

**Sojourner Consumer Behaviour:
The Influence of Nostalgia, Ethnocentrism,
Cosmopolitanism and Place Attachment**

By

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Abstract

In today's interconnected world, increasing numbers of consumers are becoming involved in an internationally mobile lifestyle. During this transitional event, these international consumers become temporary residents in a foreign host country. Transient consumers are formally known as sojourners.

Despite the recognition that sojourners' international mobility is contributing to the development of multicultural marketplaces worldwide, there is a paucity of empirical evidence on their consumer behaviour. As opposed to other border crossers, sojourners do not travel with the intention of settling down in the host country. Thus, their psychological profile differs from that of permanent movers and, consequently, there is a need for a separate study of sojourners as consumers. To this end, this thesis builds on the notions of home and host countries from the consumer acculturation theory. Specifically, the influence of psychological values relating to sojourners' home and host country on their consumer behaviour is examined in two investigations. Using structural equation modelling and related statistical methods, the findings from the two investigations add to the development of the knowledge on this consumer group.

The home country investigation shows that nostalgia and ethnocentrism are two influential drivers of sojourners' buying intention towards products from home. Importantly, it is also found that the length of stay in the host country and the product category determine the extent to which the two values shape sojourner consumer behaviour. The host country investigation reveals that sojourners' level of place attachment to a host country is a useful predictor of sojourners' origin recognition accuracy of the host country's brands. This is an important finding, as brand origin recognition accuracy has been found to influence attitudes and intentions.

The two investigations contribute to the consumer acculturation theory by uncovering the influence of the country-specific psychological values that drive consumer behaviour. The findings on the influences of values and demographic characteristics provide practical means for marketers to target sojourners as customers.

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1. Introduction

1.1 Research Background: The Impact of Increasing Mobility on Marketplaces

The trend of increasing consumer mobility is changing the structure of marketplaces worldwide. Traditionally, as explained by Demangeot et al (2015a), it is often assumed in the international marketing discipline that cross-border mobility encompasses marketers expanding their activities into foreign marketplaces. Accompanying this perspective is the understanding that the consumers residing in a country's marketplace are culturally static and homogeneous. In this vein, the main task for international marketers is to investigate the cross-national differences between consumers in different marketplaces and to adapt their marketing strategy accordingly (Steenkamp & Ter Hofstede, 2002).

However, in today's interconnected society, consumers are no longer bound to their home country marketplace, defined as the country where they were born and raised. Instead, they are increasingly taking up permanent or temporary residence in a foreign host country. Once these consumers have reached their destination, they become participating members of a host country marketplace. In this way, these consumers assist in the creation of a multicultural marketplace (Kipnis et al, 2014) in which consumers, marketers and brands from different origins converge in a singular, interactional space (Demangeot et al, 2015a). This phenomenon does not only create complexity; it also provides opportunities for firms to expand their customer base by targeting newly arrived consumers. This idea forms the main theme of this thesis.

To keep pace with the above change to the marketplace structure, international marketing scholars are increasingly calling for empirical investigations into the different groups of consumers residing within a multicultural marketplace (Douglas & Craig, 2011; Visconti et al, 2014; Demangeot et al, 2015a; Demangeot et al, 2015b). This thesis contributes to the growing discussion on consumers' mobility and multicultural marketplaces by investigating the consumer behaviour of sojourners.

1.2 Sojourners: A Growing Group of International Consumers

The term *sojourner* refers to “individuals who temporarily reside in a foreign place for activities such as work and education” (Gullekson & Vancouver, 2010:p.315). The various sub-groups of temporary international residents included in this term are international students, foreign aid workers, organisation-initiated and self-initiated expatriates and military personnel (Bochner, 2006; Pedersen et al, 2011). The sharp rise in the number of temporary residents has led to unprecedented growth in international mobility. According to the most recent statistics, the number of international students enrolled in tertiary education outside their country of citizenship grew from 2 million in 2000 to 4.5 million in 2011 (OECD, 2013). At the same time, the number of highly skilled expatriates who are residing abroad temporarily also grew worldwide (IOM, 2005). The rapid increase in the number of sojourners is recognised by the International Organisation for Migration (IOM, 2005), which highlighted international sojourning as the key trend shaping the migration pattern of the twenty-first century.

Although sojourners share similar starting journeys from their home country, they differ from other groups of international movers. Distinguishing different groups of international movers, Berry (1997) outlined three key features that differentiate sojourners from immigrants and refugees: mobility, permanency and voluntariness. While immigrants’ movement can be voluntary as well as involuntary (i.e. refugees), their international trajectory is limited to a single movement that ends with settlement and permanent residency in a foreign host country. Meanwhile, sojourners are travellers who do not plan to settle down in the host country, even if they intend to spend a considerable amount of time there. Thus, sojourners are best described as international consumers who are living between “two strong statuses”, being neither tourists nor permanent residents of a host country (Barthes & Howard, 2009:p.117). Because of this characteristic, sojourners possess a different psychological profile from immigrants and refugees, who are permanent movers (Pedersen et al, 2011). As a result, cross-cultural research scholars have warned against lumping sojourners and

immigrants together when conducting academic research on migration and international mobility (Gillespie et al, 2012; Kadianaki et al, 2014).

As consumers, sojourners represent an important opportunity for the marketers and brands operating in a host country. Due to sojourners' shared transient status, they are understood to experience similar psychological journeys in adjusting to life in a host environment. According to Visconti et al (2014:p.9), sojourners share a "supranational" commonality as transient consumers in a host country marketplace. This unique characteristic raises the possibility that sojourners can be segmented and understood as a cohort of consumers regardless of their origin and home country background. Because firms are interested in discovering segmentation variables that transcend national cultural boundaries (Sirkeci, 2013), the ability to develop a segmentation of a transnational group of sojourners provides an opportunity for marketers in a host country to target this growing group of consumers profitably. This positioning is increasingly being adopted in studies investigating the psychologically driven consumer behaviour of expatriates (Grinstein & Wathieu, 2012) and international students (Tirelli & Martínez-Ruiz, 2014; Vredeveld & Coulter, 2014).

Despite the discussed attractiveness of the sojourner group as potential customers, there is a dearth of empirical evidence to support the theoretical speculation on this group of consumers. While international marketing researchers have been calling for an investigation into sojourner consumers (Tambyah & Chng, 2006; Bardhi et al, 2010; Sirkeci & Mannix, 2010; Sirkeci, 2013; Visconti et al, 2014), studies on this consumer group are lacking. Instead, consumer researchers have focused their research efforts on immigrant consumers through the framework of the consumer acculturation theory (Peñaloza, 1994). As the consumer acculturation theory and its research framework were developed with immigrants' permanency in mind (Visconti et al, 2014), it is possible that the lack of studies on sojourner consumers is due to the incompatibility of acculturation strategies that dictate adaptation outcomes. In spite of this limitation, it is proposed in this thesis that the consumer acculturation theory provides a useful starting point for developing a framework in which to study

sojourner consumer behaviour. To this end, the next section outlines and discusses the tenets of the consumer acculturation theory.

1.3 Consumer Acculturation Theory

When individuals make a border-crossing journey from home to a foreign host country, they encounter an unfamiliar socio-cultural environment. To deal with the unfamiliarity, these individuals are said to undergo an acculturation process through which they either maintain their socio-cultural patterns (practices, values and identities) from home or align themselves with the mainstream patterns of the host country (Ward & Geeraert, 2016). Once the choice has been made, their psychological well-being and social functionality are considered to be restored. In turn, the restored well-being acts as a psychological resource that helps recent arrivals to deal with the new environment (Berry, 1997).

The consumer acculturation theory was developed based on the premises of Berry's (1997) acculturation theory in the cross-cultural psychology literature. As a consumption-specific form of acculturation, the consumer acculturation theory concerns "the general process of movement and adaptation to the consumer cultural environment in one country by persons from another country" (Peñaloza, 1994:p.33). That is, the consumer acculturation theory seeks to explain the linkage between individuals' socio-cultural adaptation to the host country and its influence on their consumer behaviour. A popular perspective of the consumer acculturation research, as subscribed to by this thesis, suggests that individuals' personal cultural alignment has an important consequence for their identity as consumers (Luedicke, 2011). Through personal observations and interactions with the new social environment, individuals become engaged in an identity project that is reflected in their consumer behaviour (Üstüner & Holt, 2007:p.42).

