

The Effects of Consumer Cosmopolitanism on Purchase Behavior of Foreign vs. Domestic Products

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The purpose of this empirical study is to investigate the effects of consumer cosmopolitanism on foreign product purchase behavior in three major categories of consumer products (alcohol products, clothes, furniture). Based on the existing theoretical and empirical knowledge, we develop a conceptual model and identify two additional constructs as antecedents of foreign purchase behavior, i. e., consumer ethnocentrism and consumer knowledge of brand origins. The measurement model is examined using a data set of 261 adult consumers and tested via structural equation modeling. The study results confirm the strong total effect of consumer cosmopolitanism in purchase behavior and indicate a strong direct effect of this phenomenon on the behavioral outcome. The more cosmopolitan consumers have a stronger tendency to buy foreign rather than local products. On the other hand, the direct relationship between cosmopolitanism and consumer knowledge of brand origin was not supported in the study.

Key Words: cosmopolitanism, consumer ethnocentrism, knowledge of brand origins, foreign product purchase behavior, Slovenia

JEL Classification: M3, P2

Introduction

In the marketing field, the five decades of country-of-origin research provide evidence that consumers carry diverse perceptions about products based on the (stereotyped) national images of the country where the product/brand is believed to be created/produced, and that these perceptions affect consumer attitudes, purchase intentions and behaviors (Laroche et al. 2005; Pharr 2005). While there is a stream of research that focuses on consumers' choices regarding products from specific foreign

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Managing Global Transitions 9 (4): 355–370

countries (i. e., country-image studies; for recent reviews, see Dmitrović and Vida 2010; Roth and Diamantopoulos 2009), another stream of research broadly delves into factors that lead consumers to prefer either local (domestic) or foreign products/brands (e. g., Crawford and Lamb 1982; Sharma, Shimp and Shin 1995; Vida, Dmitrovic and Obadia 2008).

This research focuses on the latter stream of consumer behavior research by examining consumer cosmopolitanism as a major socio-psychological construct underlying consumer preference for foreign vs. domestic (local) products/brands. Cosmopolitanism, as originally introduced by Merton (1957), refers to individuals who are oriented towards the outside world (rather than their local community). While different terminology has been used in examining essentially the same phenomenon, the construct has been widely applied in the international business and marketing research (Levy et al. 2007; Riefler and Diamantopoulos 2009), including preference for foreign products (Balabanis and Diamantopoulos 2008; Crawford and Lamb 1982; Suh and Kwon 2002).

However, as the recent comprehensive review on the subject reveals (Riefler and Diamantopoulos 2009), many questions regarding cosmopolitanism effects and measurement issues remain unanswered. In particular, with a few exceptions (Balabanis et al. 2001; Rawwas, Rajendran, and Wuehrer 1996) the direct effects of cosmopolitanism on behavior in favor of foreign products brands have been rarely examined, and its role as a driver of consumer ethnocentrism is largely left unresolved (Suh and Kwon 2002, Vida, Dmitrovic and Obadia 2008).

Despite the voluminous body of research on the effects of product national origin on consumer evaluative processes and behavioral outcomes, the salience of product origin and consumer actual knowledge of the brands' national origins has been questioned in recent years (Liefeld 2004; Pharr 2005; Samiee, Shimp, and Sharma 2005). For instance, Balabanis and Diamantopoulos (2008) recently examined the extent to which consumers attach a national origin to a brand, and concluded that future researchers should adjust their research designs to account for the possibly inaccurate knowledge of a stimulus brand's national origin.

We designed this empirical study based on the gaps identified in the literature on consumer foreign vs. local purchase behavior and the confusion regarding existing conceptualizations of cosmopolitanism and its role in consumption behavior. Hence, the aims of this research are

to examine the direct effects of consumer cosmopolitanism on foreign vs. local product purchase behavior, and to explore its indirect effects (through consumer ethnocentrism and consumer knowledge of brand origins) in three major categories of consumer products.

