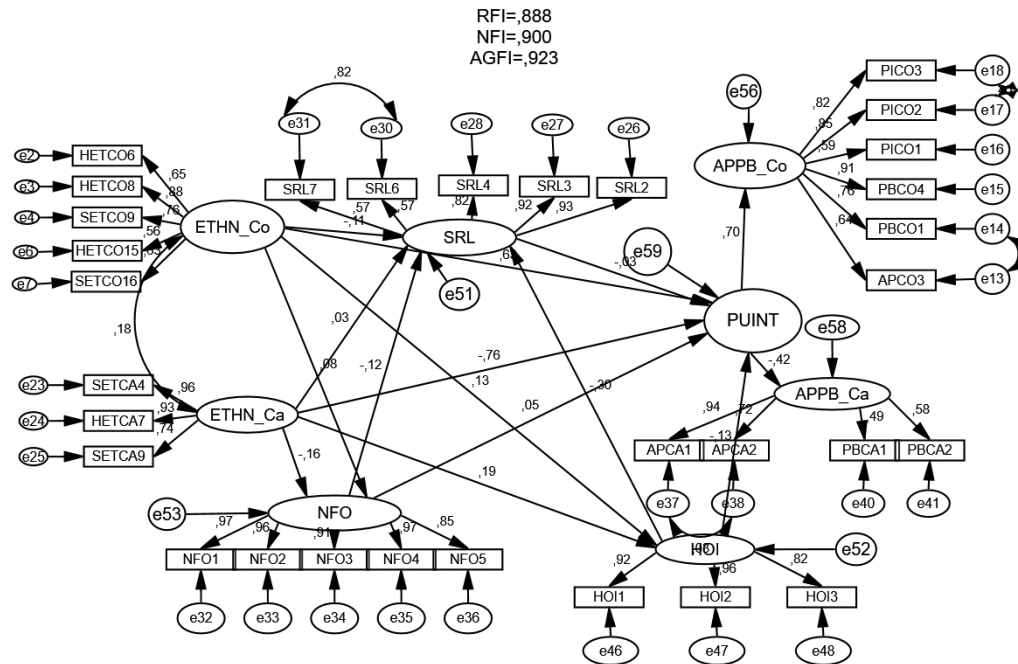


Figure 3. Path Chart of the Final Re-specified ULS SEM

Table 4
Standardized coefficients of the factors

Relations	Estimate	Relations	Estimate	Relations	Estimate
HETCO6 <--- ETHN_Co	0.647	SETCA4 <--- ETHN_Ca	0.96	NFO4 <--- NFO	0.969
HETCO8 <--- ETHN_Co	0.881	HETCA7 <--- ETHN_Ca	0.926	NFO5 <--- NFO	0.855
SETCO9 <--- ETHN_Co	0.758	SETCA9 <--- ETHN_Ca	0.738	APCA1 <--- APPB_Ca	0.936
HETCO15 <--- ETHN_Co	0.556	SRL2 <--- SRL	0.925	APCA2 <--- APPB_Ca	0.724
SETCO16 <--- ETHN_Co	0.626	SRL3 <--- SRL	0.922	PBCA1 <--- APPB_Ca	0.494
APCO3 <--- APPB_Co	0.639	SRL4 <--- SRL	0.821	HOI1 <--- HOI	0.922
PBCO1 <--- APPB_Co	0.763	SRL6 <--- SRL	0.566	HOI2 <--- HOI	0.964
PBCO4 <--- APPB_Co	0.911	SRL7 <--- SRL	0.57	HOI3 <--- HOI	0.819
PICO1 <--- APPB_Co	0.593	NFO1 <--- NFO	0.971	PBCA2 <--- APPB_Ca	0.579
PICO2 <--- APPB_Co	0.853	NFO2 <--- NFO	0.956		
PICO3 <--- APPB_Co	0.825	NFO3 <--- NFO	0.915		

Finally, the SEM showed good adjustment indicators, which are summarized in Table 5. Subsequently, the coefficient of determination (R2) of the endogenous variable

(PUINT) generated a value of 0.852, indicating that the purchase intention is explained in 85.20% by the variables SRL, NFO, HOI, ETHN_Co and ETHN_Ca.

