



MENTOR | The Journal of Business Studies

Faculty of Commerce and Management, Eastern University, Sri Lanka

JBS

The Dynamics of Global Consumer Culture and Its Impact on Consumption Orientation: Evidence from the Emerging Nation

T. C. Lakshini^a and S. Weerasekera^{b*}

^{ab}Department of International Business, Faculty of Management and Finance, University of Colombo.

ABSTRACT

Received: 26th May 2024

Revised: 10th September 2024

Accepted: 02nd October 2024

Published: 24th October 2024

Keywords:

Globalization

Global Consumer Culture

Global Consumption Orientation

Acculturation to Global Consumer Culture

Cosmopolitanism

This research investigates the impact of acculturation to global consumer culture dimensions on global consumption orientation. Previous studies have primarily focused on purchase intention, impulsive behavior, etc. Employing a quantitative methodology, data were collected from a convenience sample of 150 Sri Lankan consumers in between the ages of 20-50 years, through an online, self-administered questionnaire. Multivariate data analysis techniques were applied for data analysis. Findings indicate that cosmopolitanism, exposure to multinational companies' marketing activities, exposure to global mass media, and self-identification with global consumer culture significantly influence individuals' global consumption orientation. However, factors like openness and the desire to emulate global consumer culture show statistically insignificant effects. This study contributes to literature on Consumer Culture theory and Acculturation to Global Consumer Culture. Thus, this study provides a mechanism for measuring individuals' global consumption orientation and offers insights into the influence of acculturation to global consumer culture on consumption patterns.

*Corresponding wmsandunw@dinb.cmb.ac.lk

© Faculty of Commerce and Management, Eastern University Sri Lanka. All rights reserved.

1. Introduction

According to Ritzer (2007) and Byrnes (2007), globalisation has promoted the creation of a global village by uniting cultures through interconnected social behaviours, different ideas, and practices. This has shaped people into global citizens who interact with a wide range of cultures. The phenomenon of globalisation has accelerated the development of consumer culture, influencing buying habits and behaviours across borders and promoting interest in the local, global, and glocal options that consumers prefer (Srivastava et al., 2021). Numerous cultural factors, including cosmopolitanism, exposure to the marketing activities of multinational

companies, global mass media exposure, openness and desire to emulate global consumer culture, and self-identification with global consumer culture, have a significant impact on consumer behaviour and the orientation of global consumption (Satyanarayana & Sugavanam, 2019; Srivastava et al., 2021; Westjohn et al., 2012). Cosmopolitanism is the perception of accepting different cultural values and experiences. On the other hand, consumers can be exposed to marketing activities by multinationals through advertising in both mass media and social media. Then consumers who regularly interact with foreign mass media are more likely to be open to emulate global consumer behaviour. Finally, self-identification with global consumer culture can result when consumers tend to align themselves with global consumer trends and lifestyles. These factors all contribute to consumers becoming more acculturated to and integrated into global consumer culture.

Sri Lanka has transitioned from the foundation of an export-oriented economy in 1977 to its current status as a lower middle-income nation (World Bank, 2024). In addition to exposing Sri Lanka to international commerce and investment, this transformation encouraged significant policy changes that increased its industrial capacity to satisfy demand from a global consumer base (Nisthar, 2018). Academics have examined how economic reforms might result in considerable cultural changes and examined how globalisation has affected Sri Lanka's culture, especially in reaction to Western transnational influences (Pannilage, 2016). Sri Lanka's position in the KOF Globalisation Index for 2023, which takes into account political, social, and economic aspects, emphasises how important it is to research how globalisation has affected the country as a whole. Understanding these dynamics is crucial for policymakers and researchers to navigate the complexities of globalization and its implications for local culture and society in Sri Lanka.

Research Problem

Numerous studies have looked at different aspects of the culture, including how likely people are to acculturate (Cleveland & Laroche, 2007; Durvasula & Lysonski, 2013; Kelley, 2010), how global consumer culture dimensions affect purchase intention, and how acculturation and impulsive buying behaviour etc. Prior studies have mostly concentrated on developed nations and there seems to be a dearth of studies on developing nations, which includes Sri Lanka as well (Alden et al., 2006; Carpenter et al., 2012; Cleveland & Laroche, 2007; Ozsomer, 2011; Srivastava et al., 2021).

In fact, studies on global consumption have looked at a number of perspectives, revealing the complex relationships that exist between globalisation, cultural exchange, and technology development. In Sri Lanka, where exposure to diverse cultural influences is significant, studies have examined the impact of tourism, media, and international trade on consumer behavior. While researchers such as Jayarathne and Wanninayake (2016) have examined how globalisation has affected the consumption habits of young Sri Lankans, Kariyakarawana and Silva (2004) contend that the homogeneous effect of globalisation is constantly highlighted in Sri Lankan media. Furthermore, Sri Lankans are frequently exposed to global mass media, especially television, as Kariyakarawana & Silva (2004) outline, and globalisation is eliminating socioeconomic boundaries in Sri Lankan society. Moreover, they have stated homogenization and

heterogenization are two responses to globalisation that are seen in Sri Lanka. This study aims to bridge this gap by examining how acculturation to global consumer culture dimensions shapes individuals' global consumption orientation, thereby contributing to a more comprehensive understanding of consumer behavior within the globalized landscape.

Research Questions

What is the impact of cosmopolitanism on global consumption orientation?

What is the impact of exposure to marketing activities of MNC's on Global consumption orientation?

What is the impact of global mass media exposure on global consumption orientation?

What is the impact of openness and desire to emulate global consumer culture on global consumption orientation?

