VIETNAM NATIONAL UNIVERSITY HO CHI MINH CITY
INTERNATIONAL UNIVERSITY

SCALE DEVELOPMENT FOR CONSUMER COSMOPOLITANISM IN EMERGING MARKET: A STUDY IN VIETNAM

A DISSERTATION SUBMITTED FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY
(Relevant Publications)

Ho Chi Minh City, 2022

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LIST OF PUBLICATIONS

Paper No.	Title	Journal	Index (ISI/Scopus)
1	Consumer attitudinal dispositions: A missing link between socio-cultural phenomenon and purchase intention of foreign products: An empirical research on young Vietnamese consumers	Cogent Business & Management	Scopus Q2
2	Review and replication three existing measurement scales of consumer cosmopolitanism: an empirical study in Vietnamese young segment	Journal for Global Business Advancement	Scopus Q4
3	Collectivism, individualism, and self-identity as psychological antecedents of consumer cosmopolitanism and consumer ethnocentrism: a Vietnamese young perspective	Journal for International Business and Entrepreneurship Development	Scopus Q2

Consumer attitudinal dispositions: A missing link between socio-cultural phenomenon and purchase intention of foreign products: An empirical research on young Vietnamese consumers

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MARKETING | RESEARCH ARTICLE

Consumer attitudinal dispositions: A missing link between socio-cultural phenomenon and purchase intention of foreign products: An empirical research on young Vietnamese consumers

Abstract: The purpose of this research is to examine the influence of consumer attitudinal dispositions on purchase intention toward foreign products and to determine which socio-cultural phenomenon are responsible for the formation of those attitudes. In this study, we employed Structural Equation Modeling (SEM) version 20 to validate the research model using data collected from 400 young Vietnamese consumers. The results reveal that cosmopolitanism and xenocentrism attitudes have positive effect on consumer preference for foreign products. Furthermore, patriotism, wordmindedness, and materialism are indicated as antecedents of consumer ethnocentrism, cosmopolitanism, and xenocentrism, respectively. The roles of consumer attitudinal dispositions are highlighted to explain the relationship between socio-cultural phenomenon and young consumers' purchase

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Thai-Ngoc Pham has been working at Ton Duc Thang University since 2017. She is currently a lecturer of Faculty of Business Administration. After received a MBA degree, she has continued to study on Ph.D. program on Business Administration of International University – VNU HCMC. Her interests on research are consumer behaviors, international marketing, and brand management.

PUBLIC INTEREST STATEMENT

Marketing gurus believe that companies in the era of globalization should focus their efforts on customer characteristics rather than country differences. Consumer attitudinal dispositions, which endure attitudes one might develop toward a nation have been considered as a powerful international segmentation tool. Given the fact that the number of MNCs operating in Vietnam is steadily increasing, empirical research uncovering foreign consumption is extremely limited. This study fills the gap by estimating the influence of consumer ethnocentrism, cosmopolitanism, and xenocentrism on non-local purchase intention in the perspective of socio-cultural human phenomenon. The results have provided significant findings about young Vietnamese consumer behaviors. We highlight the mediating role of consumer attitudes in explaining the relationship between patriotism, worldmindness, and materialism, and foreign buying intention. Implications have been recommended for not only academics in terms of theoretical contributions but also marketers in terms of practical strategies.

intention. Theoretical and managerial implications for academics and practitioner addressing on consumer attitudes in Vietnamese market are also discussed.

Subjects: Consumer Psychology; Cognition & Emotion; Counseling Psychology

Keywords: socio-cultural phenomenon; consumer cosmopolitanism; consumer ethnocentrism; consumer xenocentrism; purchase intention

1. Introduction

Although globalization is widespread across industries and nations, it does not guarantee that consumers worldwide are globalizing at the same pace (Cleveland et al., 2009). Apparently, differences exist among consumers' groups in different markets and that will impact firms' operations and marketing strategies accordingly. As firms are more and more dependent on overseas markets, identifying global consumer segments and subsequently targeting those segments are challenging tasks, but it is a "must" for international marketers (Nguyen & Nguyen, 2019). Marketing wisdom recommends that companies should prioritize their international segmentation approaches on consumer characteristics rather than country characteristics because successful strategy lies in effectively matching product attributes to consumer attitudes, values, and lifestyles (Keillor et al., 2001), (Riefler et al., 2012). Although exploring consumer purchase intention is not new to global academics, the topic still receives considerable attention from multinational corporations operating in Vietnamese market (N. T. Nguyen, 2019). This phenomenon is even more prominent in the young consumer segment because of the improved purchasing power makes it a very promising market for companies looking for growth beyond their boundaries (Plecher, 2020), (Zafer Erdogan & Uzkurt, 2010).

Consumer attitudinal dispositions, which describe tendencies a consumer might hold toward out-group anchoring from ethnocentrism (favoring domestic products), cosmopolitanism (favoring products on merit), and xenocentrism (favoring foreign products), have been proposed as powerful tools for firms to implement global positioning strategies (Cannon & Yaprak, 2002), (Riefler et al., 2012). Motivated by the aims to gain greater insight into how consumers develop attitudes toward foreign consumption, current scholars have put extensive effort into exploring attitudinal antecedents (Prince et al., 2016). Literature postulates that socio-cultural factors play central roles in establishing consumer attitudes, beliefs, and other related behaviors (Ramya & Ali, 2016), (Thompson & Prendergast, 2015). Regarding many socio-cultural factors have been indicated, this study focuses on patriotism, wordmindedness, and materialism as significant antecedents of consumer attitudinal dispositions (Cleveland et al., 2009).

Despite the fact that there are numerous researchers conducting empirical studies on predicting consumer behaviors in Vietnamese market, there is still a limited number of studies addressing consumer attitudinal dispositions from socio-cultural perspective (Nguyen & Tran, 2015). Therefore, this study fills the gap by adopting an integrated research model to examine the influence of socio-cultural factors and consumer attitudinal dispositions on purchase intention. The findings of this study will enrich the international marketing literature on the consumer evaluation of foreign products in developing country as Vietnam as well as assist practitioners to build a more appropriate marketing strategy in targeting young consumers.

2. Literature review

2.1. A. Research model

In this study, the conceptual model derives from the Theory of Planned Behaviour (TPB) (Ajzen, 1991) as well as the work of (Nguyen & Tran, 2018) and (Riefler, 2017) on antecedents of consumer attitudinal dispositions toward a nation. Given that TPB is well known for explaining and predicting human behavior, (Ajzen, 2011) suggested that additional variables should be proposed and added with caution, after careful deliberation to fully draw picture on consumer behaviors' determinants.

Figure 1. Conceptual research model.
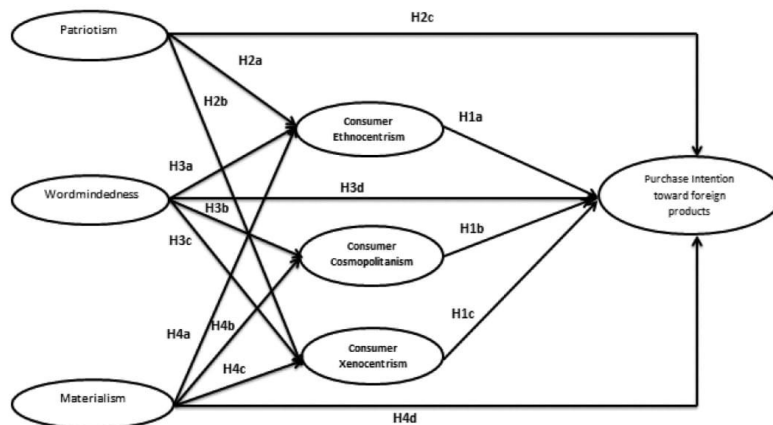
(Vabø & Hansen, 2016) noted there is a lack of studies accounting for consumer-related factors (e.g.: personality traits, socio-cultural, and psychological factors) in the TPB model. Based on the aforementioned, in Figure 1, the study's conceptual model proposes the consumer attitudinal dispositions (e.g., consumer ethnocentrism, consumer cosmopolitanism, and consumer xenocentrism) as the pivotal point in the relationship between socio-cultural phenomenon (e.g., patriotism, world-mindedness, and materialism) and purchase intention toward foreign products.

2.2. B. Theoretical background and Hypothesis development
Consumer behavior

Purchase Intention: (Ajzen, 2008) defines intention as the willingness stored in human memory that will lead to an action in perfect time. Intention is considered as a form of motivation that consistently predicts human behavior toward a certain activity. Marketing scholars have put great consideration to explore factors standing behind intention because a higher intention would reflect a higher chance of performing. However, the level of relationship would decrease if there is a longer time between intention and action.

Consumer Attitudinal Dispositions

Consumer Ethnocentrism: was first introduced by (Shimp & Sharma, 1987) as a "unique economic form of ethnocentrism that captures consumers' beliefs about the appropriateness and morality of purchasing foreign-made products." Specific characteristics of an ethnocentric consumer are: (1) a love and concern for his/her own country and a fear of losing control of the economic interest; (2) an intention or willingness not to purchase foreign products. Hence, highly ethnocentric consumers feel that the purchase of foreign products is a nationalistic issue, which comprises both economic threats and moral issues (Nguyen & Tran, 2018), (Sharma et al., 1994) and that causes the proclivity for consumers to select domestic products over foreign ones (Balabanis & Diamantopoulos, 2016), (Cleveland et al., 2009), (Nguyen & Tran, 2018), (Nguyen & Tran, 2019). Empirical studies have confirmed consumer ethnocentrism as a consistent determinant of purchase intention across markets, such as Vietnam (N. T. Nguyen, 2019), Croatia (Maksan et al., 2019), Malaysia (Tabassi et al., 2012), etc. As a result, in this study, we propose that:

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H1a: Consumer Ethnocentrism negatively influences Purchase Intention toward foreign products.

Consumer Cosmopolitanism: (Kent & Burnight, 1951) first noted that a cosmopolitan consumer could be neither biased toward their own group, nor biased toward another (foreign) group, but instead, will evaluate all groups based on their merits. According to (Riefler et al., 2012), a cosmopolitan attitude is characterized by multiple (local and foreign) loyalties rather than just a single loyalty as ethnocentric orientation or xenocentric orientation. Given the fact that cosmopolitans evaluate products based on its values rather than its origin, they tend to perceive themselves as global citizens rather than national ones, and so they are likely to respond more favorably to foreign consumption (Cleveland et al., 2009). Cosmopolitan attitude is even more prominent in developing countries since imported products are assessed as more qualified than domestic ones (Cannon & Yaprak, 2002), (Riefler, 2017) and this conclusion has been empirically supported in various studies (Parts, 2013), (Sousa et al., 2018), (Nguyen et al., 2015). As a result, in emerging markets like Vietnam, we propose:

H1b: Consumer Cosmopolitanism positively influences Purchase Intention toward foreign products.

Consumer Xenocentrism: is also mentioned by (Kent & Burnight, 1951), which implies a biased view when the out-group is evaluated better and higher. (Balabanis & Diamantopoulos, 2016) define consumer xenocentrism as a "consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes". Xenocentric consumers are those who take out-group as their central reference in judging products and often react more favorably to foreign products rather than domestic ones (N. T Nguyen, 2019), (Riefler, 2017). Consumer xenocentrism is suggested indeed capable of explaining negative preferences for domestic products (in case of in-group derogation) as well as positive preferences for foreign products (in case of out-group favoritism) (Diamantopoulos et al., 2019), (Mueller et al., 2015). As a result, we propose:

H1c: Consumer Xenocentrism positively influences Purchase Intention toward foreign products.

Consumer Socio-cultural phenomenon

Patriotism: represents love and devotion to one's country (Sharma et al., 1994). Later, one characteristic of patriotism has been contributed by (Balabanis et al., 2001) as without corresponding hostility towards other nations. Because patriotic people do care about their countries, they will act to favor their countries (Kosterman & Feshbach, 1989; Gurova, 2019). Patriotic consumers tend to purchase domestic products rather than foreign ones to be consistent with their positive preference for country-land (Cleveland et al., 2009), (Nguyen & Tran, 2018). Literature has confirmed that patriotism is one of among socio-cultural phenomenon that accounts for positive sentiments in consumer toward their nations and has been empirically proven in multiple contexts such as: Czech Republic and Turkey markets (Balabanis & Diamantopoulos, 2016); French consumers (Javalgi et al., 2005); American students (Vassella & Fountain, 2010); Indian consumers (Jain & Jain, 2013); South Africa consumers (Pentz et al., 2017). As a result, we propose:

H2a: Patriotism positively influences Consumer Ethnocentrism.

As such, consumer with a high level of patriotism will tend to avoid purchasing foreign products when possible (Cleveland et al., 2009) while the adverse actions are expressed by xenocentric ones (Riefler, 2017). Well-known researchers on this field have suggested that there is a negative relationship between patriotism and consumer xenocentrism (N.T Nguyen, 2019), (Balabanis & Diamantopoulos, 2016), (Riefler, 2017). As a result, we propose:

H2b: Patriotism negatively influences Consumer Xenocentrism.

It has been suggested that patriotism directly influences consumer purchase intention and actual purchase behavior in terms of domestic products. The relationship has been confirmed in cross-country studies involving consumers in Saudi Arabia (Alekam et al., 2013), Malaysia (Nik-Mat et al., 2015), (Wel et al., 2015), and India (Campbell & Khanna, 2017). On the contrary, patriotism has a negative influence on purchase intention and actual purchase of foreign products (Riefler, 2017). This has also been found to be true with Hong Kong consumers (IAN, 2012) and American consumers (Erkaya, 2019). As a result, we propose:

H2c: Patriotism negatively influences Purchase Intention toward foreign products.

World-mindedness: as a "world-view of the problems of humanity" (Nguyen & Tran, 2018). More specifically, if cultural openness describes the chance of one benefiting from exposure and interaction with other "out-groups," world-mindedness is a "state of mind" where "consumer uses humankind as his/her fundamental reference group instead of their own nationalities" (Rawwas et al., 1996). Thus, one might exhibit world-mindedness even if he or she had not been in touch with foreigners or traveled abroad. Consumers with high worldmindedness would explicit higher chance of purchasing foreign products followed their worldview orientations (Crawford & Lamb, 1982).

