UNIVERSITAS GADJAH MADA
The Effect of Cosmopolitanism and Consumer Ethnocentrism on Cultural Consumption Tendency through Country Image
Farah Auliya Zulfa, Rocky Adiguna, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

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

UNIVERSITAS
GADJAH MADA
**The Effect of Cosmopolitanism and Consumer Ethnocentrism on Cultural Consumption Tendency through
Country Image**
Farah Auliya Zulfa, Rocky Adiguna, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

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

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/yead.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

UNIVERSITAS
GADJAH MADA
**The Effect of Cosmopolitanism and Consumer Ethnocentrism on Cultural Consumption Tendency through
Country Image**
Farah Auliya Zulfa, Rocky Adiguna, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

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

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., & Mourali, 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.

UNIVERSITAS
GADJAH MADA
**The Effect of Cosmopolitanism and Consumer Ethnocentrism on Cultural Consumption Tendency through
Country Image**
Farah Auliya Zulfa, Rocky Adiguna, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

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. 3-3 8

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

UNIVERSITAS
GADJAH MADA
**The Effect of Cosmopolitanism and Consumer Ethnocentrism on Cultural Consumption Tendency through
Country Image**
Farah Auliya Zulfa, Rocky Adiguna, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

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

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

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.