What is the impact of self-identification with global consumer culture on global consumption orientation?

2. Literature Review

Global Consumption Orientation

Global consumption orientation refers to the perspective and behavior of consumers in relation to the consumption of goods and services within the context of globalized markets. It encompasses attitudes and preferences towards global, local, and hybrid products and brands. As societies grow more interconnected, Alden et al. (1999) conceptualised the emergence of a global consumer culture. On the other hand, Alden et al. (2006) emphasised how local consumer culture affects consumer choices and how important it is to preserve local traditions and customs through buying decisions. Global consumer orientation causes major changes in human behaviour. A desire to uphold and maintain unique local cultures gives rise to a local consumption orientation (Belk & Ger, 1996). However, the rise of "glocal" or "hybrid" consumption orientations shows how local and global effects are integrated (Strizhakova et al., 2011). Diverse consumer preferences and attitudes towards brands and products are the result of this dynamic relationship. Furthermore, global consumer culture influences people's choice of global brands and products over local ones (Alden et al., 2006), demonstrating how dynamic consumer behaviour is in an increasingly globalised society.

Businesses must comprehend global consumption orientation in order to effectively create their marketing strategy. It forces businesses to change how they undertake activities, whether it's through a localised multi-domestic strategy or standardised worldwide marketing (Westjohn et al., 2016). The present study also highlights the necessity of having a solid understanding of global consumer orientation in a variety of consumption domains. The study aims to determine the effect of acquiring global consumer culture on global consumption orientation by linking acculturation dimensions to global consumer culture.

Consumer Culture Theory

Consumer Culture Theory (CCT) provides a comprehensive framework for understanding the complex connection between consumer culture and consumption behaviors (Arnould & Thompson, 2018). It draws attention to the ways in which consuming habits and core identities are interrelated, with markets acting as

channels for cross-cultural interactions. Furthermore, as demonstrated by Arnould and Thompson (2005), CCT highlights the consumption of intangibles such as lifestyles and symbols, showing how people move between local and global identities. Understanding how global-local conflicts affect consumer choices requires an understanding of the relationship between globalism and localism, which is clarified by this framework (Arnould & Thompson, 2005). In the age of globalisation, CCT helps to understand the complexities of cultural impacts on consumption behaviours by providing theoretical insights as well as practical perspectives.

Acculturation to Global Consumer Culture

Cleveland and Laroche (2007) delineate seven dimensions crucial for understanding acculturation to global consumer culture: cosmopolitanism, exposure to multinational marketing activities, English language usage and exposure, social interactions, global mass media exposure, openness to and desire to emulate global consumer culture, and self-identification with global consumer culture (Cleveland & Laroche, 2007). These dimensions constitute the framework for identifying how individuals adopt global practices. AGCC allows consumers to develop an identity to associate themselves with the Global Consumer Culture (Steenkamp, 2019; Al-Issa and Dens, 2023). The purpose of this study is to evaluate these variables' impact on global consumption habits in order to contribute to a conceptual alteration in international marketing strategies.

Cosmopolitanism

Cosmopolitanism, as defined by Cleveland and Laroche (2007), reflects individuals' openness to engaging with diverse cultures and their capacity to understand and accommodate alien cultures. Studies constantly show that consumer cosmopolitanism has a positive effect on views towards foreign companies, which results in a preference for global brands over local ones when making purchases (Srivastava et al., 2021).

Consumers who are cosmopolitan value having access to both national and international brands because they prefer having a wide range of choices, and some research has indicated that they also favour domestically produced substitutes (Cannon & Yaprak, 2002). Moreover, there are two subcategories of cosmopolitan consumers: cosmopolitan consumers with a local identification (CCLI) and cosmopolitan consumers with a global identification (CCGI) (Cannon and Yaprak, 2012). Further, Alden et al. (2006) investigated the relationship and found that customers who had a more positive attitude toward GCO were also more open-minded and more appreciative of lifestyles in other nations. Hence, it brings up the first hypothesis.

H1: Consumers who are more cosmopolitan will have a positive attitude towards global consumption orientation.

Exposure to Marketing Activities of Multinational Companies

Exposure to the marketing activities of multinational companies refers to an individual's level of interaction with the promotional efforts deployed by global corporations (Cleveland & Laroche, 2007). Multinational

corporations indirectly convey thoughts, beliefs, and characteristics of the global consumer culture to consumers through a variety of channels, including advertisements, corporate interactions, and cultural messages expressed through words, images, and ideas (Cleveland, 2018). Consumers are exposed to the marketing culture through economic interactions and transactions. Multinational firms unintentionally promote the attitudes, values, habits, and characteristics of the GCC to consumers in order to attract and influence them by placing words, visuals, sounds, and connections (Cleveland, 2018). In line with that, scholars established and evaluated the principle of global consumer culture positioning (GCCP) as a marketing approach to target global customer segments, contrasting it with local consumer culture positioning, in response to the emergence of a worldwide consumer culture (LCCP) (Alden et al., 1999). While studying the underlying causes of the emergence of global culture, it was claimed that the most direct influence of the expansion and homogenisation is without a doubt the marketing and advertising operations of multinational firms (Belk and Ger, 1996). The study by Nezakati et al. (2018) examined how exposure to global marketing activities affected consumers from different cultural backgrounds. Based on the above arguments, the second hypothesis developed is,

H2: Consumers who are more exposed to advertising in multinational companies will have a positive attitude towards global consumption orientation.