World-minded has been considered as among key determinants for the formation of consumer attitude toward a nation (N.T Nguyen, 2019), but its impact on certain disposition would be differently depending on the degree of development of the consumer's nation (Nguyen & Tran, 2018). A great deal of research has confirmed that there is a positive relationship between world-mindedness and consumer cosmopolitanism (Cleveland et al., 2009), (Nijssen & Douglas, 2011), (Riefler et al., 2012), (Tillery et al., 2013) because this phenomenon generates a mankind reference regardless of one's own nationality. In developing and emerging countries, consumers with a higher level of world-mindedness would probably express higher consumer xenocentrism and lower consumer ethnocentrism (Nijssen & Douglas, 2011). The negative relationship between world-mindedness and consumer ethnocentrism was empirically verified in Jordanian consumers (Al Ganideh et al., 2012), and other research found a positive relationship between world-mindedness and xenocentrism (Douglas et al., 2000). As a result, we propose:

H3a: World-mindedness negatively influences Consumer Ethnocentrism.

H3b: World-mindedness positively influences Consumer Cosmopolitanism.

H3c: World-mindedness positively influences Consumer Xenocentrism.

H3d: Worldminded-ness positively influences Purchase Intention toward foreign products.

Materialism: is considered as another socio-cultural phenomenon that regards possessions as symbols of success, where possessions occupy a central part of life (Chan & Prendergast, 2007). As such, people who constitute materialism also mean holding the belief that more possessions lead to more happiness. Materialistic people believe that the centrality part in one's life is possessive-ness, and even in the most extent, they use possessions as ways to infer success toward others (Cleveland et al., 2009).

For long, the research of materialism is prominent to explain consumer attitudinal dispositions toward globalization (Cleveland et al., 2009) and empirically, many theorists have attached global culture to materialism (Cleveland et al., 2016), (Gonzalez-Fuentes, 2019). Materialism is associated with possessions achievements as life's satisfaction and happiness, and hence this socio-cultural factor is solely depended on individual's belief about which possession is life's achievement. There is still inconsistent among studies regarding relationship between materialism and consumer

attitudes in different contexts. (Nguyen & Tran, 2018) suggests materialism is positively influenced consumer ethnocentrism, which is compatible with (Clarke et al., 2000) studying on four developed countries, included: the U.S., Mexico, France, and Australia. (Nguyen & Tran, 2018) relies on three dimensions (e.g.: possessiveness, non-generosity, and envy) suggested in (Belk, 1984) to argue for the association between materialism and consumer ethnocentrism. However, on the other hand, the positive relationship between global culture and materialism in the context of developing countries has been found in various studies (Piligrimienė & Kazakauskienė, 2016) as well as negative or insignificant relationship between materialism and local or national consumer culture (Bevan-Dye et al., 2012). It is argued that the correlation between materialism and consumer attitudes depended on which cultures (global or local) have been attached with status on consumers' perception in examined markets (Riefler, 2017). As a result, in this study, we propose:

H4a: Materialism negatively influences Consumer Ethnocentrism.

H4b: Materialism positively influences Consumer Cosmopolitanism.

H4c: Materialism positively influences Consumer Xenocentrism.

Materialism has been believed as a socio-cultural factor that attached to value and status purchase (Duan & Dholakia, 2018). Previous empirical researches have been confirmed for the significant relationship between materialism and material buying, such as: foreign apparel products (Ahmed et al., 2014), (Xu, 2008); splurge consumption (Fitzmaurice, 2008); luxury items purchase (Kamal et al., 2013), (Sun et al., 2014); conspicuous consumption (Podoshen et al., 2011); online fashion consumption (Mainolfi, 2019); and counterfeit products (Kozar & Marcketti, 2011), (Singh & Sahni, 2019). Thus, we propose:

H4d: Materialism positively influences Purchase Intention toward foreign products.

3. Methodology of research

This study has been approached by quantitative research methodology. After hypotheses have been developed from literature review, questionnaire is designed to collect data for analysis. Reflective measurement scales are adapted to conceptualize constructs in the study. Adapted scales are filtered to get the most appropriate version for Vietnam context. Each variable is measured by Likert scale, anchor from 1 classified as strongly disagree to 5 classified as strongly agree. The questionnaire is originally in English, translated into Vietnamese, then back-translated into English by two native researchers Vietnamese to ensure the validity between two versions (Sinaiko & Brislin, 1973). Other demographic questions (e.g.: age, gender, education level, etc.,) also included in the survey. Demographic results are assessed by descriptive statistics by SPSS 20 software. Pilot study with 20 respondents is conducted to minimize any error or misunderstanding may occur before widely contributed. Structural Equation Modeling (SEM) is performed followed two-stage process suggested by (Wang et al., 2015) using AMOS 20 software. At first, the research model is assessed to ensure the reliability and validity test through Exploratory Factoring Analysis (EFA) and Confirmatory Factoring Analysis (CFA) tests. Then, model fit criteria recommended by (Hu & Bentler, 1999) were applied for both measurement and structural model in SEM test. After the model fit has achieved, causal relationship among constructs will be tested with p < 0.001 for concluding the proposed hypotheses and standardized regression weight for estimating the level of influence.

4. Results and discussions

4.1. Description of research sample
Data were collected by convenience sampling method (as a type of non-probability sampling), but respondent must be satisfied three criteria, included: (1) students in colleges/universities; (2) having experience in buying foreign products before; and (3) living and working in Ho Chi Minh

Table 1. Sample description			
N = 400		**N**	**Percentage**
Sex orientation	Male	129	32.2
	Female	264	66
	NO-BINARY	7	1.8
Age	From 18 to 30	400	100
Marital status	Single	380	95
	Married	20	5
Education level	Vocational training	8	2
	College/University	392	98
Income	Dependent	339	84.8
	Independent	61	15.2

City. There were 700 surveys distributed, but the usable ones were only 400, achieved the response rate at 57%. Description of the research sample has been shown in Table 1.

Initially, Cronbach's Alpha has been assessed to examine the internal consistency of items in measurement scales. The recommended cut-off value is 0.7 but larger 0.6 is still accepted (Hu & Bentler, 1999). Given a large sample has been collected, it is possible to conduct both EFA and CFA tests (Wang et al., 2015). The data set has been split into two equal data sets (n1 = 200 and n2 = 200) used for each test as suggested by (Wang et al., 2015) to examine the validity. An EFA is conducted to determine the underlying structure among the variables in the analysis. The research results have been achieved, accepted and recommended criteria: (1) KMO = 0.795 (>0.5); (2) Total variance explained = 50.529 (>50); (3) Variables that cross-load or load less than 0.3 have been excluded.

A CFA has been conducted to examine measurement model with six constructs identified by the EFA. Two items from Worldminded-ness and Consumer Cosmopolitanism have been excluded for unsatisfying standardized regression weight (Wang et al., 2015). The CFA result has received accepted model fit with: $\chi 2[413] = 785.568$ (p < .001), $\chi 2/df = 1.902$ (good), CFI = 0.872 (permissible), GFI = 0.808, AGFI = 0.77, RMSEA = 0.067 (moderate) (Wang et al., 2015). All factor loadings were sufficient (>0.5) and significant (p < 0.001). Average Variance Extracted (AVE) of constructs have been higher than 0.5 but still accepted less than 0.5 if Composite Reliability (CR) has been higher than 0.6 for the test of convergent validity (P. Nguyen & Nguyen, 2020). Discriminate validity of all the constructs has been supported. Detail construct measurements have been shown in Table 2.

After reliability and validity have been examined, SEM has been performed to test the causal relationship among constructs in the research model. The recommended fit indicated that the structural model in SEM test has been accepted (Wang et al., 2015) with: **$\chi 2[420] = 904.691$ (p < .001), $\chi 2/df = 2.154$ (good), CFI = 0.907 (traditional), GFI = 0.872, AGFI = 0.849 (accepted), RMSEA = 0.054 (moderate), SRMR = 0.06 (accepted).**

5. B. The results of the test hypotheses

The study has developed and validated a research model delineating the relationship among patriotism, worldmindedness, and materialism as socio-cultural phenomenon and consumer attitudes on purchase intention. The research provides empirical evidence for understanding the roles of socio-cultural phenomenon and consumer attitudinal dispositions on purchase intention in

Table 2. Summary construct measurements	
Latent variables and Observed Indicators	**Standardized Factor loading**
Patriotism (α = .903, CR = .911, AVE = .632)	
I love my country.	.782
I am proud to be my country citizen	.839
I feel a great pride in that land.	.807
It is not that important for me to serve my country.	.770
When I see my country's flag flying I feel great.	.783
When I hear anthem singing I feel great.	.786
Worldminded-ness (α = .644, CR = .65, AVE = .4)	
There should be replaced by one central government.	.689
Should be global citizen than one.	.762
Immigration should be controlled by an international organization	.379
Materialism (α = .739, CR = .759, AVE = .354)	
I like a lot of luxury in my life.	.531
Buying things gives me lots of pleasure.	.633
Life would be better if I owned certain things I don't have.	.645
I admire people who own expensive possession.	.639
I'd be happier if I could afford more things.	.713
I like to impress people	.334
Consumer Ethnocentrism (α = .813, CR = .831, AVE = .502)	
Should buy Vietnamese products to promote local economy	.710
Should only import products that can not produce in Vietnam	.545
Buying local products contributes to maintain local employment	.636
Should place priority on buying Vietnamese products	.901
It is better to buy Vietnamese products	.702
Consumer Cosmopolitanism (α = , CR = .756, AVE = .513)	
I satisfy my curiosity by purchasing products from that culture.	.815
I like to buy products that not typically available in Vietnam.	.564
I enjoy getting a taste of other cultures by purchasing foreign	.747
Consumer Xenocentrism (α = .726, CR = .856, AVE = .599)	
I prefer to buy foreign made products.	.783
All other things being equal, I prefer to buy foreign products.	.686
I find that I enjoy using foreign made products more than local.	.807
I get a better feeling from buying a foreign made product than local.	.812
Purchase Intention toward foreign products (α = .879, CR = .889, AVE = .669)	
I would feel guilty if I bought a Vietnamese product.	.660
I would never buy a Vietnamese product.	.833
Whenever available, I would prefer to buy products made in Vietnam.	.907
I do not like the idea of owning Vietnamese products.	.851

Table 3. The results of the test hypotheses		
Relationship	**Standardized Coefficient**	**p-value**
H1b: Consumer Cosmopolitanism positively → Purchase intention	.249	***
H1c: Consumer Xenocentrism positively → Purchase intention	.423	***
H2a: Patriotism positively→Consumer Ethnocentrism	.55	***
H2b: Patriotism negatively→Consumer Xenocentrism	−.187	***
H3b: Worldminded-ness positively→ Consumer Cosmopolitanism	.277	***
H4c: Materialism positively → Consumer Xenocentrism	.46	***

***: $p < 0.001$

a developing market. The study reveals which attitudes are accounts for foreign consumption as well as indicates socio-cultural antecedents of those attitudes. The results of the test hypotheses have been shown in Table 3.

While most of the studies on this field are mainly conducted in developed contexts, findings of this study shed the light on consumer behavior in the widespread of globalization. Cosmopolitan as well as xenocentric attitude are found to positively influence on consumer purchase intention toward foreign products and xenocentrism puts a greater impact than cosmopolitanism (0.423 versus 0.249). Explanations have been employed by favorable out-group preferences that one holds in consumption situations. Cosmopolitans are perceived to be more international and likely to attach to global values. Thus, cosmopolitans are favorably responsive to global consumer positioning strategies and tend to express higher intention in purchasing foreign products. Moreover, consumers who constitute out-group reference like xenocentric ones will definitely show favorable evaluation toward purchase non-local products, and this proclivity is observed more intensely in developing or emerging market. Nonetheless, the research has not found any significant effect of consumer ethnocentrism on purchase intention toward foreign products. High consumer ethnocentrism does not cause low purchase intention of foreign products and the study empirically supports the conclusion that ethnocentrism attitude might be a main determinant for the acceptance of local products but not a consistent predictor for the rejection of foreign ones. The same findings have also been found in the study of (Nguyen & Tran, 2019), (Wel et al., 2015) in other markets.

The study recommends for MNCs aiming at increasing foreign consumption in Vietnamese young consumers boosting on cosmopolitan and xenocentric attitude. Regardless of the collectivism culture of Vietnam society, high level of consumer ethnocentrism is not a barrier for foreign products but just an uncompetitive advantage in comparison with domestic ones. Consumer attitude dispositions are proved to be reliable predictor for purchase intention in the era of globalization.

Although previous researches have suggested that socio-cultural phenomenon shape consumer attitudes, no attempt has so far been made to simultaneously identify the antecedent role of specific factor. This study empirically indicates that certain consumer socio-cultural factors are responsible for the formation of positive and negative attitudes toward in-group and out-groups. Patriotism has been found as main driver of consumer ethnocentrism and this finding is

compatible with previous authors (Nguyen & Tran, 2018), (Vassella & Fountain, 2010), and (Nik-Mat et al., 2015). Patriotic consumers do put a great care for their nations and thus would be proud of being their citizens and likely take their country as main preferences when evaluating products. National proclivity has established ethnocentric attitude in consumers. Besides, the authors also find out patriotism has a negative impact on consumer xenocentrism, which means that the lower patriotism in an individual, the more likely he/she will take other nations as their main preference when evaluating products rather than their own society, and it has rarely been researched in previous studies.

Given the relationship between consumer ethnocentrism and foreign purchase intention, international marketers should not put high attention on influencing ethnocentric attitude and as well as its antecedent. However, the interesting point in this study is that patriotism has been found to negatively affect on consumer xenocentrism, which later in turn unfavorably impact on foreign consumption. Higher patriotism could lead to higher consumer ethnocentrism but inverse lower consumer xenocentrism and thus, this phenomenon should be applied carefully by foreign companies because higher one could not support for purchase intention toward foreign products while effort in lowering this characteristic could lead to the opponent of target markets. Leading scholars addressing on patriotism strongly recommend MNCs that the leverage of promotional campaigns supporting the value of national target audiences might be advantageous in specific period when this phenomenon is triggered.

