Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers☆,☆☆

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ABSTRACT

Evidence for the presence of the global consumer culture (GCC) is substantial. The present paper contributes to this body of research by providing a longitudinal perspective emphasizing the presence, antecedents, and consequences of the GCC within the Netherlands, examining how the interplay between the local and global cultures evolves. While we found evidence that the Dutch are increasingly acculturating to the GCC, the global and local cultural forces seem to impact consumption behaviors consistently over time: NEID positively associates with the consumption of products traditionally bounded to local culture (e.g. local food and clothing), whereas the positive role of AGCC figures prominently with behaviors bound by global or foreign cultural conventions (e.g. electronics and luxuries). The expanded nomological network considers the relationships of AGCC and NEID to various demographic/cultural precursors and dispositional outcomes.

1. Introduction

Culture is crucial to consider when developing a marketing strategy. Cultural values, and the extent to which people adhere to values, profoundly influence how consumers evaluate and respond to marketing efforts (Alden, Steenkamp, & Batra, 1999; Viswanathan & Dickson, 2007; Westjohn, Singh, & Magnusson, 2012). The diffusion of products and technology enabling social communications, the widespread migration of peoples across borders, and moreover, the global stretch of media coupled with the multinational marketing activities, are undeniably impacting cultures and consumers worldwide (Alden, Steenkamp, & Batra, 2006; Arnett, 2002). Expressed as the "crystallization of the world as a single place" (Robertson, 1987, p. 38), globalization portrays an increasingly economically, socially and culturally interdependent world. The ensuing cultural shifts are rapidly transforming societies, and proving to be a critical challenge for contemporary marketing managers. For decades, marketing practitioners have grappled with determining the optimal level of marketing standardization when dealing with the world market, whether it be foreign or domestic.

Just how, where and when globalization affects behavior has spawned intense debate. The perspective portrayed in the popular press—that global integration hastens the worldwide convergence of cultures and consequent consumer behaviors—is shared by several academicians (Levitt, 1983; Wilk, 1998). Countermanding this homogenizing trend, some evidence points to a resurgence of communal identities and behavioral distinctions in response to globalization (Briley & Aaker, 2006). A third outcome suggests increasing homogeneity and heterogeneity occurring simultaneously, as global and local cultural entities combine to "fuel a hybridization of social life" (Ger, 1999, p. 65; Sobh, Belk, & Gressel, 2014). Whichever the aftermath, globalization and localization are inseparably linked (Askegaard, Arnould, & Kjeldgaard, 2005) and researchers must recognize the consequences arising from the interplay of global and local cultural forces on the lives of consumers (Merz, He, & Alden, 2008). Despite the obvious importance to marketers, empirical research on this topic is quite scarce, and save for a few very recent studies (Carpenter, Moore, Alexander, & Doherty, 2013; Cleveland, Laroche, & Hallab, 2013; Cleveland, Rojas-Méndez, Laroche, & Papadopoulos, 2016; Lysonski, 2014), most research on global consumer culture (hereafter, GCC) has

not explicitly measured the intensity and extent of the construct (e.g., Steenkamp, Batra, & Alden, 2003). Moreover, to our knowledge, there exists no longitudinal research assessing the evolving nature of GCC influences. It is therefore unclear whether GCC's presence in the world is amplifying over time and consequently affecting consumption practices—perhaps at the expense of local cultural influences—or whether GCC has already peaked and societies are slowly reverting back to their traditional ethnic identities.

In this longitudinal study, we examine how the interplay between the local and global cultures impact consumption among the mainstream Dutch consumers. A founding member of what is now the EU, the constant flow of people, products and media exposes the people of the Netherlands to cultures nearby and afar. Most Dutch are bilingual and the majority are trilingual. > 70% are fluent in English. Among the most modern, liberal, and diverse societies, the Dutch are current with trends in fashion, high-technology, and luxuries. The people are characterized by their eagerness to travel and particularly by their openness to new perspectives and receptiveness to different cultures (van der Horst, 1996). For these reasons, we anticipate that respondents will exhibit high levels of AGCC. A former colonial superpower, the Netherlands is now a small nation at the crossroads of three powerful countries (France, U.K., Germany). The Nazi occupation during WW2 has also long served as a reflexive basis of national identity. As such, we expect our sample to also report a strong sense of Dutch identity.

Subsequent to validating multidimensional construct measures for acculturation to GCC (hereafter, AGCC), and national ethnic identity (hereafter, NEID), distinctive patterns of culture change are identified, corresponding to the interrelationships of global and local cultural forces applied to a range of consumer behaviors. By comparing data collected at two points in time (2008 and 2015) this research advances the literature by being the first to quantitatively examine how this global-local interplay evolves. These constructs were also examined within a broader nomological framework of demographics, cultural dimensions, and two dispositions especially pertinent to globalization: materialism and consumer ethnocentrism.

2. Theoretical background

2.1. Ethnic identity and acculturation

Research examining cultural influences on consumption has been on the upswing (Bardhi, Ostberg, & Bengtsson, 2010; Carpenter et al., 2013; Cleveland, Laroche, & Takahashi, 2015; Kipnis, Broderick, & Demangeot, 2014; Strizhakova, Coulter, & Price, 2012). Consisting of implicit and explicit elements, culture is complex and abstract. Culture is learned through social interactions, shared by societal members, transmitted across generations, and can be acquired by virtually anyone. Culture exerts a very substantial influence on people's preferences, needs, attitudes and behaviors (Steenkamp et al., 2003), helps people develop their identities by attributing meaning to their possessions (Lysonski, 2014; McCracken, 1986; Strizhakova et al., 2012), and promotes a set of values that guide people's daily activities (Kipnis et al., 2014; Strizhakova & Coulter, 2013). Yet since culture is so "entwined with all facets of human existence … it is often difficult to determine how and in what ways its impact is manifested" (Craig & Douglas, 2006, p. 322).

Ethnicity is a relative term distinguishing people of one ethnic/cultural group from others. Not heritable, ethnic identity (EID) is acquired through the processes of exploration and commitment to a particular ethnic group (Phinney & Ong, 2007). The stronger the sense of affiliation with the group, the greater is the adherence to that group's values, norms, and traditions, and thus the influence that these traits have on the individual's behavior (Hirschman, 1981). Inherently multidimensional and subjective (Bouchet, 1995), the facets of EID are variably adhered to and practiced across individuals and situations, as well as over time (Oswald, 1999). Objective and absolute measures like race, nationality, and religion therefore do not effectively capture EID.

Acculturation is likewise multidimensional, often operationalized with measures similar to those for EID. The key distinction is that EID considers the maintenance of original culture, whereas measures for acculturation focus on acquiring an alternate culture. Current researchers embrace bidirectional models of cultural change (Kipnis et al., 2014). These are comprised of two distinct continua reflecting the maintenance of original traits and values and the acquisition of alternative traits and values, whereby the absorption of the latter does not necessarily entail assimilation (Askegaard et al., 2005; Berry, 2008; Peñaloza, 1994). People can identify with multiple cultures and are capable of alternating between several identities (Cleveland et al., 2015; Strizhakova et al., 2012). EID is viewed as a voluntary choice that individuals make (Gans, 1979), and a reflexive reassertion of EID has recently emerged among many populations aiming to counter cultural imperialism (Briley & Aaker, 2006). Consuming local, familiar goods evokes a comforting "sense of home" (Bardhi et al., 2010, p.133), further intensifying the desire to maintain EID.

2.2. Acculturation to the global consumer culture

Ample evidence corroborates various commonalities of lifestyles, attitudes and behaviors across international segments (Askegaard et al., 2005; Cleveland, Papadopoulos, & Laroche, 2011). Strizhakova and Coulter (2013) identified a strong materialism-orientation among individuals who identify with the global culture in the emerging BRIC markets. Bolton and Myers (2003) revealed a homogeneous market segment in the service industry across different continents. Global segments have also been identified with respect to global advertising appeals (Zhou & Belk, 2004) and fashion consumption (Carpenter et al., 2013). The sharing and transmission of culture hitherto occurred primarily among individuals within close geographic proximity. Culture now readily permeates national borders through what Appadurai (1990) labeled as five global flows, with mediascapes (images and communication) and ethnoscapes (migrants, tourists, etc., carrying with them their cultural heritage) being described as the most far-reaching global forces (Craig & Douglas, 2006). A global consumer culture is emerging and provides world citizens the opportunity to build global identities by selecting cultural elements that fit their perceived self-concept and incorporating them into their daily lives (Ger, 1999; Oswald, 1999; Wallendorf & Reilly, 1983).

