

**PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ**  
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**The Relationship of Consumer Ethnocentrism, Purchase Intention, and  
Lifestyle in First-generation Bicultural Ethnic Groups**

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POR LA PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ**

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## Abstract

This study analyzed the relationship between first-generation Colombian – Canadian bicultural ethnic consumers, their purchase intention, and lifestyles. These common types of consumers were to make purchases depending on the lifestyle, bicultural ethnic group, and the ethnocentric trends that might differ from the country of origin or the host country. There were 158 surveys administered in Toronto, Canada. Structural Equation Modeling was applied, using the Unweighted Least Squares Estimates and Maximum Likelihood Methods. An Exploratory Factor Analysis was run using the principal axis method and Promax rotation after conducting the multivariate normality tests, reliability, and discriminant and convergent validity tests. The Confirmatory Factor Analysis guaranteed an adequate measurement model. The purchase intention was explained as 85.2% for lifestyle factors, such as self-reliance and leadership, nurturing and family orientation, household oriented and industrious, and ethnocentrism in Colombia and Canada. It was found that lifestyle factors were not significantly related to purchase intention. However, ethnocentrism positively impacted Canadian product perceptions and a negative impact on Colombian products. Results showed that lifestyles (activities, interests, and opinions [AIO]) are not always key elements in consumer's purchase intentions. Bicultural consumer ethnocentric trends are stronger in the host country because consumers in a developing country accept more developed countries. The study supported the theory of social identity (Tajfel, 1982) and optimal distinction (Brewer, 1979), which suggests consumers would have a bias towards the country with which they identify or experience dual or divided loyalties between the country of origin and the host country.

**Keywords:** Lifestyle, Country of Origin, Host Country, Consumer Ethnocentrism, Purchase Intentions.

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## Introduction

The thesis is divided into two Chapters. The first Chapter shows the article accepted for publication in the *Journal of Small Business Strategy* with the title: The relationship between consumer ethnocentrism, purchase intention, and lifestyle in first-generation bicultural ethnic groups. Its publication will be in March 2021. It is published in co-authorship with the thesis Advisor, Dr. Leopoldo Arias Bolzmann. The main conclusions and recommendations of the research are shown in the second Chapter.

This is a pioneer study linking the bicultural consumer's ethnocentrism with lifestyle and purchase intention in Colombo-Canadians consumers. The convenience sampling used exhibits the sample's constraints and should not generalize all bicultural consumers.

The research is framed within the existing theories about consumer ethnocentrism, social identity, reasoned action - planned behavior, and the optimal distinction (Ajzen, 1985, 1991, 2019; Ajzen & Fishbein, 1977; Brewer, 1979, 1991, 1999; Fishbein & Ajzen, 2011; Tajfel, 1982). In this sense, the research that has been conducted measures consumer ethnocentrism in demographic variables, but few contribute to the psychographic variables such as lifestyle. Literature recently has shown that lifestyle is a variable of high interest in science, which must be analyzed as the primary influence on consumer purchasing behaviour (Acikdilli et al., 2018; Kaynak & Kara, 2002, 2015).

In this way, not all consumers have a monocultural disposition (Benet-Martínez & Haritatos, 2005). Therefore, the existing theories probably do not fully predict or explain their behavior. Besides, it is necessary to understand the effects of the country of origin and host country due to the high ethnic diversification of markets, mostly when migration produces multicultural societies where lifestyles tend to change the product demand (Shoham et al., 2017) considerably. Furthermore, biculturalism may or may not generate compatibility between cultures (Benet-Martínez et al., 2002, 2006; Benet-Martínez & Haritatos, 2005; Chen

et al., 2013). Thus, this study is sought to differentiate the Colombian-Canadian bicultural ethnic consumer the first generation between their preferences with the country of origin and the host country and examine the consumer's ethnocentrism with the purchase intention and the lifestyle.

The research was developed using a quantitative approach, a correlational scope, and a cross-sectional research strategy. It applied a non-probabilistic snowball sampling technique, selecting individuals by referrals given the bicultural ethnic are hard-to-reach populations (Malhotra et al., 2013). Such criteria lead to a non-random choice of bicultural consumer for surveys, which is a commonly used strategy in other exploratory studies (Acikdilli et al., 2018).