Firstly, worldmindness positively influences on consumer cosmopolitanism. The same result is supported in other previous studies (Rawwas et al., 1996), (Nijssen & Douglas, 2011), (Tillery et al., 2013). Secondly, the study has not found any relationship between worldmindedness and consumer ethnocentrism as found in (Rawwas et al., 1996) and suggested in (Nguyen & Tran, 2018). It means that worldmindedness does not contribute to the formation of ethnocentrism attitude in Vietnamese consumers and this is compatible with the study of (Balabanis et al., 2001) conducting on Czech and Turkey markets. Thirdly, worldmindedness does not significantly influence consumer xenocentrism, given the fact that xenocentric consumers tend to favor out-group and support for purchasing foreign products. Tracked back into the literature review, (Nguyen & Tran, 2018) argues that a person could be worldminded but does not necessarily interact with other cultures. Worldmindedness is distinct from "cultural openness", and thus a worldminded consumer uses "mankind" to react to events but does not mean he/she takes foreign-related as reference as xenocentric consumer. The study suggests for foreign firms activating on worldmind-ness phenomenon if they would like to increase cosmopolitanism attitude in Vietnamese young consumers. We advise MNCs to strengthen worldmindedness in positioning strategies when launching products in Vietnam market since this phenomenon accounts for the development of cosmopolitanism attitude and subsequently the willingness to try unfamiliar and different products.

In other extent, the research has found the positive relationship between materialism and consumer xenocentrism but not for consumer ethnocentrism and cosmopolitanism. This result appears to be compatible with results from some authors and incompatible with others. Specifically, materialism is confirmed to positively associate with consumer ethnocentrism and cosmopolitanism in (Cleveland et al., 2009), (Nguyen & Tran, 2018) while this research found no relationship. The contrasting results among studies are explained by the different attachment with status across markets. In developing/emerging countries as Vietnam, materialistic consumers have higher tendencies to view their home cultures as inferior and to have positive biases with foreign countries (Bevan-Dye et al., 2012). To those consumers, foreign products possess a higher status and quality. High level of materialism phenomenon helps to constitute higher xenocentric attitude in consumers. The managerial implication for foreign companies is using materialistic promotion and advertisement strategies to increase xenocentrism in target audience.

Last but not least, the non-existence of a direct relationship between patriotism, worldmindedness, and materialism on purchase intention toward foreign products has been confirmed.

Even so, the influences are still established through the mediation effect of consumer attitudes, especially cosmopolitanism, and xenocentrism. Unlike other previous studies' (Cleveland et al., 2009), (Rawwas et al., 1996) findings that socio-cultural factors could have a significant and direct impact on purchase intentions, this study found that consumer attitudinal dispositions play important bridge to link consumers phenomenon and purchase intention.

6. Conclusions

This research provides theoretical and managerial implications for marketers, especially those working in MNCs/firms in the Vietnam market, since purchase intention toward foreign products has been explored. From theoretical contribution, this study has developed and tested the research model delineating the relationship between socio-cultural phenomenon and attitudinal dispositions on consumer purchase intention. It suggests that patriotism, world-mindedness, and materialism are prominent antecedents of consumer ethnocentrism, cosmopolitanism, and xenocentrism, respectively. Higher cosmopolitanism and xenocentrism attitudes will lead to higher purchase intention toward foreign products. It is also noted that antecedent socio-cultural phenomenon does not directly influence consumers' purchase intentions but through the mediation role of attitudinal dispositions. From managerial contributions, the research could help managers/practitioners understand which phenomenon could lead to consumer attitudinal dispositions so that strategies could be leveraged to expand their target consumer segments. Therefore, these research findings are beneficial for not only academics on providing additional empirical results in this field and setting up initial groundwork in emerging markets, but also for managers/practitioners operating in the Vietnam market to strategically plan for their positioning products.

7. Limitations and future research directions

Regardless of distinctive contributions, this study is not free from limitation and needed to be addressed for future works. Firstly, the sample, given its homogeneity, does not perfectly represent for young consumers in Vietnam since most of respondents are students at colleges or universities. Differences in education level among young consumers still exist and that might lead to differences in their socio-cultural phenomenon and attitudinal dispositions. Our managerial implications are appropriate for young and educated consumer only. Future research should extent findings on other segments across all Vietnamese consumers. Secondly, the research model has only focused on selective consumers' phenomenon, and thus the study could not paint a full image on antecedence in terms of socio-cultural factors. (Nguyen & Tran, 2018) has listed more than nine determinants on these categories such as: openness, conservatism, collectivism, animosity, and salience, etc. As a result, later research could take into account more factors to examine their influences on forming consumer attitudinal dispositions. Finally, the study has not considered any moderators in the research model. Top scholars have suggested that consumer attitudinal dispositions constitute differently in various consumption contexts. For example, product involvement, perceived necessity, and cultural similarity would more or less influence on consumer's purchase intention. Therefore, future research should consider replicating this study by accounting for certain country-of-origin information.

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Review and replication three existing measurement scales of consumer cosmopolitanism: an empirical study in Vietnamese young segment

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Abstract: In the globalised market, the priority of companies pursuing international achievements is how to identify segments that are favourable foreign products. Consumer cosmopolitanism represents a promising group for implementing successfully cross-cultural strategies. Scholars also agree that the formation process of consumer cosmopolitanism varies from country to country. This study provides a review and replication of the reliability and validity of available measurement scales for consumer cosmopolitanism in Vietnam. The findings highlight a necessity for a new measurement scale of consumer cosmopolitanism applying in the Vietnamese young market and provide a theoretical distinction among related constructs: cosmopolitanism, cosmopolitan, and consumer cosmopolitanism. Theoretical contributions and future recommendations have been suggested in this study.

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1   Introduction

Globalisation has accelerated a major change in the world landscapes in all aspects and it leads markets to turn from homogeneity to heterogeneity (Rana and Sharma, 2016). Consumers nowadays easily access various products with different origins. Since national borders are being blurred more than ever before, the literature recommends putting efforts into consumer characteristics rather than country characteristics (Cleveland and Laroche, 2007) because it allows multi-national companies to execute superior customer-based strategies. Consumer sentiments have been receiving much attention since they reflect triangular areas of international marketing (e.g., country-of-origin, standardisation vs. customisation, and entry strategies) (Riefler, 2017; Jain, 2007). Consumption sentiments reflect preference while consumers experiencing products from other countries (country-of-origin cue) anchor from favouring domestic products (ethnocentric consumers); foreign products (xenocentric consumers) to both domestic and foreign ones (cosmopolitan consumers) would create opportunities or barriers for international market penetration (Prince et al., 2016; Zeugner-Roth et al., 2015). Thus, understanding and uncovering sentiments would provide powerful segmentation based on the consumer psychographic criteria to predict buying behaviours toward local or foreign products (Han and Won, 2018).

For more than six decades from the first time Merton (1957) introduced the concept of cosmopolitanism in sociological literature, there has been a growing body establishing

explicit links between cosmopolitanism and consumer behaviours (Cannon and Yapark, 2002). However, this integration has been conducted very loosely and unsystematically for many reasons (Cleveland et al., 2009). Firstly, the problem could be from its mixed operational construct definition, which later results in a wide range of measured scale limitations. Furthermore, leading scholars have argued that one of the key reasons for the lack of empirical studies comes from the absence of a psychometrically sound measure of consumer cosmopolitanism (Riefler et al., 2012). Secondly, existing measurement scales of consumer cosmopolitanism have been constructed in developed contexts, which are not appropriately applied in developing contexts due to the very different nature of this consumption style (Jin et al., 2015). Despite the feeling of indifference regarding the country's origin in evaluation, consumers from developing countries do perceive themselves as being less provincial and thus evaluate foreign products as more qualified and valued. Thirdly, the reverse concept of consumer ethnocentrism and its measurement scales have done an excellent job of explaining the favourable preference for domestic products across studies. However, an ethnocentric consumer is not a consistent predictor for the purchasing of foreign products (Supphellen and Rittenburg, 2001), and hence creates challenges for transnational companies targeting cosmopolitan consumers to sophisticate their market offerings and branding considerations (Terasaki, 2016).

Not all countries are equivalent in their globalisation process, and so cosmopolitanism reaches different levels across nations (Pichler, 2009). This supports the argument that research studies on consumer cosmopolitanism should be taken country-by-country and case-by-case. Emerging/developing markets are becoming fertile land for companies pursuing global achievements because of their increasing purchasing power. Besides, researchers have realised the fact that consumers on these markets express more positively toward foreign products and global brands since they show higher perceived value for non-locals than local ones. Although there is a high wave in the number of multinational companies investing in Vietnam for the last five years, academic works on this stream are extremely limited.

Addressing the academic gaps pointed out, the research aims at

- reviewing the evolution of consumer cosmopolitanism and the measurement scale of this construct in literature

- presenting an in-depth analysis of three existing scales of consumer cosmopolitanism in Vietnamese young consumers, namely COS of Cleveland et al. (2009); C-COSMO of Riefler et al. (2012); and CCOS of Lawrence (2012)

- identifying particular problems found in replication and arguing for the most appropriate scale for Vietnam context.

2   Literature review

2.1   Related construct – consumer ethnocentrism

Ethnocentrism is described as a tendency that a group of people differentiates their group with outside groups and considers their group as more superior. Consumer ethnocentrism, as first described by Shimp and Sharma (1987) as the beliefs held by US consumers about the appropriateness, indeed morality, of purchasing foreign-made products.

CETSCALE has been developed since then to measure the concept of consumer ethnocentrism and constructed it as a uni-dimensionality. Since 1987, CETSCALE has been replicated in different markets. CETSCALE proves it as a consistent predictor for local purchasing intention when it achieved high validity and reliability across studies (Shankarmahesh, 2006).

2.2   Consumer cosmopolitanism in Vietnam market

Vietnam has been reformed from Doi Moi since 1986. Since that time, the economy has improved significantly and experienced high and stable growth, driven by global trade and foreign investment after the 2000s. Vietnam becomes an ideal destination for multinational companies to establish and expand their footholds in this region, given the fact that GDP growth rates average 7% annually (World Bank, 2020). Despite numerous multinational companies are operating in Vietnam, academic researches focusing on non-tariff barriers among Vietnamese consumers are still very limited, which results in an extremely vague application (Han et al., 2020). From the international marketers' point of view, consumer dispositions would pose challenges or opportunities toward foreign products depended on how large those segments are in different markets.

2.3   Theoretical foundation of consumer cosmopolitanism

The term cosmopolitanism is originated from the ancient Greek as world citizenship and Merton (1957) was the first author to mention it in sociology as a personal tendency to orient oneself beyond the boundaries of the local community (Riefler and Diamantopoulos, 2009). Later, Hannerz (1990) describes "cosmopolitanism as a personal sentiment, which makes one have a high readiness to work with otherness and thus tends to want to immerse oneself in other countries". In traditional sociology literature, cosmopolitans always drive himself or herself beyond local beliefs and traditions (Merton, 1957). In a contemporary perspective, cosmopolitans often hold multiple references regardless of nation-states (Thompson and Tambyah, 1999). The vacancy of worldwide agreement on academic construction makes cosmopolitanism becomes "a concept with numerous different approaches and arguments" (Riefler et al., 2012; Beck and Grande, 2007). However, regardless of arguments in operationalising the construct, cosmopolitans perceive themselves are more international, presumably they would be more responsive to global consumer culture positioning strategies (Alden et al., 1999). Thus, studies on the consumer cosmopolitanism field have supported global consumers' market-based segmentation strategies (Cleveland and Laroche, 2007; Riefler and Diamantopoulos, 2009). The early definition of consumer cosmopolitanism could be detected from the work of Cannon and Yapark (1993, as cited in Cannon and Yaprak, 2002) as those who are highly welcomed to receive new ideas and when selecting product or service they pay more attention to functional performance rather than where it comes from.. The definition is widely accepted by authors who conduct cross-national studies (Cleveland et al., 2009; Lawrence, 2012; Han and Won, 2018).

For the next 10 years, Riefler et al. (2012) have re-defined consumer cosmopolitanism as a more specific connotation, which refers to a segment of a consumer exhibiting three key features ranging from openness to respectfulness for diversity and causes him/her to purchase products from many places in the world. Three aspects are constructed through the authors' review of existing studies on a similar topic.

The definition is applied by modern researchers (Zeugner-Roth et al., 2015; Han and Won, 2018) when the characteristics of consumer cosmopolitanism are more emphasised.

Riefler (2017), through the integrative work on literature, concludes that the concept of consumer cosmopolitanism has been superficially measured due to the significant controversy among researchers on how it is defined. When considering at a smaller angle, it refers to one's openness toward out-group (Cleveland and Laroche, 2007). In the contrast, when considering at a wider angle, it extends to an individual's appreciation for human differentiation, especially in consumption (Riefler et al., 2012). Prince et al. (2019) believe that the view in which cosmopolitan consumers holding openness as a personality at birth (Cannon and Yaprak, 1993, as cited in Cannon and Yaprak, 2002) cover wider and multiple cultural narratives than the view in which cosmopolitan consumers learn to appreciate foreign cultures (Riefler et al., 2012). Regardless of the academic controversy, scholars agree on the notion that cosmopolitan consumers do not feel economic or moral obligations or socio-cultural threats toward buying foreign products. An integrative literature review has found out four existing scales measuring consumer cosmopolitanism construct. The study will chronologically review measurement scales on their theoretical domains and how they have been generated.

2.3.1 CYMYC scale of Cannon and Yarak (1993)

Cannon and Yaprak (1993) are among the first top authors who developed a scale to measure cosmopolitanism in the consumer context, the so-called CYMYC scale. Base on the definition integrated from the sociological and psychological literature, US samples have been selected and tapped into four dimensions, namely:

- search and evaluation of decision-related information

- organisational cosmopolitanism

- communication behaviour

- hunger for diversity.