Operationalized by Cleveland and Laroche (2007) as a seven-fold construct, acculturation to GCC (AGCC) represents "how individuals acquire the knowledge, skills and behaviors that are characteristic of a nascent and deterritorialized global consumer culture" (p. 252):

(1) *Exposure to global and foreign mass media (GMM)*. Satellite television, the Internet, and the privatization of mass media allow people from around the world to watch the same television shows and movies, listen to similar music, and read the same news. The world audience is increasingly exposed to a repertoire of similar ideologies, messages and brands, subtly disseminating cultural ideals and customs (Peñaloza & Gilly, 1999).

(2) *Exposure to and use of the English language (ELU)*. Beyond its preponderance on the Internet and in other media forms, English—symbolizing modernism and internationalism—is the preeminent linguistic medium for science, business, tourism and diplomacy (Alden, Steenkamp, & Batra, 1999).

(3) *Exposure to marketing activities of multinational corporations (EXM)*. The transmission of cultural images and symbols is largely a production of the marketplace (Firat, 1995). Many contemporary brands are more about meaning transfer, and less about product attributes. The marketing activities of multinational corporations collectively bear much responsibility for propagating GCC (McCracken, 1986; Peñaloza & Gilly, 1999).

(4) *Social interactions through travelling (TRAV)*. Mobility is the product of business and leisure travel, international studies, and other forms

of migration. Foreigners bring with them their cultural heritage, unconsciously diffused to mainstream populations. Whereupon returning home, people "act as walking displays for glittering consumer goods they bring back from their adopted cultures" (Ger & Belk, 1996, p. 281).

(5) *Cosmopolitanism (COS)* is a disposition. Cosmopolitans willfully engage with different peoples, and have the confidence and ability to do so (Thompson & Tambyah, 1999). They immerse themselves in local cultures rather than act as mere spectators (Hannerz, 1990). Given the culture-shaping ability of the media, it is possible to acquire cosmopolitan traits without leaving the native country.

(6) *Openness to and desire to emulate GCC (OPE)*. Global forces now make it possible for just about anyone, anywhere to be exposed to and draw from a global repertoire of ideas, lifestyles, and products, as is evidenced by global teens consuming a common range of products and sharing lifestyle characteristics and attitudes.

(7) *Self-identification with the global consumer culture (IDT)*. People nowadays are freer to identify with certain lifestyles and belief systems, which consequently affects their thinking and behaving patterns. Social identity theory (Tajfel & Turner, 1986) posits that individuals' behaviors are partially the result of adhering to the tenets and norms characterizing a self-ascribed membership group, which here is the GCC.

3. Research propositions

3.1. Antecedents of NEID and AGCC

3.1.1. Demographic correlates

Today's youth are the archetypal global segment (Kjeldgaard & Askegaard, 2006) and the bearers of standardized consumption behaviors, such as dressing styles, eating patterns and leisure habits (Lukose, 2005). Ji and McNeal (2001) found that Chinese children are less culture-bound than their parents and have higher aspirations for Western lifestyles. Similarly, Lee and Tai (2006) found that the Kazakh youth hold very favorable attitudes toward global brands. In general, younger individuals are more tolerant of different cultures, and therefore better equipped to rise above local and national matters of concern. Older individuals, suspicious of new perspectives, are less disposed towards GCC and more committed to NEID (de Mooij, 2004).

H1. Age is **(a)** negatively related to AGCC and **(b)** positively related to NEID.

Education helps to shape people's perspectives and knowledge. Educated individuals "…are less likely to succumb to [local] cultural pressures, making them more global as consumers" (Keillor et al., 2001, p. 14). Compared to their less-educated counterparts, educated individuals tend to be more curious about other cultures and spend more time travelling outside their home country, predisposing them towards global trends.

H2. Education is **(a)** positively related to AGCC and **(b)** negatively related to NEID.

People with higher levels of discretionary income tend to feel less obliged to purchase homegrown products, while having the financial ability to purchase foreign, status-enhancing products (Kaynak & Kara, 2002). More likely to travel, wealthier people acquire first-hand exposure to different peoples and perspectives.

H3. Income is **(a)** positively related to AGCC and **(b)** negatively related to NEID.

3.1.2. Cultural dimensions

Hofstede (1991) posited five dimensions of culture universally present in varying degrees: power distance, individualism-collectivism, uncertainty avoidance, masculinity-femininity, and long- vs. short-term orientation. Dutch society is characterized as being egalitarian, individualistic, moderately tolerant of uncertainty, emphasizing feminine values, and neither overtly past/present- nor future- oriented (Hofstede, 1991). We explore the relationship of national cultural dimensions to AGCC and NEID.

3.2. Dispositional outcomes of NEID and AGCC

Consumer ethnocentrism (CET) signifies consumer opinions about the suitability and morality of purchasing goods produced abroad (Alden et al., 2006). Ethnocentric consumers willingly make economic sacrifices (i.e., price, quality) to support local brands (Steenkamp et al., 2003). This disposition is presumed to signify resistance towards globalization, whereby global products are alleged economic and cultural threats.

H4. CET is **(a)** negatively related to AGCC and **(b)** positively related to NEID.

Materialism (MAT) denotes "the importance a consumer attaches to worldly possessions and the belief that he/she will derive pleasure and happiness from their ownership" (Alden et al., 2006, p. 231). Western in origin, this consumption ideology has penetrated developing countries through mass media, tourism and multinational marketing (Ger & Belk, 1996). These latter aspects correspond to three AGCC dimensions. Individuals devoted to preserving their ethnic heritage are presumably less affected by the materialistic values transmitted by GCC.

H5. MAT is **(a)** positively related to AGCC and **(b)** negatively related to NEID.

3.3. Behavioral outcomes of NEID and AGCC

The contextual effects of NEID and AGCC are examined from the perspective of consuming culture-bound vs. culture-free product categories. Traditional foods and clothing are locally-embedded, whereas modern consumer electronics and luxuries are less attached to ethnic culture. Personal-care products and household appliances are conceived to occupy the midpoint of the culture-bound spectrum, without strong affiliations for either culture.

Food and clothing consumption varies greatly due to climate, economic and cultural differences (de Mooij, 2004). Research has shown that the eating habits of minorities are very rigid and long lasting. Culturally-bound food and clothing items will therefore be strongly prefaced by NEID, and will be less influenced by GCC. Yet, the diversity of global food and clothing options provides people opportunities to selectively take on varying, multicultural, or global identities.

H6a. Behaviors associated with local food and clothing are more influenced by NEID than AGCC.

H6b. Behaviors associated with global food and clothing are more influenced by AGCC than NEID.

Consumer electronics are used consistently worldwide. These products are imbued with the symbolic attributes of modernism and cosmopolitanism, and fulfill the universal needs for superior technology and prestige (Steenkamp et al., 2003). Luxuries satisfy status and recognition needs, which are progressively reinforced worldwide through mass media (Dubois & Duquesne, 1993).

H6c. Behaviors associated with consumer electronics and luxuries are more influenced by AGCC than NEID.

Satisfying utilitarian needs, personal-care products and household appliances are less constrained by cultural conventions. These product categories are purchased for their functional attributes rather than symbolic qualities. We therefore posit that cultural influences will be less pronounced.
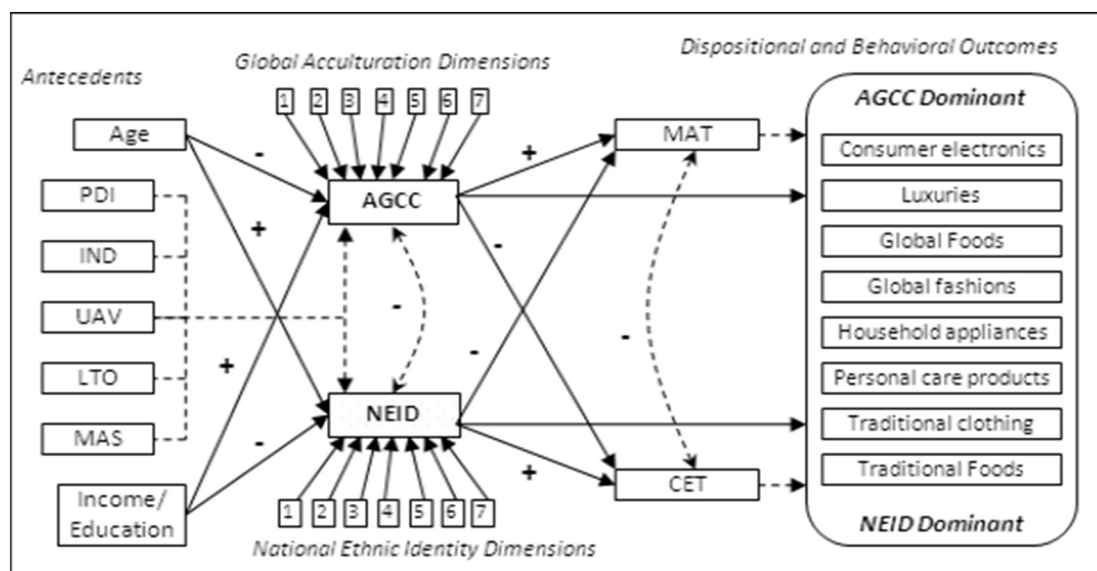
Fig. 1. Theoretical Model.