Literature Review: Consumption of Foreign vs. Domestic Products

In an attempt to understand consumer preference formation for either foreign or local product alternatives available in the marketplace, researchers have resorted to various socio-psychological constructs that help disentangle consumption motivations. The two most commonly applied socio-psychological constructs in the existing empirical work examine how individuals relate to their social in-group (e. g., family, local community, nation and its artifacts) and how they relate to what they consider their out-group (e. g., other cultures, ethnic groups, nations). The concept of consumer cosmopolitanism is a manifestation of positive orientation towards the out-groups (people, artifacts, etc.), and ethnocentrism captures individuals' in-group vs. out-group orientation. Both constructs have been introduced to marketing from the field of sociology.

As originally coined by Merton (1957), the concept of cosmopolitanism relates to a 'world citizen,' i. e., to an individual whose orientation transcends any particular culture or setting. He posited that there are people who view themselves as citizens of the nation rather than the locality; the world rather than the nation; the broader, more heterogeneous rather than the narrower, more homogeneous geographic or cultural group (Cannon and Yaprak 2002; Merton 1957). In the marketing literature, the concept has been advanced by many prominent scholars (Cannon and Yaprak 2002; Thomson and Tambyah 1999; Yoon, Cannon, and Yaprak 1996) who argue that cosmopolitanism is consumer orientation with substantial implications for marketing practice. Diverse terminology has been used in the literature to describe the individuals' positive orientation towards the out-group, including openness to foreign cultures, internationalism, worldmindedness, worldliness or global openness, etc.

While cosmopolitanism has been defined differently across studies, sufficient evidence exists that it can lead to better perceptions of foreign products, including their quality (Rawwas, Rajndran, and Wuehrer 1996), and induce a greater desire in individuals to travel as they at-

tempt to seek new insights into other cultures (Cannon and Yaprak 2002; Thompson and Tambyah 1999).

The other socio-psychological construct commonly used to explain consumer choice behavior for foreign vs. domestic products/brands is the construct of ethnocentrism. This phenomenon was originally conceived as a purely sociological concept that distinguished between in-groups (those groups with which an individual identifies) and out-groups (those regarded as antithetical to the in-groups) (Sumner 1906). Consumer ethnocentrism was introduced into marketing by Shimp and Sharma (1987) when they stated: 'Ethnocentric consumers believe it is wrong to purchase foreign-made products because it will hurt the domestic economy, cause the loss of jobs, and it is plainly unpatriotic.' The tendency of ethnocentric consumers to exhibit preferences for domestic rather than imported products has been confirmed in several studies (Cleveland, Laroche, and Papadopoulos 2009; Dmitrović, Vida and Reardon 2009; Rawwas, Rajendran, and Wuehrer 1996; Sharma, Shimp, and Shin 1995; Vida, Dmitrovic, and Obadia 2008).

In addition to the socio-psychological constructs of cosmopolitanism and ethnocentrism, we examine the issue of consumer actual knowledge of the brands' national origins as a factor underlying consumption motivation for foreign vs. domestic products. Contrary to the conventional wisdom, categorization literature supports the view that most of consumers' learning is unstructured and incidental, resulting in imperfect and biased knowledge (Aboulnasr 2006). It is this notion that in recent years has led to a major criticism of the country-of-origin research stream, i. e., that consumers in reality pay less attention to the product national origin information cue than is generally assumed by researchers. Moreover, the critics claim that consumer knowledge of the actual national origin of products and brands tends to be inaccurate (Balabanis and Diamantopoulos 2008; Liefeld 2004; Pharr 2005). For instance, Samiee, Shimp, and Sharma (2005) examined the saliency of the product origin information cue in the US and concluded that consumers hold merely a superficial knowledge of product origins. They posited that this knowledge is by and large derived from consumers' association of brand names with various languages rather than their actual knowledge of the brands' national origins. Similar conclusions have been reached by Balabanis and Diamantopoulos (2008). For this reason, we acknowledge the importance of consumer knowledge of brand origin in our investigation of the role of cosmopolitanism in consumer purchase behavior.