The two spatial components that constitute important parts of the consumer acculturation theory are consumers' home (culture of origin) and host (culture of residence) countries (Oswald, 1999). With distinctive socio-cultural aspects, the home

country and the host country both play important roles in consumers' life while living abroad. So far, the main focus of consumer acculturation research has been on studying immigrants' acculturation strategy as an outcome of their identity project. According to Peñaloza (1994), immigrant consumers embrace one of the four possible identity strategies: assimilation (adopting the host country identity at the expense of the home country identity), integration (combining the home and host country identities), separation (maintaining the home country identity) and marginalisation (resisting both identity choices). Through the qualitative research approach, these acculturation outcomes have been found to influence the consumer behaviour of immigrants and refugees in different countries (see Luedicke (2011) for a review of these studies).

Despite its contributions to the explanation of how immigrants and refugees use a combination of home and host country identities to negotiate their consumer behaviour, the consumer acculturation theory has rarely been applied outside the context of permanent movers. When it has been applied, the results have been shown to be inconsistent and questionable regarding their relevance to marketing practitioners. The next section considers these limitations of the consumer acculturation strategies and outcomes in explaining the consumer behaviour of other international consumers.

1.4 Limitations of the Consumer Acculturation Strategies as Identity Outcomes

In research conducted with Chinese international students, Cappellini and Yen (2012) applied the consumer acculturation framework to an investigation of the role of social influence on food consumption behaviour. Focusing on interactions among Chinese students and host nationals, it was found that some Chinese students demonstrated greater willingness to engage with individuals from their host country than others. However, when the consumer acculturation outcomes were applied, inconsistency emerged. Specifically, consumers showing a stronger inclination to engage in cultural and social interactions with a host country would normally be described as adopting the assimilation identity. However, Cappellini and Yen did not find their participants

to demonstrate assimilative behaviour towards the consumption of food from their host country. On the contrary, their participants were found to use interactions with host consumers to form a psychological boundary that separated them from the host culture. The resultant boundary was then used to reinforce their home country identity, increasing their preference for foods from home. In this vein, these Chinese international students neither assimilated nor integrated themselves into the host culture. Rather, they engaged with the host culture to maintain and reconstruct their home country identity (i.e. separation). Consequently, the evidence from this study suggests that the traditional consumer acculturation strategies do not fit well with sojourners.

More recently, Rasmi et al (2014) also applied the consumer acculturation framework to a study of tourists. The findings from their study indicated that the marginalised identity of the consumer acculturation theory is, in fact, one of the most popular strategies among tourist consumers. This is in contrast to the understanding of this identity in the consumer acculturation theory, in which such an outcome is often associated with maladaptation and negativity (Luedicke, 2011). Based on the results of Cappellini and Yen (2012) and Rasmi et al (2014), it can be argued that consumer acculturation strategies do not apply fully to more mobile sojourners and tourists.

The above findings limit the applicability of consumer acculturation outcomes as a segmentation tool of internationally mobile consumers. In the context of sojourners, the findings from Cappellini and Yen's (2012) study suggest that this consumer group offers little to marketers in their host country because of their separation identity. Although international students' maintenance of their home country identity provides a marketing opportunity to firms from their home country, little is known about how marketers can target and segment these consumers precisely. Thus, several questions remain: How should sojourner consumers be targeted? Which aspects of the home country identity drive them to purchase products from home? Do the same motivational factors apply equally across product categories? Can marketers from popular host countries also benefit from this growing consumer group? These issues represent important research gaps in international marketing.

1.5 Research Problem: How to Segment Sojourners as Consumers?

How can sojourners be appropriately studied and segmented as consumers with relevant theoretical and practical marketing implications?

The discussion so far in this chapter has highlighted the potential of sojourners as a growing group of international consumers. However, a lack of empirical consumer research, when compared with that on immigrants and refugees, has also been noted. As the identity outcomes of the consumer acculturation process have been shown to be largely incompatible with non-immigrant groups, there is also a lack of a research framework that can be applied to a study of sojourners. Thus, as proposed at the beginning of this section, the research problem that needs to be addressed is how sojourners can be studied appropriately as consumers with relevant implications. By answering the stated research problem, a better understanding of sojourner consumers can be developed.

To address the identified research problem, this thesis builds on the idea developed by Oswald (1999:p.303) that consumers are able to “swap” dynamically between “home” and “host” identities according to their needs. In a study of Haitian immigrants living in the USA, Oswald found that these consumers are able to switch between the two identities, which is communicated through their choice of clothing products and accessories. Although the idea of identity swapping was developed in the immigrant context, the usefulness of Oswald’s concept for this thesis is that it addresses the main limitation of the consumer acculturation theory. Instead of having to subscribe to a rigid outcome, Oswald’s conceptualisation allows sojourners’ identity to fluctuate between home and host affiliations. This is in line with the current understanding of sojourners’ identity practice. As argued by Marginson (2014) and Razzouk et al (2015), sojourners are able to combine the supporting role of home with eagerness to learn about and explore their host country’s identity. This is described as a hybrid identity that fluctuates according to sojourners’ personal needs. As a result, the concept of identity swapping by Oswald (1999) is relevant to sojourners, who will use their home and host country’s products to communicate their identity at different times.

Building on Oswald's (1999) study, this thesis addresses the segmentation issue identified in the research problem by investigating the psychological concepts that underlie the home and host country identities. Specifically, it is proposed that these concepts drive sojourners' identity-specific consumer behaviour. As such, this thesis does not intend to resolve the acculturation question of when or why sojourners would choose the home country identity over that of the host country and vice versa. Instead, the main contribution of this thesis is to investigate the identity-based antecedents of consumer behaviour that can be used to develop an actionable consumer segmentation strategy. The next section introduces the psychographic segmentation approach that will be used in the selection process of psychological values as antecedents of sojourner consumer behaviour.

1.6 Research Scope: The Psychographic Approach to Consumer Behaviour Research

Marketing success depends on the ability of marketers to recognise the needs of consumers and to match them by communicating various benefits of their brands and products. To achieve this goal, it is crucial for marketers to develop a segmentation profile of their target customers and to identify the relevant factors that influence their consumer behaviour. While the common approach to the development of market segmentation is to use demographic characteristics, such as gender and age, such an effort is not sufficiently insightful for developing customer profiles. Instead, it is recommended that matching the firm's offerings with consumers' values, alongside their demographic characteristics, can lead to a more successful marketing campaign (Reisinger, 2004; Cleveland et al, 2009; Cleveland et al 2011b; Cleveland et al, 2014). Based on this recommendation, this thesis investigates the influence of psychological values on sojourner consumer behaviour. This goal is achieved through the use of the psychographic research approach.

The psychographic research approach entails the use of "quantitative research intended to place consumers on psychological – as distinguished from demographic – dimensions" (Wells, 1975:p.197). In sum, while the demographic profiling of consumers allows marketers to learn who buys their products, psychographic research

informs marketers why they do so (Pachauri, 2002). Consequently, the psychographic profiling of consumers becomes an important tool to capture “a customer’s inner feelings and predisposition to behave in certain ways” (McDonald & Dunbar, 2004:p.158). Although there is no set direction for conducting psychographic research, marketers use this approach to develop profiles of consumers based on different dimensions. These include attitudes, beliefs, values and traits (Dorny, 1971). In the context of this thesis, sojourners’ process of identity reconstruction when residing in a host country is directly related to their psychological values (Adams & van de Vijver, 2015). As a result, placing sojourners in different segments according to their values represents a relevant strategy for studying sojourner consumer behaviour.