H6d. Behaviors associated with personal-care products and household appliances are dominated by neither NEID nor AGCC.

Fig. 1 summarizes the relationships examined in this research.

3.4. A longitudinal perspective

Our research seeks to assess the impact of AGCC and the evolution of NEID on Dutch consumers over time. As mentioned, some speculate that GCC is in a perpetual growth mode, whereby the entire world is slowly converging towards an integrated, uniform entity with increasingly comparable societies with similar consumption practices (Alden et al., 2006; Berry, 2008; Levitt, 1983; Wilk, 1998). Certain trends about the Dutch society endorse this perspective. Over the time scope of the present research (2008–2015), home Internet access increased from 86% to 96%, whereas Internet mobile use reached 76% in 2015 (Data Market, 2016). These represent the chief medium for propagating global/foreign programming. Online purchases have increased by 33% since 2008, substantiating an increased desire for foreign goods among the Dutch (Statistics Netherlands, 2016). The Netherlands is the world's 8th largest importer of goods (Holland Trade & Invest, 2015), and has seen its import volume increase by 1.3% annually, mostly accounted for by their top 5 import partners: Germany, Belgium, China, Russia and the UK (OEC Netherlands, 2016). Finally, the Netherlands has jumped to second place (out of 70 non-native English countries) in terms of English proficiency (EF English Proficiency Index: rising 67.9–70.6 from 2011 to 15). These figures corroborate the notion that Dutch consumers are increasingly exposed to media, marketing messages and products from global sources. Together, these trends infer an enhanced acquisition of the global culture, perhaps at the expense of the Dutch NEID.

In contradistinction, several researchers argue that more and more people are disinclined to conform to what they perceive as a homogeneous GCC and conversely, are motivated to reassert their unique ethnic identities (Askegaard et al., 2005; Firat, 1995). There are many visible signs that many Dutch retain a strong sense of national pride, and seek to preserve local customs and traditions. The Dutch festively celebrate their national holidays (King's Day), while wearing orange to symbolize national identity. The Dutch also exhibit a strong sense of pride towards their national sport, European football, while drinking mostly Dutch beer (Gowling, 2013a). Whereas imports from various European and Asian countries have been rising, American imports to the Netherlands have fallen substantially in the last several years (HM

Revenue & Customs, 2015), perhaps revealing a decline in the Western fascination among Dutch consumers. Lastly, the number of Dutch engaging in foreign leisure travel has steadily declined (Statistics Netherlands, 2016).

Given the equivocal support for both the pro-globalization hypothesis and the ethnic resurgence hypothesis, we explore the longitudinal data to shed light on the following questions: (1) are people increasingly acculturating to the GCC, or conversely, reasserting their ethnic identity, and (2) how does the interplay of global and local cultural forces evolve over time to affect consumer behavior across a range of product categories?

4. Study 1 methodology

The AGCC scale was originally validated across eight countries (Cleveland, 2007), as well as in subsequent research (Carpenter, Moore, Doherty, & Alexander, 2012; Cleveland et al., 2013, 2015). AGCC was operationalized with numerous measures for each dimension: global mass-media (GMM: 18 items; six apiece for American-, European-, and Asian- based sources), English language usage (ELU: 8), exposure to multinational marketing (EXM: 10), foreign travelling attitudes/behaviors (TRAV: 6), cosmopolitanism (COS: 11), openness to GCC (OPE: 5), and self-identification with GCC (IDT: 8). Widely employed measures for Dutch ethnic identity were used in this study (see Cleveland et al., 2013, 2015) with slight modifications: language use (12 items), media usage (6), interpersonal relationships (6), self-identification/pride (7), desire to maintain culture (6), customs, habits and rituals (6), and traditional family structure and sex roles (6).

Existing scales were employed for materialism (MAT: Richins, 2004), consumer ethnocentrism (CET: Klein, 2002; Shimp & Sharma, 1987), and social desirability bias (SDB: Hult, Keillor, & Lafferty, 1999). MAT and CET have been shown to correlate with SDB. We also examined whether SDB affected NEID/AGCC. The scale developed and validated by Yoo and Donthu (2002) was employed for measuring Hofstede's (1991) cultural dimensions at the individual-level. All aforementioned measures were expressed on 7-point scales. Seventy distinct behaviors are operationalized in two ways: product consumption (for products frequently consumed) and importance of ownership (for more durable categories) of the previously mentioned product categories: foods, clothing, personal-care products, appliances, electronics and luxuries. Following Cleveland et al. (2011, 2013), these were adapted to accommodate the anticipated behavioral frequency

regarding the categories. The survey closed with demographic measures. The questionnaire was pretested on a convenience sample of 20 Dutch natives. Given minor comprehension issues (i.e., several negatively-phrased items and some vocabulary), 22 items were slightly modified.

Data was collected in 2008 in the four largest cities of the Netherlands: Amsterdam, Rotterdam, The Hague and Utrecht. One of the researchers walked the streets of the central parts of the cities, approaching and inviting passerby individuals to participate in the study, subject to eligibility (i.e. native-born or living in the Netherlands 20 + years, English-fluent, and 18 + years). Out of 740 distributed questionnaires, 265 (36%) surveys were returned, yielding 247 for analyses (discarding incomplete/ineligible). The majority of respondents were native-born (96%), female (57%), married (58%) and employed full-time (66%). Age was broadly distributed: < 24 years (16%), 25–34 (34%), 35–44 (24%), 45–59 (24%), 60 + (2%), as were income levels: < €20,000 (15%), €20,000–€39,999 (23%), €40,000–€59,999 (24%), €60,000–€89,999 (17%), €90,000–€119,999 (8%), €120,000 + (7%), and educational attainment: graduate (31%), undergraduate (29%), community/technical college (13%), high-school (25%), high-school incomplete (2%).

4.1. Preliminary analyses

Exploratory factor analyses (EFA) were conducted on construct measures (principal components, oblimin rotation). Descriptive statistics and internal consistencies (eigenvalues > 1) are listed in Table 1, while correlation coefficients appear in the Appendix. The final EFA for AGCC accounted for 60% of the cumulative variance, containing 6 reliable factors: COS, IDT, ELU, EXM, GMM$_{USA}$ (i.e., American-based media), and TRAV. A composite AGCC score for each respondent was calculated by averaging the scores of the constituent dimensions. Accounting for 62% of the total variance, the EFA solution for the NEID produced 4 reliable factors. As with AGCC, composite NEID scores were calculated. The EFA for MAT and CET extracted 62% of the variance, and yielded two reliable factors. Meeting the requirement for discriminant validity, the squared correlations (CET-MAT = 0.05, CET-AGCC = 0.03, CET-NEID = 0.11, NEID-MAT = 0.01, NEID-AGCC = 0.05,

AGCC-MAT = 0.09) were all well below the average variances extracted (AVE) for AGCC (0.76), NEID (0.76), MAT (0.75), and CET (0.82), which in turn were all superior to the 0.50 threshold needed for convergent validity (Fornell & Larcker, 1981). With 60% of the total variance, the cultural facets EFA yielded 5 factors corresponding to Hofstede's dimensions, although the reliabilities were considerably weaker compared to the other constructs.