Early researches replicated the CYMYC scale in multiple contexts such as Korean, Turkish, and Ukraine in serial studies of Yoon et al. (1996, 1998, as cited in Riefler and Diamantopoulos, 2009). However, the CYMYC scale has been suffered from shortcomings identified in almost replicated studies. From the first time the scale has been constructed, the authors have shown a poor Cronbach's Alpha: 0.57 for a full set of 24 items and 0.68 for a shortened version of 17 items. In a serial replication study of Yoon et al., the results reported even more dissatisfaction: 0.35 for a full set and 0.49 for a reduced set in a 1996's study and 0.35 for a reduced set in a 1998's study. Despite the low internal consistency across studies, Yoon believed that the poor result coming from the multidimensionality of the scale when conducting in cross-national studies instead of questioned its nature because the CYMYC appeared as the only existing scale seeking to conceptualise cosmopolitanism at this time (Riefler and Diamantopoulos, 2009). In 2009, Riefler and his colleagues attempt to review and replicate the CYMYC scale in two Austria samples. The same results were also found (0.42 for student sample and 0.47 for consumer sample). The CYMYC scale is faced with low reliability across samples. Furthermore, Riefler and Diamantopoulos (2009) embed this scale into nomological validity, what they generate are

- Five out of 24 items of a full set significant correlation

- Two out of five significant correlation are positive with CETSCALE instead of negative as theoretical expectation.

Rielfer and Diamantopoulos (2009) have argued that the weaknesses from application work on this field fall into the limitations of reliable measurement scale for consumer cosmopolitanism. The replication study also proposes a conceptualisation of consumer cosmopolitanism and in later work, Riefler et al. (2012) have constructed a C-COSMO scale. A subsequent section discussed the C-COSMO scale in detail. Regarding the weaknesses reported across empirical studies, this study would not replicate the CYMYC scale in the Vietnamese market.

2.3.2   COS scale of Cleveland and Laroche (2007)

In 2007, Cleveland and his colleagues identified six distinct dimensions focusing on how a person in this era of globalisation could learn and develop oneself to fit it and cosmopolitanism is one of among key features for one to acculturate to the global consumer segment. Cosmopolitanism has been conceptualised as a highly global mobility individual, and more than that, referred to a human personality composing a willingness to engage with others and foreign countries. Cleveland and Laroche (2007) developed a measurement scale from Hannerz (1990) and followed Churchill's (1979) recommendation steps for constructing measurement scale. However, the COS scale of Cleveland and Laroche (2007) has been justified by Riefler and Diamantopoulos (2009) in some shortcomings. Firstly, when following a depth procedure, one could not identify the main conceptual theory that the authors based on to generate the item pool. Secondly, the process for scale development is somewhat confused in two published articles (2007 and 2009), specifically: not only in the absence of validity but also in the number (or which) items in the scale. Despite weaknesses, the COS scale is still being applied widely until this time, especially in cross-national studies because of the nature of uni-dimension (Han, 2018; Han and Won, 2018).

2.3.3   C-COSMO scale of Riefler et al. (2012)

After the work on review and replication of the CYMYC scale, Riefler and his colleagues proposed a construct definition from integrative literature on cosmopolitans in the consumption context and build scale development in 2012. Followed guidelines from DeVellis (2003) and Netemeyer et al. (2003), the C-COSMO has been measured as a higher-ordered construct compose of three first-order factors (e.g., Openness; Respectfulness for diversity; and Global consumption) in Austrian samples. The strength of the C-COSMO lies in its conceptual domain, which taps into characteristics of consumer cosmopolitanism rather than just traits of cosmopolitans in general. However, in the same year, Lawrence (2012) has justified the previous measurement scale, included: the CYMYC scale of Cannon and Yaprak (1993) and the C-COSMO of Riefler et al. (2012). He argues the first dimension of the C-COSMO scale (Open-mindedness) does not cover the aspect of consumption also and, thus, Lawrence (2012) has not been persuaded with the three-dimension nature proposed by Riefler et al. (2012).

2.3.4 *CCOS scale of Lawrence (2012)*

In 2012, Lawrence developed two scales for consumer cosmopolitanism and consumer xenocentrism. After carefully reviewed and justified the CYMYC scale and the C-COSMO scale, he firmly argued the need for a new measurement scale. Lawrence (2012) developed the measurement scale based on the work of Cannon and Yaprak (1993, as cited in Lawrence, 2012) as construct definition and two-components of attitude formation as a conceptual domain. However, Lawrence (2012) focuses on the affective component of attitude and excludes the cognitive component because he believes that consumer cosmopolitanism and xenocentrism are emotional concepts. The CCOS and the CXEN have been built from scale developments of Netemeyer et al. (2003) and DeVellis (2003) in US samples. Both the scales have been finalised with six items and as a uni-dimension factor. Although Lawrence has strictly followed a scientific research process, the CCOS has only been replicated in few studies compared with the COS scale of Cleveland and Laroche (2007). Besides, his argument in excluding the cognitive component of consumer cosmopolitanism attitude is somewhat skeptical and reluctant. Fishbein and Ajzen (1975) have confirmed that it is the cognitive component that impacts positively affective one when a person develops his or her attitude toward any given object. Thus, we believe that higher evaluation for foreign products would influence one's feelings toward non-local ones. Also, the CET of Shimp and Sharma (1987) has built upon its two-components of attitude formation and the cognitive component is even more focused. Moreover, from the point of status development, consumer cosmopolitanism in developed countries will be different in developing ones because the cognitive component holding by a consumer is variance. Thus, this study believes that the CCOS scale might not be appropriate to measure what it intends to do in developing contexts.

2.4 *Theory and hypothesis development*

2.4.1 *Theory*

The underlying theories applied in this research to develop a nomological network between consumer cosmopolitanism and other consequences are

- theory of attitude-behaviour relations (Fishbein and Ajzen, 1975)

- theory of identity (Stryker, 1968)

- theory of social identity (Tajfel et al., 1979).

The theory of planned behaviour (hereafter TBB) proposed by Ajzen (1987) indicates that an individual's intention to do something is influenced by attitude, subjective norms, and perceived control toward that action. TBB also points out that intention will be a powerful prediction for a specific behaviour to be performed. Attitudinal dispositions play a central role in predicting social behaviours (Ajzen, 1987). Identity and social identity theories show that human behaviours are performed by perceived one's roles and intergroup relations. Consumer cosmopolitanism has been explained as an attitudinal disposition in terms of depersonalisation, whereby an individual with the role of consumer develops his or her orientation positively toward other cultures (out-group) rather than only one's own (in-group) (Prince et al., 2016). Regarding the difference in a

conceptual domain of three measurement scales, the positive stance toward foreign products would be a 'must' to capture the theoretical construct (Riefler, 2017).

2.4.2 Hypothesis development

2.4.2.1 Consumer cosmopolitanism and attitude toward foreign products

Concerning the relative relationship of consumer cosmopolitanism with factors related to out-group proposed from social identity theory (Tajfel et al., 1979), consumer cosmopolitanism is predicted to have a positive impact on attitude toward foreign products. In taxonomy and review of Bartsch et al. (2016), they have proposed cosmopolitanism, which has been classified as consumer orientation, would lead to a favourable attitude toward non-domestic products due to its characteristic on diversity appreciation. Empirically, Srivastava and Balaji (2018) have found out that consumer cosmopolitanism has a positive impact on foreign products' attitudes in 613 Indian respondents. Thus, we hypothesise:

> *H1a-c: Consumer cosmopolitanism has a positive influence on foreign products' attitude.*

Figure 1   Research framework
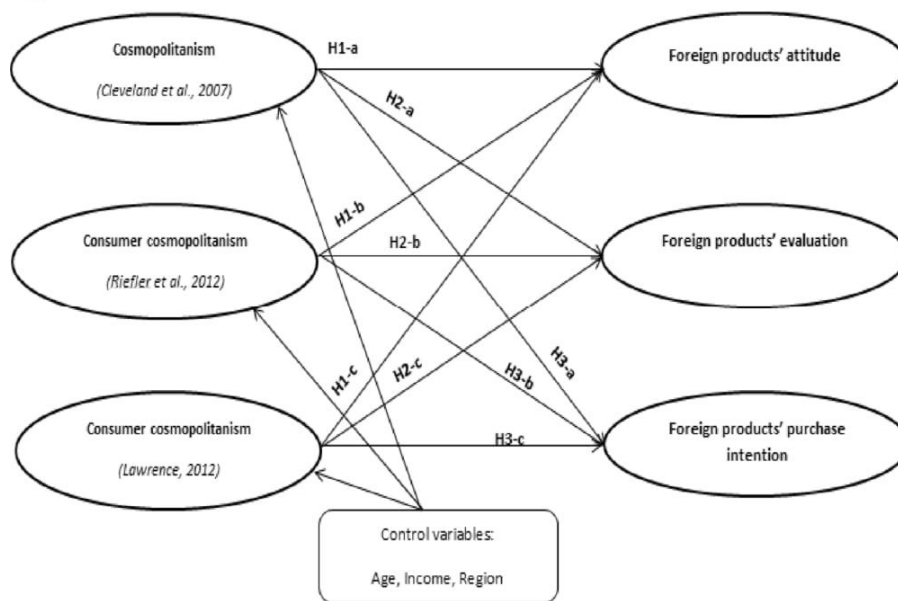
2.4.2.2 Consumer cosmopolitanism and evaluation toward foreign products

Consumer cosmopolitanism will exhibit openness toward other cultures and thus their evaluations on foreign products will be more favourable (Riefler and Diamantopoulos, 2009). This relationship has been empirically confirmed across contexts such as Austria and Slovenia (Zeugner-Roth et al., 2015); Mexico (López-Lomelí et al., 2019). Thus, we hypothesise:

H2a-c: Consumer cosmopolitanism has a positive influence on foreign products' evaluation.

2.4.2.3 *Consumer cosmopolitanism and purchase intention toward foreign products*

Regarding the positive stance of consumer cosmopolitanism toward other cultures, this segment would likely try products all over the world rather than their own (Bartsch et al., 2016). Because of this characteristic, consumer cosmopolitanism often strongly exhibits response to global consumer positioning strategies. Previous empirical studies have confirmed the positive relationship between consumer cosmopolitanism and foreign product purchase intention (Parts and Vida, 2011; Zeugner-Roth et al., 2015; Sousa et al., 2018). Thus, we hypothesise:

H3a-c: Consumer cosmopolitanism has a positive influence on foreign products purchase intention.

Figure 1 shows the research framework and hypotheses development.

3 Research methodology

The quantitative research methodology was applied to replicate

- the COS scale of Cleveland and Laroche (2007)

- the C-COSMO scale of Riefler et al. (2012)

- the CCOS scale of Lawrence (2012).

Young urban students (from the ages of 18 to 25) have been selected because this segment represents one of the most appropriate samples for understanding consumer cosmopolitanism in Vietnam (Shukla, 2011; Tran et al., 2020). Within-subject design has been applied for three measurement scales of cosmopolitanism. Each respondent must give their evaluations on (1) the COS scale; (2) the C-COSMO scale; (3) the CCOS scale; and consumption behaviours toward foreign products in terms of attitude, evaluation, and purchase intention. The within-subject design will help to assess and compare the reliability and validity among the three scales Nominal validity is assessed by estimating the influence of consumer cosmopolitanism on related outcomes such as attitude, evaluation, and purchase intention toward foreign products. Numerous previous authors have confirmed that this construct is the main driver that caused higher foreign consumption in developing markets (Parts and Vida, 2011; Sousa et al., 2018; Han and Won, 2018). Reflective scales of Mitchell and Olson (1981), Roth and Romeo (1992) and Klein et al. (1998) have been adapted to capture attitude, evaluation, and purchase intention toward foreign products in this research. Table 2 shows the adapted measurement scales. Consumer cosmopolitanism plays an independent role while other behaviours as attitude, evaluation, and purchase intention toward foreign products serve as dependent roles. Each variable in all constructs is approached by the Likert scale, anchor from one classified as strongly disagree to five classifieds as strongly agree. The items were originally in English but had been backtranslated to Vietnamese through two researchers fluently in using Vietnamese and English (Behling and Law, 2000).

A pilot study with ten respondents was conducted to minimise any error or misunderstanding that might occur before widely distributed. The research follows a two-stage process suggested by Hair et al. (2006) performed by AMOS 20 software. Reliability and construct validity have been assessed by Cronbach's Alpha, exploratory factoring analysis (hereafter as EFA), confirmatory factoring analysis (hereafter as CFA), and structural equation modelling (hereafter as SEM). A model fit criterion recommended by Hu and Bentler (1999) is applied for both the CFA and the SEM. The robust determination of validity and reliability of measurement scale are shown in Table 1 with threshold criteria recommended by leading scholars and software employed.

Table 1   Determination of validity and reliability of scale

Assessment of scale	Commonly employed measurement	Test employed (Software)
Reliability	Cronbach Alpha	Reliability analysis (SPSS)
A measure of the internal consistency of the observed indicator variables, in which high inter-item correlations suggests that items are measuring the same construct (DeVellis, 2003)	$\alpha >= 0.9$: excellent	
	$\alpha >= 0.8$: good	
	$\alpha >= 0.7$: acceptable	
	$\alpha > 0.6$: questionable	
Validity		
A measure of the extent how much theoretical constructs have been captured by items designed for those latent factors (DeVellis, 2003)		
Face validity: a measure of the extent of how much content of each item is generated to capture the latent construct and this measure is done by academic literature review by researchers (DeVellis, 2003)	Literature review	
Convergent validity: a measure of the extent of how much proportion of variance shares in common among indicators and measured construct. A high proportion indicates a high convergent validity and vice versa (DeVellis, 2003)	Average variance extract (AVE)	CFA (AMOS)
	$AVE >= 0.5$ (Accepted); $AVE > 0.7$ (Preferably)	
	Composite reliability (CR); $CR >= 0.7$	
Discriminant validity: a measure of the extent of how much measured constructs are distinctive to each other (DeVellis, 2003)	Maximum shared variance (MSV)	CFA (AMOS)
	$MSV < AVE$	
Nomological validity: a measure of the extent of how much the measured constructs show their consistent relationships with other related factors such as antecedents and consequences (DeVellis, 2003)	Standardised regression weight	SEM (AMOS)

4   Results and findings

There were 700 self-administered questionnaires distributed, and 340 were collected, giving a response rate of 48.6%. Among 340 valid cases, there are 197 female respondents and 147 male respondents. All are less than 30, perfectly representative for young educated consumers, and almost are still single ($n = 328$), highly educated with

dependent income less than 10 million VND per month, account for 95.3% total sample (Table 3).