Values refer to the “beliefs about desirable goals and modes of conduct” (Rokeach, 1979:p.71). They are internalised cognitive structures that guide individuals’ behaviours based on their beliefs about what is right and wrong as well as what the priorities are (Oyserman, 2015). Thus, values hold the key to understanding the criteria that individuals use for self-evaluation and for justifying their actions (Schwartz, 1992). According to Schwartz (2007), the six key principles of values are: (a) values are inextricably linked to an individual’s affect and feelings; (b) values motivate actions towards achieving personal goals; (c) values transcend narrower concepts of norms and attitudes; (d) values serve as criteria that guide subsequent behaviours; (e) values are ordered by their importance; and (f) assessment of the relative importance of competing values influences subsequent action choice. In summary, an individual’s value structure is made up of different values that vary based on contents and priorities. Given that values shape human behaviours (Homer & Kahle, 1988), it is important for marketers to match their offerings with consumers’ important values.

Rokeach (1973:p.3) explained that values originate from “culture, society, and its institutions, and personality”. In turn, these values shape consumer behaviour through a reflection of personal identity in which individuals perceive themselves as typical persons who would perform such an action (Gatersleben et al, 2014). For sojourners, the transformative experience of living, albeit temporarily, in a foreign host country presents them with a space for identity reflection. Studying international students as

sojourners, Pedersen (1991) established that these individuals combine aspects of the home and host country identities, which can be described as different layers. In the home country layer, the identity relating to the socio-cultural aspect of social relationships is maintained by sojourners. This layer is accompanied by a host layer that facilitates personal associations with the host country. In line with an earlier discussion in this chapter, sojourners develop a hybrid identity made up of home and host country layers that are activated at different times. In turn, this identity positioning shapes their behavioural choices and identity reconstruction (Marginson, 2014). In this way, sojourners' identities are linked to their consumer behaviour.

The combination of the home country and the host country in sojourners' hybrid identity presents marketers with opportunities in the host country marketplace. Marketers from sojourners' home country can instigate their export activity in a host country market by targeting co-national sojourners. By appealing to sojourners' home country-related values, marketers can communicate the benefits of their products to sojourners who prioritise psychological support from home. At the same time, host country marketers can potentially benefit from sojourners' interest in learning about the host country, which is reflected in their consumer behaviour. The next section offers formal research questions that aim to address the research problem specified.

1.7 Research Questions: The Influence of Sojourners' Values

To address the stated research problem, three research objectives are proposed:

RQ1: To what extent do nostalgia and ethnocentrism influence sojourners' buying intention towards products from their home country?

RQ2: To what extent do cosmopolitanism and place attachment influence sojourners' origin recognition accuracy of the host country's brands?

RQ3: What are the impacts, if any, of sojourners' length of stay in the host country on their home and host country-related values and consumer behaviour?

The three research questions address different aspects of sojourner consumer behaviour. The first research question investigates the values associated with the home country identity and their influence on the intention to buy products arriving from home as imports. The second question focuses on host country-related values and how they influence sojourners' recognition accuracy of their host country's brands. The final research question explores the impact of sojourners' length of stay in the host country on the relationships proposed in the first two research questions. The rest of this section is dedicated to a discussion on the three research questions.

1.7.1 Home Country and Sojourner Consumer Behaviour

The home country remains an important spatial entity in sojourners' life during their temporary stay abroad. Unlike immigrants, sojourners do not travel with the intention of foreign settlement. Instead, they recognise from the outset that their stay is a temporary one. Therefore, sojourners' original home country performs a unique role as an identity anchor during their transient stay abroad (Bardhi et al, 2010). Specifically, the home country represents an important foundation for sojourners to reorientate themselves in space and time during international movement (Bardhi & Askegaard, 2008). In dealing with the personal identity disruption caused by international mobility, the home country serves as an important existential reference point for sojourners.

To cope with the challenge of adjusting to life in a host country, sojourners draw on the psychological connections that they developed in their home country. According to Sedikides et al (2009), one way in which sojourners draw on such support is through the recollection of social-based memories of the happier past in their home country. This is known as the effect of nostalgia. The recent literature on nostalgia highlights its important role as a resource for individuals facing discontinuity scenarios. Sedikides et al (2014) tested the hypotheses originally developed by Davis (1979) on the influence of nostalgia in self-continuity and discontinuity situations. The findings from their experimental studies confirmed the postulation that individuals experiencing self-discontinuity will rely more on their nostalgic memories. Consequently, individuals'

engagement with nostalgic memories fosters their development of self-continuity. To explain Sedikides et al's (2014) findings, past research has shown that nostalgia primarily consists of social-based memories. Wildschut et al (2006) revealed that nostalgic memories predominantly feature the self as the main protagonist who is surrounded by significant others. Subsequently, engagement with nostalgic memory helps to increase the level of perceived social support that, in turn, restores self-continuity (Zhou et al, 2008). In this manner, based on its prioritisation of the past, nostalgia is an important home country-related psychological value that allows sojourners to re-establish their sense of continuity during international mobility.

Alongside the recollection of their treasured past, sojourners have been found to reinforce their social identification with their home country when they are faced with psychological conflict in the host country. According to Ward et al (2001), national identification is the process by which individuals recognise, categorise and identify themselves as part of a larger collective ingroup. The affirmation with the home country and ethnic ingroup allows sojourners to maintain the values that form their original self-concept while also bestowing a feeling of social connectedness and pride (Brown & Brown, 2013). The existing cross-cultural psychology studies show that sojourners, when faced with difficulties abroad, will strengthen their ethnic ties and identification with their home country (Wang & Hannes, 2014; Brown et al, 2015). Ward et al (2001) explained that this behaviour is unique to sojourners, as they are aware that their time in a host country is finite. Bearing this in mind, the reinforcement of home ties allows sojourners to deal with their transient life abroad. Thus, sojourners' devotion to and alignment with their original ethnic ingroup are likely to strengthen during sojourns, leading to home country re-identification that drives related consumer behaviour.

The concept that deals with ethnic identification and devotion is ethnocentrism. Ethnocentrism is driven by the social arrangements of the ingroup as 'we' and the outgroups as 'they' (Sumner, 1906). This distinction forms an important basis for the construction of a sentimental boundary consisting of devotion, cooperation and loyalty among individuals who see outgroups from the ingroup's perspective (Brewer,

2004). While the ethnocentrism held by sojourners is instilled when living in the home country, conflicts and difficulties during an international sojourn have been found to evoke the sentiment. Brown and Brown (2013) observed that sojourners' confrontation with a perceived threat to their ethnic and national identity can result in an intense emotional reaction that evokes a defensive response. A similar finding was noted by Dolby (2005), whose study of American sojourners in Australia revealed a similar finding. Through the previous findings on the importance of home country ethnic and social identification to sojourners, this investigation examines the influence of ethnocentrism, alongside nostalgia, on their consumer behaviour.

The marketing interests in the influence of psychological values lie in their ability to predict subsequent consumer behaviour. For firms from popular sojourner-sending countries, marketers can follow co-national sojourners into a foreign marketplace. This strategy is also known as diaspora marketing. According to Kumar and Steenkamp (2013a, 2013b), diaspora marketing involves targeting co-national consumers who become ambassadors for home country products in a host marketplace. By making personal recommendations to international and host national friends, co-national consumers can help to increase brand awareness in the new marketplace. In their *Harvard Business Review* article, Kumar and Steenkamp (2013a) cited an example of PRAN RFL, a Bangladeshi food company that expanded its business into the UK by targeting Bangladeshi immigrants in London. These consumers then helped the company to gain a foothold in the UK marketplace by recommending the brand to other Muslim communities. In this way, firms can establish their operation in a foreign marketplace.

This thesis expands on the idea of diaspora marketing by suggesting that marketers should also be targeting their co-national sojourners, a group of consumers that is overlooked in Kumar and Steenkamp's strategy. This is because sojourners, whether expatriates or international students, are more likely to be involved with the host community as well as the international community in the host country than first-generation immigrants who move abroad (Visconti et al, 2014). As the aim of diaspora

marketing is to expand brands and products to new consumers, sojourners are considered in this thesis as better candidates for the ambassador role.