A subsequent questionnaire was sent out to 15 native Dutch, asking them to rate, on 7-point Likert scales, the extent to which the listed products were representative of their presumed product category, and to classify whether they perceived food items as global or local. Only those products rated as strongly belonging to a specific product category (i.e., a mean score of at least 5 out of 7) were used for further analyses. From the main survey data ($n = 247$), reliability analyses were conducted on the retained items covering the seven product categories: (1) traditional Dutch foods (Dutch meals, snacks, restaurants), (2) global foods (pizza, tacos, hamburgers, croissants, soft-drinks, and Asian, European, Latin-American, and American [fast-food] restaurants), (3) global clothing (blue jeans; wearing of American, Latin-American, and Asian fashions), (4) personal-care (shampoo, deodorant, soap, toothpaste), (5) household appliances (washing-machine, clothes-dryer, dishwasher, refrigerator, microwave), (6) consumer electronics (TV set, digital camera, personal-stereo, computer; frequencies of TV watching, mobile phone usage, computer-usage, Internet-surfing, and emailing), and (7) luxuries (cosmetics, fragrances, jewelry, antique-furniture, fur/leather coats, expensive wine/champagne). A single item measured Dutch fashions.

The factor means (averaging constituent items) were employed for most of the remaining analyses. With complex models, employing summed indicators is appropriate (Steenkamp et al., 2003), particularly when the quantity of items is large relative to sample size. Social desirability bias scores were calculated by averaging 10 items (M = 4.48, SD = 0.60). SDB was not significantly correlated with NEID, AGCC or CET. SDB was correlated with MAT ($r = -0.29$, $p < 0.001$). Thus, while SDB attenuated expressed MAT levels, it apparently did not affect responses for the two primary cultural constructs.

Table 1
Construct descriptives (studies 1/2).*

Construct	M(SD)	# items	α
NEID-National Ethnic Identity	**5.34(0.70)/4.85(1.01)**	4 *factors*	–
IDMDC-Identification with/desire to maintain Dutch culture	4.45(1.00)/4.74(1.06)	9	0.91/0.91
DLANG-Dutch language-usage	6.84(0.49)/5.39(1.45)	4	0.79/0.88
DMEDIA-Dutch media-usage	4.85(1.45)/4.40(1.42)	3	0.71/0.78
DINTERP-Dutch interpersonal relationships	5.21(1.06)/4.87(1.19)	4	0.80/0.83
AGCC-Acculturation to Global Consumer Culture	**4.68(0.62)/4.69(0.69)**	6 *factors*	–
COS-Cosmopolitanism	5.52(0.89)/5.09(1.00)	7	0.91/0.89
IDT-Self-identification with GCC	3.35(1.21)/4.08(1.25)	4	0.75/0.80
ENG-English language-usage	3.62(1.35)/4.31(1.29)	5	0.86/0.82
EXM-Exposure to multinational marketing activities	4.71(0.99)/4.61(0.98)	4	0.77/0.76
GMM-Global mass-media exposure	5.04(1.11)/4.99(1.13)	4	0.75/0.79
TRAV-Travelling attitudes/frequencies	5.82(1.09)/5.09(1.07)	3	0.76/0.77
MAT-Materialism	3.63(1.17)/4.40(0.95)	6	0.85/0.77
CET-Consumer-ethnocentrism	2.52(1.08)/3.92(1.18)	4	0.84/0.82
PDI-Power distance	2.42(0.93)	4	0.66
IND-Individualism	4.21(0.94)	4	0.67
UAV-Uncertainty avoidance	4.94(0.82)	3	0.71
LTO-Long-term orientation	5.21(0.80)	2	0.46
MAS-Masculinity	3.64(1.29)	2	0.57
Traditional foods	3.28(1.04)/4.45(1.30)	3	0.70/0.69
Global foods	3.31(0.80)/3.72(1.16)	9	0.74/0.88
Local Dutch fashions*	2.68(1.70)/3.87(2.02)	1	–
Global fashions	3.03(0.90)/3.70(1.37)	4	0.61/0.72
Personal-care products	6.31(0.83)/5.77(1.37)	4	0.45/0.85
Household appliances	5.31(1.10)/5.14(1.23)	5	0.64/79
Consumer electronics	5.69(0.83)/5.49(1.17)	9	0.72/87
Luxury goods	2.39(1.00)/3.24(1.63)	6	0.74/93

* Single-item. M = mean, SD = standard deviation, α = Cronbach alpha. All items employed 7-point scales. Study 1($n = 247$)/Study 2($n = 172$).

4.2. Hypotheses testing

The mean AGCC score (M = 4.68, SD = 0.62) surpassed the means for all eight country samples reported by Cleveland (2007), providing evidence that the Dutch population is highly acculturated to the GCC. Also similar to Cleveland's (2007) findings, the mean Dutch NEID score (M = 5.34, SD = 0.70) exceeded the mean AGCC score. AGCC and NEID were negatively correlated ($r = -0.22$, $p = 0.001$).

Due to space constraints, we will only report findings supporting our predictions. AGCC negatively correlated with age ($r = -0.29$, $p < 0.001$: H1a), as well as CET ($r = -0.18$, $p = 0.005$: H4a), and positively with MAT ($r = 0.31$, $p < 0.001$: H5a). AGCC also linked to power distance ($r = -0.13$, $p = 0.041$) and long-term orientation ($r = 0.15$, $p = 0.021$). On the other hand, NEID was negatively correlated with education ($r = -0.20$, $p = 0.002$: H2b) and income ($r = -0.14$, $p = 0.023$: H3b), and positively with CET ($r = 0.34$, $p < 0.001$: H4b) and uncertainty avoidance ($r = 0.13$, $p = 0.042$). Overall, more globally-acculturated Dutch consumers tend to be younger, espouse egalitarian values, and hold a future outlook. They are more materialistic and less ethnocentric than their locally-oriented counterparts. Dutch consumers strongly adhering to their traditional identity tend to be older, less educated, less wealthy, and foreboding of uncertainty.

Global/local cultural influences on behavior were assessed via nested multiple linear regressions (MLR). The stepwise procedure attenuates the inclusion of highly correlated predictors. In the first series (i.e., Model 1 in Table 2), AGCC, NEID and the AGCCxNEID interaction (hereafter, interaction) were predictors. Corroborating H6a and H6b, NEID and AGCC solely predicted consuming traditional Dutch foods and global foods, respectively. NEID positively predicted wearing traditional Dutch fashions (the interaction was significantly negative, implying that integration reduces the likelihood of wearing such apparel), while AGCC was positively antecedent for global fashions, further supporting H6a/b. As per H6c, behaviors associated with consumer electronics and luxury goods were solely and positively predicted by AGCC, supporting an assimilation or culture-shift pattern. Lending support to H6d, behaviors linked to personal-care products and household appliances were positively predicted by the interaction, however neither AGCC nor EID alone predicted consuming these presumably culture-free goods.

Model 2 more broadly assesses cultures' role on behavior, adding Hofstede's dimensions to the predictors from Model 1. In all cases, the relationships found for Model 1 were sustained under Model 2. In addition, individualism (IDV) seemed to have the strongest impact on consumption, negatively impacting local and global foods (i.e. implying higher consumption rates of these goods among people with collectivist leanings), and positively linking with electronics. Power distance (PDI) was positively related with household appliances and luxuries (i.e. higher consumption of these products among consumers holding more hierarchical vs. egalitarian values). Personal-care product consumption was greater among consumers expressing more feminine values, while global fashions were more readily adopted by consumers with short-term orientations.

Model 3 supplements model 2 with four demographics (age, income, gender, and education). For AGCC, NEID, and the interaction, all relationships found under Models 1 and 2 were sustained, and AGCC emerged as an additional positive predictor for personal-care products. Two of the relationships for Hofstede facets became non-significant (i.e. LTO and global fashions, PDI and appliances). Older (vs. younger) individuals engaged less in behaviors associated with global foods, global fashions, consumer electronics, and luxury goods. Education was negatively related to global foods, as well as Dutch and global fashions. For these product categories, highly educated consumers are more eclectic in their tastes, seeking out novel foods and fashions rather than merely following what is locally or globally popular. Males were more apt to consume global foods, whereas females purchased luxuries and

personal-care products more frequently. Income positively predicted the relatively costly categories of luxury purchasing and owning appliances.

Next, the dispositional constructs were added (Model 4). The antecedent roles of AGCC, NEID and the interaction remained reliable, although slightly diminished in magnitude in some cases. The significant finding for CET was regarding its positive effect on Dutch foods. For consumer electronics and luxuries, MAT was positively predictive.

