



INSTITUTO  
UNIVERSITÁRIO  
DE LISBOA

---

**The Effect of Cosmopolitanism and Consumer  
Ethnocentrism on Cultural Consumption Tendency  
through Country Image**

Farah Auliya Zulfa

Master in International Management

Supervisor:

PhD, Álvaro de Borba Cruz Lopes Dias, Associate Professor  
(with Habilitation), Department of Marketing, Operations and  
Management, ISCTE Business School

September, 2024



BUSINESS  
SCHOOL

---

Department of Marketing, Strategy and Operations

**The Effect of Cosmopolitanism and Consumer  
Ethnocentrism on Cultural Consumption Tendency  
through Country Image**

Farah Auliya Zulfa

Master in International Management

Supervisor:

PhD, Álvaro de Borba Cruz Lopes Dias, Associate Professor  
(with Habilitation), Department of Marketing, Operations and  
Management, ISCTE Business School

September, 2024

## **Acknowledgement**

This thesis would not have been possible without the support, encouragement, and love of the incredible people in my life, to whom I owe my deepest gratitude.

To my partner, Ronagin Delos Santos Gonzales, thank you for being my rock throughout this journey. Your unwavering belief in me, patience, and love have been my greatest source of strength. You have walked beside me through every challenge, late night, and moment of doubt, reminding me to keep pushing forward. I am endlessly grateful for your constant support and the joy you bring to my life.

To my parents, whose love and sacrifices have shaped the person I am today, I owe everything. Your guidance, encouragement, and endless understanding have given me the courage to pursue my dreams. Thank you for always believing in me, even when the road seemed uncertain. This accomplishment is as much yours as it is mine.

To my best friend, Chusnul Tyas Pambudi, thank you for being my companion through thick and thin. Your friendship has been a source of laughter, comfort, and motivation. Your understanding and encouragement have helped me stay grounded and focused, even in the most stressful of times.

This thesis reflects all the support, love, and encouragement you have all given me. Thank you from the bottom of my heart.

*This page is intentionally left blank.*

## **Abstract**

This study was designed to extend knowledge of the impact of consumer disposition on cultural consumption tendency and investigate the role of country image in that relationship. Data were collected from Indonesian respondents. A total of 354 usable responses were collected. Data analysis was conducted using structural equation model (SEM) more specifically partial least squares (PLS) on the SmartPLS software. We found that consumer disposition, namely cosmopolitanism and consumer ethnocentrism, are both affecting consumer's cultural consumption tendencies. Furthermore, in our analysis, we introduce country image as the mediating variable and found that both cognitive and affective aspects of country image mediate the relationship, albeit in different behaviour. Cognitive country image has competitive mediation on the relationship between cosmopolitanism and cultural consumption tendency and was not found to have a significant mediating effect on the relationship between consumer ethnocentrism and cultural consumption tendency. Affective country image is found to mediate the relationship between cosmopolitanism, consumer ethnocentrism, and cultural consumption tendency. Furthermore, affective country image is found to fully mediate the relationship between consumer ethnocentrism and some cultural product types.

**Keywords:** Cultural consumption, Cosmopolitanism, Consumer Ethnocentrism, Cognitive country image, Affective country image

*This page is intentionally left blank.*

## Resumo

Este estudo foi concebido para ampliar o conhecimento sobre o impacto da disposição do consumidor na tendência de consumo cultural e investigar o papel da imagem do país nessa relação. Os dados foram coletados de respondentes indonésios. Foram coletadas um total de 354 respostas válidas. A análise dos dados foi realizada utilizando o modelo de equações estruturais (SEM), mais especificamente a técnica de mínimos quadrados parciais (PLS) no software SmartPLS. Constatamos que a disposição do consumidor, nomeadamente o cosmopolitismo e o etnocentrismo do consumidor, afetam ambas as tendências de consumo cultural do consumidor. Além disso, na nossa análise, introduzimos a imagem do país como variável mediadora e descobrimos que tanto os aspectos cognitivos quanto afetivos da imagem do país mediam a relação, embora de maneira diferente. A imagem cognitiva do país tem uma mediação competitiva na relação entre o cosmopolitismo e a tendência de consumo cultural e não foi encontrada uma mediação significativa na relação entre o etnocentrismo do consumidor e a tendência de consumo cultural. A imagem afetiva do país foi encontrada a mediar a relação entre o cosmopolitismo, o etnocentrismo do consumidor e a tendência de consumo cultural. Além disso, a imagem afetiva do país foi encontrada a mediar totalmente a relação entre o etnocentrismo do consumidor e alguns tipos de produtos culturais.

Palavras-chave: Consumo cultural, Cosmopolitismo, Etnocentrismo do Consumidor, Imagem cognitiva do país, Imagem afetiva do país

## Table of Contents

Acknowledgement.....	i
Abstract.....	iii
Resumo .....	v
Introduction.....	1
Research Questions .....	2
Literature review and hypothesis development .....	3
Cultural Consumption and Products .....	3
Cosmopolitanism on Cultural Consumption Tendency .....	4
Consumer ethnocentrism on cultural consumption tendency .....	5
Mediating Effect of Country Image .....	6
Methodology .....	7
Analysis and Findings.....	9
Instrument Quality.....	9
Descriptive Statistics.....	10
Structural model .....	11
Discussion.....	13
Theoretical Implication .....	15
Managerial Implication.....	16
Limitations.....	17
References .....	18
Appendix.....	24

## Introduction

Globalization has significantly increased the availability of foreign products in the market, exposing consumers to diverse cultures beyond their own. Social media and digital communications enable people from different cultural backgrounds to interact without physical travel, fostering an exchange of ideas and cultural products (Cleveland et al., 2014). These traversal idea exchanges ignite curiosity and a desire among consumers to experience these foreign cultures, often through visiting the countries, meeting the people, and trying their cuisine (Ozkan & Kurtulus, 2022) and therefore can engage themselves in cultural consumption.

Cultural consumption, characterized by the distinction effect, where class-related factors dictate consumption patterns, serves to symbolize status and reinforce class boundaries (Colbert & St-James, 2014) varies in sophistication based on the diversity of products consumed (Weingartner, 2021). Although cultural consumption has a root in sociology, Ozkan and Kurtulus (2022) conducted a study in which they investigated cultural consumption from a marketing point of view, and their finding showed that consumer disposition affects, to varying degrees, their decision to engage in cultural consumption.

Papadopoulos and Heslop (1993) highlighted that the image of a product's country of origin helps simplify purchase intentions and decisions for consumers. Previous studies have determined the impact of popular culture on the country image (Lin & Dong, 2021), while others have found that the country image could affect consumer's evaluation, information gathering (Godey & Lai, 2011), and willingness to buy (Maher & Carter, 2011). As cultural products become increasingly international, it is crucial for managers and marketers to develop effective strategies that resonate with global audiences.