The sample used included 158 first-generation Colombo-Canadian citizens / permanent residents supported by the studies of El Banna et al. (2018); Zolfagharian et al. (2013, 2014, 2017); Zolfagharian & Sun (2010). All participants received informed consent to be part of the study. The measuring instrument was divided into three sections that included the primary constructs: (a) ethnocentrism, (b) lifestyle, and (c) purchase intention. Scales were used that were tested in prior research, the five- and seven-point Likert-type (totally disagree = 1, totally agree = 5/7). Furthermore, to ensure the truthfulness of the answers, surveys were conducted personally during the weekends at the participant's homes from August to November 2019. Finally, as appreciation for their participation in the survey, they were given a gift card for purchase at supermarkets.

The Kolmogorov-Smirnov and Mann-Whitney U tests were applied. Structural Equation Modeling was performed, using Unweighted Least Squares Estimates (ULS) and the Maximum Likelihood (ML), which according to Long (1983) and Ullman (2006), give the possibility of obtaining a large number of the goodness of fit indices, allowing the estimation of the parameters with their  $p$ -values and, therefore, their respective  $t$ -values, with which

validated the research hypotheses. Last, the indirect effects were calculated to identify the factors that represent lifestyle mediated between consumer ethnocentrism and purchase intention.

In this sense, the study revealed ethnocentric tendencies towards the host country. Although lifestyle was not significant with purchase intention, specific categories mediated its relationship to consumer ethnocentrism. A negative relationship with purchase intentions was found because different lifestyles can reflect various types of future consumer behavior and be subject to an increasing number of recent immigrants and acculturating generations. On the other hand, an acceptance towards the country of origin was also evidenced. Although lifestyle dimensions did not mediate its relationship between ethnocentrism and purchase intentions, there was a positive influence, which implies that Colombian-Canadian consumers are receptive and rational buyers of Colombian products.

The results found in this study contribute significantly to consumer acculturation research since it determines how their sense of belonging and ethnic origins influence their intentions to buy national products. In this sense, empirical evidence is offered by understanding the motivational element in modeling preferences in products and, even more, determining in cultures when a dual or divided loyalty is experienced. Thus, the need for international marketing strategies to adjust to new market trends and not precisely the generation of products or services of the country of origin or host country and where brand's origin and ethnic identity highlight cultural integration.

Finally, although these findings are a first approach to the study of bicultural consumers, study limitations were: (a) obtaining of finding first-generation bicultural ethnic consumers, (b) a specific category of products was not part of the analysis, limiting the evaluation of the difference between the country of origin and the host country, and (c) the

research sample was cross-sectional, meaning that the results may be affected by previous events or actuality.





## **Chapter I. Research Paper: The Relationship of Consumer Ethnocentrism, Purchase Intention, and Lifestyle in First-generation Bicultural Ethnic Groups**

This research paper will be published in the *Journal of Small Business Strategy* in February of 2021, in volume 31, Issue 1, pp. 20-38. The research paper was accepted for publication on the 19<sup>th</sup> of September 2020. This journal is placed in quartile Q1 in the Scopus database.

It is necessary to consider that this study is the first that integrates the bicultural consumer's ethnocentrism with lifestyle and purchase intention in Colombo-Canadians consumers. Its results should be taken with careful consideration, as it does not generalize all consumers Colombo-Canadians.

### **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 purchase intentions concerning the country of origin.

**Keywords:**

Acculturation/biculturalism, Lifestyle, Country of Origin, Host Country, Consumer Ethnocentrism, Purchase Intentions.