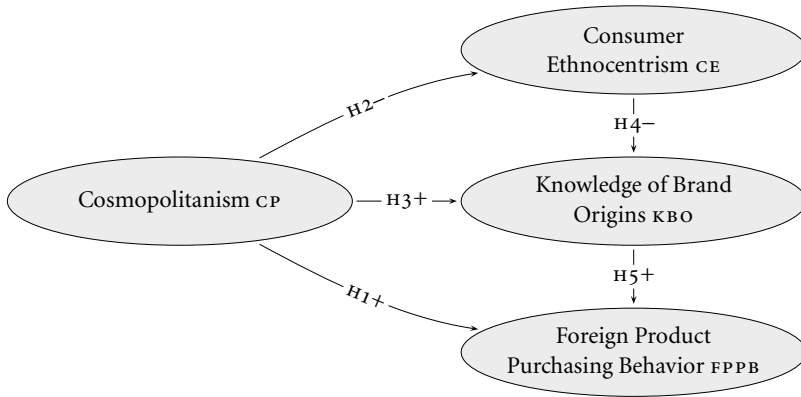


FIGURE 1 Conceptual model for the study

Conceptual Model and Hypotheses

Against this theoretical background and the gaps identified in the literature, we develop a conceptual model of the role of consumer cosmopolitanism in consumption of foreign vs. domestic products (figure 1).

In line with the conceptual framework for the study, we propose five research hypotheses. The first two hypotheses are related to the two psycho-sociological constructs (i. e., consumer cosmopolitanism and ethnocentrism) directly and/or indirectly affecting behavioural outcomes. With a few exceptions, the direct effect of cosmopolitanism or related constructs on behavioral outcomes has been rarely investigated in existing research (Cannon and Yaprak 2002; Lee and Chen 2008; Crawford and Lamb 1982). For example, the direct impact of what was termed worldmindedness on Taiwanese consumers' willingness to buy products from neighboring countries was demonstrated by Lee and Chen (2008). Crawford and Lamb (1982) examined the effect of worldmindedness on willingness to buy foreign products among professional buyers, and found that an individual's attitude towards foreign countries is in fact related to a person's willingness to buy products from these countries. On the other hand, Cannon and Yaprak (2002) concluded in their study that, while consumers are becoming more cosmopolitan, this does not necessarily result in their behavior transcending their local culture. Hence, we posit:

- H1 *Cosmopolitanism (CP) has a direct and positive effect on foreign product purchase behavior (FPPB).*

Contrary to the above, the role of cosmopolitanism or related con-

structs (e.g., cultural openness, internationalism, global mindedness, worldmindedness) as drivers of consumer ethnocentrism has been widely examined in the literature (Shankarmahesh 2006). However, empirical examinations of cosmopolitanism's antecedent nature have produced only equivocal results. While a theoretically posited negative relationship between cosmopolitanism and ethnocentrism has been demonstrated in several studies (Cannon and Yaprak 2002; Dmitrovic, Vida, and Reardon 2009; Sharma, Shimp, and Shin 1995; Vida and Reardon 2008), there is evidence to the contrary as well. Non significant relationships between these two constructs were identified when examining cultural openness (Vida, Dmitrovic, and Obadia 2008), and internationalism (Balabanis and Diamantopoulos 2004). For instance, Suh and Kwon (2002) found that global openness had a significant negative effect on ethnocentrism in the us sample, but this relationship was insignificant in the Korean sample. Similarly, Strizhakova, Coulter and Price (2008) examined this relationship across developed and emerging markets, and found a moderate negative relationship in the us sample, but no significant relationship in the emerging market samples. Since the role of cosmopolitanism in shaping consumers' beliefs about the legitimacy of purchasing foreign made goods has yielded contradictory results in the literature, the testing of the following hypothesis provides an opportunity for resolving the existing controversy:

H2 *Cosmopolitanism (CP) has a direct and negative effect on consumer ethnocentrism (CE).*