While much of the previous research on cultural consumption has focused on Western consumers (Ozkan and Kurtulus, 2022; Rausing, 2020; Warde, 2022) this study examines Indonesian consumers, thereby

providing new insights into cultural consumption behaviours in a non-Western context. This shift in focus addresses a significant gap in the literature, as cultural consumption patterns can vary widely across different cultural settings. Second, although the relationship between consumer disposition and purchase intentions has been explored in past studies (Prince, Yaprak, & Palihawadana, 2019; Han, 2017) the effect of country image on cultural consumption tendencies has not been thoroughly investigated. By focusing on this underlying mechanism, our study offers a deeper understanding of how consumers' perceptions of a country's image influence their engagement with cultural products from that country.

Understanding which characteristics of the country image dimensions would be attributed to the product and how the consumer would react to various marketing strategies is one of a marketer's challenges, particularly in light of the varying effects of consumer disposition on various cultural product categories (Ozkan & Kurtulus, 2022). Although culture is closely tied to the affective country image (İzmir et. al, 2023), consumers cannot separate their judgment from the cognitive aspect of the country image. This knowledge will support managers and decision-makers to develop a unique marketing message that emphasizes conveying the nation's image to consumers, particularly by understanding their attitudes and feelings. It is paramount for marketers to create a distinctive marketing message, emphasizing communicating the country image to the consumer, specifically in understanding their feelings and attitudes, and to ensure that the message should be able to provide compatibility between the country and the products in the consumer's mind.

### *Research Questions*

To address this question, we developed and tested a conceptual model where cosmopolitanism and consumer ethnocentrism affected the country image which in turn affects cultural consumption tendencies. We

propose that there are different dimensions of country image; in this research we utilize cognitive country image and affective country image which might mediate the relationship in different behaviours.

1. What is the effect of cosmopolitanism and consumer ethnocentrism on cultural consumption tendencies?
2. What is the mediating effect of country image on the relationship between cosmopolitanism, consumer ethnocentrism, and cultural consumption tendencies?

## **Literature review and hypothesis development**

### *Cultural Consumption and Products*

Cultural consumption is defined as the act of goods and services consumptions that essentially serve as aesthetic and symbolic functions (Rössel et al., 2017) and therefore can be classified as hedonic consumption (Lim & Ang, 2008). This consumption activity might have a significant impact on the structure of social spaces and relationships. For example, individuals may immerse themselves in consumption activities to belong in a particular social class or group. In that sense, cultural products differ due to their hedonistic properties. They contain symbolic meanings and encoding that offers entertainment, diversity, education, expressions, personality, or ideological meanings (Scott, 2000). Cultural values and identity are engraved in the cultural products and contribute a significant proportion of production in the knowledge economy (Shi & Chen, 2011). The sector of cultural products concentrates on items, such as entertainment and information as well as manufactured products that helps expressing their individual uniqueness or the intended social display (Scott, 2004). Ergo, consumers develop and reflect symbolic meanings through their cultural preferences and consumption.

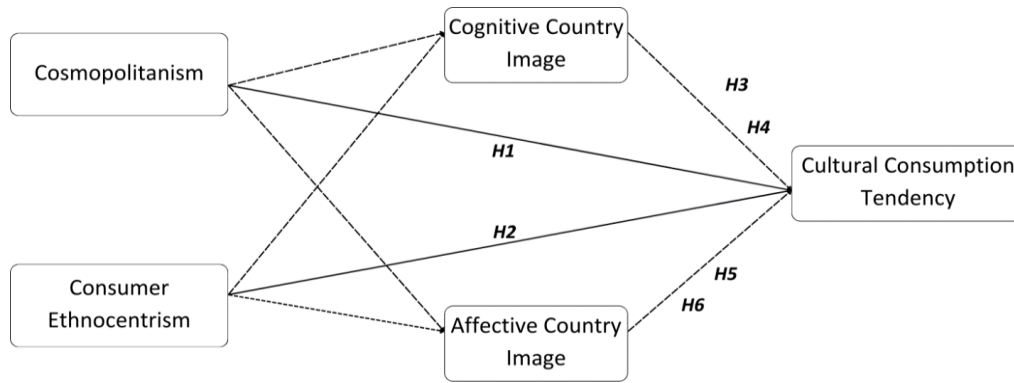


Figure 1. Conceptual Model

### *Cosmopolitanism on Cultural Consumption Tendency*

According to consumer consumption theory (Arnould & Thompson, 2005), consumers seek meaning through their consumption (Steenkamp, 2019) and the market mediates their effort to seek meaning and the products. Transfer theory (McCracken, 1986) also provides support to this idea by explaining the transferability of meaning from consumer goods to an individual. Cosmopolitan individuals view themselves as part of a global community, often valuing diversity and inclusivity in their consumption patterns (Cleveland et al., 2009; Abdul-Latif et al., 2024). Exposure via international travel (Ali et al., 2020) or residency (Khoo, 2014) is likely to impact an individual's understanding of diverse lifestyles and consumption patterns, hence augmenting their receptiveness toward foreign products (Hasmini et al., 2017). Prince et al. (2016) found that higher levels of cosmopolitanism are associated with the mindset of global consumption orientation

A study by Lizardo (2005) has confirmed that a link between cosmopolitan identity and cultural taste was indeed established. A higher level of cosmopolitanism is associated with increased purchase intentions and consumer preferences towards foreign products (Sousa, Nobre, & Farhangmehr, 2018). Consumers with high cosmopolitanism are open to foreign cultures (Prince, Yaprak, & Palihawadana, 2019) and have a positive feeling of competition with alternative cultures. In this setting, consumers with higher cosmopolitanism actively seek experiences that enables them

an exposure to a diverse range of cultures while also demonstrating appreciation of foreign products from varying countries and cultures (Deb & Sinha 2015). Therefore, we hypothesize that cosmopolitanism has a significant impact on the cultural consumption tendency.

*H1: Cosmopolitanism affects the cultural consumption tendencies.*

#### *Consumer ethnocentrism on cultural consumption tendency*

Ethnocentric people tend to view the world exclusively through their own cultural or national perspectives, often rejecting values or ideas that differ from their own. This viewpoint can stem from nationalism, xenophobia, a sense of national superiority, animosity, racism, and moral judgments (Diamantopoulos, Davydova, & Arslanagic-Kalajdzic, 2019; Tang, Liu, & Fu, 2022). In the context of consumer behavior, ethnocentrism plays a significant role in shaping people's purchasing decisions regarding foreign products. Consumer ethnocentrism refers to the belief that buying imported goods harms the domestic economy by leading to job losses and higher unemployment (Shankarmahesh, 2006; Klein & Ettenson, 1999; Shimp & Sharma, 1987). Ethnocentric consumers often view supporting foreign products as unpatriotic or against national interests, believing that imports undermine the country's economic health and national agenda (Shimp & Sharma, 1987).

Consumer ethnocentrism, which involves a preference for domestic products over foreign ones, is often seen as a barrier to market entry for foreign goods (Sousa, Nobre, & Farhangmehr, 2018). However, this preference does not always lead to increased consumption of domestic products. In fact, foreign products are often preferred over local ones, especially in less developed countries (Kiriri, 2019). Additionally, consumers may set aside their ethnocentric preferences if the foreign products come from countries with a positive image (Karoui & Khemakhem, 2019). Ethnocentric consumers are also price-sensitive; if a foreign product offers

similar price and quality to a domestic one, they may choose the foreign option (Khan, Ashraf, & Malik, 2019).