Table 2   Adapted measurement scales

Measurement scale	Authors
COS	Cleveland and Laroche (2007)
I like to share ideas with the Otherness	
I like to engage with other people from other countries	
I like to work with people all around the world to know about their perspectives	
I like to watch other peoples, especially from other countries	
I like to learn about other peoples' lifestyle	
I am interested in learning the Otherness	
C-COSMO	Riefler et al. (2012)
Open-mindedness	
I like to find out other cultures when travelling to other places	
I like to talk with people from other countries	
I like to get in touch with people from other countries	
I am interested to find out different cultures	
Diversity appreciation	
I find it meaningful when I am able to select products from many countries	
Having products from other countries make my purchase diversified	
I like to access different products regardless of their origins	
I find it bored when buying only domestic products	
Consumption transcending borders	
International movies make me interested	
International music makes me interested	
International cuisine makes me interested	
International products make me interested	
CCOS	Lawrence (2012)
I satisfy my curiosity about other cultures by purchasing products from that culture	
I like to buy products that not typically available in the USA	
I enjoy getting a taste of other cultures by purchasing foreign products	
When given the chance, I enjoy international media such as magazines, television, movies or books	
I enjoy attending evens primarily intended for people from other cultures	
I enjoy trying products that are popular in other countries	
Attitude toward foreign products	Mitchell and Olson (1981)
I believe that foreign products are good in quality	
I like foreign products	
I interest in foreign products	

Table 2   Adapted measurement scales (continued)

Measurement scale	Authors
Evaluation toward foreign products	Roth and Romeo (1992)
Quality	
Innovation	
Workmanship	
Reliability	
Design	
Purchase intention toward foreign products	Klein et al. (1998)
I will consider purchasing foreign products	
I like to purchase foreign products	
I will always purchase foreign products	
If two products are the same, I will purchase foreign products over domestic ones	

Table 3   Sample description

	N = 340	N	%
Gender	Male	147	43.2
	Female	197	56.8
Age	Less than 30	340	100
Marital status	Single	328	96.5
	Married	12	3.5
Education level	College/University	340	100
Income	Less than 10 million VND pm	324	95.3
	From 10 million and above	16	4.7

4.1   Internal consistency

Cronbach's Alpha has been assessed to determine the internal consistency of reviewed measured scales. Among the three scales, the COS scale of Cleveland and Laroche (2007) has gained good reliability value with 0.819 while the C-COSMO scale of Riefler et al. (2012) has gained just acceptable reliability with 0.703 and the CCOS scale of Lawrence (2012) has gained a questionable reliability with 0.667.

4.2   Dimensionality

The EFA was conducted to identify and organise a large number of items of the questionnaire into the constructs under one specific variable (Anderson and Gerbing, 1988; Gaskill et al., 2001). As suggested by Hair (2011), the EFA was to be conducted to determine a structure of latent dimensions among the observed variables reflected in the items of an instrument (Chan and Idris, 2017).

The EFA has been conducted to first extract factor by using the rotation method. Six items of the COS scale of Cleveland and Laroche (2007) have been composed into one factor with loading values ranging from 0.484 to 0.789 and no cross-loading item.

In the run of 12 items of the C-COSMO scale of Riefler et al. (2012), there have been three factors extracted, appearing to be consistent with the nature of three dimensions under second-order construct. However, some issues have been found in (1) low loading value (less than 0.3) on both item 8th and item 12th and (2) inconsistent in extracted items as suggested, namely item 11th achieved high loading on diversity appreciation instead of consumption transcending border dimension. The replication results of the C-COSMO scale of Riefler et al. (2012) in the Vietnamese sample neither support the conceptual dimensionality nor establish a reliable dimensional structure. In the run of six items of the CCOS scale of Lawrence (2012), dimensionality problems have been identified, specifically on factors extracted and low loading value. Constructed as uni-dimensionality, five items have been construed into two components (one item has been removed due to loading value less than 0.3). The replication analysis does not confirm Lawrence's dimensionality structure of the CCOS scale.

4.3 Validity

The CFA has been conducted to determine composite reliability by the CR value, convergence validity by the AVE value, and discriminant validity by the MSV value (Fornell and Larcker, 1981; Hair, 2011). Followed by the results from the EFA, this replication study will assess extracted components in the CFA both as separated single factors and as second-ordered construct theoretically. Items loading on theoretical factors would be used to indicate convergent validity (Anderson and Gerbing, 1998). The factor loadings with above 0.5, preferably 0.7, will indicate convergent validity (Hair et al., 2006). Table 4 has shown the results of the CFA test. As issues related to the dimensionality of the C-COSMO of Riefler et al. (2012) and CCOS of Lawrence (2012) in the EFA test, this study continued to run the AMOS for both uni-dimensionality and multi-dimensionality forms of constructs.

The three replicated scales of consumer cosmopolitanism in the Vietnamese sample have suffered from shortcomings related to reliability and validity. In the assessment of the COS scale of Cleveland and Laroche (2007), AVE is lower than 0.7, which referred convergent validity of the scale does not meet the satisfaction criteria. In the assessment of the C-COSMO scale of Riefler et al. (2012) of sub-three separated single, not only the AVE values are less than 0.7 but also the AVE values of C-COSMOa and C-COSMOb are less than 0.5, mean that composite reliability and convergent validity are not satisfied. In contrast, in the run of three-dimensionalities under a second-ordered construct, both the CR and the AVE do not meet the cut-off, and thus, the C-COSMO scale has faced problems in reliability and validity. In the assessment of the CCOS scale of Lawrence (2012), if the sub-two separated single factors have been run, the CCOSa and CCOSb suffered from reliability and convergent validity. Moreover, the MSV is more than the AVE referred unsatisfied discriminant validity of the CCOSa. On the other hand, if the two dimensionalities under a second-ordered construct have been run, composite reliability, convergent, and discriminant validity are not supported. However, this assessment is not followed as the theoretical construct of the CCOS as Lawrence (2012) suggested but followed with the result of extracted factors from the EFA test. Therefore, SEM will not be conducted for the CCOS scale.

Table 4   CFA testing

	CR	AVE	MSV	MaxR(H)
Cleveland and Laroche (2007)				
COS scale (6 items)	0.827	*0.447*	0.020	0.842
Riefler et al. (2012)				
Sub 3 separated single factors				
C-COSMOa (4 items)	*0.691*	*0.370*	0.095	0.746
C-COSMOb (4 items)	*0.626*	*0.296*	0.122	0.628
C-COSMOc (2 items)	0.734	0.583	0.122	0.766
Second-ordered construct with three dimensionalities (As theoretical construct)				
C-COSMO (10 items)	*0.561*	*0.308*	0.194	0.596
Lawrence (2012)				
Sub 2 separated single factors				
CCOSa (3 items)	*0.690*	*0.428*	*0.448*	0.698
CCOSb (2 items)	*0.469*	*0.308*	0.176	0.473
Second-ordered construct with two dimensionalities				
CCOS (5 items)	*0.635*	*0.477*	*0.651*	0.712

CR >= 0.7; AVE >= 0.5; and MSV < AVE.

4.4   Nomological validation of replicated scales

This replication study embeds the three scales into a nomological network of three behavioural factors relating to the consequences of consumer cosmopolitanism in terms of

- attitude

- evaluation

- purchase intention toward foreign products.

Hypotheses have been proposed based on theoretical literature and previous empirical studies (Parts and Vida, 2011; Sousa et al., 2018; Han and Won, 2018). Cosmopolitan consumers finalise their purchasing decision on functional performance of products/ services rather than origins (Cannon and Yaprak, 2002; Jaffe and Nebenzahl, 2006); however, in developing countries, where foreign products are attached with higher quality and more valued, consumer behavioural intentions toward non-local ones would be positive. Thus, we develop three hypotheses related with two remaining scales, namely the COS of Cleveland and Laroche (2007) and the C-COSMO of Riefler et al. (2012) as followed structure: Cosmopolitan/consumer cosmopolitanism has a positive influence on

- attitude

- evaluation

- purchase intention toward foreign products.

Following the analysis from the SEM, both scales have not met as theoretically hypothesised and resulted in mixed outcomes among sub-dimensions under one construct. Table 5 indicates results of structural relationships among factors as hypotheses.

Table 5 Nomological validation of existing COS scale

Hypothesis	Standardised coefficient	p-value	Result
COS scale of Cleveland and Laroche (2007)			
χ2[75] = 215.722 (p <.001), χ2/df = 2.876 (<3), CFI = 0.914 (>0.9), GFI = 0.917, AGFI = 0.883, RMSEA = 0.074, p-close = 0.000			
H1a: COS → Attitude toward foreign products	0.149	0.025	Unsupported
H1b: COS → Evaluation toward foreign products	0.153	0.021	Unsupported
H1c: COS → Purchase intention toward foreign products	0.116	0.384	Unsupported
C-COSMO scale of Riefler et al. (2012)			
Three separated single factors			
χ2[143] = 376.613 (p <.001), χ2/df = 2.634 (<3), CFI = 0.86 (>0.9), GFI = 0.891, AGFI = 0.856, RMSEA = 0.069, p-close = 0.000			
H2a: C-COSMOa → Attitude toward foreign products	0.095	0.146	Unsupported
H2b: C-COSMOa → Evaluation toward foreign products	0.088	0.168	Unsupported
H2c: C-COSMOa → Purchase intention toward foreign products	0.051	0.492	Unsupported
H2a: C-COSMOb → Attitude toward foreign products	0.542	***	Supported
H2b: C-COSMOb → Evaluation toward foreign products	0.55	***	Supported
H2c: C-COSMOb → Purchase intention toward foreign products	0.585	***	Supported
C-COSMOc → Attitude toward foreign products	0.085	0.318	Unsupported
C-COSMOc → Evaluation toward foreign products	0.06	0.389	Unsupported
C-COSMOc → Purchase intention toward foreign products	-0.053	0.476	Unsupported
Second-ordered construct with sub three dimensionalities			
χ2[146] = 288.133 (p <.001), χ2/df = 1.974 (<3), CFI = 0.915 (>0.9), GFI = 0.918, AGFI = 0.894, RMSEA = 0.054, p-close = 0.25			
H2a: C-COSMO → Attitude toward foreign products	0.068	0.004	Unsupported
H2b: C-COSMO → Evaluation toward foreign products	0.743	0.004	Unsupported
H2c: C-COSMO → Purchase intention toward foreign products	0.654	0.378	Unsupported

p-value significant at: <= 0.001; ***: less than 0.001.

In summary, retrieved from previous researchers' reviews, this replicated study in the Vietnamese sample has found problems related to reliability, dimensionality, and validity occurred across scales measured cosmopolitanism. One cannot argue for the shortcomings of a whole scale but results from this study could conclude that existing

measurements for consumer cosmopolitanism are not appropriate to capture this phenomenon for consumers in the Vietnamese context. Therefore, the study supports the conclusion that a new measurement scale capturing the extent of consumer cosmopolitanism in developing/emerging markets is essential.

5   Discussion, conclusion and managerial implications

5.1   Discussions

Justifications for COS scale of Cleveland and Laroche (2007): The COS has achieved the most stabilisation among the three one's anchor from reliability to dimensionality and validity. However, as a theoretical hypothesis, the study has not found any significant support for behavioural outcomes of consumer cosmopolitanism in terms of

- attitude

- evaluation

- purchase intention toward foreign products.

Apparently, the COS does not fully capture the extent of concept consumer cosmopolitanism and could not cover its characteristics as expected. Traced back into the scale domain, what Cleveland and Laroche (2007) intend to measure is cosmopolitan in general, not only in the consumption context. Cosmopolitan has been referred as a person who holds a set of characteristics that make his or her highly open to new ideas and interact beyond local groups (Hannerz, 1990). The COS scale of Cleveland and Laroche (2007) has been built from human traits and depended on situational changes. Cosmopolitan and consumer cosmopolitanism are positive correlations but distinctive constructs. Therefore, the COS scale of Cleveland and Laroche (2007) does not appropriately fit to capture the extent of consumer cosmopolitanism.

Justifications for C-COSMO scale of Riefler et al. (2012): Although Riefler et al. (2012) have strictly followed scale-development guidelines of DeVellis (2003) and Netemeyer et al. (2003), the C-COSMO suffered from low internal consistency, mixed dimensionality, and contrast nomological validity in this replication study. Riefler et al. (2012) have not based on attitudinal theory but on previous researches in the same field to propose three dimensions that consumer cosmopolitanism expresses. However, as Lawrence (2012) argued, the three characteristics are somewhat subjective and might not capture the concept of consumer cosmopolitanism rather than Austrian samples.

Justifications for CCOS scale of Lawrence (2012): The CCOS has been identified as the weakest of the three replicated scales. Nomological validation has not been conducted with the CCOS because of the issues in convergent and discriminant validity in this study. Lawrence (2012) even followed the most appropriate construct definition of consumer cosmopolitanism and based on attitude theory as the key domain, the exclusion of the cognitive component of attitude formation raises related issues. As a defined construct, consumer cosmopolitanism is a segment of consumers that make their decision on products/services performance instead of where they come from, which means that consumer cosmopolitanism's rational action is based on cognitive rather than the affective component. Hence, constructed consumer cosmopolitanism on affective feeling is not totally convinced. Furthermore, Lawrence (2012) has built and replicated the

CCOS in US samples, which might not capture this phenomenon in other developing contexts.

5.2 *Managerial implications*

This replication study reviews and replicates the three well-known measurement scales related to consumer cosmopolitanism, namely: the COS scale of Cleveland and Laroche (2007); the C-COSMO scale of Riefler et al. (2012); and the CCOS scale of Lawrence (2012) in Vietnamese students samples. The study has identified shortcomings across scales and pointed out the main reasons why the scales have suffered from weaknesses. In summary, the key causalities of those measurement scales come from inconsistent construct definition and theoretical domain to operationalise the concept. Therefore, the study calls for a different scale of development to capture the consumer cosmopolitanism in developing/emerging countries.