To help marketers to develop a segmentation profile of sojourner consumers, this thesis investigates the influence of nostalgia and ethnocentrism in the home country investigation. Specifically, the influence of the two identified home country-related values is considered in regard to sojourners' buying intention towards products from their home. By studying the influence of the two values simultaneously, their relative importance can be determined in an empirical manner. Additionally, as Cleveland et al (2009) demonstrated, the influence of values on consumers' intention is contingent on product categories. Therefore, the home country investigation examines the influence of nostalgia and ethnocentrism on sojourner consumer behaviour towards clothing and food products as categories. The rationale for choosing these product categories is not only that they are culturally charged and inseparably linked to consumers' identity (Ogden et al, 2004) but also that they are more readily available as imports from home for sojourners from different countries (Carpenter et al, 2013). Thus, these two product categories are an appropriate choice for conducting a study with sojourners. Through an investigation with different product categories as outcomes, a better understanding of home country-related values as drivers of sojourner consumer behaviour towards products from home can be established.

1.7.2 Host Country and Sojourner Consumer Behaviour

The rise in the trend of international sojourning can also be beneficial to firms in countries that are popular as a host country destination. As discussed previously, the defining characteristics of sojourners that set them apart from other movers are their voluntariness and travel motivations (Berry, 1997). As opposed to immigrants and refugees, sojourners' decision to move abroad is seldom motivated by political reasons or economic gains (Madison, 2006). Instead, their journey is stimulated by self-actualisation goals in which personal development and cultural learning take the centre stage (Geeraert & Demoulin, 2013). Subsequently, while sojourners are likely

to reaffirm their identification with their home, they also engage in rapid cultural learning behaviours to make the most of their stay abroad (Marginson, 2014).

Sojourners' goal of cultural learning is reflected in their consumer behaviour. Focusing on the consumption practices and identity of expatriates living in Singapore, Thompson and Tambyah (1999) noted that their sojourner research participants show heightened interest in the host country culture while becoming involved with local consumers in events that they believed to be culturally authentic. Summarising their findings, Thompson and Tambyah concluded that sojourners are motivated to undertake a personal identity project that incorporates cultural elements of the host country. As a consequence, sojourners were found to adopt the host country's consumption experience in private and public spaces alike. From the branding perspective, Vredeveld and Coulter (2014) recently conducted an interpretive-based study on international students' brand engagement during their stay in the USA. They found that sojourners' desire for cultural immersion in the host country is evidenced by their engagement with the brands that these consumers believe to be culturally authentic. Through these findings, firms from popular host countries can leverage sojourners' explicit interest in learning about the host country as a marketing opportunity.

While the discussion above highlights the potential of sojourners' cultural interests for firms from their host country, an important question remains. That is: how well do sojourners know which brands in the host country market are indigenous brands? In a multicultural marketplace, sojourners are faced with a choice of brands from many origins. They include brands from the host country itself and from sojourners' home country, as well as from other countries. Traditionally, it was assumed that consumers possess accurate knowledge of brand origin information. However, studies from the brand origin recognition accuracy stream of research have refuted such assumptions. As shown by Samiee et al (2005), consumers possess varying levels of brand origin knowledge. In particular, the level of origin knowledge about brands from countries other than the consumers' home has been found to be considerably lower (Martín & Cerviño, 2011). As a result, while the host country's brands can benefit from

sojourners' interest in cultural engagement, it is important for marketers to ascertain how well their brands are known to belong to the host country. Furthermore, as consumers hold varying levels of brand origin knowledge, there is a need for an investigation into the factors that influence such knowledge. This finding will be useful for marketers to develop an appropriate profile of sojourners. Bearing this in mind, this thesis investigates the influence of psychological values as the antecedents of sojourners' origin recognition accuracy of brands from their host country.

In response to the increased globalisation and multicultural marketplaces, academic scholars are recognising cosmopolitanism as an important concept that explains how individuals react to foreign brands and products. The cosmopolitanism concept refers to the openness value of individuals that is characterised by willingness to engage with foreign cultures (Cleveland et al, 2014). As a marketing concept, cosmopolitanism has been found to influence positively consumers' attitudes, evaluations and intentions towards imported brands and products in their domestic market (Cleveland et al, 2009; Riefler & Diamantopoulos, 2009; Riefler et al, 2012). In the international consumer context, cosmopolitanism holds an interesting premise for the studying of sojourner consumers. This is because cosmopolitan individuals are those who are interested in direct cultural learning and engaging with an authentic foreign culture (Hannerz, 1990). As voluntary travellers, many sojourners embark on a foreign journey to learn from different cultures and to broaden their world view, in addition to the main goals of study or work (Madison, 2006; Marginson, 2014). For this reason, they demonstrate behaviour described as "being cosmopolitan" (Skrbis & Woodward, 2007:p.734). In this way, the idea of being cosmopolitan is likely to result in sojourners' increased origin knowledge of brands that belong to their host country, resulting in enhanced recognition of the indigenous brands.

The phenomenon of increasing international mobility also reinvigorated the scholarly interest in the potential relationship between movement and place attachment. In the past, theorists assumed that emotional attachment to a spatial location is incompatible with mobility and movement. This belief is based on the idea that the formation of emotional bonds requires long-term rootedness in a particular place,

while movement disrupts such formation and induces placelessness (Porteous, 1976; Relph, 1976). However, place attachment researchers have increasingly been challenging the idea that mobility and attachment are incompatible. Replacing the traditional assumption, place attachment scholars have argued that mobility is not only compatible with an attachment to place but may also foster such a development in new places during mobility (Kaltenborn & Williams, 2002; Giuliani et al, 2003; Gustafson, 2013). As a consequence, the place attachment concept and individuals' mobility are no longer considered to be at odds with each other.

The more recent perspective on place attachment and mobility has important implications for the understanding of sojourners' place-based relationship with their host country. Sojourners' international movement begins with deliberation about various pull factors when choosing their host country destination (Mazzarol & Soutar, 2002). Previous research has shown that when individuals are able to choose their host country, they will choose one that they believe to be the most congruent with themselves and their desired life stories (Savage et al, 2005). Subsequently, these individuals have been found to develop emotional bonds quickly with their new place that, in turn, shape their identity choice. In this manner, internationally mobile individuals have been found to develop an attachment to new places, either replacing or complementing the existing attachment that informs their lifestyle in the new environment (Giuliani et al, 2003).

By connecting their life story with their choice of host country, sojourners have been found to forge an emotional attachment to their host country (Terrazas-Carrillo et al, 2014). As the previous marketing literature has shown that individuals' affection towards a foreign country can positively influence their consumer behaviour (Oberecker et al, 2008; Oberecker & Diamantopoulos, 2011), this thesis suggests that sojourners with a stronger level of attachment to their host country will be able to recognise host country brands more accurately than those who are less attached. Based on this contention, place attachment is also proposed as an appropriate psychological value for studying the consumer behaviour of sojourners who are living in a foreign host country.

As marketplaces are becoming more multicultural in their structure, firms in host countries that are experiencing a large influx of sojourners should not ignore this group of consumers. The second research question of this thesis aims to answer the question of why some sojourners are better at recognising indigenous brands from their host country than others. The findings from this inquiry represent an important prerequisite for sojourners' subsequent brand engagement, as they need to be able to recognise the brands that belong to the host country before acting on that knowledge. This thesis investigates the influence of cosmopolitanism and place attachment as the antecedents of sojourners' brand origin recognition accuracy in explaining how well sojourners recognise their host country's brands and which factors drive their brand origin knowledge.

1.7.3 Sojourners' Length of Stay and Its Impacts on Consumer Behaviour

While the first two research questions address sojourner consumer behaviour relating to their home and host country, respectively, the third research question examines a contextual factor that may affect the proposed values and behaviour relationships. Specifically, it is speculated that sojourners' length of stay in the host country will moderate their consumer behaviour. Although sojourners share similar initial journeys and the early stage of adjusting to a transient life in a host country, their eventual length of stay varies based on the sojourn's goals and other considerations (Ward & Searle, 1991). As will be examined in the subsequent paragraphs, previous studies have highlighted that short- and long-term sojourners use different psychological strategies. Consequently, it is important to take sojourners' length of stay into account when studying their consumer behaviour.