*H2: Consumer ethnocentrism affects the cultural consumption tendencies.*

### *Mediating Effect of Country Image*

Consumers consider the origins of the products (Thøgersen et al., 2017), and their judgement of the foreign products are impacted by the view of the origin country (Josiassen et al., 2013).

Yaprak and Parameswaran (1986) found that specific product attributes, general perceptions of foreign products, and the image of the origin country directly impact consumer purchase intentions. The country of origin serves as a signal in the decision-making process (Maheswaran & Chen, 2006). Products may be rejected if the exporting country's image conflicts with consumer values or beliefs (Verlegh & Steenkamp, 1999). For instance, consumers may avoid products from a fast-food chain associated with a country involved in a conflict.

The country of origin includes two main components: affective and cognitive (Roth & Diamantopoulos, 2009). Cognitive aspects relate to consumers' beliefs about a country, while affective aspects pertain to emotional reactions (Maher & Carter, 2011). Both components significantly influence consumer perceptions and product-related decisions (Laroche et al., 2005; Usunier, 2006). These images can lead to different evaluations for various products. For instance, German cars are often associated with cognitive qualities like technology, while German food may evoke affective responses.

Consumers' assessments of cognitive components focus on beliefs about a country's economy, standard of living, and technological advancement (Kock, Josiassen, & Assaf, 2019; Li et al., 2014). These perceptions shape how the country image influences purchase intentions. Specifically, perceptions of a country's economic and technological levels

can impact the perceived quality, durability, and workmanship of its products, thereby affecting purchase decisions (Wang et al., 2012).

*H3: Cognitive country image mediates the relationship between cosmopolitanism and cultural consumption tendencies.*

*H4: Cognitive country image mediated the relationship between cosmopolitanism and cultural consumption tendencies.*

Country of origin influences both cognitive and affective associations. Previous research shows that the affective image of a country can also impacts consumer purchase intentions (Klein, Ettenson, & Morris, 1998). Affective assessments, which reflect emotional responses to a country, are positively associated with consumer behaviour (Oberecker & Diamantopoulos, 2011) and attitudes (Wyer et al., 1999). Therefore, these emotional responses play a crucial role in determining whether consumers choose to buy a particular cultural product.

*H5: Affective country image mediates the relationship between cosmopolitanism and cultural consumption tendencies.*

*H6: Affective country image mediates the relationship between consumer ethnocentrism and cultural consumption tendencies.*

## **Methodology**

In this study, cultural consumption tendency is operationalized as the disposition of the consumers to consume products from the foreign country or culture, or specifically Japan. Ozkan and Kurtulus (2022) has successfully evaluated some of the cultural products such as food, travel, media, learning foreign language, learning foreign cultures, and adopting fashion trends or style in a particular country as cultural consumption practices based on the previous study. To measure the dependent variable cultural consumption tendency, this study utilizes the adapted scale from

the previous research (Cleveland & Laroche, 2007; Gim Chung et al., 2004; Ozkan & Kurtulus, 2022).

Country Image is measured using the scale from Parameswaran and Pisharodi (1994). This measure has been proven by previous research to be a valid measure for this variable (Wang et al., 2012; Septianto et al., 2022). Country image is how the respondents perceive the image of Japan based on their cognitive and affective assessments. In the cognitive section, respondents are asked about their perception of Japan regarding some criteria, for example, *living standards* and *technological advancement*. In the affective section, the respondents are asked to rate, amongst others based on their feelings, Japan's *friendliness towards their country* and *likability*.

Cosmopolitanism was measured using the Cosmopolitanism scale from a previous study (Cleveland et al., 2009). 5 items in this scale are measured on a 1-5 Likert scale. Sample items include "*I like to learn about other ways of life*" and "*I enjoy exchanging ideas with people from other cultures and countries*". Consumer ethnocentrism was measured by a simplified four-item version of the CETSCALE (Shimp & Sharma, 1987) as employed by several previous studies (Cleveland et al., 2009; Klein, 2002; Ozkan & Kurtulus, 2022; Jin et al., 2015).

The target population for the study is Indonesians who have an interest in Japanese culture. Japanese culture was chosen for historical and popular reasons (Wahidati, Kharismawati, & Mahendra, 2018), and Japan has succeeded in Indonesia through cultural diplomacy, attracting Indonesians to Japanese popular culture (Mubah, 2019). Most Indonesians are familiar with Japanese popular culture, which was originally introduced to the country in the late 1980s via anime and Japanese dramas broadcast on local television. (Bangsa and Sihombing, 2022).

All the questionnaires were originally in English language and therefore translated to Bahasa Indonesia to avoid any exclusion of the respondents and our samples are representative of the population. To further ensure the content validity we conducted a back translation to

English. The final version of the questionnaire items was submitted to 3 scholars to support accuracy. Upon finalization, a pilot study was conducted with 9 respondents to ensure they understood the items.

Convenience sampling was used to determine the respondent for this study. Given the constraints of this study, convenience sampling saves time and resources compared to more complex sampling methods. An online survey was conducted between April and May 2024. 354 responses were collected during that period. For the educational background, 61.6% of the respondents have bachelor's degrees, followed by 25.4% who have graduate degrees, 10.7% have high school diplomas and the remaining 2.2% have completed associate bachelor's study and doctorate. Representing an acceptably even distribution, 50% of the respondents are Male, 48% of the respondents are Female, and Non-Binary made up the remaining 1.4%.

## **Analysis and Findings**

Structural equation modelling (SEM) was used to analyse the relationship of the variables in this research. More precisely, we employed SmartPLS 3 software to apply partial least squares (PLS), a variance-based structural equation modelling method (Ringle et al., 2015). First, we test the reliability and validity of the measures and then analyse the structural model.

### *Instrument Quality*

Individual, convergent, internal consistency, and discriminant validity indices were investigated (Hair et al., 2021). We found that all questionnaire items had standardized factor loadings more than 0.6 and significant at  $p < 0.001$ , confirming the dependability of individual indicators (Hair et al., 2021). Table 1 depicts the instruments' internal consistency and dependability. Cronbach alpha and composite reliability (CR) ratings exceeded the 0.7 threshold (Hair et al., 2021). Furthermore, we can see that the average variance recovered for the variables exceeded the minimum

requirement of 0.50 (Bagozzi and Yi, 1988). There were two ways used to measure discriminant validity, we utilized the Fornell and Larcker criterion and the heterotrait-monotrait ratio (HTMT) criterion (Hair et al., 2021; Henseler et al., 2015). Table 2 demonstrates that all HTMT ratios are less than the more conservative threshold of 0.85 (Hair et al., 2021).