In marketing literature, there is a growing interest in unfolding consumer cosmopolitanism not only in its characteristics but also in its formation (Terasaki, 2016). Understanding consumer cosmopolitanism and how cosmopolitan a target segment is, are crucial, especially with multinational companies actively look for high growth in any foreign market (Cleveland and Laroche, 2012). Even though consumer cosmopolitanism is a central focus, there exists a significant controversy among authors in differentiating concepts between cosmopolitanism, cosmopolitan, and consumer cosmopolitanism. Cosmopolitanism is conceived as competencies and practices in the work of Vertovec and Cohen's (2002). This notion focuses on certain human learnable skills that enable them to fit in well regardless of territory. In contrast, Roudometof (2005) centres on attitude formation to measure the concept of cosmopolitanism. To better capture cosmopolitanism, Pichler (2009) puts attempts to operationalise cosmopolitanism on attachment. In other means, the difference between consumer cosmopolitanism and consumer localism lies in whether he/she holds a global attachment or a local one. Cosmopolitans such as Hannerz (1990) describe are those who will engage with 'Otherness' and thus likely to move from places to places to satisfy themselves. Some argue the cosmopolitan is a predisposition at birth (or a personal trait) while others believe it is a learnable skill (Cleveland et al., 2009); and the debate has been derived from different conceiving of cosmopolitanism pointed out above. Cosmopolitans hold various orientations, and various typologies are distinguished by multiple attitudes on numerous aspects, thus it is hard to categorise among them (Pichler, 2009). However, by any argument, cosmopolitans are a group of distinctive sentiments that make them actively consume cultural differences. Cosmopolitans maintain a high willingness to engage with the other rather than just their own identity in all aspects. Consumer cosmopolitanism might be born from cosmopolitans and the scope of this construct only covers purchase and consumption behaviours. They hold a high willingness to appreciate differences and when selecting alternatives from various origins, they tend to evaluate depended on perceived performance rather than surrogate indicators. Given consumer cosmopolitanism might not have a bias toward either their or foreign countries, high openness and diversity appreciation leads them willing to try products that are not the cultural norm (Lawrence, 2012). This positive preference for non-local products even more significant in developing contexts due to the higher quality and status is attached with global positioning strategies. One could classify consumer cosmopolitanism as a niche market of cosmopolitanism.

Consumer cosmopolitanism is considered as the next destination for global companies pursuing their international strategies. Identifying consumer cosmopolitanism and subsequently targeting them will decide for the success of companies in foreign markets. However, literature has shown the consumer cosmopolitanism has been suffered from an unsound psychometrical measurement scale. This study has replicated existing measurement scales of consumer cosmopolitanism in the Vietnam market and the results have supported a new scale. Based on the aforementioned conceptualisation of cosmopolitanism, there are two major controversies on how consumer cosmopolitanism could be operationalised and constructed. One view develops from subjective approach (identity), in which consumes cosmopolitanism has specific personal traits and qualities that make them engage in multi-cultural activities (Vertovec and Cohen, 2002; Riefler et al., 2012). However, this approach would precisely require examination of characteristics that consumer cosmopolitanism exhibits since aspects working well in one country do not mean they will fit in other ones. Riefler et al. (2012) have built the C-COSMO scale after extensive literature review and qualitative study on the CYMYC scale (Cannon and Yaprak, 1993). On the other hand, consumer cosmopolitanism could be operationalised from an objective approach (orientation), in which consumer cosmopolitanism cosmopolitan consumers hold attitudes that are favourable toward divergent cultural experiences (Roudometof, 2005; Cleveland et al., 2009). Besides that, one should bear in mind that when measuring consumer cosmopolitanism as attitude formation, the two-components should be captured:

- the cognitive (knowledge or information about an object)

- the affective (feeling or emotion toward an object) (Bagozzi and Burnkrant, 1979).

The consistency between the cognitive and the affective might impact both behavioural intention and overall attitude toward a given object, and hence any exclusion will result in insufficiently cover the construct. Lawrence (2012) has excluded the cognitive component in developing consumer cosmopolitanism and this might be the key reason that caused shortcomings in the CCOS scale.

5.3 Conclusions

In conclusion, this study has achieved its research objective in

- reviewing and replicating the three existing and popular measurement scales for consumer cosmopolitanism

- identifying and explaining weaknesses of the COS of Cleveland and Laroche (2007); the C-COSMO of Riefler et al. (2012); and the CCOS of Lawrence (2012) when adapted to capture the consumer cosmopolitanism among Vietnamese young segment.

The authors raise a high concern for any effort in uncovering this fruitful segment in developing countries, in this study the Vietnamese market, and highlight a call for a new development scale of consumer cosmopolitanism. Stimulating for later research on this matter, we suggest the scale of consumer cosmopolitanism should be operated under attitude theory, which both the cognitive and affective have been capture to measure the concept describing consumer who has respect for the difference of otherness and thus

shows a tendency to address functional benefits of products and services that best deliver the desired function rather than where they come from.

5.4 *Limitations and future directions*

Although the study reviews and replicates the three existing measurement scales of consumer cosmopolitanism on Vietnamese young consumers, there are limitations beyond the main objectives and are worth further research on this topic. First, the student samples collected for the scale replication process might pose an issue that later researchers should consider. The student sample does not perfectly represent the consumer cosmopolitanism segment in Vietnam market even though consumer cosmopolitans account for a large part of this group. However, consumer cosmopolitanism should be determined before replication to check the reliability and validity of existing measurement scales. Second, this research framework does not include any antecedent or mediators and moderators of consumer cosmopolitanism. In the conceptual research framework of Bartsch et al. (2016), they propose a set of drivers and outcomes. To better indicate a nomological network, relationship among consumer cosmopolitanism and other related factors should be examined. Third, the number of respondents who participated in the study is too small to be representative of the target sample and to produce robust results in statistical software. This limitation could be tracked down from the data collection method through online Google form, which resulted in a low response rate from participants. Thus, later research should take into account the data collection methods to avoid stated issues.

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Collectivism, individualism, and self-identity as psychological antecedents of consumer cosmopolitanism and consumer ethnocentrism: a Vietnamese young perspective

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Abstract: Globalisation has been a macro force that has made a tremendous change in what the market looks like. International marketers put their continuous efforts on consumer attitudinal dispositions since they reflect the buying intentions that a segment will hold toward local or foreign products. The purpose of this study is to identify antecedents and estimate the relationship of values and identities to the formation of consumer cosmopolitanism and consumer ethnocentrism, based on the self-identity theory. Data collected from 452 Vietnamese Generation Z respondents and analysed by AMOS provides empirical support for the direct and indirect influence of collectivism and individualism, social and personal identities, on consumer cosmopolitanism and ethnocentrism. Theoretical contributions and managerial implications on how to segment markets based on consumer dispositions and how to implement effective marketing strategies based on activating consumer cosmopolitanism or consumer ethnocentrism through triggering in terms of values and identities drivers will be discussed.

Keywords: consumer cosmopolitanism; consumer ethnocentrism; individualism; collectivism; personal identity; social identity.

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1   Introduction

One of the challenges faced by international marketers is how much a target segment is globalised, along with the level of the country's industrialisation. It is conceivable that the globalisation process is not taking place at the same pace at the national and individual levels. According to López-Lomelí et al. (2019), segmentation criteria should focus on consumer characteristics rather than country differences because the self's globalised process varies depending on the situation, and thus consumer behaviour research should be approached segment-by-segment and case-by-case.

The presence of global consumer culture is acknowledged, not only mentioned in theory, but also empirically proved in reality (Jain, 2007; Hung et al., 2007; Cleveland, 2018; Laroche and Teng, 2019). In this way, two fundamental tasks of international consumer research are

1   identifying distinctive differences between consumer segments across geographical areas for adaptation purposes

2   identifying consumer segments that are similar in their purchasing orientations for standardisation purposes (Steenkamp, 2019).

Consumer dispositions are a significant derivation of international consumer research because the extent to which a target consumer portrays his/her attitudes toward local or foreign products will guide marketers to implement a global standardisation or a local adaptation brand strategy (Hung et al., 2007; Prince et al., 2016). Consumer cosmopolitanism portrays a balanced attitude toward products regardless of their origins (Riefler et al., 2012). A highly cosmopolitan consumer feels indifference between local and foreign products and evaluates a product based on its functional benefits rather than where it comes from (Zeugner-Roth et al., 2015). Thus, consumer cosmopolitanism represents a promising segment to exert a standardisation strategy and achieve economies of scale in branding (Ding and Keh, 2016). Consumer ethnocentrism, on the other hand,

is defined as a preference for local products (Sharma, 2015). A highly ethnocentric consumer feels right when buying local products because that action would help the national economy (Sharma, 2015). Thus, consumer ethnocentrism represents a targeting segment to apply a customisation strategy and provide higher satisfaction (Ding and Keh, 2016). Consumer cosmopolitanism and consumer ethnocentrism have been considered powerful segments for companies achieving global strategies to gain higher profit (Sousa et al., 2018).

Consumer dispositions receive a lot of attention, but most studies have focused on the right side, which investigates the influence of consumer dispositions on purchasing behaviours, while the left side, which investigates the antecedents of consumer dispositions, has remained scarce (Prince et al., 2020). Furthermore, there is a scarcity of empirical studies that investigate the role of psychological dimensions in the formation of consumer cosmopolitanism and ethnocentrism (Wilkins et al., 2019). Psychologists believe that 'self-identification' plays a decisive role in how an individual behaves and transcends into certain lifestyles. Thus, understanding the psychological drivers of consumer behaviour is considered imperative since it helps to clarify which salient values that a target segment identifies and thus develops purchasing patterns in a specific context (Cleveland et al., 2011; McGowan et al., 2017). Collectivism and individualism have been considered as two underlying values that one internalises from a culture to define his/her self and subsequently to guide one in making decisions and preferences (Hofstede, 2011; Han, 2017). There has been no empirical study that examines collectivism and individualism as possible antecedents of consumer cosmopolitanism and consumer ethnocentrism through the mediation of self-identity (Mazanec et al., 2015; Prince et al., 2020). This research gap is even more limited in developing contexts as compared to developed ones, although the differences among countries do exist and continuously exert a significant impact on shaping consumer behaviours (Belk, 2000; Kurpis and Hunter, 2017; Han and Won, 2018). Consumer preferences for local or international goods have evolved in tandem with the country's development status and are influenced by whether in-groups or out-groups are associated with higher status (Zeugner-Roth et al., 2015). Empirical research focusing on the socio-psychological antecedents of consumer cosmopolitanism and consumer ethnocentrism would help practitioners sharpen their marketing strategies in Vietnam – a typical emerging market in Southeast Asia (Nguyen et al., 2018). Young consumers are the primary target because they have had more opportunities to be exposed to a variety of brands from around the world, and thus they represent the ideal conditions for estimating the extent of consumer cosmopolitanism and consumer ethnocentrism (Han and Won, 2018). Furthermore, Generation Z is important not only because it will be the future of society, but also as the next destination market (Pham et al., 2019).

Against this background, this study's objectives are threefold. Firstly, based on the self-identity model, this study develops a theoretical model to indicate and estimate the influence of collectivism/individualism and self-identity on consumer dispositions. Secondly, this study collects a sample from the Vietnamese Generation Z – a segment that has been viewed as a promising market for international companies seeking higher growth in South East Asia (Nguyen et al., 2019). The findings will provide a better understanding of the psychological drivers of consumer cosmopolitanism and consumer ethnocentrism and offer some practical implications for companies targeting young Vietnamese consumers to trade between locally responsive and globally standardised in their marketing strategies.

2   Literature review

2.1   *Theoretical definitions*

2.1.1   *Consumer attitudinal dispositions*

2.2.1.1   *Consumer cosmopolitanism*

According to Riefler et al. (2012), a cosmopolitan attitude is characterised by multiple (local and foreign) loyalties rather than just a single loyalty as an ethnocentric orientation or a xenocentric orientation. Consumer cosmopolitanism, as Riefler and Diamantopoulos (2009), perceives one's self as a global citizen rather than a citizen of any specific nation. From a consumer cosmopolitanism perspective, any product preference should be based on merit or related product factors (e.g., price, quality, promotion, etc.) rather than where this product is made from (Prince et al., 2020). A highly cosmopolitan attitude of target consumers would allow marketers to implement a standardisation strategy because they would express more responsively with global positioning strategy (Sohail, 2017).

2.2.1.2   *Consumer ethnocentrism*

Consumer ethnocentrism is an attitudinal construct that originated from the fundamental psycho-sociological term 'ethnocentrism', which refers to the phenomenon of consumer preference for domestic products rather than foreign ones because they believe that purchasing domestic products would support the national economy and power toward other countries (Shimp and Sharma, 1987; Sharma et al., 1994; Sharma, 2015). CETSCALE was introduced by Shimp and Sharma (1987) and has empirically proved its validity and reliability across studies (Netemeyer et al., 1991; Sharma, 2015). This attitude would make one favourably respond to local products and national brand positioning strategies (Han and Guo, 2018; Vuong and Khanh Giao, 2020). Because a highly ethnocentric target consumer is more responsive to local brands, marketers must expend more effort in cultural adaptation (Sohail, 2017).

2.1.2   *Self-identity*

2.1.2.1   *Personal identity*

Personal identity refers to the process by which an individual develops his or her own identity in order to distinguish himself or herself from other members of an in-group (Tajfel et al., 1979; Nario-Redmond et al., 2004). Through the development of self, one will select one life domain, set directions to follow, and make themselves unique and distinct (Olson, 2007; Leung et al., 2018). Psychologists often use the question 'who am I?' to explain why a person defines a sense of self and subsequently influences his/her consumption behaviours (Black and Veloutsou, 2017).

2.1.2.2   *Social identity*

Social identity refers to the process a person strives to achieve and maintain positive self-evaluation within groups they affiliate (Tajfel et al., 1979; Albarello et al., 2018). Social identity is a component of self-identity, and it influences how an individual presents themselves to the groups to which they belong (Nario-Redmond et al., 2004).

Social standards have become evaluative criteria to judge what is good and what is bad among members (Ellemers et al., 2002). Social identity could be ascribed at birth (e.g., gender, ethnicity) or achieved during life (e.g., job, status, class).

2.1.3 Collectivisms and individualism

There are two prominent cultural values paradigms to compare differences and similarities among nations, which are Hofstede's (1980) and Schwartz's (1999), and Hofstede's is evaluated to be suitable for dominant dimensions (Prince et al., 2020). At the national level, Hofstede proposed four cultural dimensions in 1980:

1   power distance

2   uncertainty avoidance

3   individualism-collectivism

4   masculinity-femininity.