Table 5
Measures of goodness of fit of the SEM model ULS procedure

Goodness of Fit Measure	Acceptable Levels of Adjustment	Obtained	Decision
AGFI: Adjusted Goodness of Fit Index	> 0.90	0.923	Suitable
RMR: Root Mean Square Residual	< 0.08	0.088	Acceptable
NFI: Normed Fit Index	> 0.90	0.900	Acceptable
RFI: Relative Fit Index	> 0.90	0.888	Acceptable
PGFI: Parsimony Goodness of Fit index	> 0.5	0.783	Suitable

Table 6 shows the non-standardized regression estimators, their standard error (SE), and the critical region (CR). It found that ETHN_Co and ETHN_Ca were not statistically significant relationships at 95% ($P > 0.05$) for NFO. However, ETHN_Ca was so at the 90% level, since its P value was less than 0.10 (0.095). Regarding HOI, there was a difference by country, since ETHN_Ca was significant at a value $P = 0.011$, while ETHN_Co was not significant. Another difference found by the country is identified in ETHN_Co concerning SRL, where the country of origin showed no impact ($P = 0.530$), and the host country was influential at the 90% level ($P = 0.098$).

It is also important to highlight what was found in ethnocentrism in Colombia and Canada, which were statistically significant in PUINT. Besides, at a significance level

of 5%, it is accepted that ETHN_Ca positively influenced HOI and ETHN_Co in PUINT. Negative influences were observed of 10% between ETHN_Ca and NFO and SRL, and between HOI and SRL.

It was useful to identify whether the factors representing lifestyle mediate between ethnocentrism and purchase intention, permitting a check on H5. For this, it was necessary to calculate the indirect effects. Through the Bootstrapping option in AMOS, 2000 samples were constructed, thus calculating the confidence intervals and the P values. According to the approach of Baron and Kenny (1986), there are three types of mediation: (a) partial, (b) complete, and (c) indirect. However, recent literature suggests that mediation is present if there is a significant indirect effect (Zhao et al., 2010).

Table 6
Non-standardized coefficients and their ML statistical significance

Relations	Estimate	SE	CR	P	Decision
NFO <--- ETHN_Co	0.071	0.083	0.849	0.396	Unacceptable
NFO <--- ETHN_Ca	-0.104	0.062	-1.669	0.095	10% negative influence
HOI <--- ETHN_Ca	0.174	0.069	2.529	0.011	Acceptable
HOI <--- ETHN_Co	0.09	0.09	0.991	0.322	Unacceptable
SRL <--- ETHN_Co	-0.051	0.081	-0.628	0.53	Unacceptable
SRL <--- ETHN_Ca	-0.103	0.062	-1.656	0.098	10% negative influence
SRL <--- NFO	-0.116	0.079	-1.474	0.14	Unacceptable
SRL <--- HOI	-0.331	0.077	-4.31	***	10% negative influence
PUINT <--- SRL	0.013	0.065	0.207	0.836	Unacceptable
PUINT <--- NFO	0.039	0.057	0.673	0.501	Unacceptable
PUINT <--- HOI	-0.066	0.059	-1.123	0.262	Unacceptable
PUINT <--- ETHN_Co	0.375	0.075	5.007	***	Acceptable
PUINT <--- ETHN_Ca	-0.336	0.057	-5.879	***	10% negative influence

The composite variables were calculated, estimating the latent variables in the AMOS program. The model displayed in Figure 4 was constructed, in which the SRL, NFO,

and HOI factors that measure aspects of lifestyle could mediate between ethnocentrism and purchase intention.