**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 knowledge 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.

### Conceptual Framework

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

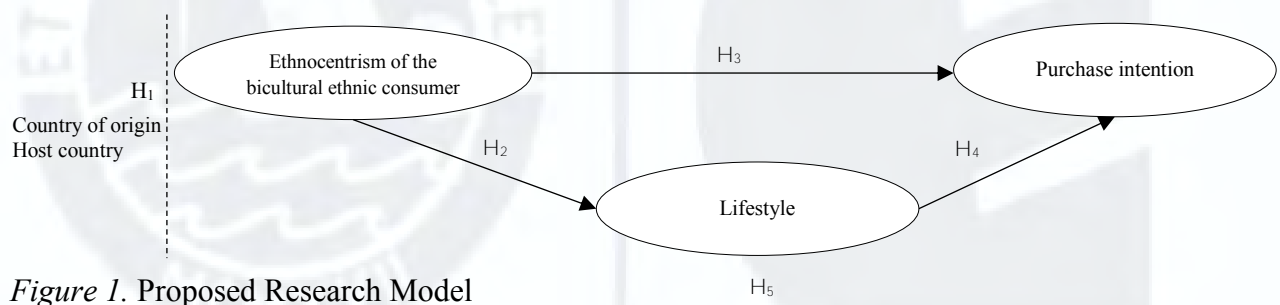


Figure 1. Proposed Research Model

### 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 and 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. Chryssochoidis 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 that

**H1.** Ethnocentrism of the bicultural ethnic consumer is different 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 consumers, 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, it is considered that

**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., 2018; Ali et al., 2017; 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. It thus proposed that

**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, it is determined that

**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., 2018; Ali et al., 2017; 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. It thus proposed that

**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, y (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 Chryssochoidis 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). 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 = Colombia, 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:

Table 1

*Summary of descriptive statistics. Sample demographic and socio-economic characteristics*

	<i>a.f</i>	<i>%</i>		<i>a.f</i>	<i>%</i>		<i>a.f</i>	<i>%</i>		<i>a.f</i>	<i>%</i>		<i>a.f</i>	<i>%</i>		<i>a.f</i>	<i>%</i>
<i>Gender</i>			<i>Employment Status</i>			<i>Education</i>			<i>Marital Status</i>			<i>Age</i>			<i>Income</i>		
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	52	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	

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

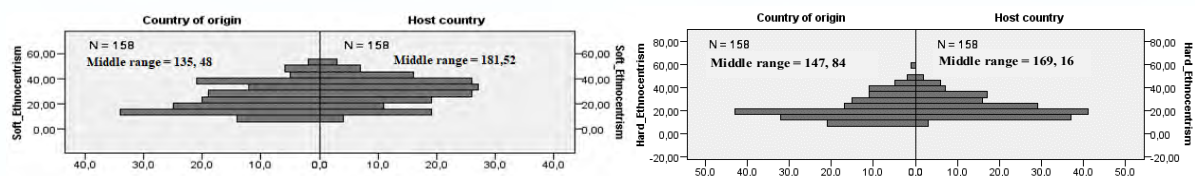
normal scores. For the other categories, the non-parametric Mann-Whitney U test in Figure 2 was applied, which found significant differences between the country of origin and the host country. Soft ethnocentrism showed more significant values than hard ethnocentrism ( $p = 0.00$ ,  $p = 0.083$ ). It 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 2

*Normality test for soft and hard ethnocentrism*

	Country	Kolmogorov-Smirnov <sup>a</sup>		
		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, and 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  
Mann-Whitney U  
Asymptotic meaning

Reject H0  
316  
16118,5  
0,000

Total N  
Mann-Whitney U  
Asymptotic meaning

Reject H0  
316  
14.166,000  
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.

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.

Table 3

*Validity and reliability measures of the complete model*

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

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.