*Table 1. Cronbach alpha, Convergent Reliability (CR), Average Variance Extracted*

Latent Variable	$\alpha$	CR	AVE	1	2	3	4	5	6	7	8
(1) Affective Country Image	0,842	0,893	0,677	<b>0,823</b>	0,619	0,339	0,163	0,392	0,291	0,419	0,409
(2) Cognitive Country Image	0,841	0,887	0,613	0,518	<b>0,783</b>	0,371	0,103	0,088	0,214	0,131	0,380
(3) Cosmopolitanism	0,919	0,940	0,757	0,308	0,333	<b>0,870</b>	0,077	0,330	0,593	0,421	0,557
(4) Consumer Ethnocentrism	0,868	0,909	0,715	0,138	0,067	-0,054	<b>0,846</b>	0,102	0,147	0,107	0,071
(5) Fashion	0,877	0,916	0,731	0,340	0,047	0,298	0,034	<b>0,855</b>	0,520	0,790	0,543
(6) Food	0,904	0,933	0,777	0,263	0,191	0,541	-0,136	0,461	<b>0,882</b>	0,507	0,701
(7) Media	0,900	0,921	0,625	0,378	0,103	0,384	0,042	0,701	0,454	<b>0,791</b>	0,645
(8) Travel	0,872	0,921	0,795	0,359	0,328	0,501	-0,063	0,472	0,621	0,570	<b>0,892</b>

Note:  $\alpha$  -Cronbach Alpha; CR -Composite reliability; AVE -Average variance extracted. Bolded numbers are the square roots of AVE. Below the diagonal elements are the correlations between the constructs. Above the diagonal elements are the HTMT ratios.

No collinearity is indicated since the VIF values ranged from 1.00 to 1.15, which was below the indicative critical value of 5 (Hair et al., 2021). The R<sup>2</sup> value for each variable for all the variables in this study [*cognitive country image (11.9%)*, *affective country image (11.8%)*, *cultural consumption tendency factors; fashion (19.7%)*, *food (32.0%)*, *media and language (25.2%)*, *travel (31.0%)*] surpassed the threshold value of 10% (Falk & Miller, 1992). The country image has two dimensions which we treated as individual variables in the subsequent analysis, and so do the four factors of cultural consumption products used in this research.

### *Descriptive Statistics*

Descriptive statistics was done on SPSS 29 (source) to find out the characteristics of our sample. Regarding the consumer disposition, our samples are shown to have a rather high cosmopolitanism level (M: 4.213) and rather low consumer ethnocentrism (M: 2.976). Japan as a country is perceived to have high cognitive quality (M: 4.311) and a rather high

affective image (M: 3.858). Our sample shows enthusiasm regarding the cultural consumption of Japanese products (M: 3.387) with the highest tendency to consume Japanese food (M: 3.960) and travel (M: 3.937).

Table 2. Mean Distribution

Variables	N	Minimum	Maximum	Mean
Cosmopolitanism	354	1,40	5,00	4,213
Consumer Ethnocentrism	354	1,00	5,00	2,976
Cognitive Country Image*	354	1,00	5,00	4,311
Affective Country Image*	354	1,00	5,00	3,858
Media and Language**	354	1,00	5,00	3,117
Food**	354	1,00	5,00	3,960
Fashion**	354	1,00	5,00	2,871
Travel**	354	1,00	5,00	3,937
Overall**	354	1,00	5,00	3,387

Note: \*Country Image, \*\*Cultural Consumption Tendency

### Structural model

The results of the analysis are presented in Table 2. The result of the analysis shows that cosmopolitanism have a positive effect on all of the dimension of cultural consumption tendency [*fashion*( $\beta$ :0,260), *food*( $\beta$ :0,503), *media and language* ( $\beta$ :0.338), and *travel* ( $\beta$ :0,405)]. Consumer ethnocentrism only negatively affects the food consumption tendency ( $\beta$ : -0.126). Hence, **H1 is supported** ( $p<0.001$ ) and **H2 is partially supported** ( $p<0.01$ ).

Regarding the mediating role of country image, we used a bootstrapping procedure to test the significance of the indirect effects via the mediator (Igartua and Hayes, 2021). The results of the mediation effects are shown in Table 2. Cognitive country image is shown to have a competitive mediation effect (Hair et. al, 2021) between cosmopolitanism and fashion ( $\beta$ : -0.080,  $p>0.05$ ) as well as the Media and Language consumption tendency ( $\beta$ : -0.70,  $p>0.05$ ). Where the direction of independent variable to the dependent and mediating variable is positive, but the mediating variable to the dependent variable is negative. Based on

the literature (Igartua and Hayes,2021; Hair et. al, 2021) it indicated a suppression effect. No mediation occurred on the relationship between cosmopolitanism and other the other dimension cultural consumption tendency (Food and Travel). There are no significant indirect effects between consumer ethnocentrism and all dimensions of cultural consumption tendencies. Thus, **H3 is partially supported** and **H4 is not supported**.

Table 3. Structural Relationship

Latent Variables	Cultural Consumption Tendency			
	Fashion	Food	Media and Language	Travel
<i>Direct</i>				
Cosmopolitanism	<b>0,260*</b>	<b>0,503*</b>	<b>0,338*</b>	<b>0,405*</b>
Consumer Ethnocentrism	0,011	<b>-0,126**</b>	0,022	-0,075
<i>Indirect</i>				
Cosmopolitanism -> CCI	<b>-0,080**</b>	-0,015	<b>-0,070***</b>	0,033
Cosmopolitanism -> ACI	<b>0,121*</b>	<b>0,047***</b>	<b>0,120*</b>	<b>0,062**</b>
Consumer Ethnocentrism -> CCI	-0,020	-0,004	-0,018	0,008
Consumer Ethnocentrism -> ACI	<b>0,059**</b>	0,023	<b>0,059**</b>	<b>0,030**</b>

Note: \* significant at  $p > 0.001$ ; \*\* significant at  $p > 0.01$ ; \*\*\* significant at  $p > 0.05$

CCI: Cognitive country image

ACI: Affective country image

Affective country image mediates the relationships between cosmopolitanism and all the dimension of cultural consumption tendency [*fashion* ( $\beta$ : 0.121,  $p > 0.01$ ), *food* ( $\beta$ : 0.047,  $p > 0.05$ ), *media and language* ( $\beta$ : 0.107,  $p > 0.001$ ), *travel* ( $\beta$ : 0.62,  $p > 0.01$ )]. On the relationship between consumer ethnocentrism and cultural consumption tendencies via affective country image, the result showed significance on the fashion ( $\beta$ : 0.059,  $p > 0.01$ ), media and language ( $\beta$ : 0.59,  $p > 0.01$ ), and travel ( $\beta$ : 0.30,  $p > 0.01$ ) but was not found significant on food. We noticed another competitive mediation occurred on these relationships. Furthermore, the direct effect of consumer ethnocentrism on fashion, media and language, as well as travel was not found significant, however in the presence of affective country image, the indirect effect became significant, which infer

that full mediation (Hair et.al, 2021) occurred on our sample. Nevertheless, **H5 is supported** and **H6 is partially supported**.

## **Discussion**

This study aimed to investigate the impact of positive consumer disposition such as cosmopolitanism and negative consumer disposition such as consumer ethnocentrism simultaneously and to investigate the mediating role of cognitive country image and affective country image on the relationship between consumer disposition on cultural consumption tendency. We tested the direct relationship between cosmopolitanism and consumer ethnocentrism toward cultural consumption tendencies (fashion, food, media and language, travel). According to our findings, cosmopolitanism and ethnocentrism have significant effects on cultural consumption tendencies but the effects are found to be product specific as was found in the previous study by Ozkan and Kurtulus (2022). Country image is found to mediate those relationships.