4.3. Discussion: acculturation patterns and consumer behavior

AGCC and NEID roles were robust as further predictors were added, attesting to the pervasiveness of global and local influences across a range of behaviors. The broad product categories as well as the constituent items were mapped out (Fig. 2), according to the direction and magnitude of global and local cultural influences. Each construct forms an axis, and within this two dimensional space, the standardized-beta coefficients were plotted. The farther a behavior lies from an intercept, the greater is the magnitude (positive or negative) of that construct's influence. Invoking existing bidirectional acculturation models (Berry, 1980, 2008), behaviors broadly classify into four patterns.

Evidence of *separation* (cultural resistance) occurs when the antecedent role of AGCC on behavior is negative or non-significant, while the role of NEID is significantly positive. Traditional product categories (Dutch fashion, meals, restaurants) fell most evidently under this pattern, implying the appropriation of these products into mainstream Dutch culture. *Integration* (cultural incorporation) is denoted when both AGCC and NEID significantly and positively predict behavior. The categories of household appliances (washing machine, microwave) and personal-care items (shampoo, deodorant) are strongly consistent with this biculturalism pattern. Under *assimilation* (culture shift) AGCC is positively prognostic while NEID is negatively or non-significantly predictive. This pattern was mostly evidenced for the categories of global foods and fashion, consumer electronics (e.g., computer, surf internet) and luxuries (champagne). Under *deculturation*, the roles of both cultural constructs on behavior are negative or non-significant, implying that variables *other* than local and global culture drive these behaviors. No product was strongly positioned in this quadrant.

5. Methodology study 2

5.1. The evolving portrait of culture, globalization, and consumption

Several scholars aver that global cultural forces are amplifying over time, slowly converging to shape homogeneous societies at the expense of national identity preservation (Alden et al., 2006; Levitt, 1983; Wilk, 1998). Others counter that there is a strong resurgence or reactance of local cultures and point to consumers' increased interest in protecting their cultural heritage (Briley & Aaker, 2006; de Mooij, 2004; Ger, 1999). Alternatively, culture's impact on consumer behavior could be static–perhaps globalization's effect on society has peaked and while retaining a strong presence, will not subsume national ethnic cultures. In Study 2, questionnaires similar to Study 1 were distributed to the Dutch population, but seven years later.

Study 2 adopted most of the measures from Study 1. Given their weak explanatory power and to reduce response fatigue, we excluded Hofstede's indices. Four additional contemporary behaviors were included in the second wave, namely the importance of owning a cell-phone, tablet computer, and GPS (global positioning system); and the frequency of wearing designer-branded clothing. Data was collected over a three month period (July–September 2015) through *Crowdflower*, an online crowdsourcing platform. Only Dutch nationals were eligible to partake in the study, which took approximately 20 min to complete. Subjects were compensated $5US. There were a total of 189 participants. Deleting incomplete/ineligible questionnaires yielded 172 usable surveys (91%). Most participants lived in and around the

Table 2
Regression analyses (study 1).

Behavior	Model 1 F, b	R²	Model 2 F, b	R²	Model 3 F, b	R²	Model 4 F, b	R²
Traditional Dutch-foods	42.23[a] NEID = .363[a]	0.144	17.63[a] NEID = .373[a] IDV = −.127[b] MAS = .116[b]	0.169	17.63[a] NEID = .373[a] IDV = −.127[b] MAS = .116[b]	0.169	13.76[a] NEID = .304[a] CET = .214[a] Sex = .131[a] Age = −.156[a] AGCC = −.124[b]	0.206
Global-foods	14.28[a] AGCC = .235[a]	0.051	11.11[a] AGCC = .248[a] IDV = −.169[b]	0.076	11.21[a] Age = −.253[a] Education = −.235[a] AGCC = .199[a] Sex = .172[a] IDV = −.148[a]	0.172	11.21[a] Age = −.253[a] Education = −.235[a] AGCC = .199[a] Sex = .172[a] IDV = −.148[a]	0.172
Dutch-fashion	10.96[a] NEID = .366[a] AGCC*NEID = −.211[a]	0.075	10.96[a] NEID = .366[a] AGCC*NEID = −.211[a]	0.075	9.26[a] NEID = .329[a] AGCC*NEID = −.198[a] Education = −.145[b]	0.092	9.26[a] NEID = .329[a] AGCC*NEID = −.198[a] Education = −.145[b]	0.092
Global-fashions	10.24[a] AGCC = .200[a]	0.036	8.03[a] AGCC = .222[a] LTO = −.149[b]	0.054	11.89[a] Age = −.279[a] Education = −.135[b] AGCC = .135[b]	0.117	11.89[a] Age = −.279[a] Education = −.135[b] AGCC = .135[b]	0.117
Personal-care products	18.98[a] AGCC*NEID = .268[a]	0.068	12.29[a] AGCC*NEID = .267[a] MAS = −.140[b]	0.084	10.30[a] AGCC*NEID = .146[b] Sex = −.170[a] AGCC = .164[b]	0.102	10.30[a] AGCC*NEID = .146[b] Sex = −.170[a] AGCC = .164[b]	0.102
Household-appliances	16.79[a] AGCC*NEID = .253[a]	0.060	10.52[a] AGCC*NEID = .255[a] PDI = .124[b]	0.072	29.76[a] Income = .365[a] AGCC*NEID = .287[a]	0.189	29.76[a] Income = .365[a] AGCC*NEID = .287[a]	0.189
Consumer-electronics	38.70[a] AGCC = .369[a]	0.133	22.82[a] AGCC = .358[a] IDV = .146[a]	0.151	10.70[a] AGCC = .303[a] Age = −.193[a] IDV = .144[a]	0.182	16.99[a] AGCC = .262[a] MAT = .182[a] IDV = .146[a] Age = −.142[a]	0.206
Luxury-goods	12.92[a] AGCC = .224[a]	0.046	12.82[a] AGCC = .252[a] PDI = .214[a]	0.088	10.12[a] AGCC = .188[a] PDI = .188[a] Sex = −.203[a] Income = .206[a] Age = −.194[a]	0.156	14.05[a] MAT = .287[a] Sex = −.265[a] Income = .166[a] AGCC = .132[a]	0.175

[a] $p < 0.01$, [b] $p < 0.05$ Stepwise MLRs (standardized coefficients). Model 1 = Global + local cultural constructs (AGCC + NEID + Interaction) as predictors; Model 2 = Model 1 + Hofstede's (1991) dimensions; Model 3 = Model 2 + age/income/sex/education; Model 4 = Model 3 + MAT/CET. Females = 0, Males = 1. Adjusted R^2 reported.

four cities described in Study 1. Most respondents were native-born (83%: the remainder having lived 20 + years in the Netherlands), and male (76%). Age distributions were diffuse: < 24 years (28%), 25–34 (39%), 35–44 (17%), 45–59 (12%), 60 + (4%), as were income levels: < €20,000 (48%), €20,000–€39,999 (31%), €40,000–€59,999 (13%), €60,000–€89,999 (5%), €90,000 + (2%), and education: graduate (17%), undergraduate (30%), community/technical college (34%), high-school (17%), some high-school (3%).

5.2. Analyses and results

Analyses followed the same steps and procedures as in Study 1, excepting the omission of Hofstede's variables. Most construct reliabilities (Table 1) were stable or improved over Study 1. Convergent and discriminant validities were confirmed. As before, social desirability bias was significantly correlated with materialism but not with the other constructs. Significant differences between the studies emerged regarding gender, age (Study 2 included a younger sample and fewer females), annual household income (Study 2 more evenly distributed), and highest level of educational attainment (Study 2 had lower proportions of high-school and graduate-level attainment).

Controlling for these sample discrepancies, MANCOVA (Table 3) assessed mean construct differences between the studies.

Significant differences were found on the overall NEID construct and for all constituent dimensions; whereby scores fell between the 1st and 2nd studies for all dimensions except for identification with/desire to maintain Dutch culture, perhaps due to rising multiculturalism in Dutch cities (Gowling, 2013b). Overall, AGCC levels were static for the two studies, as were numerous constituent dimensions, including cosmopolitanism as well as the alleged *Trojan Horses* of GCC: exposure to multinational marketing activities and global mass-media exposure. Whereas the foreign travel dimension was lower among Study 2 respondents, identification with GCC increased markedly, as did the degree of communication in English.