Global Mass Media Exposure

Global mass media exposure refers to the consumption of media content originating from outside one's home country (Carpenter et al., 2012). The way that consumers view materialism, global consumer culture, and brand consumption is greatly influenced by their exposure to global media content (Cleveland et al., 2021). Mediascapes provide large and complex repertoires of images and narratives to audiences around the world, in which the society of goods and services is one of the paths of global cultural flow, which is proposed as a directly related framework of absorption for global consumer culture (Appadurai, 1990). Global consuming culture has been influenced by the ease with which television and other types of mass media are accessible worldwide, and exposure to the media globally contributes to consumer exposure to global media and programming, which is vital for the growth, adoption, and diffusion of global consumer culture and the attendant values and behaviours (Cleveland, 2018). The availability of television shows and movies from Europe, Asia, and especially America is expanding; thus, Walker (1996) provided evidence of the degree to which mass media in general and television in particular are playing key roles in the creation of global consumption symbols, and he comes to the conclusion that global access to television is creating a global culture of consumption, or what it refers to as a "global mall". Sathyanarayan and Sugavanam (2019) found a positive association between media exposure and global consumption orientation in their study. Accordingly, the third hypothesis is,

H3: Consumers who are more exposed to global mass media will have a positive attitude towards global consumption orientation.

Openness and Desire to Emulate Global Consumer Culture

Openness and the desire to emulate global consumer culture reflect individuals' willingness to acquire foreign goods for symbolic or personal reasons, regardless of their cosmopolitan identity (Carpenter et al., 2012). According to several academics, individuals who appreciate the way of life of other nations are more likely to want to acquire consumption symbols such as items from other nations (Kelley, 2010). The extent to which consumers are receptive to the variety of lifestyles and ideas gathered and offered by globalisation varies, and consumer groups, for various reasons, share many similarities in terms of their attitudes, tastes, and the items they purchase as well (Cleveland, 2018). It was argued from a semiotics perspective that some consumers will pursue out consuming actions and products they view as "signs" of these scripts in order to show imagined or actual involvement in the more cosmopolitan global consumer culture propagated by the media (Alden et al., 1999). Based on that, the fourth hypothesis developed is,

H4: Consumers who are more open and desire to emulate global consumer culture will have a positive attitude towards global consumption orientation.

Self-Identification with Global Consumer Culture

Self-identification with global consumer culture refers to an individual's inclination to align themselves with worldwide consumer trends, manifested in their interactions with global brands, fashion choices, and media consumption (Cleveland & Laroche, 2007). Because of the increasing influence of marketing on self-identification, people may idealize or choose external identity groups above their local identity group (Cleveland et al., 2021). Studies reveal a strong correlation between the attitude towards global consumption and the self-identification with the culture of global consumers. According to Hamadneh (2021), there is a positive correlation between cultural or national authenticity and attitudes towards local consumer culture positioning brands, while attitudes towards global consumer culture positioning companies are favorably correlated with an outside or cosmopolitan orientation.

Those who identify with global consumer culture will adopt the values and display the characteristics of global consumer culture (Cleveland, 2018). The reaction to local and global orientation in consumer culture is closely correlated with the collective identities of global and national identification, and Swann's (1983) self-verification model suggests that customers are looking to their beliefs, attitudes, and behaviour to verify who they are (Westjohn et al., 2012). In other words, according to some academics, consumers will exhibit more positive opinions toward a brand when it is positioned in a way that reflects their individual national or global orientations and self-identification with global consumer culture. Westjohn et al. (2012) studied that global identification had a favorable influence on attitudes toward the GCCP than did national identity. Considering that it came up with the fifth hypothesis,

H5: Consumers who identify themselves with global consumer culture will have a positive attitude towards global consumption orientation.

Conceptualization

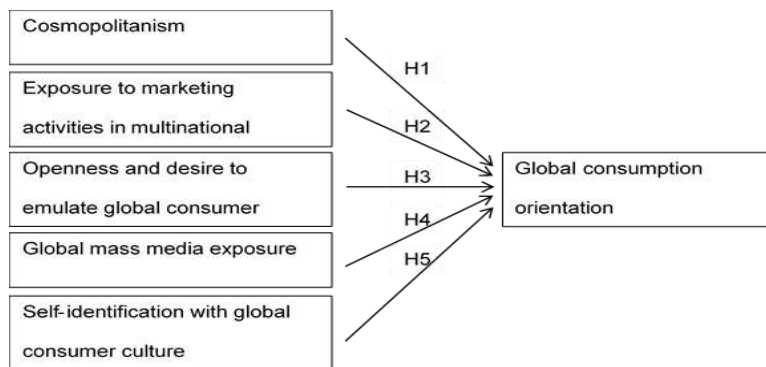


Figure 1: Conceptual Framework

Note: The figure represents the conceptual framework that was built to identify the relationship between the variables in concern. Author's contribution.

3. Research Methodology

A positivist research philosophy was used to perform the current study, which is in line with the viewpoint of natural scientists who base their generalizations on observed reality (Alharahsheh & Pius, 2020). By emphasizing quantifiable facts and data, the concept minimizes the impact of human bias and emphasizes the significance of empirical evidence (Alharahsheh & Pius, 2020). Moreover, this imposed a positivist epistemology on objective ontology (Saunders et al., 2019). Employing a deductive methodology, hypotheses were developed based on existing theoretical frameworks, allowing for the examination of casual relationships between variables (Park et al., 2020). Surveys were used to gather information on attitudes and behavior because of the quantitative method-focused research design (Mathers et al., 2007). A self-administrated questionnaire, constructed based on previous literature measured various dimensions such as GCO, COS, EXM, GMM, OPE and IDT. The questionnaire, administrated online via Google Forms, and a five-point likert scale is used for analysing which scales are between 1 (strongly disagree) and 5 (strongly agree).