Cosmopolitanism affects all the dimensions of all the cultural consumption tendency further underlining the significance of taking cosmopolitanism as a potential segmentation element in foreign marketplaces. This finding is also consistent with previous research (Ozkan & Kurtulus, 2022; Rabelo Neto et al., 2019; and Sousa et al., 2018). The higher the cosmopolitanism level, the more they want to seek meaning through their consumption and therefore they tend to consume foreign cultural products.

Consumer ethnocentrism was found to only significantly affect Japanese food consumption tendencies. Previous research (Ozkan & Kurtulus, 2022) also found that consumer ethnocentrism does not affect all dimensions of cultural consumption tendency, rather, its effect will be product specific. Consumers with low ethnocentric levels are more likely to use objective information about product quality. Each individual's level of consumer ethnocentrism differs depending on how much they have been influenced by globalization (Aramendia-Muneta & Reardon, 2016).

Regarding the varying effect of consumer ethnocentrism on cultural consumption tendencies, it is consistent with previous research that shows consumer ethnocentrism yielded conflicting results depending on the culture consumed (Akbarov, 2021) and cultural product type (Gera et al., 2022). Furthermore, our next finding might be able to explain the insignificance of effect.

Country image mediated the effect between cosmopolitanism and consumer ethnocentrism towards the cultural consumption tendency. However, the cognitive aspect and affective aspects of the country image have different mediation effects on the relationship. The mediation that does not occur on all cultural products following the previous research (Maier and Wilken, 2017) of the impact of exporting country image on consumer perception, evaluation, and behaviour regarding imported products would depend on the product category.

Affective country image is found to complementary mediate the relationship between cosmopolitanism and cultural consumption tendencies for all types of cultural products. These findings further underline the importance of this dimension of country image as previous research suggests that the two dimensions might have different effects on consumer's purchase intention, and in some cases, the affective image is more dominant in affecting the willingness to buy (Maher & Carter, 2011).

Our findings became even more interesting when we saw the suppressing effect of cognitive country image on cosmopolitanism. The relationship between cosmopolitanism on cultural consumption tendency showed cognitive country image suppresses the positive effect of cosmopolitanism on the fashion and media and language consumption tendency. Despite having high cosmopolitanism, the cognitive image of Japan in terms of competence and economic welfare for example does not favour their tendency to consume the Japanese media, learn the language, or sport Japanese fashion for example. With the high cognitive image score ( $M=4.311$ ; see Table 2), it could be perceived that the fashion

product that comes from Japan or learning the language will be too expensive and not readily available.

On the other dimension of country image, affective country image fully mediates the relationship between consumer ethnocentrism and cultural consumption tendencies (except *food*) in our sample. Our findings found that despite their ethnocentrism level, the affective image of Japan in their mind allows them to keep consuming the products. In our sample, these individuals might still consider Japanese fashion to be their inspiration and therefore might purchase fashion products from Japan. They would still, for example, travel to Japan because the country is considered peace-loving. Or, watching Japanese movies and TV series because they feel relatable with the characters in it. This is consistent with previous findings that found ethnocentric individuals tend to abandon their ethnocentrism when products are available from foreign countries with a favourable country image (Karoui & Khemakhem, 2019).

Affective country image might also help us to better understand the high popularity of Japanese products, especially the ones that are utilized in this research. Our sample does not have a relatively high degree of ethnocentrism ( $M = 2.976$ ; see Table 2), but our result shows that even in those high ethnocentric levels, the affective image such as the admiration (Maher and Carter, 2011) towards Japan would encourage them to still consume Japanese cultural product, especially in the media and language, travel, and fashion.

## **Theoretical Implication**

The findings of the study have several theoretical implications. This study looks at cultural consumption that has its roots in sociology through the lens of marketing. Expanding the body of studies on cultural consumption. The effect of consumer disposition on cultural consumption tendencies is discovered to be product specific. Second, our study confirmed the impact of ethnocentrism and cosmopolitanism on foreign product preferences in

Indonesia, in line with previous research (Jin et al., 2024). This study validated the significance of the two components in affecting Indonesian consumers' preference for global brands, as previously demonstrated in other developing Asian countries (Chakraborty & Sadachar, 2021; Hoang et al., 2022).

Furthermore, customers are influenced differently by affective and cognitive country images. This study addresses the need to identify the circumstances in which the affective dimension of a country's image has a more significant influence on consumers' decision-making processes by adopting the methodology proposed by Maher and Carter (2011). The results of this study demonstrate that the affective component of the country of origin has a considerable effect on hedonistic products, underscoring its significance and adding to our understanding of the country-of-origin effect.

Research on cosmopolitanism has suggested to use of mediating variables such as country image on its effect on consumer behaviour (Makrides et al., 2021) and this study has executed the suggestion and found that country image indeed mediates the relationship.

## **Managerial Implication**

The finding of this study provides insight for retailers to be more aware of the global consumer characteristics especially now that technological advancements allow the consumer to gain exposure from foreign countries. Cosmopolitanism and ethnocentrism continued to be a robust segmentation in the cultural product industry and these consumer characteristics would behave accordingly to the message that the players in the cultural industry tried to convey. Considering our findings, customization is suggested for the cultural product industry. Secondly, the findings of this study can help the players in this industry in their segmentation and targeting decisions, for example in deciding which cultural products are better suited for a particular segment and what type

of messaging appeals to diverse consumer preferences related to these products.

## **Limitations**

Be that as it may, our study is not without limitations. First, it only examines cultural consumption tendencies from Indonesian samples and only towards Japanese cultural products. Both Indonesia and Japan are of an eastern-cultural country. Conducting this study in a Western country context might provide useful insight and add to our findings. Especially if the research subject and object are from different hemispheres. Second, we do not have another set of data for comparing the results. Conducting a comparative study would be suggested for future research to enrich the literature on both cultural consumption and country-of-origin literature.

Although our findings prove that country image mediates the relationship between cosmopolitanism and cultural consumption tendency, future studies should investigate other mediators that might explain the outcomes of cosmopolitanism. Convenience sampling was chosen to conduct this study. And while it provides advantages, biases might result due to this sampling method. Although we have tried to mitigate the biases, future studies should investigate the findings in this study to increase the generalizability. This is a cross-sectional study hence we only capture the data at one point in time. It limits the ability to establish a causal relationship or changes that happen over time.