Sojourners are divided into two distinctive groups based on their length of stay: short- and long-term sojourners. While there is no consensus on the cut-off point between short- and long-term sojourners, cross-cultural psychology researchers have agreed that these two groups differ on the psychological dimensions. Grinstein and Wathieu (2012) investigated the relationship between expatriates' cosmopolitanism level and their degree of cultural adjustment, with the intended length of stay as a moderator.

They found that more cosmopolitan expatriates, who intend to remain in a host country only on a short-term basis (up to one year), are more likely to make an adjustment to the host country. Meanwhile, less cosmopolitan expatriates, who intend to stay for a short time, see adjustment towards the host country as a psychologically costly behaviour because of their impending departure. On the other hand, long-term (more than one year) expatriates, who are more cosmopolitan, are less likely to make adjustments to the host country. However, the long-term, less cosmopolitan group is likely to make adjustments to the host country's cultural conditions for psychological benefits. These results highlight the importance of taking the length of stay into account when considering sojourners' psychological strategies.

In another study, Pitts (2009) examined the identity and the nature of social support for short-term sojourners. She found that co-national support, both from home and from other sojourners, plays an important role in sojourners' ability to cope with the unfamiliar life in the host country. Although Pitts did not conduct a study with long-term sojourners, she drew on evidence from previous studies suggesting that long-term sojourners are more likely to rely on support from host nationals in place of co-nationals. As such, the psychological profiles of short-term and long-term sojourners are likely to differ based on several factors, including identity choice, adjustment behaviour and personal cultural experience (Fontaine, 1997; Pitts, 2009).

In linking sojourners' length of stay with their psychological values and consumer behaviour, it is proposed that short-term and long-term sojourners will exhibit different behavioural patterns. As an example, short- and long-term ethnocentric sojourners may demonstrate different levels of buying intention towards products from home. By capturing the differences between short- and long-term sojourners, a more comprehensive segmentation profile of this consumer group can be developed.

1.8 Important Definitions: The Four Psychological Values

To summarise, the aim of this thesis is to investigate the influence of four psychological values on sojourner consumer behaviour during a transient stay in a host country. The definitions of the four psychological value concepts are provided in table 1.1.

Table 1.1 Important Definitions

Concept	Definition
Nostalgia	“a sentimental longing for a personally experienced and valued past” (Zhou et al, 2012:p.40).
Ethnocentrism	“The sentiment of cohesion, internal comradeship, and devotion to the in-group, which carries with it a sense of superiority to any out-group and readiness to defend the interests of the in-group against the out-group” (Sumner, 1911:p.11).
Cosmopolitanism	“a general orientation reflecting a set of values, opinions, and competencies held by certain individuals; specifically a genuine, humanitarian appreciation for, desire to learn from and ability to engage with, peoples of different cultures” (Cleveland et al, 2014:p.269).
Place Attachment	“an affective bond that connects people to places” (Lewicka, 2013:p.43).

1.9 Contributions and Originality

The two investigations into the influence of psychological values on sojourner consumer behaviour contribute to the international marketing discipline in three important ways: theoretically, methodologically and practically. From a theoretical point of view, this thesis adds to the consumer acculturation theory by investigating specific, actionable factors that underlie the concepts of the home country and the host country. Building on Oswald’s (1999) theorisation that consumers are able to alternate dynamically between home and host country identities when living in a host country, this thesis uncovers the psychological factors that influence sojourners to adopt either of the two positionings in their consumer behaviour. As a consequence,

the findings from the home and host country investigations help to expand the knowledge of the psychological components that form the two identities.

The empirical nature of this thesis also contributes to the understanding of sojourners as international consumers. The rapid growth in the number of sojourners worldwide has led to increasing interest from various academic disciplines, especially from the field of cross-cultural psychology (Brown & Brown, 2013). Robertson (2013) summarised this trend by arguing that the recent increase in the academic interest in sojourning is challenging the traditional settler paradigm in migration research, in which permanency once dominated the understanding of cross-border movement. However, sojourners have received less research attention from marketing scholars, resulting in a lack of empirical understanding of their consumer behaviour. This thesis addresses this shortcoming by studying sojourner consumer behaviour through the psychographic approach to capture the influence of psychological values. From this perspective, a better understanding of sojourners, as a group of international consumers in today's multicultural marketplaces, can be developed.

Methodologically, this thesis contributes to the marketing literature by extending concepts that were developed in the domestic context to the international domain. As will be discussed in the literature review, the four psychological concepts in this thesis have been studied in the setting of consumers' domestic marketplace. However, relatively little is known about how these concepts manifest in a foreign marketplace environment. By studying the influence of these concepts on sojourners who are living abroad temporarily, this thesis adds an international dimension to the knowledge in each respective field of psychological values. To capture the influence of psychological values in a foreign environment, measurement scales that were developed for the domestic market are adapted to suit the new research setting. Through the adaptation process in chapter four, this thesis provides methodological means for international marketing researchers to conduct further studies with other international consumer segments and product categories.

On the practical level, this thesis makes an important contribution to the understanding of sojourners as consumers. The process of identification and profiling of different consumer segments provide marketers with important bases on which they can develop marketing strategies. However, the international marketing discipline has been subject to severe criticism from scholars in that the existing studies have little practical usefulness for marketing practitioners. This is because too much effort has been spent on studying various negative factors that inhibit business success rather than facilitating it (Riefler & Diamantopoulos, 2009; Cleveland et al, 2014; Nes et al, 2014). In response to this criticism, this thesis focuses on the positive values that act as important psychological resources for sojourners who are adjusting to life in the host country. The findings from this thesis regarding the factors that drive sojourner consumer behaviour will be useful for marketing practitioners of firms from both the home and the host country to develop segmentation and subsequent marketing strategies.

1.10 Research Design: An Overview

Academic studies on consumer behaviour are conducted based on two contrasting perspectives: positivism and interpretivism (Pachauri, 2002). From a positivist standpoint, it is argued that consumers are rational in their consumer behaviour and that purchases are made in a calculative manner once the desired benefits have been evaluated. In studying the relationship between sojourners' psychological values and their consumer behaviour, this thesis adopts a scientific realist/positivist stance. Ontologically, it is argued in this thesis that the psychological values are real and that they are important factors that drive sojourner consumer behaviour. In addressing the influence of home and host country identities, this thesis investigates sojourner consumer behaviour from a cognitive, information-processing perspective (Sternthal & Craig, 1982). That is, consumers' behaviour is argued to be driven by the exposure to and evaluation of country-related information prior to behaving in a way that satisfies the value priorities. Further discussions on the research philosophy, the consumer behaviour perspectives and their impacts on methodological considerations will be presented in more detail in the methodology chapter.

The three research questions proposed in section 1.7 are developed in response to the research problem stated. To provide empirical insights into sojourner consumers, two empirical investigations on the influence of the home country and the host country were conducted in 2013 and 2014, respectively. The first investigation enquired into sojourner consumer behaviour towards products from home. Specifically, nostalgia and ethnocentrism were examined simultaneously regarding the extent to which they influence the buying intention towards products from home. The second investigation then examined the influence of cosmopolitanism and place attachment on sojourners' origin recognition accuracy of their host country's brands.

The two investigations adopted similar research designs. Online questionnaires were used to collect quantitative data from the sojourner respondents. As the measurement scales for the four value concepts were developed in the respondents' domestic context, the scale items were modified to suit the sojourners as required. However, due to the absence of a scale for measuring consumers' buying intention towards products from home when living abroad, a new scale was developed based on the behavioural intentions literature. Demographic information was also collected to provide further information on the sojourners' characteristics and mobility intentions. Following the pilot-testing stage of questionnaire development, empirical data were collected using the Qualtrics website. Respondents were approached using purposive sampling methods through which international students, the most prominent group of sojourners (Bochner, 2006), at a UK university were targeted using e-mail invitations.