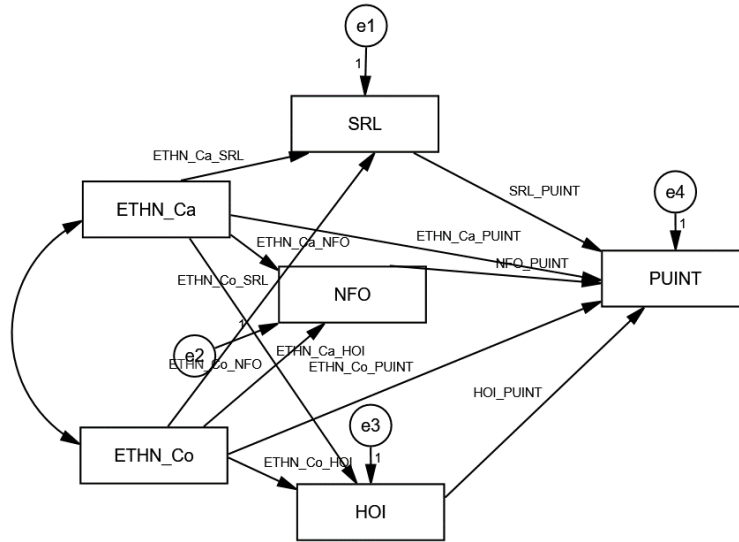


Figure 4. Indirect Effects: Model Composed for Purchase Intention

There were three indirect effects for ethnocentrism in the country of origin and three for the host country, one for each mediating variable, as presented in Table 7. The indirect effects for the host country were statistically significant, considering lifestyle as the mediating variable (P values = 0.001, 0.023, and 0.001), which did not happen for the country of origin.

Table 7
Confidence intervals and p values for indirect effects

Parameter	Estimate	Lower	Upper	P
Etnocentrismo_CASRL	-0.002	-0.004	-0.001	0.001
Etnocentrismo_CANFO	-0.004	-0.008	-0.001	0.023
Etnocentrismo_CAOI	-0.012	-0.017	-0.008	0.001
Etnocentrismo_COSRL	-0.001	-0.004	0	0.131
Etnocentrismo_CONFO	0.003	-0.003	0.008	0.447
Etnocentrismo_COI	-0.007	-0.017	0.002	0.239

Discussion

The ethnocentric tendencies of bicultural consumers, categorized as hard or soft, are more relevant concerning the host country, confirming what is stated in the theory of the social identity of Tajfel (1982), stating that consumers have more significant biases with the country with which they identify. It is because the ethnic identities given to those in developing countries see more quality in the brands of developed countries. People who immigrate to foreign

countries align themselves economically, politically, and culturally to the host country, especially when it is a developed country.

Those people who share the same or similar ethnic origin maintain similar purchasing behaviors (El Banna et al., 2018; Luedicke, 2011; Phinney & Goossens, 1996). Besides, they have assimilation within the larger group while looking for ways to exhibit individual and distinctive qualities to explain how consumers negotiate their unique positions in societies with multi-layered cultures. Consumers who share a similar ethnic origin have similar purchasing behaviors that seek foreign products for symbolic or personal reasons to emulate the global culture.

For this reason, Colombian immigrants have adopted behaviors based on Canadian culture, with a strong level of acculturation. Simultaneously, by having high averages of ethnocentrism compared to the host country, the study reveals that Colombo-Canadian consumers have a high BII, generating compatibility between the Colombian and Canadian culture, which in turn allows a greater acceptance to certain products of the host country. For example, the acquisition of branded clothing in Canada is better than doing so in Colombia because prices are more accessible in the host country.

However, the study also confirms a high level of ethnocentrism with the country of origin, supporting the theory of optimal distinction of Brewer (1979), which suggests that consumers may experience dual allegiances between the country of origin and the host country. By showing soft ethnocentrism was more significant than hard ethnocentrism, it

is determined that Colombo-Canadian consumers, despite the strong acculturation and cultural integration with the host country, continue to identify with their ethnic minority. Besides, ethnocentrism for the country of origin positively influenced the purchase intention of Colombian-Canadian consumers, implying that they are receptive and rational buyers towards Colombian products. Men prefer to go to Colombian restaurants even though they are sometimes more expensive than Canadian restaurants. At the same time, women focus on buying consumer goods, such as food, probably thinking about their family. Both men and women would buy more frequently mass consumption products of Colombian origin if they existed in the supermarkets.