## References

- Abdul-Latif, S. A., Abdul-Talib, A. N., Saad, M., Sahar, R., & Matyakubov, U. (2024). An Examination of the Effects of Consumer Ethnocentrism, Consumer Internationalism, and Consumer Cosmopolitanism toward Products from China in Malaysia. *Journal of International Consumer Marketing*, 36(3), 224-241. <https://doi.org/10.1080/08961530.2023.2251675>
- Akbarov, S. (2021). Consumer ethnocentrism and purchasing behaviour: moderating effect of demographics. *Journal of Islamic Marketing*. Advance online publication. <https://doi.org/10.1108/JIMA-02-2020-004>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, S. (2020). The moderating role of individualism/collectivism and materialism: An application of the theory of planned behavior in Halal. *Journal of Food Products Marketing*, 26(9), 581-599. <https://doi.org/10.1080/10454446.2020.1846148>
- Aramendia-Muneta, M. E., & Reardon, J. (2016). The influence of ethnocentricity in purchase behavior and ethnocentric attitudes. *International Journal of Business Anthropology*, 6(2), 103-115. <https://doi.org/10.33423/ijba.v6i2.1125>
- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868-882.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94. <https://doi.org/10.1007/BF02723327>
- Bangsa, B. P., & Sihombing, L. H. (2022). The impact of Japanese popular cultures to Indonesian younger generation: A case study of PUNICO. *Humaniora*, 13(3), 241-246. <https://doi.org/10.21512/humaniora.v13i3.8131>
- Chakraborty, S., & Sadachar, A. (2021). Predicting Indian consumers' purchase intention from Western apparel brands. *Journal of Fashion Marketing and Management*, 25(3), 407-429. <https://doi.org/10.1108/jfmm-02-2020-0017>
- Cleveland, M., & Laroche, M. (2007). Acculturation to the global consumer culture: Scale development and research paradigm. *Journal of Business Research*, 60(3), 249-259.
- Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. *Journal of International Marketing*, 17(1), 116-146. <https://doi.org/10.1509/jimk.17.1.116>
- Cleveland, M., Laroche, M., Takahashi, I., & Erdogan, S. (2014). Cross-linguistic validation of a unidimensional scale for cosmopolitanism. *Journal of Business Research*, 67(3), 268-277.
- Deb, M., & Sinha, G. (2015). Impact of culture on religiosity, cosmopolitanism and ethnocentrism. *Asia Pacific Journal of Marketing and Logistics*, 28(1), 56-72. <https://doi.org/10.1108/APJML-12-2014-0173>

- Diamantopoulos, A., Davydova, O., & Arslanagic-Kalajdzic, M. (2019). Modeling the role of consumer xenocentrism in impacting preferences for domestic and foreign brands: A mediation analysis. *Journal of Business Research*, 104, 587-596. <https://doi.org/10.1016/j.jbusres.2018.12.007>
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. University of Akron Press.
- Gera, N., Rohatgi, S., & Wise, J. A. (2022). Consumer ethnocentrism in Indian air-conditioner market: A social identity theory perspective. *Journal of Global Business Competitiveness*, 17, 192-202. <https://doi.org/10.1007/s42943-022-00057-9>
- Gim Chung, R. H., Kim, B. S., & Abreu, J. M. (2004). Asian American multidimensional acculturation scale: Development, factor analysis, reliability, and validity. *Cultural Diversity and Ethnic Minority Psychology*, 10(1), 66.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: Classroom companion: Business*. Springer. [https://doi.org/10.1007/978-3-030-80519-7\\_7](https://doi.org/10.1007/978-3-030-80519-7_7)
- Han, C. M. (2017). Cosmopolitanism and ethnocentrism among young consumers in emerging Asia: Chinese vs Koreans towards Japanese brands. *Asia Pacific Journal of Marketing and Logistics*, 29(2), 330-346.
- Hasmini, N., Ghani, A., Kamariah, N., & Mat, N. (2017). Malaysian consumers ethnocentrism: The measurement scale and index. *International Review of Management and Marketing*, 7(1), 521-528.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hoang, H. T., Bich Ho, K. N., Tran, T. P., & Le, T. Q. (2022). The extension of animosity model of foreign product purchase: Does country of origin matter? *Journal of Retailing and Consumer Services*, 64, Article 102758. <https://doi.org/10.1016/j.jretconser.2021.102758>
- IBM Corp. (2020). IBM SPSS Statistics for Windows (Version 27.0) [Computer software]. IBM Corp.
- Igartua, J.-J., & Hayes, A. F. (2021). Mediation, moderation, and conditional process analysis: Concepts, computations, and some common confusions. *The Spanish Journal of Psychology*, 24, Article e49. <https://doi.org/10.1017/SJP.2021.46>
- İzmir, O., Eroglu Hall, E., & Sevim, N. (2023). The conceptualization of country image: A qualitative approach. *Yönetim ve Ekonomi Araştırmaları Dergisi*, 21, 160-194. <https://doi.org/10.11611/yea.1259644>
- Jin, B. E., Shin, D. C., Yang, H., Jeong, S. W., & Chung, J.-E. (2024). Consumer religiosity, cosmopolitanism and ethnocentrism in Indonesia. *International Journal of Retail & Distribution Management*, 52(3), 277-294. <https://doi.org/10.1108/IJRDM-11-2022-0455>

- Jin, Z., Lynch, R., Attia, S., Chansarkar, B., Gülsoy, T., Lapoule, P., Liu, X., Newburry, W., Nooraini, M. S., Parente, R., Purani, K., & Ungerer, M. (2015). The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status. *International Business Review*, 24(3), 380-393. <https://doi.org/10.1016/j.ibusrev.2014.08.010>
- Josiassen, A., Lukas, B. A., & Whitwell, G. J. (2008). Country-of-origin contingencies: Competing perspectives on product familiarity and product involvement. *International Marketing Review*, 25(4), 423.
- Josiassen, A., Lukas, B. A., Whitwell, G. J., & Assaf, A. G. (2013). The halo model of origin images: Conceptualisation and initial empirical test. *Journal of Consumer Behaviour*, 12(4), 253-266.
- Karoui, S., & Khemakhem, R. (2019). Consumer ethnocentrism in developing countries. *European Research on Management and Business Economics*, 25(2), 63-71. <https://doi.org/10.1016/j.iedeen.2019.04.002>
- Khan, M. A., Ashraf, R., & Malik, A. (2019). Do identity-based perceptions lead to brand avoidance? A cross-national investigation. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1095-1117. <https://doi.org/10.1108/APJML-12-2017-0332>
- Khoo, G. C. (2014). Introduction: Theorizing different forms of belonging in a cosmopolitan Malaysia. *Citizenship Studies*, 18(8), 791-806. <https://doi.org/10.1080/13621025.2014.964542>
- Kiriri, P. N. (2019). Consumer ethnocentrism and attitudes towards local products: A case of Kenyan consumers. *The University Journal*, 1(3), 1-18.
- Klein, J. G., & Ettenson, R. (1999). Consumer animosity and consumer ethnocentrism: An analysis of unique antecedents. *Journal of International Consumer Marketing*, 11(4), 5-24. [https://doi.org/10.1300/J046v11n04\\_02](https://doi.org/10.1300/J046v11n04_02)
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89-100. <https://doi.org/10.1177/002224299806200108>
- Klein, J. (2002). Us versus them, or us versus everyone? Delineating consumer aversion to foreign goods. *Journal of International Business Studies*, 33, 345-363. <https://doi.org/10.1057/palgrave.jibs.8491020>
- Kock, F., Josiassen, A., & Assaf, A. (2019). Toward a universal account of country-induced predispositions: Integrative framework and measurement of country-of-origin images and country emotions. *Journal of International Marketing*, 27. <https://doi.org/10.1177/1069031X19857692>
- Laroche, M., Papadopoulos, N., Heslop, L., & Murali, M. (2005). The influence of country image structure on consumer evaluations of