In the 1980s, the fifth dimension labelled 'long-term-short-term orientation' was added (Hofstede and Bond, 1988; Hofstede, 1991). In 2010, Hofstede and Minkov (2010) added the sixth dimension labelled 'indulgence-restraint' and the six dimensions have become the latest cultural values up to now. Among suggested dimensions, individualism-collectivism has been considered as the salient aspect of understanding how national cultures are different (Triandis, 2001; Han, 2017). This dimension portrays the relationship between an individual and his/her primary group. Individualism-collectivism refers to the degree to which individuals integrate into social groups (Singelis et al., 1995; Tang et al., 2016). As Hofstede (2011), individualism indicates cultures in which the bonds between individuals are lax – people are motivated to take care of their interests. On the other hand, collectivism indicates cultures in which the bonds between individuals are tight – people see themselves as parts of social groups and tend to act to support stronger and more cohesive in-groups (Izogo et al., 2020). Individualist societies stress the word 'I' and the 'right of personal privacy' while collectivist societies emphasise the word 'we' and the 'strength of belonging' (Singelis et al., 1995; Hofstede, 2011).

2.2 Theoretical foundations and conceptual framework

2.2.1 Theoretical foundations

This study was based on self-identity theory as an overarching framework to develop a research model that identified the relationship between values, identity and consumer behaviours. An individual's '"sense of self' has a significant impact on his/her thinking, emotions, and actions (Reed et al., 2012). According to consumer behaviour researchers, the 'sense of self' or self-concept helps to describe how and why a person defines themselves based on the harmony between personal identity and social identity. An individual is a member of many groups, and their behaviours will be influenced by other members. Personal identity theory helps to demonstrate individuals' role-related behaviours, while social identity theory seeks to justify how one belongs to a certain group and explains intergroup relationship behaviours (Lee et al., 2014). Values are adopted by an individual through the process of socialisation and intergroup interaction

and become desirable goals that shape his or her thoughts, perceptions, and motivations (Hines, 2011). Values are shared about what is appropriate and what is inappropriate by people in a society or an ethnic group, called cultural values (Hofstede, 1980; Schwartz, 1999). Reed (2002) argues that an individual would likely adopt attitudinal orientations that help him/her maintain a positive self with others and thus explain favourable behaviours toward groups they belong to while unfavourable actions toward groups they do not affiliate with (Tajfel et al., 1979; Zeugner-Roth et al., 2015). Any group requires some borders to differentiate them and so the term 'us' versus 'them' is easily distinguished, regardless of its level. At the country's level, the home country is considered as an in-group and others are treated as out-groups (Prince et al., 2016; Fastoso and González-Jiménez, 2020). The concept is also a focal point of national identity when an individual feels attached to one's nation when that identity is made prominent. Identity theory sets foundations to explain why self-concept has been composed and subsequently frames consumer attitudinal dispositions (Zeugner-Roth et al., 2015; Kautish et al., 2020).

2.2.2 *The theoretical framework*

Value and identity jointly direct an individual's intention to react to an object or phenomenon through an attitude that has been formed toward it (Prince et al., 2020). Values serve as guiding principles that one acculturates from a particular culture and have been embedded into one's identity. Self-identity drives one's marketplace behaviour (Oyserman, 2015). Based on the self-identity theory, we sketch out the theoretical framework in Figure 1 to elucidate the relationship between cultural values, identity, and consumer attitudinal dispositions.

Figure 1   Theoretical framework

2.3   *Hypotheses development and research model*

2.3.1 *The relationship between collectivism/individualism and social/personal identity*

Vietnam is perceived to have relatively high collectivism, with a score of 20 in individualism, indicating a closely long-term commitment (Hofstede, 2001; Nguyen and Truong, 2016). However, over the last four or five decades, there has been an increase in individualism among Asian nations (Han, 2017). Empirical studies show that Asians are becoming more westernised due to rapid economic development and improved purchasing power (Ang and Stratton, 2018; Han and Won, 2018). Therefore, academics have argued that the dimension Individualism-collectivism should be operationalised as a

continuum rather than a dichotomy and it is likely case that an individual could rank high on both values (Nam, 2007; Han, 2017).

Values are abstract goals and culturally derived that will be transformed into self-concept and consumption attitudes (Hofstede, 2011; Cleveland et al., 2011a). Individualists prioritise their own interests rather than group interests and, thus, highly individualistic would likely express higher personal identity and lower social identity. Contrarily, collectivists view group interests as more important than personal ones and tend to favour group benefits. To the greatest extent, collectivists could sacrifice their interests to seek group well-being (Gundlach et al., 2006). As a result, highly collectivists would show higher social identity and lower personal identity intrinsically. Numerous empirical studies have supported the inter-relationship between individualism-collectivism and personal-social identity across contexts (Capozza et al., 2000; Feitosa et al., 2012; Houston, 2016). Therefore, we hypothesise:

H1a Collectivism has a positive influence on social identity.

H1b Collectivism has a negative influence on personal identity.

H2a Individualism has a negative influence on social identity.

H2b Individualism has a positive influence on personal identity.

2.3.2 *The relationship between collectivism/individualism and consumer cosmopolitanism/consumer ethnocentrism*

Empirical cross-national studies underscore the difference in the level of consumer cosmopolitanism and consumer ethnocentrism across cultures and ethnic groups (Cleveland et al., 2011a; Han, 2017; Riefler, 2017). Culturists believe that national value accounts for the difference (Hofstede, 2011) and individualism-collectivism explains the formation of the consumer's purchasing orientation (Han, 2017; Han and Won, 2018). Collective societies accentuate group benefits and tend to exhibit stronger cosmopolitan sentiments and lower ethnocentric sentiments, whilst individualistic societies highlight personal goals and tend to express more pronounced ethnocentric sentiments and weaker cosmopolitan sentiments (Hofstede, 2011). Empirical cross-national research has confirmed the contribution of this cultural dimension to consumer attitudinal dispositions (Cleveland et al., 2011a; Han and Won, 2018). Therefore, we hypothesise:

H1c Collectivism has a positive influence on consumer cosmopolitanism.

H1d Collectivism has a negative influence on consumer ethnocentrism.

H2c Individualism has a negative influence on consumer cosmopolitanism.

H2d Individualism has a positive influence on consumer ethnocentrism.

2.3.3 *The relationship between social/personal identity and consumer cosmopolitanism/consumer ethnocentrism*

Social identity refers to the process a person strives to achieve and maintain positive self-evaluation within groups they affiliate (Tajfel et al., 1979; Albarello et al., 2018). Social identity is a component of self-identity, and it influences how an individual presents themselves to the groups to which they belong (Nario-Redmond et al., 2004).

Social standards have become evaluative criteria to judge what is good and what is bad among members (Ellemers et al., 2002). Social identity could be ascribed at birth (e.g., gender, ethnicity) or achieved during life (e.g., job, status and class).

Salient identities in a certain situation are a joint function of personal and social identity to achieve the best positive self-image (Tajfel et al., 1979; Cleveland et al., 2011b). Consumer attitudinal dispositions might be considered as examples of depersonalisation, in which individuals can define who they are (Prince et al., 2016). Identity could be represented at the national level as consumer cosmopolitanism and consumer ethnocentrism. There is no pure individual that is classified as consumer cosmopolitanism or ethnocentrism, but this centrism ranges as a continuum and varies among segments in different nations. The level of cosmopolitanism and ethnocentrism in a consumer is closely related to the level of social and personal identity (Prince et al., 2016; Han, 2017). In the context of a developing economy like Vietnam, social identity contributes positively to consumer cosmopolitanism and negatively to consumer ethnocentrism, whereas personal identity contributes negatively to consumer cosmopolitanism and positively to consumer ethnocentrism (He and Wang, 2015; Han and Nam, 2019; Prince et al., 2020). Thus, we hypothesise:
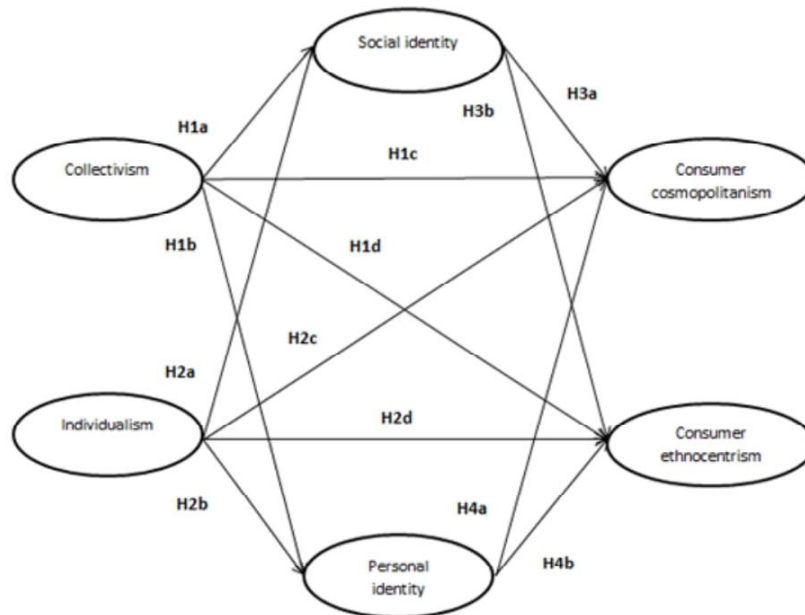
H3a   Social identity has a positive influence on consumer cosmopolitanism.

H3b   Social identity has a negative influence on consumer ethnocentrism.

H4a   Personal identity has a negative influence on consumer cosmopolitanism.

H4b   Personal identity has a positive influence on consumer ethnocentrism.

Figure 2   Research model

Based on the aforementioned hypotheses, we construct the research model as in Figure 2. The research model has been developed from self-identity theory. From the theoretical framework, the hypotheses have been proposed to express the relationship between constructs, in which consumer cosmopolitanism and consumer ethnocentrism are focal points and play the role of dependent variables while social-personal identity and collectivism-Individualism are identified antecedents and serve as the independent variables.

3 Research methodology

3.1 Participants and procedure

We collect data through a survey that contains measurement items and demographic information. This study distributed structured questionnaires through mail to respondents and asked them to fully answer all questions to receive a discount from a milk tea coffee shop. The purpose of this research is to identify the psychological antecedents of consumer cosmopolitanism and consumer ethnocentrism among Vietnamese young consumers. Thus, Generation Z will be chosen because they represent an appropriate sample for the research objective. Generation Z is those who live in the era of globalisation, so that cosmopolitan and ethnocentric attitudes can be expressed and concurrently exist. Quota convenience sampling was used to collect data, and respondents had to meet three criteria:

1　be students at colleges/universities

2　have experience purchasing foreign products

3　live in Ho Chi Minh City, Vietnam's largest city.

There were 1,000 questionnaires distributed, but only 452 were usable, achieving 45.2%. Besides measurement items, demographic information such as:

1　gender

2　age range

3　occupation

4　income level has been included.

While the results of convenience sampling may limit the generalisability of the findings, there is evidence that using a young sample and students for this kind of study is accurate and appropriate (Wong et al., 2008; Prakash and Pathak, 2017).

3.2 Measures

Reflective measurement scales were adapted to conceptualise constructs in the research model. The final scales were filtered to find the ones that were most appropriate for Vietnamese consumers. The adapted scale for

1   individualism-collectivisms was from Singelis et al. (1995) with five-items for each

2   personal identity with five-items and social identity with six-items were from Nario-Redmond et al. (2004)

3   consumer cosmopolitanism was from Riefler et al. (2012) with 12-items

4   consumer ethnocentrism was from Shimp and Sharma (1987) with seven-items (Table A1).

Each measurement item is measured by a Likert scale, from one classified as 'strongly disagree' to five classified as 'strongly agree'. The questionnaire was originally in English, translated into Vietnamese, then back-translated into English by two Vietnamese researchers to ensure the validity of the two versions (Sinaiko and Brislin, 1973). A pilot study with ten respondents was conducted to minimise any error or misunderstanding that may occur before widely contributed (Pereira et al., 2021). Close-end questions have been applied to collect quantitative data from respondents and thus questionnaires have been selected (Fonseca et al., 2020; da Costa et al., 2020).

Structural equation modelling (SEM) is performed following two-stage process suggested by Hair et al. (2009) using AMOS software to estimate the relationship among constructs as hypotheses have been developed above. First, the constructs were assessed to ensure reliability and validity tests through the extracted factor analysis (EFA) and the confirmatory factor analysis (CFA) tests. Cronbach's alpha and composite reliability have been conducted to measure the internal consistency of proposed constructs. The threshold for Cronbach's alpha should be larger than 0.7 and the composite reliability should be larger than 0.6 to gain the acceptance level. Validity has been assessed by convergent and discriminant. The convergent validity threshold is average variance extracted (AVE) greater than or equal to 0.5, while the discriminant validity threshold is maximum squared variance (MSV) less than AVE model fit criteria recommended by Hu and Bentler (1999) were applied for both measurement and structural models in CFA and SEM tests. Multicollinearity has been assessed by the correlation value between constructs. As Grewal et al. (2004), the correlation value between two latent constructs higher than 0.7 implies a multicollinerarity that needs to be considered. Hypotheses were supported when the p-value was smaller than 0.05 and a standardised regression coefficient was used to measure the relationship between the constructs proposed in the research model.

4   Results

4.1   Descriptive statistics

In total 1,000 usable cases, 100% were students and young (less than 30-year-olds). Among 452 cases, 264 respondents were classified as female (58.4%) and 188 were classified as male (n = 42.6%). All are highly educated (college/university = 452), and with a dependent income of below 4 million (391 accounts for 86.5%). There were no missing data in the sample.