The set of the remaining hypotheses in this study is related to a relatively new concept – consumer knowledge of brand origins – which has been introduced into the conceptual model in response to the criticisms of country-of-origin research about the relative absence of consumer ability to recognize the actual national origin of products (Balabanis and Diamantopoulos 2008; Liefeld 2004; Samiee, Shimp, and Sharma 2005). Brand origin is defined by the place, region or country to which the brand is perceived to belong by its target consumers. While there is a dearth of research investigating the role of consumer brand origin knowledge in relation to the constructs identified in our study, we postulate that consumer knowledge of brand origins will be fuelled by cosmopolitanism (Samiee, Shimp, and Sharma 2005) and consumer ethnocentrism (Alden, Steenkamp, and Batra 2006; Shimp and Sharma 1987), and that a greater overall consumer cognizance of brand national ori-

gins will result in a greater tendency to purchase foreign rather than local products (Riefler and Diamantopoulos 2009). For instance, having examined the relations between consumers' overall origin classification performance and the degree of ethnocentrism, Balabanis and Diamantopoulos (2008) found the classification performance for domestic as well as foreign brands was the lowest for ethnocentric consumers. Hence, we propose the following hypotheses:

- H3 *Cosmopolitanism (CP) has a direct and positive effect on consumer knowledge of brand origins (KBO).*
- H4 *Consumer ethnocentrism (CE) is negatively related to consumer knowledge of brand origins (KBO).*
- H5 *Knowledge of brand origins (KBO) is significantly and positively related to foreign product purchase behavior (FPPB).*

Research Methods

DATA COLLECTION AND SAMPLE CHARACTERISTICS

The model for the study was tested via the store and outdoor intercept survey method using a sample of adult consumers in Slovenia. A quota sampling method based on gender, age and income was applied. The final sample consisted of 261 adult respondents in Slovenia. Women and men were almost equally presented in the sample. The average age of the sample was slightly over 45 years (SD of 17.29). Respondents who claimed to have above-average or below-average household incomes were almost equally presented in the sample (18.0% and 15.9%, respectively).

INSTRUMENT DEVELOPMENT AND MEASURES

The measures were derived from the existing literature and adapted to the cultural context of the focal country following the guidelines established by Craig and Douglas (2000). The questionnaire was pretested on a convenience sample of consumers, after which only minor amendments were necessary.

Cosmopolitanism was measured with Likert-type items selected from the worldmindedness scale used by Rawwas, Rajendran and Wuehrer (1996), who adapted the scale originally developed by Sampson and Smith (1957). The three specific items selected for this study are consistent with the recent specification of the conceptual domain of cosmopolitanism (Riefler and Diamantopoulos 2009) related to (a) general open-mindedness, (b) diversity appreciation and (c) consumption

transcending borders. Similar items have been recently used in Lee and Cheng's (2008) study. To measure *consumer ethnocentrism*, the reduced five item version of CETSSCALE (Shimp and Sharma 1987) was used, consistent with recent studies investigating this concept (Evanschitzky et al. 2008; Balabanis and Diamantopoulos 2004). We used a seven-point Likert-type scale, ranging from 1 absolutely disagree to 7 absolutely agree, for measuring both psycho-sociological variables.

The measure of consumer *knowledge of brand origins* (KBO) was developed based on Samiee, Shimp and Sharma's (2005) research on Brand Origin Recognition Accuracy. Respondents were asked to identify the national origin of domestic and foreign brands in three different product categories: alcohol products, clothes and furniture. Participants were presented with two foreign and two domestic brands in each of the product categories; they had to correctly match each brand with the country of origin from the list of six countries identified in our research instrument. If the respondents were unsure about the brand origin, then they were instructed to make an educated guess, and only leave the question blank if they had no idea of the brand or its origin. KBO was evaluated in the alcohol product group with brands like Heineken, Jägermeister, Quercus, and Zlatorog with the following alternative national origins: Italy, Germany, Netherlands, Russia, Slovenia, and Scotland. In the clothes product group, KBO was identified for the brands Elkroj, Kappa, Lisca, and Zara with possible brand origins from among Croatia, Italy, Germany, Slovenia, Spain, and USA. KBO was identified in the furniture product group for Ikea, Klun, Lip Bled, and Scavolini brands with possible origins being France, Italy, Germany, Poland, Slovenia, and Sweden.