The dependent variable, Global Consumption Orientation (GCO), is measured using four questions derived from the study "Consumer Attitudes Toward Marketplace Globalization: Structure, Antecedents and Consequences" by Alden et al. (2006). The independent variables, COS, EXM, GMM, OPE, and IDT, were measured using three questions each. The questions were taken from the study Acculturation to the global consumer culture: Scale development and research paradigm (Cleveland and Laroche, 2007). Data analysis included multivariate regression using SPSS 22, facilitating the examination of relationships between variables and the testing hypothesis. Ethical considerations were paramount, ensuring informed consent, confidentiality, and respect for participants' privacy throughout the research process.

Sampling Methodologies

Sampling methods included recruiting through social media and emails, using volunteer sampling and requiring a minimum sample size of 150 responses. The present investigation has analyzed primary data obtained from Sri Lankan consumers aged 20 to 50, with responses received from seventeen districts.

Data Collection Procedure

The study utilized the convenience sampling technique to reach the respondents. Data was collected from an online self-administered questionnaire as all consumers that were targeted were fluent in English and they had access to the internet to fill the questionnaire. Emails and social media were used to create content, and there were no additional rewards for completing the survey. In order to prevent partial responses, the questions were organized so that the respondents could not avoid answering any of them.

4. Analysis and Discussion

The respondents to the questionnaire survey for the current study consisted of Sri Lankan consumers between the ages of 20 and 50. According to the data obtained, 16.7% of respondents are male and 83.3% are female. Most of the respondents, or 92%, are young individuals between the ages of 20 and 30, based on the respondents' age range. In addition, 8% of the responses are in the 30 to 50 age range. Only 18.7% of the respondents are currently employed; the majority of respondents are students, accounting for 81.3%. Additionally, 84.7% of survey participants are currently undergraduate students, comprising the majority of respondents, while 8% of participants have a degree. The residential districts with the highest participation rates in this survey were Kandy, Colombo, and Gampaha, with respective participation rates of 29.3%, 15.3%, and 12.7%.

Multivariate Assumptions

As per Kline's (2011) argument, if the absolute value of Skewness exceeds 3, it could be cause for concern. As a result, it was recommended that the Skewness number not exceed 3. Three of the components in the current study EXM, OPE, and IDT have reported Skewness values that fall well within the absolute value of 3. It is therefore appropriate to state that the distribution is normal and symmetrical. It can be proved based on other tests for normality that the other constructs, COS and GMM, are also distributed normally despite the fact that they have not met the Skewness for those variables. According to Kline (2011), absolute values of Kurtosis greater than 10 are suggestive of a problem, while values beyond 20 may suggest the existence of a significant problem. As a result, it was advised that Kurtosis's absolute value not go above 10. The Kurtosis values of the current investigation indicate that all structures are well within the range of acceptable values. Consequently, the study's data exhibit a normal distribution. Further, when there are small sample sizes, it is easier to employ the normal Q-Q plot instead of the histogram as a graphical method for determining normality. The majority of residuals are closer to the linear line, demonstrating that the residuals are normally distributed. Hence, the model employed in this investigation is reliable. Based on the results of

the current study's linearity test, most of the residual is distributed linearly around a zero point. The relationships between the independent variables (COS, EXM, GMM, OPE, and IDT) and the dependent variable (GCO) can thus be interpreted to be linear in nature.

When residuals are dispersed randomly about 0, a homoscedastic distribution can be derived; when residuals are not scattered around the line, heteroscedasticity is indicated (Matsaany et al., 2016). In terms of shape, the residuals do not exhibit funnel-shaped behavior; instead, they disperse randomly and do not reflect any certain type of systematic pattern. This shows the linear relationship between the variables. The residual plots are mostly scattered around the zero point, proving the homoscedasticity assumption to be valid. Consequently, the outcomes of the current study are more reliable.

Reliability and Correlation

The outcome of Cronbach's alpha is a value between 0 and 1, and a reliability score of 0.7 or above is considered acceptable (Ali & Younas, 2021). Using Cronbach's alpha, the internal reliability of each scale in the current study was assessed. Cosmopolitanism (COS) had a value of 0.792, exposure to marketing activities of MNC's (EXM) had a value of 0.740, global mass media exposure (GMM) had a value of 0.705, openness and desire to emulate global consumer culture (OPE) had a value of 0.613, self-identification with global consumer culture (IDT) had a value of 0.713, and global consumption orientation (GCO) had a value of 0.705. Accordingly, all the dependent and independent variables except openness and desire to emulate global consumer culture have managed to exceed the recommended threshold of 0.7 and are therefore acceptable and very reliable. However, the OPE scale is relatively close to the acceptable level of 0.7. Hence, it can be considered relatively reliable. *r* values between GCO and COS were 0.493, GCO and EXM were 0.418, GCO and GMM were 0.468, GCO and OPE were 0.289, and GCO and IDT were 0.473, respectively. Accordingly, based on the correlation analysis, there is a moderate positive relationship between direct and indirect variables.

Table 1: Pearson Correlation

| | <i>M</i> | <i>SD</i> | 1 | 2 | 3 | 4 | 5 |
|---------|----------|-----------|---------|---------|---------|---------|---------|
| GCO (1) | 3.620 | 0.691 | - | | | | |
| COS (2) | 4.171 | 0.687 | 0.493** | - | | | |
| EXM (3) | 3.336 | 0.790 | 0.418** | 0.263** | - | | |
| GMM (4) | 3.872 | 0.807 | 0.468** | 0.444** | 0.366** | - | |
| OPE (5) | 3.136 | 0.789 | 0.289** | 0.108 | 0.222** | 0.262** | - |
| IDT (6) | 3.409 | 0.708 | 0.473** | 0.338** | 0.361** | 0.396** | 0.395** |

Note. Pearson Correlation (*r*) between variables used in the study is indicated here. ***p*<.01.