- foreign products. *International Marketing Review*, 22(1), 96-115. <https://doi.org/10.1108/02651330510581190>
- Li, D., Wang, C., Jiang, Y., Barnes, B., & Zhang, H. (2014). The asymmetric influence of cognitive and affective country image on rational and experiential purchases. *European Journal of Marketing*, 48, 2153-2175. <https://doi.org/10.1108/EJM-09-2012-0505>
- Lim, E., & Ang, S. (2008). Hedonic vs. utilitarian consumption: A cross-cultural perspective based on cultural conditioning. *Journal of Business Research*, 61, 225-232. <https://doi.org/10.1016/j.jbusres.2007.06.004>
- Lin, C. P., & Dong, T. P. (2021). The antecedents and consequences of exporting cultural products. *International Marketing Review*, 38(3), 487-513.
- Lizardo, O. (2005). Can culture capital theory be reconsidered in the light of world polity institutionalism? Evidence from Spain. *Poetics*, 33, 81-110.
- Maher, A. A., & Carter, L. L. (2011). The affective and the cognitive components of country image: Perceptions of American products in Kuwait. *International Marketing Review*, 28(6), 559-580.
- Maheswaran, D., & Chen, C. Y. (2006). Nation equity: Incidental emotions in country-of-origin effects. *Journal of Consumer Research*, 33(3), 370-376. <https://doi.org/10.1086/508521>
- Maier, E., & Wilken, R. (2017). Broad and narrow country-of-origin effects and the domestic country bias. *Journal of Global Marketing*, 30(4), 256-274. <https://doi.org/10.1080/08911762.2017.1310965>
- Makrides, A., Kvasova, O., Thrasou, A., Hadjielias, E., & Ferraris, A. (2021). Consumer cosmopolitanism in international marketing research: A systematic review and future research agenda. *International Marketing Review*. Advance online publication. <https://doi.org/10.1108/IMR-12-2020-0304>
- McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research*, 13(1), 71-84.
- Mubah, A. S. (2019). Japanese public diplomacy in Indonesia: The role of Japanese agencies in academic exchange programs between Japan and Indonesia. *Global Strategis*, 13(1), 37-50. <https://doi.org/10.20473/jgs.13.1.2019.37-50>
- Oberecker, E., & Diamantopoulos, A. (2011). Consumers' emotional bonds with foreign countries: Does consumer affinity affect behavioral intentions? *Journal of International Marketing*, 19, 45-72. <https://doi.org/10.2307/41304394>
- Ozkan, F. N., & Kurtulus, S. (2024). The role of consumer characteristics on cultural consumption tendency. *Asia-Pacific Journal of Business Administration*, 16(3), 482-503. <https://doi.org/10.1108/APJBA-03-2022-0111>
- Papadopoulos, N., & Heslop, L.A. (1993). What Product and Country Images Are and Are Not, in Product - Country Images: Impact and Role in

- International Marketing, Papadopoulos, Binghamton, NY: International Business Press, pp. 3-38
- Parameswaran, R., & Pisharodi, M. R. (1994). Facets of country of origin image: An empirical assessment. *Journal of Advertising*, 13, 43-56.
- Prince, M., Davies, M. A., Cleveland, M., & Palihawadana, D. (2016). Here, there and everywhere: A study of consumer centrism. *International Marketing Review*, 33(5), 715-754.
- Prince, M., Yaprak, A. N., & Palihawadana, D. (2019). The moral bases of consumer ethnocentrism and consumer cosmopolitanism as purchase dispositions. *Journal of Consumer Marketing*, 36(3), 429-438. <https://doi.org/10.1108/JCM-11-2017-2432>
- Rabelo Neto, A., Filho, J., Leocádio, A., & Nascimento, J. (2019). Internationalization of cultural products: The influence of soft power. *International Journal of Market Research*, 62, 1470785319871473. <https://doi.org/10.1177/1470785319871473>
- Ringle, C. M., Wende, S., & Becker, J.-M. (2015). *SmartPLS 3*. Boenningstedt: SmartPLS GmbH. Retrieved from <http://www.smartpls.com>
- Rössel, J., Schenk, P., & Weingartner, S. (2017). Cultural consumption. In R. A. Scott, S. M. Kosslyn, & N. Pinkerton (Eds.), *Emerging trends in the social and behavioral sciences: An interdisciplinary, searchable, and linkable resource*. Hoboken, NJ: Wiley. pp. 1-14.
- Rausing, S. (2020). Re-constructing the 'normal': identity and the consumption of western goods in Estonia. In *Markets and moralities* (pp. 127-142). Routledge.
- Roth, K. P., & Diamantopoulos, A. (2009). Advancing the country image construct. *Journal of Business Research*, 62(7), 726-740.
- Scott, A. J. (2000). French cinema: Economy, policy and place in the making of a cultural-products industry. *Theory, Culture & Society*, 17(1), 1-38.
- Scott, A. J. (2004). Cultural-products industries and urban economic development: Prospects for growth and market contestation in global context. *Urban Affairs Review*, 39(4), 461-490.
- Septianto, F., Japutra, A., Billy, S., & Yuri, S. (2022). The interaction effect of country-of-origin positioning and cultural distance on international advertising effectiveness: A construal level perspective. *International Marketing Review*, 39. Advance online publication. <https://doi.org/10.1108/IMR-10-2021-0291>
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146-172. <https://doi.org/10.1108/02651330610660065>
- Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37. <https://doi.org/10.1007/BF02894609>
- Shi, J., & Chen, W. (2011). The 'specificity' of cultural products versus the 'generality' of trade obligations: Reflecting on 'China-publications and audiovisual products'. *Journal of World Trade*, 45(1), 1-47.

- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280-289. <https://doi.org/10.1177/002224378702400304>
- Sousa, A., Nobre, H., & Farhangmehr, M. (2018). The influence of consumer cosmopolitanism and ethnocentrism tendencies on the purchase and visit intentions towards a foreign country. *International Journal of Digital Culture and Electronic Tourism*, 2(3), 175-184.
- Steenkamp, J. B. E. (2019). Global versus local consumer culture: Theory, measurement, and future research directions. *Journal of International Marketing*, 27(1), 1-19.
- Tang, H., Liu, X., & Fu, Q. (2022). Assessing measurement invariance of the CETSCALE in Guangxi, China. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2269-2284. <https://doi.org/10.1108/APJML-06-2021-0430>
- Thøgersen, J., Pedersen, S., Paternoga, M., Schwendel, E., & Aschemann-Witzel, J. (2017). How important is country-of-origin for organic food consumers? A review of the literature and suggestions for future research. *British Food Journal*, 119(3), 542-557.
- Usunier, J. C. (2006). Relevance in business research: The case of country-of-origin research marketing. *European Management Review*, 3(1), 60-73.
- Verlegh, P. W. J., & Steenkamp, J.-B. E. M. (1999). A review and meta-analysis of country-of-origin research. *Journal of Economic Psychology*, 20(5), 521-546. [https://doi.org/10.1016/S0167-4870\(99\)00023-9](https://doi.org/10.1016/S0167-4870(99)00023-9)
- Wahidati, L., Kharismawati, M., & Mahendra, A. O. (2018). Pengaruh konsumsi anime dan manga terhadap pembelajaran budaya dan bahasa Jepang. *Izumi*, 7(1), 1-10.
- Wang, C. L., Li, D., Barnes, B. R., & Ahn, J. (2012). Country image, product image and consumer purchase intention: Evidence from an emerging economy. *International Business Review*, 21(6), 1041-1051.
- Weingartner, S. (2020). Digital omnivores? How digital media reinforce social inequalities in cultural consumption. *New Media & Society*, 23. Advance online publication. <https://doi.org/10.1177/1461444820957635>
- Wyer, R. S., Jr., Clore, G. L., & Isbell, L. M. (1999). Affect and information processing. In M. P. Zanna (Ed.), *Advances in experimental social psychology*, Vol. 31 (pp. 1-77). Academic Press. [https://doi.org/10.1016/S0065-2601\(08\)60271-3](https://doi.org/10.1016/S0065-2601(08)60271-3)
- Yaprak, A., & Parameswaran, R. (1986). Strategy formulation in multinational marketing: A deductive, paradigm-integrating approach. In S. T. Cavusgil (Ed.), *Advances in International Marketing*, 1 (pp. 21-45). Greenwich, CT: JAI Press, Inc.