The empirical data in both investigations were analysed using SPSS and structural equation modelling in AMOS 21. The rationale for using structural equation modelling is based on its ability to assess concepts' influence through simultaneous calculations. Based on paths' regression coefficients in a structural model, a comparison of the relative importance of concepts can be made (Iacobucci, 2009). This is an important feature as the comparison of the relationship strength between values and outcome allows conclusions and recommendations to be made in each investigation. Additionally, a multiple-group moderation analysis was conducted in each study to

answer the third research question. To investigate the impacts of the length of stay, sojourner respondents were divided into short-term (less than one year) and long-term (more than one year) groups. The findings on whether the research models developed in the research hypotheses chapter are equally applicable to both the short- and the long-term group will be useful for the profiling and segmentation of sojourner consumers.

1.11 Thesis Structure

In terms of its overall organisation, this thesis is divided into seven chapters. The first chapter highlights the need for an empirical inquiry into sojourner consumers. Building on the home and host country notions from the consumer acculturation theory, sojourner consumers' behaviour is studied in relation to their psychological values. In this chapter, three research questions relating to the home country, the host country and the length of stay in the host country are formulated to address the research problem.

Chapter two provides a literature review of the four value concepts identified in the first chapter. The historical development of each concept is charted in the first instance. The psychological functions of each value are then discussed before their relevance to sojourners is considered. The final part considers the previous marketing literature that investigated each value in the consumer behaviour context.

Chapter three presents the research hypotheses. Based on the literature review, hypotheses are developed to specify testable relationships between psychological values and behavioural outcomes. To answer the three research questions, hypotheses are established concerning the influence of sojourners' home country and host country and the impact of the length of stay in the host country. Theoretically anchored research models are also presented in this chapter to illustrate the proposed linkages between concepts.

Chapter four evaluates the methodological approach of this thesis. In the first part, tenets of different philosophical perspectives are outlined, compared and considered concerning how they guide the selection of the subsequent research methodology. Specific elements of the research design are then discussed. They include the sampling technique, sequential development steps of the questionnaire instruments, survey strategies and data collection procedures. In the final part, structural equation modelling and its analytical procedures are explained in preparation for the data analysis stage.

Chapter five explains the steps taken in analysing the data and presents the findings from the two investigations. The chapter is divided into the home and the host country, respectively. The main analysis is performed using structural equation modelling to test the proposed hypotheses. Sojourners' demographic characteristics are then presented. Post hoc analyses are also conducted to test whether sojourners' demographics have any impact on the constructs in the two investigations. A separate post hoc analysis is then conducted on sojourners' brand origin recognition accuracy.

Chapter six presents a discussion on the empirical findings in relation to the existing literature. The influence of sojourners' home and host country-related values on their consumer behaviour is discussed separately in the order of the investigations. The impacts of sojourners' demographics and length of stay in the host country are also considered where appropriate. Prior to the concluding summary, a discussion on the characteristics of sojourners as international consumers is provided.

Chapter seven concludes the thesis by summarising its major findings. In the first step, a comparison is made between sojourners and other consumer groups in a multicultural marketplace. The contrasting of sojourners and immigrants then distinguishes the two as separate consumer groups. The contributions of this thesis to the consumer acculturation theory are then outlined. Specific findings from the investigations are then evaluated regarding their contributions to the literature and practical applications. A summary of the contributions to the individual concepts is

also provided. Finally, the limitations are contemplated and directions for future research are proposed.

1.12 Chapter Summary

The introductory chapter set the scene for the rest of this thesis. In this chapter, it was argued that there is a need for an empirical study that investigates sojourners as a growing group of international consumers. To this end, it was proposed that sojourners can be studied based on the psychological values that shape their identity and influence their consumer behaviour. Building on the consumer acculturation theory, sojourners' home and host country identities represent marketing opportunities for firms from their home and host country, respectively. To shed more light on sojourners' consumer behaviour, this study focuses on the relationship between values and consumer behaviour, which can be used as bases of segmentation.

Four psychological values – nostalgia, ethnocentrism, cosmopolitanism and place attachment – are studied as antecedents that account for sojourner consumer behaviour. Specifically, nostalgia engagement and ethnocentrism are examined regarding their influence on sojourners' buying intention towards products from home. Meanwhile, cosmopolitanism and place attachment are proposed as the antecedents of sojourners' brand origin recognition accuracy. The next chapter prepares for the empirical stages by providing a literature review on the proposed values.

2. Literature Review

2.1 Introduction

The aim of this chapter is to conduct a literature review on the four value concepts identified in the first chapter. To achieve this aim, studies from various social science disciplines, including psychology, sociology and marketing, are considered. For each of the four value concepts, the literature review process is structured as follows. First, the historical development of the concept is charted. This is followed by a discussion on the current understanding of the value's psychological functions. Subsequently, the relevance of the psychological value to sojourners is considered. Finally, the marketing implications of each psychological value are evaluated against the existing literature investigating the influence of the concept of consumer behaviour outcomes.

2.2 Nostalgia

2.2.1 Historical Development of the Nostalgia Concept

The term *nostalgia* was conceived in 1688 as a medical term that described a homesickness symptom experienced by soldiers. Through a study with Swiss mercenaries fighting in Europe, Johannes Hofer, a medical student, discovered that these soldiers were suffering from illnesses induced by anxieties about being sent far away from home. Hofer used the term *nostalgia* to describe these emotional conditions. He explained that it is "composed of two sounds, the one of which is *Nostos*, return to the native land; the other, *Algos*, signifies suffering or grief; so that thus far it is possible from the force of the sound *Nostalgia* to define the sad mood originating from the desire for the return to one's native land" (cited in Batcho, 2013:p.165–166).

Based on the work of Hofer, *nostalgia* was conceived as a disease up to the early part of the twentieth century (McCann, 1941). It was not until the second half of the century that the understanding of the concept began to change. Beginning in the

1970s, academic scholars reconceptualised nostalgia by decoupling the concept from the idea of homesickness. Instead, nostalgia was positioned as a bittersweet concept. Explaining the meaning of the bittersweet characteristic, Kleiner (1970:p.15) wrote that nostalgia is a result of a “peculiar combination of sadness and pleasant reminiscing”. Similarly, Werman (1977:p.393) described nostalgia as “bittersweet, indicating a wistful pleasure, a joy tinged with sadness”. In this way, nostalgia was conceptualised as a psychological concept that combines positive and negative moods in equal measures.

While the idea that nostalgia is a bittersweet concept persists to this day (Batcho, 2013), a recent review of the psychology literature shows that the nostalgia concept is increasingly understood as a predominantly positive emotion (Sedikides et al, 2015). The positive positioning of nostalgia was first established in the work of Fred Davis in the late 1970s. Based on interviews conducted with college students in the USA, Davis (1977:p.418) found that the feeling of nostalgia is developed only when “nice, pleasant, and fun things” from the past are recollected. The positive theme of nostalgia became central to Davis’s (1979) book *Yearning for Yesterday*, in which he noted that his participants tended to associate nostalgia with positive words, such as warm, old times and yearning, more frequently than negative words, such as homesickness. Consequently, it was at this point that the nostalgia concept came to be understood in a different light, moving from a bittersweet concept to a more positive one.

2.2.2 Nostalgia as a Positive Coping Resource during a Discontinuity Event

Building on the work of Davis (1977, 1979), scholars have argued that the main psychological function of nostalgia is its role as a coping mechanism. In his works, Davis postulated that individuals’ nostalgic memories of their happier past shield them from fear and uncertainty during disruptive events that are characterised by discontinuity. These events can be of a personal (e.g. divorce), collective (e.g. war) or transitional (e.g. adolescence to adulthood) nature. Through the recollection of positive, happy memories of the past, nostalgia allows individuals to reconstruct their identity during

discontinuity events by linking their present circumstance to a more stable past. In this way, nostalgia acts as a resource for individuals to re-establish their self-continuity by helping them to understand who they are during their times of need.