Materialistic passion is apparently mounting among Dutch consumers. Likewise, so is consumer ethnocentrism, despite diminishing Dutch NEID. Rising CET could be a manifestation of a backlash against GCC and the accompanying infiltration of foreign goods (Thompson & Arsel, 2004), the salience of which is likely heightened among a subset of Dutch consumers given the tepid economic recovery experienced by most of Europe. One repercussion evidenced concerns the substantive rise in the consumption of traditional Dutch foods
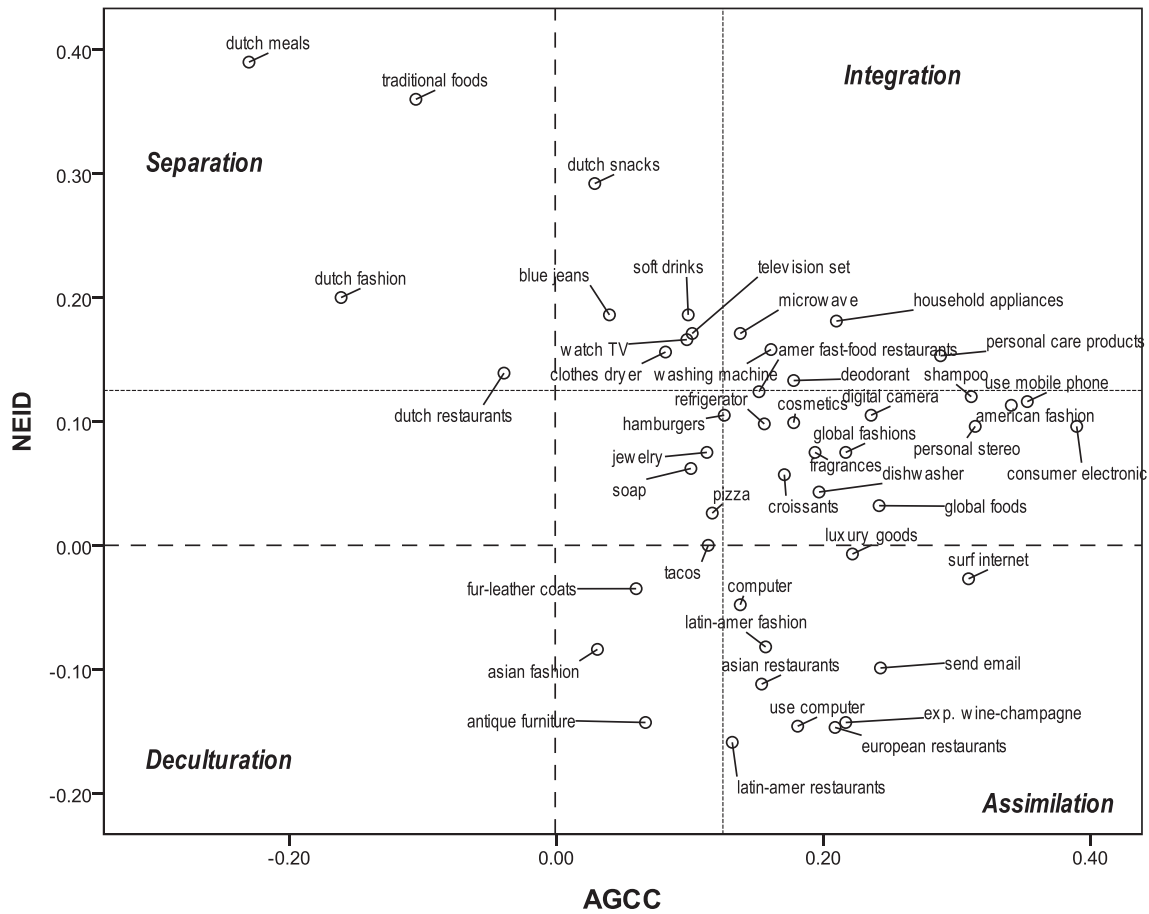
Fig. 2. Acculturation patterns (study 1).

Table 3
Mean differences.

Construct	M(SE)*				F-test
	Study 1		Study 2		
NEID	**5.27(0.06)**	>	**4.94(0.07)**		**11.64[a]**
IDMDC	4.38(0.07)	<	4.85(0.09)		15.72[a]
DLANG	6.70(0.07)	>	5.59(0.08)		87.89[a]
DMEDIA	4.82(0.10)	>	4.45(0.12)		5.10[c]
DINTERP	5.20(0.08)	>	4.89(0.10)		5.77[c]
AGCC	**4.64(0.04)**	=	**4.76(0.05)**		**2.71**
COS	5.41(0.06)	=	5.25(0.08)		2.21
IDT	3.33(0.08)	<	4.12(0.10)		30.83[a]
ENG	3.71(0.09)	<	4.19(0.11)		10.38[a]
EXM	4.69(0.07)	=	4.63(0.08)		0.27
GMM	4.95(0.08)	=	5.12(0.09)		1.76
TRAV	5.73(0.07)	>	5.23(0.09)		15.90[a]
MAT	3.65(0.07)	<	4.41(0.09)		38.75[a]
CET	2.51(0.08)	<	3.94(0.10)		118.97[a]
Traditional-foods	3.28(0.08)	<	4.44(0.10)		74.24[a]
Global-foods	3.40(0.06)	=	3.60(0.08)		3.36
Local Dutch fashions	2.61(0.13)	<	3.97(0.16)		39.16[a]
Global fashions	3.11(0.07)	<	3.60(0.09)		13.93[a]
Personal-care products	6.13(0.07)	=	6.03(0.09)		0.63
Household appliances	5.11(0.07)	<	5.42(0.09)		6.37[b]
Consumer electronics	5.56(0.07)	=	5.68(0.08)		1.30
Luxury goods	2.44(0.09)	<	3.18(0.11)		24.57[a]
Social desirability bias	4.47(0.05)	=	4.39(0.06)		1.13

*Controlling for demographics (covariates): sex (0.57), age (3.50), income (3.80), education (2.54). $F_{(1, 413)}$ for study number ([a]p < 0.001, [b]p < 0.01, [c]p < 0.05).
M = Mean, SE = Standard-error.

Table 4
Regression analyses (study 2).

Behavior	Model 1		Model 2		Model 3	
	F, *b*	R²	F, *b*	R²	F, *b*	R²
Traditional Dutch-foods	65.88[a] AGCC*NEID = .528[a]	0.275	39.62[a] AGCC*NEID = .541[a] Sex = .200[a]	0.311	31.92[a] AGCC*NEID = .465[a] CET = .223[a] Sex = .181[a]	0.352
Global-foods	25.26[a] AGCC = .360[a]	0.124	22.61[a] AGCC = .398[a] Sex = .280[a] Age = −.235[a]	0.272	22.78[a] CET = .275[a] Sex = .263[a] AGCC = .322[a] Age = −.200[a]	0.337
Dutch-fashion	15.88[a] AGCC*NEID = .292[a]	0.080	15.88[a] AGCC*NEID = .292[a]	0.080	18.71[a] CET = .331[a] NEID = .187[a]	0.172
Global-fashions	36.91[a] AGCC = .422[a]	0.174	22.84[a] AGCC = .499[a] Income = −.234[a] Age = −.186[a]	0.277	21.89[a] AGCC = .427[a] CET = .245[a] Income = −.211[a] Age = −.159[a]	0.328
Personal-care products	45.56[a] AGCC = .417[a] AGCC*NEID = .291[a]	0.343	34.77[a] AGCC = .365[a] Income = .251[a] Sex = −.204[a] NEID = .209[a]	0.441	34.77[a] AGCC = .365[a] Income = .251[a] Sex = −.204[a] NEID = .209[a]	0.441
Household-appliances	49.66[a] AGCC*NEID = .475[a]	0.222	38.54[a] AGCC*NEID = .356[a] Income = .319[a]	0.305	31.32[a] Income = .276[a] MAT = .375[a] NEID = .292[a] CET = −.168[a]	0.415
Consumer-electronics	53.20[a] AGCC*NEID = .403[a] AGCC = .262[a]	0.379	50.36[a] AGCC*NEID = .279[a] Income = =.319[a] AGCC = .267[a]	0.464	50.36[a] AGCC*NEID = .279[a] Income = .319[a] AGCC = .267[a]	0.464
Luxury goods	9.63[a] AGCC = .231[a]	0.048	10.68[a] Sex = .220[a] AGCC = .312[a] Income = −.189[a] Age = −.169[b]	0.185	21.05[a] CET = .423[a] Sex = .189[a] MAT = .255[a] NEID = −.219[a]	0.319

[a] $p < 0.01$, [b] $p < 0.05$ Stepwise MLR (standardized coefficients). Model 1 predictors = AGCC + NEID + Interaction; Model 2 = Model 1 + demographics; Model 3 = Model 2 + MAT/CET. Females = 0, Males = 1. Adjusted R² reported.