On the other hand, the study showed that consumer ethnocentrism influences lifestyle as long as it is oriented to the host country, but not to the country of origin. This influence was positive in the category of “household oriented and industrious” and negative in “nurturing and family orientation” and “self-reliance and leadership”. Colombian-Canadian consumers have a high level of ethnocentrism, and so they believe that Canada, as one of the strongest economies in the world, mainly in the manufacturing sector, is a highly industrial country. Their relationship is inverse; however, in terms of lifestyles that depend on family orientation and leadership, that is, consumer ethnocentrism has a negative influence on these traits. Simultaneously, although one sees a high level of ethnocentrism towards the host country, this generates a negative relationship to purchase intentions, since different lifestyles can reflect various types of future consumer behavior. This is because it is possible for individuals who incorporate dual ethnic identities to move away from one value system and adopt another.

In that sense, the negative relationship with the purchase intentions towards the host country may also be because Colombian-Canadian consumers' behavior would be subject to an increasing number of recent immigrants and acculturating generations. However, Canada has one of the best immigration systems, compared to other countries by leading to a more skilled and high-education workforce (OECD, 2016). It is relevant that industries look at first-generation Colombo-Canadians as a significant group of consumers, who need to meet needs based on their cultural integration. For example, if there were Colombo-Canadian products in Canadian supermarkets, these would be among their main consumer preferences because they would highlight their biculturalism.

For this reason, organizations should consider the offer of products that focus on biculturalism as a value proposition, thereby protecting their acculturation and reducing possible adverse effects on host culture. Several examples have been given in terms of fashion, music, or food, which

establish that there are increasingly cultural mixes that integrate the local with the global: Chinese takeaway food, the Indian film industry, jazz music, etc. (Bhattacharjee, 2017). As Kowalik et al. (2020) noted, traditional marketing tools are not universal, and consequently, the findings of this study encourage the increased subjective knowledge of the products offered. Thus, the industries will have to provide a mixture of promotion focused on giving information about the ethnic/bicultural origin and mentioning the positive effects on the lifestyles in the host country.

It is also established that the Canadian market may require localized approaches. Large corporations have been charged with positioning brands under the assumption of being international without analyzing their products' importance for bicultural segments or niche markets based on their cultural identity preferences. A global brand may be significant, but those that relate to the country of origin, when migration rates are high, enjoy the loyalty of the bicultural consumer. Thus, organizations must develop a balance between the brands of the country of origin and the host country, which contributes to the sense of being a part of the nation and minimizes the resistance of those consumers with a high level of ethnocentrism.

The negative influence between “Self-reliance and leadership” and “Nurturing and family orientation” with the host country shows that bicultural consumers' lifestyle, in terms of the family is not the same as when a lifestyle is adopted that is based on personal criteria such as self-confidence, independence, and personal ability. These results reveal certain basic characteristics of the sample based on their cultural values since industrialized countries are more individualistic than Asian and Latin American countries (Kramer et al., 2007). Similarly, consumers with a higher level of education appreciate products manufactured in industrialized countries (Ahmed & d' Astous, 2007; Balabanis & Siamagka, 2017; Kandogan, 2020).

Also, for example, in these countries, as in the case of China, sales of certain products continue to grow in comparison with other products on the market (Busch, 2016; Zheng, 2017). Lifemono Insurance Company in Canada is the fastest-growing brand; Crown Royal ranks first with a AAA brand rating, A&W is also on the rise, unlike Tim Hortons, which is a new source of Canadian pride in the fast-food restaurant market (Brand Finance, 2020).

Although the study showed that lifestyles were not significant with the purchase intention, it also showed that the categories of “household oriented and industrious,” “self-reliance and leadership” and “nurturing and family orientation” did not mediate the intention to purchase based on ethnocentrism with the country of origin, but with the host country. This confirms that lifestyles could be determi-

nants of Colombian-Canadian consumer behavior regarding the products they purchase in the host country, which contributes with empirical evidence for the segmentation of markets by lifestyles while extending a framework of reference on the bicultural acculturation strategy in global markets.

The findings indicate that lifestyles are not always key elements in determining purchase intentions, at least, as seen from activities, interests, and opinions (AIO). Additional empirical evidence must be provided on the behavior of bicultural consumers in competitive countries with free-market characteristics. Multinationals compete with one another rather than with their national rivals, highlighting the concept of country of origin. This study motivates organizations to know their bicultural consumers because, despite their preferring products from the host country based on certain features of their lifestyle, their purchase intentions may be different concerning the country of origin.