Subsequent studies built on Davis's work on the psychological role of nostalgia. Best and Nelson (1985) confirmed that individuals who have experienced discontinuity events in their life are more likely to rely on nostalgic memories than those who have not. In a similar direction, Wildschut et al (2006) examined various antecedents of nostalgia. Their experimental studies revealed that negative affect states, including depression, loneliness, fear and sadness, are the most frequent triggers of nostalgia. These results are consistent with Davis's postulation that nostalgia is a coping resource against negative events. In a later study, Sedikides et al (2014) tested the self-discontinuity and self-continuity hypotheses developed by Davis (1979). In their first two studies, Sedikides et al established that self-discontinuity states induce nostalgic recollections. This is especially true when the discontinuity occurs as the result of negative events, such as a change in the living conditions or geographical movement. In studies three and four, Sedikides et al investigated whether engagement with nostalgic memories leads to an increase in self-continuity. Their results indicated that nostalgia enhances participants' feeling of self-continuity. In the four studies conducted by Sedikides et al, nostalgia was established as a positive psychological resource against negative affect and discontinuity while also promoting self-continuity.

Alongside the literature on how discontinuity and disruption trigger nostalgia, psychology scholars have investigated how nostalgia functions. Using the content analysis method on narratives featured in a periodical magazine, *Nostalgia*, Wildschut et al (2006) revealed that nostalgic memories predominantly feature the self as the main protagonist who is surrounded by important others from within one's social circles. This finding shows that nostalgia is a social emotion activated when individuals feel that they need to belong. When significant others are unavailable for direct interactions, individuals rely on mental representations of their social relationships

based on their memories of past interactions (Sedikides et al, 2015). In this way, nostalgia counteracts loneliness by fostering social connectedness (Zhou et al, 2008).

To describe memories induced by nostalgic recollections, negative thoughts are filtered from the autobiographical memory to create an idealised past (Marchegiani & Phau, 2010a). As a result, nostalgic memories are described as being viewed through a special “rose-tinted” lens (Hepper et al, 2012:p.114). Subsequent to the nostalgic recollections, the individual develops a sentimental feeling towards the past, misses that time or relationship and may develop a longing to return to the past (Sedikides et al, 2015). Therefore, it is important to note that, while nostalgia is a predominantly positive, self-reinforcing emotion, an individual who engages in a nostalgic recollection may also develop a sense of loss and longing that characterises the bittersweet side of nostalgia. Nevertheless, Hepper et al (2012) established in their study that the bittersweet characteristic takes on a more peripheral role while the positive aspects form the core feature of nostalgia. As such, nostalgia can be summarised as a positive mechanism that helps individuals during a discontinuity event through the activation of positive, social-based memories.

2.2.3 Nostalgia Value and Sojourners

Nostalgia, as a resource used against discontinuity, performs important psychological roles that help sojourners to re-establish their self-continuity and their identity. For these individuals, their involvement in international sojourns represents a transformative event during which they are faced with an unfamiliar socio-cultural environment. Therefore, all sojourners, regardless of the sojourn’s purposes, face similar challenges in the form of culture shocks during their temporary residence in a host country. Brown and Holloway (2008:p.33) went as far as to say that “the move to a new environment is one of the most traumatic events in a person’s life and in most sojourners some degree of culture shock is inevitable”. Consequently, it is not uncommon for sojourners to develop anxiety, loneliness and depression due to the loss of familiar social support (Pedersen et al, 2011). To lessen the impact of the culture shock, sojourners require a coping strategy that helps them to deal with

everyday life in a host country (Stahl & Caligiuri, 2005). Accordingly, nostalgia provides sojourners with an emotional refuge that can comfort and “quiet our fears of the abyss” (Davis, 1979:p.41).

The cross-cultural psychology literature on sojourners and their experiences in a host country demonstrate the influence of nostalgia on their everyday lives. Focusing on postgraduate international students and food behaviour, Brown et al (2010:p.204) discovered that a memory of home, through food consumption, brings comfort and reassurance to sojourners. Through semi-structured interviews, it was found that participants referred to foods from their home country with the words “familiar”, “the same”, “home” and “expecting”. At the same time, the students referred to memories of home with the words “happy”, “enjoy”, “satisfied”, “at ease” and “nice”. The positive words in Brown et al’s study are in line with the recent positioning of nostalgia as a predominantly positive concept (Hepper et al, 2012; Batcho, 2013; Sedikides et al, 2015).

By reminding sojourners of home, nostalgia helps them to alleviate negative states, such as homesickness, and improves their resilience in a host country (Brown, 2009). This occurs through the re-establishment of sojourners’ social connectedness with their home country based on mental representations of long-distance social relationships. This is evident in an account by one international student in the study by Brown et al (2010:p.204), in which Anna mentioned that her consumption of food establishes a social connection with her family: “When you close your eyes you think you are in your kitchen in your family home and you are lost in time”. Anna’s personal account shows that nostalgia fosters sojourners’ social connectedness. In turn, her nostalgic recollections remind her of who she is, improving her emotional state. This finding highlights the important role of nostalgia for sojourners that is evoked through the consumption of food from home.

Other accounts of sojourners show that sojourners’ nostalgia is not only evoked by food consumption. Lobburi (2012) studied the role of social support for Asian sojourners living in the US. He found that sojourners who lack physical social support

in a host country draw upon the memory of close friends in their home country. Lobburi argued that the memory of friendships provides important social support, especially when sojourners feel the need to re-establish their identity. Thus, Lobburi's study supports the argument by Sedikides et al (2015), who asserted that nostalgia is a positive resource rather than a negative stigma. These authors highlighted that nostalgia is not the cause of symptoms such as anxiety. Instead, negative symptoms trigger nostalgia. Therefore, nostalgia is best understood as a positive resource as opposed to a maligned concept that impedes sojourners' well-being in a host country.

It is important to note at this stage, however, that nostalgia does not necessarily perform the same psychological role for all groups of international movers. While the evidence thus far highlights the crucial functions of nostalgia for sojourners, the same cannot always be said for immigrants. In a study conducted with Eastern European immigrants living in the USA, Holak (2014:p.196) recounted a passage from a blog post by an immigrant, who reported that memories of her lost home and social relationships "almost made me weep". A similar finding was narrated in Mehta and Belk's (1991) study. Their investigation of Indian immigrants' possessions revealed that immigrant consumers cling on to their past through symbolic objects from their former home that arouse sadness and a feeling of loss. As such, while the home country performs an important role as a reference point for transient sojourners, nostalgic memories may hinder immigrants' adaptation to their new home country. Thus, it is important to differentiate the two groups of movers when studying the influence of nostalgia.

2.2.4 Nostalgia in the Marketing Literature

The literature on the influence of nostalgia as a marketing concept is relatively new when compared with the other fields of social science. Nevertheless, there are already several interpretations of what nostalgia is and how it manifests. An important distinction that is made when studying the concept of nostalgia in marketing is the source of memory. The identification of different origins of nostalgia was the focus of the early discussion in nostalgia marketing studies. Reviewing the past literature on

nostalgia, Havlena and Holak (1991) agreed with Davis's (1979) argument that the most potent source of nostalgia is personal memory acquired through direct experience. Although nostalgia of personal memory has been described by scholars using different terms, such as *real nostalgia* (Baker & Kennedy, 1994), the most common term that is used to refer to nostalgia for one's own past is personal nostalgia. Stern (1992) distinguished between the two important types of nostalgia: personal and historical. Personal nostalgia, she argued, is formed through self-experienced, autobiographical and emotional memories. This form of nostalgia is summarised by the phrase "the way I was" (p.16). On the contrary, historical nostalgia refers to collective memories from a time before one's life or "the way it was" (p.13).