4.2 Hypotheses testing results

To assess the reliability and validity of constructs in the research model, the Cronbach's alpha, the EFA, and the CFA have been conducted. All factors achieved an acceptable level in the Cronbach's alpha (ranging from 0.8 to 0.932). In the test of EFA, seven proposed constructs have been extracted with KMO = 0.968 (>0.7) and cumulative total variance explained = 60.941 (>50). The results from the EFA test have been used to check the composite reliability, convergence and discriminant validity of the CFA. Before conducting CFA and SEM tests, the normality assumptions of the dataset were examined with Q-Q plots (Das and Imon, 2016). Tests of normality, kurtosis and skew statistics for each item were checked. The results of all indicators determined that the dataset was not univariate normal, and thus not multivariate normal. The use of maximum likelihood (ML) is not appropriate and robust maximum likelihood (MLR) is applied to adjust for normality in the data (Li, 2016). The CFA result has received an accepted model fit with: $\chi^2[687] = 1,277.443$ (p < 0.001), $\chi^2/df = 1.859$ (good), CFI = 0.951 (good), GFI = 0.87 (acceptable), AGFI = 0.852 (acceptable), RMSEA = 0.044 (moderate). All factor loadings were sufficient (>0.5) and significant (p < 0.001). The AVE of constructs has been higher than 0.5 to confirm convergent validity. The discriminatory validity of all the constructs has been supported (MSV). Table 2 contains detailed construction measurements.

Table 1   Constructs measurement

	CR	AVE	MSV	MaxR(H)	CETa	Ca	Ia	PEa	SIa	COSa
CETa	0.896	0.589	0.570	0.899	*0.768*					
Ca	0.903	0.650	0.504	0.905	−0.593	*0.806*				
Ia	0.905	0.656	0.585	0.906	0.755	−0.675	*0.810*			
PEa	0.908	0.623	0.585	0.913	0.744	−0.567	0.765	*0.790*		
SIa	0.898	0.637	0.513	0.900	−0.613	0.710	−0.602	−0.694	*0.798*	
COSa	0.933	0.536	0.513	0.934	−0.698	0.697	−0.566	−0.639	0.716	*0.732*

A path analysis was conducted to check the relationship and estimate magnitude effect among constructs. The results have been accepted since the structural model gained validity fit criteria with:

1   chi-square/df = 2 (good)

2   GFI = 0.860 (good)

3   RMR = 0.036

4   IFI = 0.943 (good)

5   CFI = 0.943 (good)

6   TLI = 0.939 (good)

7   RMSEA = 0.047 (good)

8   NFI = 0.892 (good) as recommended by Hu and Bentler (1999).

Table 2   Factors loadings of the constructs

Constructs	Items – factor loading
Collectivisms (Singelis et al., 1995) (α = 0.902)	• Group benefits are important: 0.837 • Group well-being is crucial: 0.813 • Like to work with other people: 0.813 • Group decisions should be prioritised: 0.807 • Taking care of family is one' responsibility: 0.754
Individualism (Singelis et al., 1995) (α = 0.903)	• Depend on one's self to solve problems: 0.804 • Depend on one's self to decide everything: 0.826 • Personal benefits are more important: 0.821 • Competition is indispensable: 0.822 • Feel bad when someone does better: 0.77
Social identity (Nario-Redmond et al., 2004) (α = 0.897)	• Similarity with family members: 0.741 • Similarity with membership groups: 0.798 • Similarity with social communities: 0.806 • Similarity with the place I live: 0.836 • Similarity with people in my country: 0.806
Personal identity (Nario-Redmond et al., 2004) (α = 0.907)	• My rebellious: 0.669 • My creativity: 0.825 • My difference: 0.808 • My personality: 0.829 • My nonconformity: 0.779 • My independence: 0.812
Consumer ethnocentrism (Shimp and Sharma, 1987) (α = 0.894)	• Buying foreign products is unpatriotic: 0.712 • Only buying foreign products when Vietnam could not produce: 0.736 • Vietnamese should buy Vietnamese products: 0.786 • It is better to buy local products: 0.83 • Should impose tax on foreign products: 0.775 • I would buy local products even they have higher price: 0.754
Consumer cosmopolitanism (Riefler et al., 2012) (α = 0.932)	• I like to find out cultures/traditions when travelling: 0.729 • I like to meet people: 0.728 • I like to contact foreigners: 0.743 • I like to find out about other countries: 0.704 • Accessing products from many countries is valuable: 0.703 • The availability of products help consumers: 0.71 • I like to select many kinds of products: 0.747 • Buying local product is bored: 0.657 • I like enjoying global movies: 0.738 • I like enjoying international music: 0.754 • I like enjoying dishes from other countries: 0.77 • I like trying global products: 0.754

Table A1 has displayed the standardised path coefficients and p-values of each hypothesis. No correlation among constructs have been larger than 0.75 and thus, multicollinearity has not been an issue in this study (Grewal et al., 2004).

Table 3 Standardised regression coefficient of proposed hypotheses

Relationship		Standardised coefficient	p-value
H1a	*Collectivism has a positive influence on social identity.*	*0.533*	***
H1b	Collectivism has a negative influence on personal identity.	ns	0.033
H1c	*Collectivism has a positive influence on consumer cosmopolitanism.*	*0.367*	***
H1d	Collectivism has a negative influence on consumer ethnocentrism.	ns	0.148
H2a	*Individualism has a negative influence on social identity.*	*−0.27*	***
H2b	*Individualism has a positive influence on personal identity.*	*0.699*	***
H2c	Individualism has a negative influence on consumer cosmopolitanism.	ns	0.22
H2d	*Individualism has a positive influence on consumer ethnocentrism.*	*0.362*	***
H3a	*Social identity has a positive influence on consumer cosmopolitanism.*	*0.327*	***
H3b	Social identity has a negative influence on consumer ethnocentrism.	ns	0.078
H4a	*Personal identity has a negative influence on consumer cosmopolitanism.*	*−0.295*	***
H4b	*Personal identity has a positive influence on consumer ethnocentrism.*	*0.358*	***

Notes: *** means p< 0.001 – ital means hypothesis has been confirmed.

Among 12 hypotheses, there were eight ones that have been supported (at a p-value < 0.001). We found that consumer cosmopolitanism has been directly driven by social, personal identity and collectivism. Collectivism and social identity exert a positive impact on consumer cosmopolitanism at 0.367 and 0.327, respectively. On the other hand, personal identity has a negative relationship with consumer cosmopolitanism at 0.295. Consumer ethnocentrism is positively influenced by individualism and personal identity at 0.362 and 0.358, respectively. Collectivism and individualism are predictors of social identity, both positive and negative at 0.533 and –0.27, respectively, while only individualism is a positive predictor of personal identity at 0.699.

The findings confirm that collectivism and individualism have a partially mediated effect on consumer cosmopolitanism and consumer ethnocentrism via social and personal identity. Our study concludes that collectivism, individualism, social and personal identity are drivers of the formation of consumer cosmopolitanism and consumer ethnocentrism among Vietnamese Generation Z consumers.

5   Discussion

5.1   Theoretical implications

Consumer cosmopolitanism and consumer ethnocentrism are among the most prominent focuses in international marketing today since they serve as powerful and reliable segmentation bases. Despite extensive research in this area, few empirical studies have focused on uncovering antecedents in terms of psychological aspects, particularly in developing contexts (Prince et al., 2020). This study filled the gap by revealing the contributions of values, identities and their relationships on the two consumer attitudinal dispositions. Adaption from the theoretical model proposed by Prince et al. (2020), we investigated consumer dispositions' antecedents in terms values and identities. We confirm that collectivism-individualism, social-personal identity, and consumer cosmopolitanism are both directly and indirectly driving consumer cosmopolitanism and consumer ethnocentrism.

The study discovered that cultural dimensions and self-concept help to explain how an attitude toward different product origins has developed. The results support the notion that cultural values directly drive consumer attitudinal disposition but the directions are reversed when compared with previous studies. This study discovered that a high collectivist person is more likely to be a cosmopolitan consumer, whereas a high individualism person is more likely to be an ethnocentric consumer; however, in Cleveland et al. (2011a), individualism is found to be positively associated with consumer cosmopolitanism, though the relationship is weak in the sample of Canada and Korea. As Riefler (2017), he believes that the development of national orientation depends on what has been categorised as in-group (ethnocentric orientation), out-group (xenocentric orientation), and global-group (cosmopolitan orientation). Lee (2020) affirms that Generation Z will definitely develop different perceptions of how they classify themselves between in-/out-groups. In the Generation Z categorisation, the in-group is classified as a motherland country, while the joint-group is classified as a globe, and thus collectivism is a predictor of cosmopolitanism attitude while individualism is a predictor of ethnocentrism.

Self-identity theory provides a fundamental framework to explain why the sense-of-self drives one's self to adopt an out-ward orientation or in-ward one. People achieve the best of them and thus, regardless of execution level (individual or group), they tend to act in a way they think they can build a 'positive image' (Tajfel et al., 1979; Cleveland et al., 2011b). We discovered that social and personal identities are direct causes of consumer dispositions. Specifically, societal identity has a positive impact on consumer cosmopolitanism. On the other hand, personal identity has a negative contribution to consumer cosmopolitanism and a positive contribution to consumer ethnocentrism. In sync with the self-image level, social identity seeks to maintain harmoniously with group values and thus positively correlates with favourable human-group attitude (cosmopolitan consumer). Personal identity, on the other hand, seeks to achieve itself and thus has a negative impact on the human-group attitude while having a positive impact on the in-group attitude.

Finally, we also find that cultural values do play the main role in driving self-identity. It is conceived that cultural dimensions are shown in a citizen by transcending into identity at a level that he/she can activate. Social identity is positively driven by collectivism and negatively driven by individualism, while personal identity is positively

correlated with individualism. We have not found the negative contribution of collective value to personal value as proposed, which means that high or low collective value does not exert any significant impact on personal identity among Vietnamese Generation Z consumers. The findings are in line with empirical national research to empirically point out the transcendence of value into self-identity and consumer dispositions (Cleveland et al., 2011b; Han and Won, 2018; Prince et al., 2020).

5.2 *Managerial implications*

This study provides managerial implications for international markets operating in the Vietnam market. Firstly, we provide socio-psychological antecedents of consumer cosmopolitanism and consumer ethnocentrism, which have been considered crucial to segmentation criteria. Examining the level of cosmopolitan and ethnocentrism in a target segment helps practitioners how to execute strategies between local adaptation and global standardisation. In line with Prince et al. (2020), socio-psychological segmentations are more stable and reliable than other based, we underscore the roles of cultural values, and self-identity on the formation of consumer cosmopolitanism and consumer ethnocentrism. The findings can help managers better understand what motivates Vietnamese Generation Z's cosmopolitan and ethnocentric attitudes. Second, the study illustrated the relationship between antecedents and painted a picture to explain why cultural values could be transformed into identity and activated in the formation of various favourable attitudes toward local-foreign groups. Individualism-collectivism, personal-and social identity could be leveraged in promotional campaigns or communication themes to trigger certain consumption dispositions in target consumers. Effective segmentation and positioning strategies to target the Vietnamese Generation Z in today's globalised market for international companies are underscored in this study. Cultural values do play a significant role in shaping how a target market responds through the process of acculturation and identification and that is what international marketers should take into account when approaching new markets.

This study has contributed not only to the research stream, but also to the practical implications in the field of consumer preferences for local or foreign products. Antecedents of consumer cosmopolitanism and consumer ethnocentrism have been identified from psychological perspectives. Furthermore, the integrated research model rests on self-identity theory, to explain how values at the national level have been acculturated and transcended into certain attitudinal dispositions. In particular, collectivism-individualism (values at the cultural level) and social-personal identity (self-identity at the individual level), have contributed to the formation of consumer cosmopolitanism and consumer ethnocentrism. From a theoretical standpoint, this study enriches the literature on the psychological predictors of consumer attitudinal dispositions and how these antecedents jointly or individually drive purchasing patterns. From a managerial standpoint, we provide a sharper understanding of the cosmopolitanism and ethnocentrism attitudes of the Vietnamese Gen Z consumers. Because it highlights differences in consumer psychological characteristics and cultural boundaries, the findings of this study will aid practitioners in their targeting and positioning strategies.

5.3 Limitations and future directions

Some limitations have plagued our research. Firstly, we only focus on one dimension of value, which is individualism and collectivism, and that might restrict the understanding of cultural dimensions of consumer dispositions. Future research should extend this limitation by examining other dimensions of Hofstede's or Schwartz's value systems. Secondly, we only consider identity in terms of self (personal-social), while there are also other identities that could contribute to their development of attitude dispositions (e.g., gender identities). Future research could expand on the findings by considering masculine-feminine identities. Lastly, the quota sampling method limits the generalisability to the segment of Generation Z particular and the population of the Vietnamese in general. Later studies should select other probability sampling methods to reduce biases and allow other generations to compare the varying value dimensions, and identity.

Acknowledgements

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Appendix

Table A1   Original questionnaires items

Constructs	Items
Collectivisms (Singelis et al., 1995)	• Group benefits are important
	• Group well-being is crucial
	• Like to work with other people
	• Group decisions should be prioritised
	• Taking care of family is one' responsibility

Table A1 Original questionnaires items (continued)

Constructs	Items
Individualism (Singelis et al., 1995)	• Depend on one's self to solve problems
	• Depend on one's self to decide everything
	• Personal benefits are more important
	• Competition is indispensable
	• Feel bad when someone does better
Social identity (Nario-Redmond et al., 2004)	• Similarity with family members
	• Similarity with membership groups
	• Similarity with social communities
	• Similarity with the place I live
	• Similarity with people in my country
Personal identity (Nario-Redmond et al., 2004)	• My rebellious
	• My creativity
	• My difference
	• My personality
	• My nonconformity
	• My independence
Consumer ethnocentrism (Shimp and Sharma, 1987)	• Buying foreign products is unpatriotic
	• Only buying foreign products when Vietnam could not produce
	• Buying Vietnamese products support national economy
	• Vietnamese should buy Vietnamese products
	• It is better to buy local products
	• Should impose tax on foreign products
	• I would buy local products even they have higher price
Consumer cosmopolitanism (Riefler et al., 2012)	• I like to find out cultures/traditions when travelling
	• I like to meet people
	• I like to contact foreigners
	• I like to find out about other countries
	• Accessing products from many countries is valuable
	• The availability of products help consumers
	• I like to select many kinds of products
	• Buying local product is bored
	• I like enjoying global movies
	• I like enjoying international music
	• I like enjoying dishes from other countries
	• I like trying global products