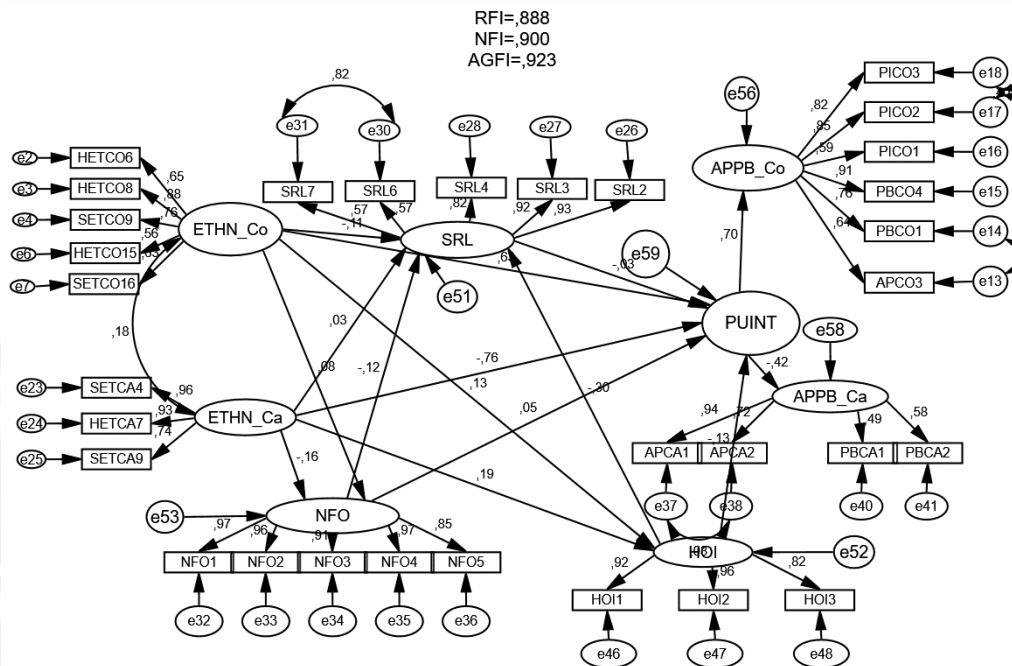


Figure 3. Path Chart of the Final Re-specified ULS SEM  
Table 4

*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 ( $R^2$ ) 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*

<b>Goodness of fit measure</b>	<b>Acceptable levels of adjustment</b>	<b>Obtained</b>	<b>Decision</b>
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 ETHNN\_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.

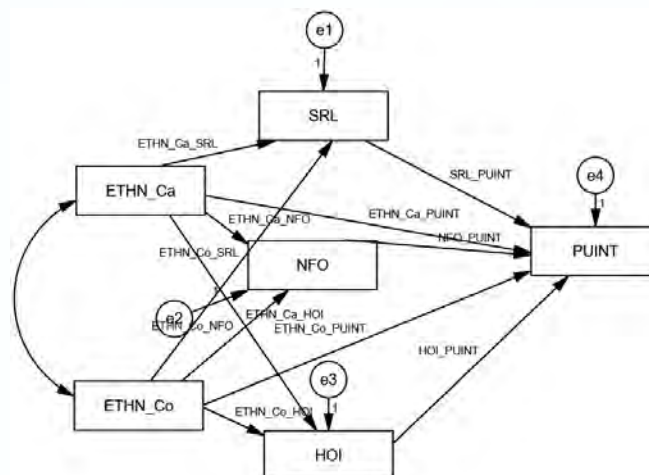


Figure 4. Indirect Effects: Model Composed for Purchase Intention

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*

<b>Parameter</b>	<b>Estimate</b>	<b>Lower</b>	<b>Upper</b>	<b>P</b>
Etnocentrismo_CASRL	-0.002	-0.004	-0.001	0.001
Etnocentrismo_CANFO	-0.004	-0.008	-0.001	0.023
Etnocentrismo_CAHOI	-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_COHOI	-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.

On the other hand, 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 determinants 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.



### **Study 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 could be seen under the survey's being personal, with the 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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## Chapter II: Conclusions and Recommendations

### Conclusions

This research had two purposes: (a) to find differences among the ethnocentrism of first-generation Colombian-Canadian bicultural ethnic consumers with respect to the country of origin and host country; and (b) dissect the relationship of the consumer's ethnocentrism with the purchase intention and lifestyle. Although it is an exploratory study because it is a pioneer in linking the bicultural consumer's ethnocentrism with lifestyle and purchase intention in Colombo-Canadians consumers, its results should be taken with care because convenience snowball sampling is used. Despite the survey capturing different views and consumption characteristics, given the sample's constraints, it should not generalize all consumers Colombo-Canadians.

In this sense, results showed that the bicultural ethnic consumer's ethnocentrism is different between the country of origin and the host country. Also, the lifestyles (activities, interests, and opinions [AIO]) were not significant with the purchase intention, and certain categories such as “Household oriented and industrious,” “Self-reliance and leadership,” and “Nurturing and family orientation” did not mediate the relationship between consumer ethnocentrism and purchase intention with the country of origin but with the host country. For this reason, consumer ethnocentrism influences lifestyle, if it is oriented to the host country, positively in the category of “Household oriented and industrious” and negatively in “Nurturing and family orientation” and “Self-reliance and leadership.” Thus, it is confirmed that lifestyles could be conclusive of the Colombian-Canadian consumer's behavior based on the products they purchase in the host country, providing evidence for segmentation of markets by lifestyle and the bicultural acculturation strategy in global markets.