Multiple Regression

The findings of the study indicate that the intercept (constant) has a value of 0.383. The beta weights of COS, EXM, GMM, OPE, and IDT were identified to be 0.292, 0.186, 0.165, 0.092, and 0.205 for each of the predictor variables. When interpreting those beta values, one unit change in COS would result in a 0.292 variance in GCO. One unit change in EXM would result in a 0.186 variance in GCO. One unit change in GMM would

result in a 0.165 variance in GCO. One unit change in OPE would result in a 0.092 variance in GCO. One unit change in IDT would result in a 0.205 variance in GCO. Based on the aforementioned intercept value and beta weight regression equation,

$$\text{GCO} = 0.383 + 0.292\text{COS} + 0.186\text{EXM} + 0.165\text{GMM} + 0.092\text{OPE} + 0.205\text{IDT}$$

The study's multiple correlation (R) was 0.650, and the findings show that the current model's coefficient of determination (R²) is 0.422. Therefore, 42.2% of the dependent variable (GCO) can be explained through the variables COS, EXM, GMM, OPE, and IDT. Further, the F statistic of the current study is statistically significant with a p value of 0.000, and hence the regression model used in the study better fits the data than a model without any independent variables.

Hypothesis Testing

Based on the significance test results, hypothesis 1 can be accepted since H1 appears to be statistically significant at a p value of 0.000. Similarly, with a p-value of 0.009, H2 appears to be statistically significant, indicating the acceptance of hypothesis 2. Furthermore, with a p value of 0.032, H3 appears to be statistically significant, supporting the acceptance of hypothesis 3. However, H4 seems to be statistically insignificant at a p value of 0.193, and therefore hypothesis 4 cannot be accepted. Finally, with a p value of 0.008, H5 appears to be statistically significant, supporting the acceptance of hypothesis 5. All the test hypotheses considered in the study are accepted at a 95% confidence interval, with $\alpha = 0.05$ used as the standard.

Table 2: Regression Model Summary

| <i>Variables</i> | β | <i>t</i> | <i>Sig.</i> |
|-------------------------|----------|--------------------|-------------|
| COS | 0.292 | 4.018 | 0.000 |
| EXM | 0.186 | 2.630 | 0.009 |
| GMM | 0.165 | 2.165 | 0.032 |
| OPE | 0.092 | 1.309 | 0.193 |
| IDT | .050.205 | 2.691 | 0.008 |
| <i>Modal Summary</i> | | | |
| R ² | | 0.422 | |
| Adjusted R ² | | 0.402 | |
| F | | 21.059** | |
| Sig. F | | 0.000 ^b | |

Note. The beta coefficient t values and significance level of the predictor variables of the study are indicated here. **p < 0.01

Discussion of Hypothesis

Cosmopolitanism and Global Consumption Orientation

Since the regression model's standardised beta coefficient of cosmopolitanism takes a positive value, indicates a proportionate relationship between cosmopolitanism and global consumption orientation. Accordingly, the results imply that people who are open to interacting with others from different cultural backgrounds and who exhibit a willingness to understand and accept people from other cultures tend to have

a more global consumer orientation in their behavior. As a result, the current study's findings suggest that the first hypothesis is valid. Yet in contrast to the other four constructs, the impact of COS on GCO tends to be stronger. The current study's results align with the analysis of previous research on COS and GCO, which also demonstrated a positive relationship between cosmopolitanism and global consumption orientation (Dogan and Yaprak, 2017; Putri, 2021; Al-Issa and Dens, 2023). Therefore, it is evident that the current study's findings are consistent with previous research on cosmopolitanism and the orientation towards global consumption.

Exposure to marketing activities of multinational companies and Global Consumption Orientation

As the standardized beta coefficient of exposure to marketing activities of multinational companies in the regression model takes a positive value, it can be said that there is a proportionate relationship between exposure to marketing activities of multinational companies and global consumption orientation. Accordingly, the results imply that those who are more exposed to the marketing initiatives of multinational or global corporations tend to exhibit a more globally oriented behavior when it comes to consumption. Thus, the current study's findings suggest that the second hypothesis is true.

The current study's results are consistent with previous research on EXM and GCO, as those studies also found a favorable association between the two variables (Filipovi and SapiBrand, 2020; Nezakati, 2018). Hence it is identifiable that the findings of the current study are in line with that of existing literature related to exposure to marketing activities of multinational companies and global consumption orientation.

Global Mass Media Exposure and Global Consumption Orientation

It can be assumed that there is a proportionate association between global mass media exposure and global consumption orientation since the regression model's standardized beta coefficient of global mass media exposure takes a positive value. Accordingly, the results imply that people who are exposed to more media created outside of their country of origin tend to exhibit a more global consumption orientation in their behavior. Thus, the third hypothesis is satisfied, according to the findings of the current study.

This study's results are consistent with previous research on GMM and GCO, as those studies also found a positive correlation between GMM and GCO (Alden et al., 2006; Appadurai, 1990; Sathyanarayan and Sugavanam, 2019). As a result, it is clear that the current study's findings align with previous research on exposure to global mass media and global consumer orientation.