(whereas global food intake was static). Another is the upsurge of dressing in traditional Dutch fashion. However, the wearing of global apparel also shot up. Consistent with mounting materialism was the rise in luxury good consumption, and, to a lesser extent, the importance of owning household appliances. Consumer electronics and personal-care items were static across the time period.

As with the 1st study, three series of regressions were conducted. Model 1 incorporated AGCC, NEID, and the interaction term; Model 2 incorporated Model 1 plus demographics; and Model 3 incorporated Model 2 plus MAT and CET. Generally the explanatory power of the independent variables, particularly the core cultural constructs (Model 1), was superior to those observed in study 1. For space considerations, only the full model (Model 3) is described. Comparing the final columns of Tables 2 and 4, despite the exclusion of Hofstede's indices, the overall variance explained (adjusted R²) ascended for each of the categories.

Ethnocentric and male consumers were once again more apt to consume Dutch foods, however, consumption was also (positively) predicted by the interaction term, rather than Dutch NEID (+) as found previously. Regarding global foods, younger males, and those high in AGCC consistently had higher consumption frequencies. Counterintuitively, consumer ethnocentrism was also a positive

predictor in the 2nd study. The frequency of wearing Dutch fashions was consistently positively predicted by NEID, but in the 2nd study, the positive role played by CET was also apparent. AGCC was a reliable positive driver of wearing global fashions; a behavior commonplace among younger and less wealthy Dutch. Curiously, CET was also positively predictive. The positive effects of CET on Dutch and global foods/fashions corroborate the expected pattern for local wares, but not for foreign/global alternatives. It is worth noting that Dimofte, Johansson, and Ronkainen (2008) observed negligible effects of CET on global brand attitudes. Our findings cast further doubt on the utility of the construct for predicting consumption of products from various out-groups (vs. in-group).

The rise in predictive power (between studies 1–2) was most pronounced for the remaining categories. For personal-care products, the positive effect of AGCC was maintained across the time period, and women were consistently more frequent consumers. Also, NEID and income became additional positive predictors. Higher incomes consistently associated with household appliances; however, the remaining significant constructs differed across the studies: with NEID (+), materialism (+) and consumer ethnocentrism (−) replacing the interaction reported in study 1. Regarding consumer electronics, only the

Fig. 3. Acculturation patterns (study 2).

positive role of AGCC was consistent. The interaction term and income were positive predictors for this category in the second study, versus the coefficients of materialism (+), individualism (+) and age (−) found earlier. For luxuries, materialism (+) was the only constant between the studies, with the significant positive effects of AGCC and income being replaced by a negative NEID effect and a contrasting positive coefficient for CET. Females were more frequent luxury purchasers in study 1, yet the reverse held for study 2. Unlike the 1st study, education was not a significant predictor for any behavioral category in the 2nd study.

As with study 1, the behavioral patterns were mapped out according to the relative influence of the local and global cultural forces. Compared to 2008, there is a discernable movement towards cultural amalgamation as Dutch society evolves in the wake of globalization. Indeed, as evidenced by Fig. 3, almost all behaviors have shifted rightward, exhibiting a stronger presence of AGCC influence on consumer behavior.

More specifically, 22 behaviors (e.g., TV watching) and 4 behavioral categories (consumer electronics, household appliances, personal-care products, traditional foods) exhibit integration. A slightly smaller quantity (i.e., 20) of behaviors (e.g., Asian fashion) and 3 categories (global foods, global fashions, and luxury goods) are catalogued as assimilation. Global/American food and fashion are the only product

categories that switched quadrants between 2008 and 2015–from integration to assimilation. Two behaviors (Dutch meals and fashion) are representative of separation. No behaviors embodied deculturation. Concerning the four behaviors assessed only in the 2nd study, half evoked integration (importance of owning: cellphone, tablet computer) whereas the other half represented assimilation (GPS ownership, frequency of wearing designer-clothing). In sum, most behaviors are increasingly influenced by the ever-present GCC in the Netherlands, lending credence to the premise that globalization is progressively shaping consumption practices. Of note, this occurs without seriously eroding NEID's impact on consumption, as evidenced by the popularity of the integration tendency.

6. General discussion

With its focus on the integrative effects of global and local cultures, this study meaningfully extends the literature on culture change dynamics beyond the traditional topic of ethnic (mostly immigrant) minorities. Culture is the lens through which people interpret the world, thus shaping the priorities that consumers ascribe to various activities and products. Marketing managers have long faced cultural challenges when adapting their marketing strategies to target consumers abroad, but now due to globalization, this also occurs at home.

We illustrated the intricate and selective application of AGCC and NEID on consumer behaviors and we bolstered the validity of these cultural constructs by incorporating nomological framework of antecedents and outcomes. The practical usefulness of cultural constructs depends on their applicability to real-life marketing situations, most importantly, for the identification of market segments within and across national boundaries, and for designing marketing strategies that will successfully target these segments. Within a Dutch context, our findings revealed an archetypal global consumer segment of youthful, cosmopolitan and materialistic individuals, for whom global trends are pertinent. They embrace the global lifestyles (without necessarily jettisoning local traditions) promulgated by global mass-media and multinational marketing activities, as well as speak English. The prototypical local segment describes consumers seeking to retain their national identity in the face of prevailing universalizing tendencies. This is accomplished by way of promoting local rituals and customs, speaking their native tongue, selecting local media, and socializing with people of the same background. These consumers are generally more ethnocentric, with diminished income and education levels.

Merely classifying consumers into the global vs. local categories is crude. Globalization empowers individuals to select which values to embrace and which identities to adopt (Arnett, 2002), with the corollary of simultaneously fomenting cultural heterogeneity *within* countries while encouraging commonalities *across* countries. The results imply the coexistence of AGCC and NEID within each individual. These findings lend weight to van Ittersum and Wong's (2010) assertion that consumers "make purposive tradeoffs between the cultural and economic consequences of preserving local divergence and promoting global convergence […] sometimes favoring the global, at other times the local" (p. 108).

As demonstrated, the impact of cultural forces on behavior varies greatly across contexts (product categories). As indicated by the proportion of variance explained, the regression findings showed that the cultural constructs of NEID, AGCC and their interaction term accounted for the lion's share of behavioral variation in half the product categories for Study 1 (traditional foods/fashions, personal-care, consumer electronics), and likewise for Study 2 (traditional foods, personal-care, household appliances, consumer electronics). The smaller, but meaningful proportion accounted for by these constructs in the other categories testifies to the role played by demographics (especially for luxuries and household appliances), and to a lesser extent, consumer dispositions and cultural values (MAT, CET, and in Study 1, Hofstede's dimensions). Notably for Study 1, Hofstede's cultural variables, which have long attracted attention, played a markedly less important role in predicting behavior when compared to AGCC and NEID. Marketers need to appreciate the contextual character of these influences in the course of searching for target markets, and when designing marketing strategies to attract and serve the targeted segment.

Overall, it appears that AGCC's effects on consumption are strengthening, however without compromising the role of NEID. For those objects with similar meanings and usage "…the trend towards global cultures for some products is already upon us" (Domzal & Kernan, 1993, p. 8) and, as the results show, is steadily growing over time. The results also emphasize the suitability of local strategies for traditionally culture-bound products (local foods and clothing), and that standardization would be least risky when dealing with comparatively culture-free products (consumer electronics, luxuries). Materialism had a demonstrated impact on the consumption behaviors dominated by AGCC (i.e., electronics, luxuries). These products are global, valued for their symbolic qualities (e.g., status, prestige,

cosmopolitanism), and marketers should position their brands accordingly. Consumer ethnocentrism played a significant role in those product-categories that were confirmed to be governed by NEID. Ergo, promoters of local foodstuffs should emphasize their link to traditional culture. Given the positive relationship affirmed between the global/local interaction term and personal-care and household appliances categories, shrewd international marketers should craft a mixture of local and global branding elements, by employing a hybridized positioning strategy (Alden et al., 2006).