Comparing our KBO measure to the similar measure in Samiee, Shimp and Sharma's study (2005), the latter was clearly much more comprehensive in terms of the types of products and their national origins. Given the limited availability of both domestic and foreign brands in many product categories, this was not attainable in a small open market economy like that of Slovenia. Moreover, similarly to the recent origin classification performance study by Balabanis and Diamantopoulos (2008), knowledge of brand origins was measured collectively for domestic as well as foreign brands.

The *foreign (vs. local) product purchasing behavior* (FPPB) construct in the model was measured for alcohol products, clothes, and furniture using a 5-point semantic differential scale, whereby one extreme indicated 'I buy only domestic products in this product category.' and the other extreme 'I buy only foreign products in this product category.' (EIER 2009).

TABLE 1 Scale properties, items and reliabilities

(1)	(2)	(3)
Cosmopolitanism – CP (Rawwas et al. 1996) $\rho_{vc} = 0.56; \rho_r = 0.73$ $M = 3.67; SD = 2.09$	Likert-scale ranging from 7- absolutely agree to 1 absolutely disagree	
	I prefer to be a citizen of the world rather than of any particular country.	0.666
	My government should allow foreigners to immigrate here.	0.680
	Production location of a product does not affect my purchasing decisions.	0.712
Consumer Ethnocentrism – CE (Shimp and Sharma 1987) $\rho_{vc} = 0.77; \rho_r = 0.94$ $M = 3.01; SD = 2.00$	Likert-scale ranging from 7- absolutely agree to 1 absolutely disagree	
	Slovenians should not buy foreign products because this hurts Slovenian business and causes unemployment.	0.876
	Slovenian consumers who purchase products made in other countries are responsible for putting their fellow Slovenians out of work.	0.875
	A real Slovenian should always buy Slovenian-made products.	0.864
	It is not right to purchase foreign products because it puts Slovenians out of jobs.	0.862
	We should buy from foreign countries only those products that we cannot obtain within our own country.	0.840

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Data Analyses and Results

Data were analyzed via a structural equation modeling (SEM) method using Lisrel 8.8 software. Following Gerbing and Anderson’s (1988) recommendations, a measurement model was analyzed first, followed by the evaluation of a structural model in order to assess the hypothesized relationships between constructs. Final model items, scale reliability, average variance extracted and factor loadings are presented in table 1.

Reliability of the scales was established using composite reliability (ρ) which ranged from 0.73 to 0.94 – well above the 0.7 recommendation by DeVellis (2003). The validity of each of the scales was tested with confirmatory factor analysis (CFA). The final measurement model included four latent constructs and 13 indicators used to measure them. The fit statistics of the model indicate a very good fit to the data with

TABLE 1 *Continued from the previous page*

(1)	(2)	(3)
Foreign vs Domestic Purchase Behavior – FPPB (adapted from EIER 2009)	Semantic differential scale for typical purchase in specific product category (anchored 5 – only foreign to 1 – only domestic)	
$\rho_{vc} = 0.66$; $\rho_r = 0.81$ $M = 2.80$; $SD = 0.90$	Clothes	0.823
	Furniture	0.776
	Alcohol products	0.711
Knowledge of Brand Origins – KBO (adapted from Samiee et al. 2005)	Three product categories with two domestic and two foreign brands and six countries of origin for each brand	
$\rho_{vc} = 0.81$; $\rho_r = 0.92$ $M = 0.69$; $SD = 0.21$	Domestic brands origins	0.898
	Foreign brands origins	0.898

NOTES Column headings are as follows: (1) constructs and coefficients – AVE (ρ_{vc}) in CR (ρ_r), (2) items, (3) factor loading. M – mean value, SD – standard deviation.