Companies that enter into international markets to be sustainable over time must include competitive advantages in their strategic management that generate more value in the client than simple exportation. As Spender (1996) explained, the knowledge of a company and its ability to generate knowledge constitutes the core of the organization. Grant (1996), on the other hand, indicated that knowledge is a company's most critical competitive asset and, especially, that external knowledge flows exert a stronger influence than internal knowledge flows.

The study's findings contribute to the theory that ethnocentric consumers are increasingly inclined to prefer products from the host country due to stronger cultural belongingness. It also supports the need for international marketing strategies to adjust to new market trends and justify customer retention objectives. This research provides organizations with a better understanding of the market position and the economic viability of their future earnings, by generating a positive impact on brand loyalty, improving the image of the company, and increasing the efficiency of the organization.

Conclusions

This study on a bicultural ethnic group of first-generation Colombians-Canadians shows ethnocentric tendencies towards the host country. Although the lifestyles were not significant with the purchase intention, certain dimensions mediated the relationship between the consumer's ethnocentrism and their purchase intentions with the host country, with a negative influence on the purchase intentions.

However, the study also revealed the acceptance of the country of origin. While the dimensions of the lifestyle

did not mediate the relationship between ethnocentrism and purchase intentions, there was a positive influence on purchase intention. This confirms practical implications for marketing decision-makers who seek to minimize the resistance of consumers who prefer products from the country of origin or the host country. Admitting that all consumers have a monocultural disposition is misleading, so the existing theories would indeed not be explaining the attitudes and behaviors of bicultural consumers. This requires marketing strategies at the cultural level, focused on satisfying the needs of these consumers, highlighting the ethnic origin of the brands, and incorporating innovative products that combine ethnic identities and ethnicity with products of cultural integration.

Finally, consumer ethnocentrism proposes that nationalistic emotions affect attitudes about products and their purchasing intentions; furthermore, the attitudes of bicultural consumers may not always be consistent with the actual purchase decision. Since purchase intentions are more predictive of behaviors, segmenting markets and using purchase intentions may be more appropriate. Therefore, this study also proposes an important framework for market segmentation by lifestyles and expands the bicultural acculturation strategy for global markets.

Future Research

Further research should be conducted that considers methodologies from longitudinal studies that support the findings found in this research and incorporate others. Empirical evidence is still lacking in studies of consumer behavior that include the analysis of other bicultural ethnicities that have characteristics similar to those of Colombian-Canadians and studies of second-generation immigrants for whom ethnic identity is stronger with the host country. It is suggested that lifestyle be included as a segmentation variable, but purchase intention and purchase decision processes are evaluated in families with diverse demographic characteristics.

It is also possible that lifestyle measurements can include the VALS model and not only the AIO applied in this study, contributing to the knowledge of consumer behavior in their purchase intentions from the theory of reasoned action and planned behavior.

Another relevant factor to consider is the inclusion of bicultural ethnicities with similarities between the country of origin and the host country, which could be emerging markets of a political, economic, or social since consumer behavior is not the same in industrialized and developing countries. Analyzing biculturalism in these markets would provide new findings on consumer ethnocentrism, lifestyles,

and purchase intentions.

In addition, it will be important that future research may include analysis of other acculturation strategies because ethnocentric feelings may vary, depending on the type of acculturation that consumers have.

Limitations

Although these findings are a first approach to the study of bicultural consumers, incorporating the variables of ethnocentrism, lifestyle, and purchase intention, and generates an essential contribution to cultural integration strategy, the study has certain limitations, so its results must be interpreted carefully.

First, despite having collected data in eight cities in Canada, the sample was small due to the difficulty of finding first-generation bicultural ethnic consumers. Secondly, the questionnaire did not identify a product category or brand, limiting the evaluation of the difference between the country of origin and the host country. Nonetheless, the respondents related the items to Colombian and Canadian mass consumption products. This may be due to the personal interaction between the respondent and the interviewer. And third, the survey was conducted at a specific time, meaning that the results may be affected by previous events or those of that moment.

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