6.1. Limitations and future research

International marketing studies generally examine how culture impacts a specific consumption behavior, often relying on a sole or undefined product category but aiming to derive generalizable implications (e.g. Dubois & Duquesne, 1993; Lee & Tai, 2006; Lysonski, 2014). The present study extends this body of research by illuminating culture's varying effects on consumption according to the product category. Nevertheless, the dependent variables used in this study remain simplified representations of consumption behaviors, and because we speculate that this variation would be even greater for individual products and brands, practitioners are cautioned when applying these findings. For example, while several food items are truly global (e.g., sushi, pizza) the preparation and/or ingredients used are often modified according to local customs and tastes. McDonald's *Maharajah Mac* (lamb/chicken replacing beef) constitutes a distinctly indigenized version of the *Big Mac* in India, epitomizing the transmutation of global/local elements. The underlying consumption meaning is thus often recontextualized at the local level (Peñaloza, 1994). Furthermore, local cultures themselves are gradually morphing with increasing multiculturalism in many countries. Britain's so-called national dish is *chicken tikka masala* (Legrain, 2002), brought by immigrants from the Indian subcontinent but now enthusiastically embraced by the mainstream.

The generalizability to populations outside of the Netherlands is limited, and cross-sectional analyses preclude definitive relationships. Further inquiries are necessary into different populations, products, and underlying consumption meanings. Following Askegaard et al. (2005), interpretive investigation of Greenlandic immigrants living in Denmark and their exposure to native, host, and global cultural forces, the next logical step for quantitative research is to investigate the simultaneous effects of a multiplicity of cultural forces, such as that experienced by immigrant consumers and other minorities.

6.2. Conclusions

Existing research on culture change has generally focused on the acculturation process of immigrants and ethnic minorities coexisting within the broader mainstream culture. Few studies have investigated culture change from the perspectives of globalization and global consumer culture. The penetration of GCC carries important implications for researchers and practitioners. International segmentation primarily proceeds in a top-down fashion, at the nation-state level. Ample theoretical justification exists—and budding empirical evidence—that many consumers worldwide are simultaneously global *and* local, insinuating bottom-up approaches to segmentation at the consumer level, particularly since the influence of these cultural forces fluctuates across consumption contexts. By applying this understanding, firms can improve the effectiveness of marketing strategies, within and across national markets.

Appendix A. Correlations

Correlation matrix (Study 1 / Study 2). Values shown as Study 1 / Study 2.

	NEID	IDMDC	DLANG	DMEDIA	DINTERP	AGCC	COS	IDT	ENG	EXM	GMM	TRAV	MAT	CET	PDI	IND	UAV	LTO	MAS	Age	Income
NEID	1																				
IDMDC	.62[a]/ .73[a]	1																			
DLANG	.41[a]/ .72[a]	0.08/ .32[a]	1																		
DMEDIA	.77[a]/ .77[a]	.19[a]/ .37[a]	.34[b]/ .34[a]	1																	
DINTERP	.80[a]/ .89[a]	.39[a]/ .70[a]	.33[a]/ .53[a]	.43[a]/ .57[a]	1																
AGCC	**-.22[a]/ .34[a]**	**0.07/ .46[a]**	**-0.09/ .19[a]**	**-.31[a]/ 0.11**	**-.18[a]/ .35[a]**	**1**															
COS	-.25[a]/ .18[b]	-0.09/ .25[a]	-0.08/ .27[a]	-.23[a]/ -0.09	-.23[a]/ .16[b]	.57[a]/ .67[a]	1														
IDT	0.07/ .29[a]	.32[a]/ .35[a]	-0.08/ -0.06	-0.05/ .35[a]	-0.02/ .26[a]	.51[a]/ .57[a]	0.01/ 0.12	1													
ENG	-.49[a]/ -0.06	-.13[b]/ .16[b]	-.17[a]/ -0.08	-.53[a]/ -.18[b]	-.38[a]/ -0.04	.57[a]/ .62[a]	.33[a]/ .40[a]	0.06/ .17[b]	1												
EXM	-0.01/ .38[a]	0.05/ .45[a]	0.01/ .19[a]	-0.08/ .23[a]	0.08/ .36[a]	.51[a]/ .71[a]	.18[a]/ .34[a]	.19[a]/ .45[a]	0.08/ .26[a]	1											
GMM	.15[b]/ .45[a]	.17[a]/ .45[a]	0.05/ .30[a]	0.10/ .20[a]	0.08/ .48[a]	.52[a]/ .71[a]	0.04/ .43[a]	.31[a]/ .33[a]	-0.01/ .21[a]	.23[a]/ .49[a]	1										
TRAV	-.15[b]/ 0.08	-0.08/ 0.09	0.01/ .20[a]	-.17[a]/ -0.13	-0.09/ 0.11	.60[a]/ .48[a]	.44[a]/ .33[a]	0.05/ -0.07	.27[a]/ .19[a]	0.11/ .19[a]	.15[b]/ .29[a]	1									
MAT	0.06/ .33[a]	.23[a]/ .41[a]	-0.04/ 0.06	-0.06/ .27[a]	0.02/ .33[a]	.24[a]/ .61[a]	-.14[b]/ .35[a]	.43[a]/ .55[a]	0.07/ .35[a]	.12[b]/ .48[a]	.21[a]/ .38[a]	0.01/ .16[b]	1								
CET	.30[a]/ .37[a]	.43[a]/ .47[a]	0.01/ -0.04	.14[b]/ .36[a]	.19[a]/ .41[a]	-.13[b]/ .28[a]	-.17[a]/ -0.03	0.12/ .46[a]	-.15[b]/ 0.10	-0.01/ .16[b]	-0.04/ .23[a]	-.20[a]/ -.21[a]	.27[a]/ .37[a]	1							
PDI	0.12/ .15[b]	-.13[b]/ 0.06	.14[b]/ 0.09	0.04	0.04	-.13[b]/ 0.08	-0.11/ -0.02	0.11/ 0.08	-0.11/ 0.01	-0.11/ -0.07	-0.04/ .13[b]	0.10/ -0.09	.19[a]/ 0.01	.33[a]	1						
IND	-0.05/ -.17[a]	0.03	0.06	0.09	-0.12/ .20[b]	0.08	-0.11	0.08	0.01	-0.11	.23[a]	-.20[a]	0.01	-.15[b]	-.14[b]	1					
UAV	.13[b]/ 0.03	0.07	0.04	0.07/ .20[b]	.20[b]	.15[b]/ -0.04	-0.02	-.13[b]	0.01	-.13[b]	0.07	-0.09	0.00	0.00	0.11	-.19[a]	1				
LTO	-0.08/ 0.07	-0.05	-.14[b]/ -0.03	-.14[b]/ -0.03	-0.06	.15[b]/ .14[b]	.14[b]	0.05	.18[a]	0.05	0.01	0.05	.15[b]/ .18[b]	.18[b]/ .12[b]	-0.11	-0.11	.18[a]	1			
MAS	0.03/ 0.09	-0.03/ -0.09	-0.03/ -0.03	-0.03/ 0.03	0.05	-0.04/ -.21[a]	-.21[a]	0.07	-0.01	0.04	0.04	-0.11/ -.13[b]	.18[b]/ -.34[a]	.12[b]	-0.07	-0.07	.15[b]	0.10	1		
Age	-0.05/ .19[a]	0.00/ .19[a]	-0.09/ .29[a]	-0.03/ 0.03	-0.05/ 0.11	-.29[a]/ 0.08	.27[a]	-.20[a]/ -0.11	-0.08/ -.29[a]	-.17[a]/ 0.11	-.31[a]/ .24[a]	-.13[b]/ .16[b]	-.34[a]/ -0.07	.12[b]/ -0.12	0.07	-0.03	0.02	0.02	0.01	1	
Income	-.14[b]/ .38[a]	0.00/ .30[a]	-0.04/ .46[a]	-0.12[b]/ 0.11	-.20[a]/ .32[a]	0.02/ .30[a]	-0.03/ .40[a]	0.01/ -0.04	.12[b]/ -.17[b]	0.01/ .17[b]	-.16[b]/ .44[a]	0.11/ .29[a]	-0.05/ .16[a]	0.04/ -0.05	0.03	0.04	-.18[a]	0.09	0.06	.42[a]/ .32[a]	1
Education	-.20[a]/ -0.09	-0.06/ -0.01	-0.02/ -0.09	-.30[a]/ -0.19	-0.05/ -0.05	.11/ -.01	.13[b]/ .16[b]	-0.04/ 0.12	.14[b]/ .18[b]	.13[b]/ 0.11	-0.10/ 0.02	.13[b]/ -0.03	-.14[b]/ 0.02	-.28[a]/ 0.08	-.20[a]	0.04	0.02	0.09	-.15[b]	-0.05/ 0.03	.13[b]/ .15[b]

[a] p < 0.01, [b] p < 0.05. Two-tailed partial correlations, except for correlations with Hofstede indices/demographics (bivariate). Study 1/Study 2.

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