RMSEA of 0.046 and SRMR of 0.043 and other indices well over 0.90 (GFI = 0.950, NFI = 0.950, NNFI = 0.980, CFI = 0.980, RFI = 0.940). The convergent validity of scales was tested through examination of the t -values of the Lambda-X matrix ranging from 3.45 to 15.88; all values were well above the 2.00 level specified by Kumar, Stern and Achrol (1992). The average variance extracted (AVE) ranged between 0.56 to 0.81, exceeding 0.50 for all constructs (Fornell and Larcker 1981). Discriminant validity was assessed by setting the individual paths of the Phi matrix to 1 and testing the resultant model against the original (Gerbing and Anderson 1988) using the D statistics (Joreskog and Sorbom 1993). The high D squared statistics indicated that the confirmatory factor model for the scales fits significantly better than the constrained models for each construct, thus showing discriminant validity.

Once the construct reliability, convergent validity and discriminant validity were established, the structural model was run in order to test the hypothesized relationships between constructs. The Chi-Squared statistic was significant, but the rest of the structural model fit measures indicate that the data conformed well to the model (i. e., RMSEA of 0.059; standardized RMR of 0.052 – slightly higher than the recommended value of 0.05; GFI = 0.936, NFI = 0.939, NNFI = 0.961, CFI = 0.970, RFI = 0.921). Hypotheses were tested using t -statistics from the structural model. As seen in table 2, the results of our analyses confirmed four hypotheses out

TABLE 2 Hypotheses testing and results

(1)	(2)	(3)	(4)	(5)	(6)
H1	Cosmopolitanism	FPPB	0.13	3.35	Supported
H2	Cosmopolitanism	CE	-0.38	-3.19	Supported
H3	Cosmopolitanism	KBO	0.01	0.46	Not Supported
H4	CE	KBO	-0.03	-3.95	Supported
H5	KBO	FPPB	1.29	3.65	Supported

NOTES Column headings are as follows: (1) hypothesis, (2) antecedent, (3) criterion variable, (4) estimate, (5) *t*-value, (6) result.

of five. We found a direct positive effect of cosmopolitanism on FPPB (H1), a strong negative and significant relationship between cosmopolitanism and consumer ethnocentrism (H2), an inverse relation between consumer ethnocentrism and knowledge of brand origin (H4), and a positive and significant relationship between knowledge of brand origin and foreign product purchase behavior (H5). On the other hand, no support was found for the relationship between cosmopolitanism and consumer knowledge of foreign brands (H3).

Discussion and Conclusions

While cosmopolitanism has been widely studied in the management and marketing literatures, previous research has rarely explored the direct effects of cosmopolitanism on behavioral outcomes, as in the case of FPPB in our model (Cleveland, Laroche, and Papadopoulos 2009; Sharma, Shimp, and Shin 1995). Moreover, in examining consumer foreign and domestic purchase behavior, consumer actual knowledge of brands' national origin has seldom been accounted for in existing models, even despite the growing concern that consumer knowledge of the product/brand national origins tends to be inaccurate and superficial at best (Balabanis and Diamantopoulos 2008; Liefeld 2004; Samiee, Shimp, and Sharma 2005). Our results confirm that cosmopolitanism exhibits a direct and positively significant effect on FPPB, suggesting that the segment of consumers characterized as 'world citizen' has a greater tendency to purchase foreign rather than domestic brands in the three product categories investigated, i. e., alcohol, clothes and furniture.

Our empirical study found no support for the direct relationship between cosmopolitanism and consumer knowledge of brand origins (H3), suggesting that the worldly individuals who are open to foreigners do

not necessarily more accurately assess the national origin of brands than less cosmopolitan consumers. This hypothesis was largely exploratory in nature as we were able to identify only one study examining the impact of international experience on brand origin recognition accuracy – BORA (Samiee, Shimp and Sharma 2005). In Samiee, Shimp and Sharma's study, BORA was measured separately for foreign brands and domestic brands.