The study confirmed Tajfel's Theory of Social Identity (1982), which establishes that consumers have greater biases with the country with which they identify since consumers



who share an ethnic origin also maintain similar purchasing behaviors (El Banna et al., 2018; Luedicke, 2011; Phinney & Goossens, 1996), showing that Colombian immigrants have adopted behaviors based on Canadian culture, with a strong level of acculturation. The research also supports Brewer's (1979) optimal distinction theory, as shown that soft ethnocentrism was more significant than hard ethnocentrism and ethnocentrism with the country of origin positively influenced purchase intention, which did not occur with the host country, this is because of the behavior of bicultural consumers is subject to a growing number of recent immigrants and acculturating generations. In this sense, organizations must offer products that adapt to consumer's biculturalism, which provides information on their ethnic origin, conjure up the positive effects on the host country's lifestyles, and reducing the risk of maladaptive effects on the host culture.

Besides, despite the findings evidenced in this research, as it is a cross-sectional study, the survey was applied at a certain point in time; thus, the results may be affected by previous events or from that moment. Therefore, it will be necessary to perform longitudinal studies, mainly based on the economic, social, and political events associated with the Covid-19 pandemic, which could influence this consumer's purchase intentions.

### **Recommendations**

This research invites organizations to study their bicultural consumers because, although it evidences that they might prefer products from the host country according to specific lifestyle categories, their purchase intentions could be different for the country of origin. It is not generalizable that consumers pose a monocultural disposition in their purchase intentions. For this reason, companies must establish marketing strategies focused on culture, especially when migration has exposed consumers to cultural diversity.

New consumer behavior studies are still required to complement these research findings, mainly by incorporating other bicultural and generational ethnic groups. Furthermore, it suggests evaluating the purchase intentions with other psychographic variables, include the VALS model, and contrast it with the AIO. Also, include the analysis of more acculturation strategies. In this way, further arguments will be provided to the theory of reasoned action and planned behavior, which confirms the theories of optimal distinction and social identity.

Finally, the consumer's adaptability to a serious threat such as the Covid 19 pandemic, is for companies, in many cases, an opportunity to reinvent themselves, both in their customer acquisition strategies, and to incorporate innovations in their products/services, brands, packaging, and packaging. Directing a marketing strategy, which focuses on acculturation needs, which demands purchase intentions in the face of new lifestyles, could guarantee consumer loyalty.

### **Implications**

Research findings support the theory that ethnocentric consumers increasingly prefer products from the host country because their cultural belonging is stronger. Results also supported the need for international marketing strategies to be adapted to new market trends and customer retention objectives. As well, it contributes empirical evidence on the behavior of bicultural consumers in free-market developed countries. Multinational enterprises compete mostly among each other, not necessarily with national companies. This highlights the concept of the country-of-origin effect.

This research provides organizations with a better understanding of the market position and future profits financial feasibility because it positively impacts brand loyalty. Motivates companies to identify bicultural consumers who might prefer the host country

products over most foreign products. Consumers with dual ethnic identities may move away from one system of values to adopt another one. As a result, organizations must identify how a relationship with the host country can negatively influence the purchase intention concerning the country of origin.



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## Appendix A: Informed Consent

Toronto, August 2019

**Research project:** *Relationship of Ethnocentrism with the Purchase Intent and the Lifestyle in First Generation Bicultural Ethnic Groups.*

Dear Mr/ Mrs/ Ms,

I request your collaboration to participate in this research, which is carried out as the basis of the doctoral thesis on the project "*Relationship of Ethnocentrism with the Purchase Intention and Lifestyle in First Generation Bicultural Ethnic Groups,*" as a requirement of the Doctoral Program in Strategic Business Administration of the Pontificia Universidad Católica del Perú.

This study aims to find the empirical foundations and the relationships between ethnocentrism, purchase intention, and the lifestyle of Colombo-Canadian consumers.