Openness and Desire to Emulate Global Consumer Culture and Global Consumption Orientation

Hypotheses that indicate that consumers who are more open and desire to emulate global consumer culture will have a positive attitude towards global consumption orientation have been rejected, indicating that it is not possible to statistically prove that those who strongly identify with global consumer culture are more likely to adopt global consumption patterns. However, as hypothesized, the positive beta value shows that there is a positive relationship between OPE and GCO. Yet the strength of the effect that openness and desires to

emulate global consumer cultures have on global consumption orientation tends to be relatively lower when compared to the other four constructs.

The idea that although consumers in developing countries are exposed to the same global marketing techniques and globalization processes as consumers in developed markets, their socioeconomic and cultural development is different can be used to support this (Strizhakova & Coulter, 2011). This would suggest that their level of receptivity to and willingness to embrace global consumer culture may vary as a result of these variances. The argument that in certain countries, consumers prefer domestically produced goods over imported goods as a way to express their love for their nation (Costa et al., 2018) further supports the idea that the preference for domestically produced goods in these countries may also indicate a limited openness to embracing global consumer culture.

Self-Identification with Global Consumer Culture and Global Consumption Orientation

Since the standardised beta coefficient of self-identification with global consumer culture in the regression model takes a positive value, it can be suggested that there is a positive relationship between self-identification with global consumer culture and global consumption orientation. Accordingly, the results imply that those who aspire to follow global consumer trends in their reading, clothing, and brand interactions also seem to have a greater orientation toward global consumption. As a result, the current study's findings suggest that the fifth hypothesis is valid.

When analysing the studies conducted regarding IDT and GCO, the results of the current study correspond with them, as a positive relationship between IDT and GCO was revealed through those studies as well (Okazaki et al., 2019; Taylor et al., 2023; Westjohn et al., 2012). Hence, it is identifiable that the findings of the current study are in line with those of existing literature related to self-identification with global consumer culture and global consumption orientation.

5. Conclusion

Its ability to bridge a significant research gap between acculturation to global consumer culture and its impact on individuals' global consumption orientation is the study's primary contribution to the field of marketing and consumer behavior. It was identified through the study that cosmopolitanism, exposure to marketing activities of multinational companies, global mass media exposure, openness and desires to emulate global consumer culture, and self-identification with global consumer culture together would result in global consumption orientation in individuals. To the best of the researcher's knowledge, no prior study has taken into account all five characteristics simultaneously as antecedents of the orientation toward global consumption. The findings of the current study provide evidence that almost 42% of the variation in consumers's global consumption orientation behaviour is explained through cosmopolitanism, exposure to marketing activities of multinational companies, global mass media exposure, openness and desires to emulate global consumer culture, and self-identification with global consumer culture. This has significant implications for theory because it suggests that conceptual models can be created by taking into account only the study's constructs. Furthermore, it was

found that the global consumption orientation of individuals is correlated with each of the following antecedents: cosmopolitanism, exposure to marketing activities of multinational companies, global mass media exposure, openness and desires to emulate global consumer culture, and self-identification with global consumer culture. This would suggest that it would be possible to measure global consumption orientation by taking into account each component independently. The current study expands upon the research undertaken in the Sri Lankan context by Nimna and Weerasekera (2023) regarding the influence of acculturation to global consumer culture on the impulsive buying behavior of Sri Lankan consumers. Rather than treating these traits as components of a model, some studies have often looked at how they affect distinct dimensions, like the purchase intention of foreign brands and global consumption orientation (Nezakati, 2018; Okazaki et al., 2019; Putri, 2021; Sathyanarayan & Sugavanam, 2019). The current study, on the other hand, adopts those components into a single model and investigates a new topic of discussion by looking at whether these acculturation features together affect global consumption orientation.

Moreover, in terms of the managerial implications this study highlights the need for businesses to understand client attitudes regarding global consumption in order to effectively customize their branding and marketing tactics across a wide range of cultural backgrounds. Through understanding how various cultural groups view and interact with global trends and products, businesses may focus their efforts on cosmopolitan consumers who are open to embracing these trends. This strategic approach not only enhances a company's worldwide appeal but also enables them to capitalize on unique consumption patterns specific to cosmopolitan demographics. Overall, firms may effectively differentiate themselves in the global market and gain more success by matching their advertising strategies with customer attitudes towards global consumption. Businesses need to understand consumer views toward global consumption in order to create branding and marketing strategies that successfully connect with consumers from a variety of cultural backgrounds. Businesses can adjust their strategies to appeal to various global market segments by understanding these attitudes and making sure that their messaging and products suit the tastes and values of their target market. This knowledge enables companies to develop more effective and appropriate marketing initiatives, which eventually improves their ability to connect with and interact with customers worldwide.

Limitations and Avenues for Future Research

The current study builds upon Cleveland and Laroche's (2007) framework, focusing on five dimensions of acculturation to global consumer culture: cosmopolitanism, exposure to multinational companies' marketing activities, global mass media exposure, openness to and desire to emulate global consumer culture, and self-identification with global consumer culture. However, it excludes two dimensions from the original framework: English language usage and exposure, and social interactions. The study faces limitations in sampling and data collection, with data primarily gathered from specific regions of Sri Lanka and a low response rate from a relatively narrow age group (20–50 years old). The study employs self-administered questionnaires in a cross-sectional design, potentially limiting its ability to capture dynamic attitudes over time. Additionally, it

relies solely on statistical relationships and could benefit from a more nuanced approach such as structural equation modeling rather than multiple regression analysis.