Despite the conceptual confusion about the nature of cosmopolitanism as an antecedent of consumer ethnocentrism in some previous studies (e. g., Balabanis et al. 2001; Shankarmahesh 2006), our findings are in line with Sharma, Shimp, and Shin's (1995) original model in that consumer positive orientation towards the out-groups directly affects an individual's ethnocentric tendencies, i. e., it reduces consumer prejudice towards imports, and ultimately (through consumer knowledge of brand origins) affects purchase behavior. Moreover, we confirmed that in general, more ethnocentric consumers are less knowledgeable about the overall brand origins. This is consistent with the findings of Balabanis and Diamantopoulos (2008) who concluded that consumers' country of origin classification performance is negatively related to the degree of ethnocentrism. On the other hand, this result is only partially consistent with Samiee, Shimp, and Sharma (2005). These authors found that CE is positively related to BORA for domestic brands but negatively to BORA for foreign brands. Lastly, our empirical results suggest that consumer ability to correctly identify brands' national origin is positively related to their purchase behaviors in favor of foreign products. While largely exploratory, we proposed and found that consumer knowledge of brand origins is a mediating variable between consumer ethnocentrism and purchase behavior in favor of foreign products. This finding suggests that more ethnocentric individuals possess poorer overall knowledge of brand origins than their less ethnocentric counterparts, which ultimately leads to purchase preferences for domestic rather than foreign products in the product categories investigated in this study.

Understanding the direct and indirect effects of consumer cosmopolitanism clearly offers various implications for actionable marketing practice in local as well as geographically and culturally distant international markets. Using cosmopolitanism as a market segmentation variable, marketers can better understand the intensity of cosmopolitan values in their target segment and can ultimately effectively adapt the marketing mix to the local consumer preferences. This is particularly rel-

evant in branding activities and in the ability to develop prudent promotional campaigns. Our findings suggest that cosmopolitanism is a strong predictor of consumer behavioral preferences for foreign rather than local goods, and an equally effective predictor of consumer ethnocentrism.

STUDY LIMITATIONS AND FUTURE RESEARCH

In this research, deliberate efforts have been undertaken to utilize an externally valid consumer sample, solid measures and relevant analytical methods to test the model. However, several limitations still apply, which, in turn, open questions for future research venues. In this study we examined the direct and indirect effects of consumer cosmopolitanism on consumer purchase behavior in favor of *foreign relative to domestic purchase behavior* collectively for three categories of consumables (alcohol, clothes and furniture). Previous studies focusing on the role of socio-psychological constructs have shown that the impact of cosmopolitanism and ethnocentrism varies according to whether the outcome measure is conceptualized as domestic or foreign consumption (Balabanis et al. 2001; Suh and Kwon 2002). Moreover, while some researchers demonstrated that product national origin affects consumer attitudes regardless of the product category (e. g., Ahmed et al. 2004), others asserted that the effects tend to vary by product category (e. g., Balabanis et al. 2001). Hence, future examinations of consumer foreign vs. domestic choice alternatives should attempt to overcome these limitations. Specifically, future studies should include other relevant product categories, examine the cosmopolitanism effects independently for each product category, and use independent measures of purchase behavior for foreign and for domestic products.

Our measure of consumer knowledge of brand origin was delimited to three product categories, with two domestic and two foreign brands and six national origins for each brand. Considering that respondents only matched a limited number of brands to the six countries of origin from our list, future studies will therefore need to improve the measure of KBO and retest the direct relationship between cosmopolitanism and consumer knowledge of brand origins. An examination of the role of KBO in the model, separately for domestic and for foreign brands, would provide valuable insights as well. And lastly, a comparative study of other cultures and countries is recommended so as to ensure the model's external validity. In particular, a comparison between the mature and the

emerging markets would enable a deeper understanding of differences in the cosmopolitanism effects across markets based on their economic development, as suggested in previous work (Dmitrović, Vida, and Reardon 2009; Dmitrović and Vida 2010; Shankarmahesh 2006; Strizhakova, Coulter, and Price 2008).

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