This implies carrying out a confidential survey at your home or workplace, which will take around fifteen (15) minutes. The survey questions will be presented in multiple choice, and response scales between 1 to 5 and between 1 to 7. By agreeing to participate in this study, you will express your consent to answer the questions and allow the subsequent use of the data in the researcher's estimate. The data that is collected will be processed through codes so that total anonymity and confidentiality is guaranteed. Besides, the dissemination of the results will have an academic and non-commercial approach.

If you decide to participate in the study, I will contact you to coordinate the exact day, time, and place where the survey will be conducted.

Please do not hesitate to contact me if you require any further information.

Kind regards,

Iliana Aguilar Rodríguez  
PhD (c)  
Pontificia Universidad Católica del Perú  
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+593 986 601 281

I AGREE TO PARTICIPATE IN THE STUDY:	YES _____	No: ____
SIGNATURE OF THE PACKAGE LEAFLET:		



## Appendix B: Instrument

This study aims to determine the preferences of Colombian and Canadian products in the Canadian market. This survey is divided into three sections. The first section will answer the identification questions, such as gender, education, marital status, age, and estimated income. The second section will have statements measured on a scale of 1 to 5, where 1 means that you DO NOT AGREE and 5 THAT YOU ARE IN FULL AGREEMENT. Finally, the third section will have a scale of 1 to 7, equivalent to 1 as DISAGREE and 7 to STRONGLY AGREE. The development of this survey will take approximately ten (10) minutes of your time.

### FIRST SECTION

**By each category, please mark the most appropriate answer whit an “x”:**

<i>Gender:</i>	Male <input type="checkbox"/>	<i>Marital status:</i>	Single <input type="checkbox"/>	<i>Age:</i>	Bellow 20 <input type="checkbox"/>
	Female <input type="checkbox"/>		Married <input type="checkbox"/>		20-30 <input type="checkbox"/>
			Divorced <input type="checkbox"/>		31-40 <input type="checkbox"/>
<i>Education:</i>	Less than high school <input type="checkbox"/>		Widowed <input type="checkbox"/>		41-50 <input type="checkbox"/>
	Bachelor’s degree <input type="checkbox"/>	<i>Income:</i>	Least than 30.000 <input type="checkbox"/>		51-60 <input type="checkbox"/>
	High school <input type="checkbox"/>		31-60.000 <input type="checkbox"/>		Over 61 <input type="checkbox"/>
	Master’s degree <input type="checkbox"/>		61-90.000 <input type="checkbox"/>		
	Doctoral degree <input type="checkbox"/>		91-120.000 <input type="checkbox"/>		
			More than 120.000 <input type="checkbox"/>		
		<i>Employment status:</i>	Student <input type="checkbox"/>		
			Housewife <input type="checkbox"/>		
			Unempoyed <input type="checkbox"/>		
			Business <input type="checkbox"/>		
			Full time-job <input type="checkbox"/>		
			Part time-job <input type="checkbox"/>		

### SECOND SECTION

<b>Self-Reliance and Leadership</b>	5	4	3	2	1
1. I do volunteer work for a hospital or service organization on a fairly regular basis					
2. I think I have more self-confidence than most people					
3. I think I am more independent than most people					
4. I think I have lots of personal ability					
5. I like to be considered a leader					
6. I sometimes influence what my friends buy					
7. People come to me more often than I go to them for information about brands					
<b>Nurturing and Family Orientation</b>					
8. When my children are ill in bed I drop most everything else in order to see to their comfort					