# Appendix

## Appendix A. Outer Loadings

<b><i>Cultural Consumption Tendency (Media and Language)</i></b>	
Most of my favorite foreign TV series are in the language of Japan	<b>0,888</b>
I like watching Japan-made TV series	<b>0,876</b>
My favorite foreign actors/actresses are from Japan	<b>0,858</b>
I like watching Japan-made movies	<b>0,797</b>
I like watching Japan-made movies in their original language	<b>0,896</b>
Most of the music I listen to is in the language of Japan	<b>0,892</b>
I like listening to popular music in Japan	<b>0,916</b>
<b><i>Cultural Consumption Tendency (Food)</i></b>	
I like to experience restaurants that serve Japanese cuisine	<b>0,821</b>
I like to try Japanese specific food that I have never tasted before	<b>0,812</b>
I like Japanese specific food	<b>0,784</b>
Finding Japanese restaurants will make me feel good on my travels abroad	<b>0,769</b>
<b><i>Cultural Consumption Tendency (Fashion)</i></b>	
I follow the clothing style of people my age who live in Japan	<b>0,824</b>
The clothing style that is popular in Japan, in my clothing preferences, is more determinative than the clothing style in my own country	<b>0,721</b>
I enjoy reading magazines/blogs/news that contains information about Japan's fashion trends	<b>0,808</b>
In general, I like the clothing style of people who live in Japan	<b>0,813</b>
<b><i>Cultural Consumption Tendency (Travel)</i></b>	
I am considering going to Japan for a vacation	<b>0,885</b>
If I plan to travel abroad, Japan will take first place in my preferences	<b>0,896</b>
I am making plans to travel to Japan	<b>0,894</b>

## Appendix A. Outer Loadings (Continued)

<b>Cognitive Country Image</b>	
In my perception, Japan is affluent	0,825
In my perception, Japan is economically well developed	0,845
In my perception, Japan has high living standard	0,792
In my perception, Japan has advanced technology	0,732
In my perception, Japan has good standard of life	0,710
<b>Affective Country Image</b>	
Based on my feelings, Japan is peace-loving	0,777
Based on my feelings, Japan is friendly towards us	0,841
Based on my feelings, Japan is cooperative with us	0,860
Based on my feelings, Japan is likable	0,810
<b>Cosmopolitanism</b>	
I enjoy being with people from other countries to learn about their unique views and approaches	0,893
I am interested in learning more about people who live in other countries	0,870
I like to observe people of other cultures, to see what I can learn from them	0,862
I like to learn about other ways of life	0,826
I enjoy exchanging ideas with people from other cultures and countries	0,897
<b>Consumer Ethnocentrism</b>	
It is not right to purchase foreign products because it puts people out of a job	0,829
People from my country should not buy foreign products because this hurts the country's business and causes unemployment.	0,872
A real people of my country should always buy products of my own country	0,876
We should purchase products manufactured in our own country instead of letting other countries get rich from us	0,804

## Appendix B. R square Table

Latent Variables	R Square
<i>Affective Country Image</i>	0,119
<i>Cognitive Country Image</i>	0,118
<i>Cultural Consumption Tendency (Fashion)</i>	0,197
<i>Cultural Consumption Tendency (Food)</i>	0,320
<i>Cultural Consumption Tendency (Media and Language)</i>	0,252
<i>Cultural Consumption Tendency (Travel)</i>	0,310

## Appendix C. Fornell-Lacker Criterion

Latent Variable	1	2	3	4	5	6	7	8
(1) <i>Affective Country Image</i>	0,823							
(2) <i>Cognitive Country Image</i>	0,518	0,783						
(3) <i>Cosmopolitanism</i>	0,308	0,333	0,870					
(4) <i>Ethnocentrism</i>	0,138	0,067	-0,054	0,846				
(5) <i>Cultural Consumption Tendency (Fashion)</i>	0,340	0,047	0,298	0,034	0,855			
(6) <i>Cultural Consumption Tendency (Food)</i>	0,263	0,191	0,541	-0,136	0,461	0,882		
(7) <i>Cultural Consumption Tendency (Media and Language)</i>	0,378	0,103	0,384	0,042	0,701	0,454	0,791	
(8) <i>Cultural Consumption Tendency (Travel)</i>	0,359	0,328	0,501	-0,063	0,472	0,621	0,570	0,892

## Appendix D. Inner VIF

Latent Variable	1	2	3	4	5	6	7	8
(1) <i>Affective Country Image</i>					1,434	1,434	1,434	1,434
(2) <i>Cognitive Country Image</i>					1,432	1,432	1,432	1,432
(3) <i>Cosmopolitanism</i>	1,003	1,003			1,170	1,170	1,170	1,170
(4) <i>Ethnocentrism</i>	1,003	1,003			1,031	1,031	1,031	1,031
(5) <i>Cultural Consumption Tendency (Fashion)</i>								
(6) <i>Cultural Consumption Tendency (Food)</i>								
(7) <i>Cultural Consumption Tendency (Media and Language)</i>								
(8) <i>Cultural Consumption Tendency (Travel)</i>								

## Appendix E. HTMT Criterion

Latent Variable	1	2	3	4	5	6	7	8
(1) <i>Affective Country Image</i>								
(2) <i>Cognitive Country Image</i>	0,619							
(3) <i>Cosmopolitanism</i>	0,339	0,371						
(4) <i>Ethnocentrism</i>	0,163	0,103	0,077					
(5) <i>Cultural Consumption Tendency (Fashion)</i>	0,392	0,088	0,330	0,102				
(6) <i>Cultural Consumption Tendency (Food)</i>	0,291	0,214	0,593	0,147	0,520			
(7) <i>Cultural Consumption Tendency (Media and Language)</i>	0,419	0,131	0,421	0,107	0,790	0,507		
(8) <i>Cultural Consumption Tendency (Travel)</i>	0,409	0,380	0,557	0,071	0,543	0,701	0,645	