In conclusion, this study has investigated how global consumption orientation is impacted by acculturation to global consumer culture dimensions. Global consumption orientation is favorably influenced by cosmopolitanism, exposure to marketing activities of multinational corporations, global mass media exposure, and self-identification with global consumer culture, according to study findings into four hypotheses. Notably, the most influential component revealed itself to be cosmopolitanism. The study found a statistically insignificant correlation between openness and desire to emulate global consumer cultures and global consumption orientation. Overall, this study explains how acculturation to global consumer culture shapes individuals' consumption orientations, offering marketers and scholars valuable insights.

Conflict of Interests Statement

The authors assert no conflicts of interest concerning this paper's research, composition, or dissemination

Acknowledgments

We acknowledge the help provided by respondents in providing their valuable responses to complete this study. We also would like to acknowledge the guidance provided by the peer reviewers and Mrs. S.Maheswaranathan, the Editor in Chief of the Journal of Business Studies, Eastern University of Sri Lanka.

References

- Alden, D. L., Steenkamp, J. E. and Batra, R. (1999), "Brand positioning through advertising in Asia, North America, and Europe: the role of global consumer culture". *Journal of Marketing*, Vol. 63, No 01, pp. 75–87. <https://doi.org/10.1177/002224299906300106>
- Alden, D. L., Steenkamp, J. E., and Batra, R. (2006), "Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences". *International Journal of Research in Marketing*, Vol. 23, No. 03, pp. 227-239. <https://doi.org/10.1016/j.ijresmar.2006.01.010>
- Alharahsheh H.H. and Pius A. (2020), "A Review of key paradigms: positivism vs interpretivism". *Global Academic Journal of Humanities and Social Sciences*, Vol. 02, No. 03, pp. 39–43. <https://doi.org/10.36348/gajhss.2020.v02i03.001>
- Ali, P., and Younas, A. (2021), "Understanding and interpreting regression analysis". *Evidence-Based Nursing*, Vol. 24, No. 04, pp. 116–118. <https://doi.org/10.1136/ebnurs-2021-103425>
- Al-Issa, N., and Dens, N. (2023), "How do religiosity and acculturation to the global consumer culture drive the perceived value of luxury? A study in Kuwait". *Journal of Islamic Marketing*, Vol. 14, No. 02, pp. 562-585.
- Appadurai, A. (1990). Disjuncture and difference in the global cultural economy. In M. Featherstone (Ed.), *Global culture: Nationalism, globalization and modernity* (295–310). London, U.K. Sage Publications

- Arnould, E. J. and Craig, J.T. (2005), "Consumer culture theory (CCT); Twenty years of research". *Journal of Consumer Research*, Vol. 31, No. 04, 868-882.
- Arnould, E. J. and Thompson C. J. (2018), "Consumer Culture Theory". Thousand Oaks, CA, Sage Publications.
- Byrnes, K. (n.d.). "The sharing of culture: global consumerism". *UW-L Journal of Undergraduate Research X* (2007). <https://www.uwlax.edu/globalassets/offices-services/urc/jur-online/pdf/2007/byrnes.pdf>
- Cannon, H. M., and Yaprak, A. (2002). "Will the real-world citizen please stand up! the many faces of cosmopolitan consumer behavior". *Journal of International Marketing*, Vol. 10, No. 04, pp. 30–52. <https://doi.org/10.1509/jimk.10.4.30.19550>.
- Cannon, H. M., and Yaprak, A. (2012). "Cosmopolitanism as a journey: The construct and dynamics of Change". In M. Price (Ed.), *Consumer cosmopolitanism in the age of globalization*. Business Expert Press.
- Carpenter, J. M., Moore, M., Doherty, A. M., and Alexander, N. A. (2012). "Acculturation to the global consumer culture: a generational cohort comparison". *Journal of Strategic Marketing*, Vol. 20, No. 05, pp. 411–423. <https://doi.org/10.1080/0965254x.2012.671340>
- Cleveland, M. (2018). "Acculturation to the global consumer culture: Ten years after and agenda for the next decade". *Journal of Global Scholars of Marketing Science*, Vol. 28, No. 03, pp. 257–271. <https://doi.org/10.1080/21639159.2018.1466656>
- Cleveland, M., and Laroche, M. (2007). "Acculturaton to the global consumer culture: Scale development and research paradigm". *Journal of Business Research*, Vol. 60, No. 03, pp. 249–259. <https://doi.org/10.1016/j.jbusres.2006.11.006>
- Cleveland, M., Papadopoulos, N., and Laroche, M. (2021). "Global consumer culture and national identity as drivers of materialism: an international study of convergence and divergence". *International Marketing Review*, Vol. 39, No 02, pp. 207–241. <https://doi.org/10.1108/imr-02-2021-0097>
- Dogan, M., and Yaprak, A. (2017). "Self-Construal and willingness to purchase foreign products: the mediating roles of consumer cosmopolitanism and ethnocentrism". In *Developments in 2020marketing science: proceedings of the Academy of Marketing Science*. https://doi.org/10.1007/978-3-319-45596-9_277
- Ger, G., Belk, and R. W. (1996). "I'd like to buy the world a Coke: Consumption scapes of the less affluent world". *Journal of Consumer Policy*, Vol. 19, No. 3, pp. 271-304.
- Hamadneh, S., Kurdi, B., Alshurideh, M.T., and Aburayya, A. (2021). The effect of brand personality on consumer self-identity: The moderation effect of cultural orientation among British and Chinese consumers. *Journal of Legal, Ethical and Regulatory Issues*, Vol. 24, No. 01.
- Jayarathne, P., and Warnakularsooriya, B. N. F. (2016). "Cosmopolitanism orientation and fashion consciousness of educated young consumers of fashion related products in Sri Lanka". *Vidyodaya Journal of Management*, Vol. 2, No. 01. <https://doi.org/10.31357/vjm.v2i1.3646>
- Kelley, J. B. (2010). *The drivers of global brand attitude: a three-country study*. The UWA Profiles and Research Repository. <https://research-repository.uwa.edu.au/en/publications/the-drivers-of-global-brand-attitude-a-three-country-study>