9. My children are the most important thing in my life					
10. I try to arrange my home for my children's convenience					
11. I take a lot of time and effort teaching my children good habits					
12. I don't like to see children's toys lying around					
<b>Health and Optimism</b>					
13. During the warm weather I drink low calorie soft drinks several times a week					
14. I buy more low calorie foods than the average housewife					
15. I have used low calorie foods at least one meal a day					
16. I will probably have more money to spend next year than I have now					
<b>Household Oriented and Industrious</b>					
17. I like to sew and frequently do					
18. I often make my own or my children's clothes					
19. I would like to know how to sew like an expert					
<b>Competitive and Adventurous</b>					
20. I participate in sports activity regularly					
21. I often try new stores before my friends and neighbors do					
<b>Attitude towards purchasing Colombian products</b>					
22. I think that purchasing Colombian product is favorable					
23. I think that purchasing Colombian product is a good idea					
24. I think that purchasing Colombian product is safe					
<b>Subjective norm</b>					
25. My family think that I should purchase Colombian products rather than normal products					
26. My close friends think that I should purchase Colombian products rather than normal products					
27. Most people who are important to me think I should purchase Colombian products rather than normal products					
<b>Perceived behavioral control</b>					
28. I am confident that I can purchase Colombian products rather than normal products when I want					
29. I see myself as capable of purchasing Colombian products in future					
30. I have resources, time and willingness to purchase Colombian products					
31. There are likely to be plenty of opportunities for me to purchase Colombian products					
<b>Purchase intention for products</b>					
32. I intend to purchase Colombian products next time					
33. I plan to purchase more Colombians products rather than normal products					
34. I will consider switching to Colombian brands					
<b>Attitude towards purchasing Canadian products</b>					
35. I think that purchasing Canadian product is favorable					
36. I think that purchasing Canadian product is a good idea					
37. I think that purchasing Canadian product is safe					
<b>Subjective norm</b>					
38. My family think that I should purchase Canadian products rather					

than normal products						
39. My close friends think that I should purchase Canadian products rather than normal products						
40. Most people who are important to me think I should purchase Canadian products rather than normal products						
<b>Perceived behavioral control</b>						
41. I am confident that I can purchase Canadian products rather than normal products when I want						
42. I see myself as capable of purchasing Canadian products in future						
43. I have resources, time and willingness to purchase Canadian products						
44. There are likely to be plenty of opportunities for me to purchase Canadian products						
<b>Purchase intention for products</b>						
45. I intend to purchase Canadian products next time						
46. I plan to purchase more Canadian products rather than normal products						
47. I will consider switching to Canadian brands						

Note: the response format is 5-point Likert-type scale (strongly agree = 5, strongly disagree = 1)

### THIRD SECTION

Strongly agree = 7, strongly disagree = 1

<b>Consumer ethnocentrism tendencies scale (CETSCALE)</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
48. Colombian people should always buy products made in Colombia instead of imports							
49. Only those products that are unavailable in Colombia should be imported							
50. Buy Colombian made products and keep Colombians working.							
51. Colombian products, first, last, and foremost							
52. Purchasing foreign-made products is un-patriotic for Colombians							
53. It is not right to purchase foreign products, because it puts Colombians out of jobs							
54. A real Colombian should always buy Colombians made products							
55. We should purchase products manufactured in Colombia instead of letting other countries get rich off us							
56. It is always best to purchase Colombian products							
57. There should be very little trading or purchasing of goods from other countries unless of necessity							
58. Colombians should not buy foreign products because this hurts business and causes unemployment							
59. Curbs should be put on all imports							
60. It may cost me in the long-run but I prefer to support Colombian products							

61. Foreigners should not be allowed to put their products on our markets							
62. Foreign products should be taxed heavily to reduce their entry into Colombia							
63. We should buy from foreign countries only those products that we cannot obtain within our own country.							
64. Consumers who purchase products made in other countries are responsible for putting their fellow Colombians out of work.							
65. Canadian people should always buy products made in Canada instead of imports							
66. Only those products that are unavailable in Canada should be imported							
67. Buy Canadian made products and keep Canadians working.							
68. Canadian products, first, last, and foremost							
69. Purchasing foreign-made products is un-patriotic for Canadians							
70. It is not right to purchase foreign products, because it puts Canadians out of jobs							
71. A real Canadian should always buy Canadians made products							
72. We should purchase products manufactured in Canada instead of letting other countries get rich off us							
73. It is always best to purchase Canadian products							
74. There should be very little trading or purchasing of goods from other countries unless of necessity							
75. Canadians should not buy foreign products because this hurts business and causes unemployment							
76. Curbs should be put on all imports							
77. It may cost me in the long-run but I prefer to support Canadian products							
78. Foreigners should not be allowed to put their products on our markets							
79. Foreign products should be taxed heavily to reduce their entry into Canada							
80. We should buy from foreign countries only those products that we cannot obtain within our own country.							
81. Consumers who purchase products made in other countries are responsible for putting their fellow Canadians out of work.							

Note: the response format is 7-point Likert-type scale (strongly agree = 7, strongly disagree = 1)