- Kline, R. B. (2011). "Principles and practice of structural equation modeling". Guilford Press.
- Lysonski, S., and Durvasula, S. (2013). "Nigeria in transition: acculturation to global consumer culture". *Journal of Consumer Marketing*, Vol. 30, No 06, pp. 493–508. <https://doi.org/10.1108/jcm-07-2013-0626>
- Mathers N, Fox N. and Hunn (2007). "Surveys and questionnaires". The NIHR RDS for the East Midlands / Yorkshire & the Humber.
- Nezakati, H., Akhoundi, M., and Osman, S. (2018). "Effect of exposure to global marketing activities". LAP Lambert Academic Publishing.
- Nimna, J., and Weerasekera, S. (2023). "Impact of acculturation to global consumer culture on impulsive buying behaviour of Sri Lankan consumers". *SKIPS Anveshan*, Vol. 4, No. 1, pp. 1-25.
- Nisthar, N., Samithamby, S., and Mustafa, A. M. M. (2020). "An analysis of political instability and macroeconomic mechanism in Sri Lanka: empirical study from 1980 to 2018". *Journal of Business Economies*, Vol. 02, No. 01, pp. 1-8.
- Okazaki, S., Taylor, C., Vargas, P. T., and Henseler, J. (2019). "Disasters, hope and globalization: exploring self-identification with global consumer culture in Japan". *International Marketing Review*, Vol. 36, No. 05, pp. 726–747. <https://doi.org/10.1108/imr-04-2018-0158>
- Pannilage, U. (2016). "Globalisation and construction of local culture in rural Sri Lanka". *Sociology Study*, Vol. 6, No. 07, pp. 448-461. <https://doi.org/10.17265/2159-5526/2016.07.003>
- Park, Y. S., Konge, L., and Artino, A. R. (2020). "The positivism paradigm of research". *Academic Medicine*. Vol. 95, No. 6, pp. 690-694 <https://doi.org/10.1097/acm.0000000000003093>
- Putri, A. R. (2021). "The acculturation to global consumer culture towards purchase decision of south korean skincare and cosmetic product". *Advanced international journal of business, entrepreneurship and SME's*, Vol. 3, No. 09, pp. 102–122. <https://doi.org/10.35631/aijbes.39008>
- Ritzer, G. (2007). "The blackwell companion to globalization". Blackwell Publishing Ltd eBooks. <https://doi.org/10.1111/b.9781405132749.2007.x>
- Sathyanarayan, K., and Sugavanam, K. (2019). "Influenced global consumption orientation impacts global brand attitude with reference to Indian consumers' perspective?". <https://doi.org/10.4108/eai.18-12-2018.2283811>
- Silva, K. D., and Kariyakarawana, S. M. (2004), "Impact of globalization on entertaining, knowledge of information technology and sexuality among men and women in Sri Lanka". Docplayer.net.
- Sobol, K., Cleveland, M., and Laroche, M. (2018), "Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers". *Journal of Business Research*, Vol. 82, pp. 340–353. <https://doi.org/10.1016/j.jbusres.2016.02.044>
- Srivastava, A., Gupta, N., and Rana, N. P. (2021a), "Influence of consumer cosmopolitanism on purchase intention of foreign vs local brands: a developing country perspective". *International Journal of Emerging Markets*. <https://doi.org/10.1108/ijjoem-01-2021-0057>

Steenkamp, J. E. (2019), "Global versus local consumer culture: theory, measurement, and future research directions". *Journal of International Marketing*. Vol. 27, No. 1, pp. 1-19 <https://doi.org/10.1177/1069031x18811289>

Strizhakova, Y., Coulter, R. A., and Price, L. L. (2011), "Branding in a global marketplace: The mediating effects of quality and self-identity brand signals". *International Journal of Research in Marketing*, Vol. 28, No.04, pp. 342–351. <https://doi.org/10.1016/j.ijresmar.2011.05.007>

Taylor, C. R., Rajabi, M., Rathee, S., and Zamani, S. (2023), "The impact of self-identification with global consumer culture on eWOM generation: a test of global consumer culture theory". *Journal of Marketing Communications*, pp. 1–26. <https://doi.org/10.1080/13527266.2023.2227646>

Tu, L. L., Khare, A., and Zhang, Y. (2012). "A short 8-item scale for measuring consumers' local–global identity". *International Journal of Research in Marketing*, Vol. 29, No. 01, pp. 35–42. <https://doi.org/10.1016/j.ijresmar.2011.07.003>

Walker, C. (1996), "Can TV save the planet?". *American Demographics*, Vol. 18, No. 05, pp. 42-49.

Westjohn, S. A., Singh, N., and Magnusson, P. (2012), "Responsiveness to global and local consumer culture positioning: a personality and collective identity perspective". *Journal of International Marketing*, Vol. 20, No. 01, pp. 58–73. <https://doi.org/10.1509/jim.10.0154>

Westjohn, S. A., Arnold, M. J., Magnusson, P., and Reynolds, K. (2016), "The influence of regulatory focus on global consumption orientation and preference for global versus local consumer culture positioning". *Journal of International Marketing*, Vol. 24, No. 02, pp. 22– 39. <https://doi.org/10.1509/jim.15.0006>

World Bank. (2024). "Sri Lanka". <https://data.worldbank.org/country/sri-lanka>