The form of nostalgia to be investigated in this thesis is *personal nostalgia*. It is formally defined as "a sentimental longing for a personally experienced and valued past" (Zhou et al, 2012:p.40). The findings from previous marketing and advertising studies that investigated personal nostalgia are provided in Appendix A. In sum, the results from past advertising studies indicate that the personal connections that individuals make between themselves and the nostalgia cues in advertisements lead to desirable marketing consequences. These consequences include positive attitudes towards the ad itself and the brand as well as towards making charitable donations (Stern, 1992; Ford & Merchant, 2010; Marchegiani & Phau, 2010b; Muehling & Pascal, 2011; Muehling, 2013; Muehling et al, 2014). From an academic marketing perspective, memories of happier times and significant past events have been found to be an important source of nostalgia that is evoked through the consumption of objects from individuals' autobiographical past (Holak & Havlena, 1992; Holbrook & Schindler, 2003). In turn, nostalgia drives positive behavioural consequences, including the charitable intention, product and brand attitudes, preferences, purchase intentions and actual ownership (Holak et al, 2007; Sierra & McQuitty, 2007; Lambert-Pandraud & Laurent, 2010; Loveland et al, 2010; Zhou et al, 2012; Holak, 2014; Muehling et al, 2014).

Based on the above studies, personal nostalgia is a strong predictor of consumer behaviour, more so than historical nostalgia. When the two forms of nostalgia are

assessed together, personal nostalgia is always found to be a more potent source of positive affect and behaviour than historical nostalgia (Holak et al, 2006; Muehling & Pascal, 2011; Natterer, 2014). Explaining this difference, Symons and Johnson (1997) clarified that the self-structure of human memory contains superior elaboration capacity and organisation capability when the information processed is self-relevant. In this manner, nostalgic memories relating directly to an individual's personal past are more accessible to the individual than a collective, historical past. Consequently, personal nostalgia is more relevant and more retrievable to consumers, leading to stronger nostalgia intensity when evoked (Baker & Kennedy, 1994). In this way, personal nostalgia (henceforth referred to in the thesis as nostalgia) is an important driver of subsequent marketing outcomes.

2.3 Ethnocentrism

2.3.1 Historical Development of the Ethnocentrism Concept

It is widely believed that the term *ethnocentrism* was coined by William Graham Sumner in his influential book *Folkways* (1906). In this book, ethnocentrism is used to describe a social phenomenon in which the individuals in a society are separated into the ingroup and outgroups – we and they. Through this distinction, the members of an ingroup are conditioned to view the social world through a collective lens. Sumner (1906:p.13) defined ethnocentrism as “the technical name for this view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it”. This definition was expanded in his later work to include additional intragroup and intergroup references (Sumner, 1911:p.11): “The sentiment of cohesion, internal comradeship, and devotion to the in-group, which carries with it a sense of superiority to any out-group and readiness to defend the interests of the in-group against the out-group, is technically known as ethnocentrism”. The definition provided by Sumner (1911) forms the understanding of ethnocentrism in this thesis.

Notwithstanding the later debates on who was the first author to use the term ethnocentrism (Bizumic & Duckitt, 2012; Bizumic, 2014), Sumner is still regarded by

many as the originator of the ethnocentrism concept. This is because he was the first author to link this concept to the idea of the ingroup and outgroups (Levine & Campbell, 1972; Tajfel, 1982). In his writing, Sumner (1906, 1911) not only defined ethnocentrism as a concept that is primarily understood as ethnic group self-centredness (hence the term ethnocentrism) but also posited that ethnocentrism is inherently linked to a negative view of outgroups. Even though he did not support this postulation with empirical data, the belief that the anti-outgroup characteristic is a component of ethnocentrism was accepted in the psychology and sociology literature. This is evident in later works, such as Adorno et al's (1950:p.150) seminal book, in which it was argued that ethnocentrism "involves stereotyped negative imagery and hostile attitudes regarding outgroups". Subsequently, scholars tended to accept the negativity towards outgroups as a feature of ethnocentrism (Levine & Campbell, 1972).

Despite the widespread belief that outgroup negativity is part of ethnocentrism, the empirical findings suggest otherwise. In a survey-based study with 30 ethnic groups in East Africa, Brewer and Campbell (1976) highlighted that little correlation exists between the positive evaluation of the ingroup members and the perceived social distance towards the outgroups. Similarly, Turner (1978:p.249) did not find support for the hypothesis that ethnocentrism is directly related to outgroup hostility. He concluded, "Not only is ingroup favouritism in the laboratory situation not necessarily related to outgroup dislike, it also does not seem causally dependent on denigration of the outgroup". In line with Turner's observation, Cashdan (2001) did not find any evidence in her analysis of cross-cultural data from 186 ethnic groups to suggest that there is a relationship between ingroup loyalty and outgroup loyalty. This was the case even in an extremely negative condition (food shortage) caused by the outgroup. Through these studies, it has increasingly been argued that ethnocentrism is distinctive from negativity and hostility towards outgroups (Brewer, 1999; Brewer, 2007; Bizumic et al, 2009; Bizumic & Duckitt, 2012). Instead, psychology scholars have argued that ethnocentrism should be reconceptualised as a positive, inward-looking concept characterised by ingroup self-centredness behaviour. The following paragraphs build on this notion.

2.3.2 Ethnocentrism as an Ingroup Self-Centredness Concept

Ethnocentrism is an amalgam of two words, *ethnos* and *centre*. The combination of these two words suggests that the concept refers to ethnic group self-centredness. Bizumic et al (2009) focused on this conceptualisation of ethnocentrism in their attempt to decouple the ethnocentrism concept from outgroup negativity. In their article, Bizumic and his co-authors suggested that the ethnocentrism sentiment consists of six facets that fall into two expression types: intragroup (group cohesion and devotion) and intergroup (preference, superiority, purity and exploitativeness). Although intragroup and intergroup expressions of ethnocentrism are distinguished as different aspects of ethnocentrism, cross-cultural data collected in several countries by Bizumic et al (2009) showed that they are strongly correlated. Thus, the ethnocentrism concept is a combination of inward expressions of devotion and in-group preference.

Intragroup expressions are characterised by the belief that ingroup interests are more important than those of an individual ingroup member. The manifestation of intragroup beliefs is instilled in the sentiment of cohesion. It involves the view that integration, unity and co-operation within the group should be the priority of all ingroup members (Bizumic & Duckitt, 2012). This is in line with Sumner's (1911:p.11) previous discussion on ethnocentrism in that "the sentiment of cohesion" is an important feature of ingroup self-centredness.

Additionally, Sumner (1911) included the sentiment of devotion to one's ingroup as an integral part of ethnocentrism. That is, when a member is devoted to the ingroup, it is said that he or she becomes loyal and attached to the ingroup in the protection of its interests (Bizumic et al, 2009). Describing its characteristics, Bizumic and Duckitt (2012) drew attention to Adorno et al's (1950:p.107) explanation of devotion as involving "blind attachment to certain national cultural values, uncritical conformity with the prevailing group ways". Through this explanation ethnocentrism represents the unyielding commitment and loyalty of members towards their own ingroup.

Alongside the intragroup expressions, ethnocentrism contains several intergroup expressions. For ethnocentric individuals, the self-centredness characteristic suggests that one's own ingroup is generally perceived as being superior and preferable to outgroups (Bizumic et al, 2009). This belief is manifested in several facets of intergroup expressions. They include the perception that the ingroup is more important, that the ingroup is superior to the outgroups and that the rejection of outgroups is necessary to remain pure. Through these beliefs, the priorities of the ingroup are deemed to be of the utmost importance, with no consideration given to outgroups (i.e. exploitativeness) (Bizumic & Duckitt, 2012).

Based on the efforts by Bizumic and his co-authors (2009, 2012), the concept of ethnocentrism has been reconceptualised as a positive, inward concept that is characterised by the self-centredness and self-importance values held by the members of an ingroup. The reconceptualisation effort is crucial in the development of ethnocentrism, as the previous understanding of the concept is contradictory while being described as a pointless concept with few or no practical applications (Heaven et al, 1985). Through a review of the recent literature, ethnocentrism is understood as a concept that captures the identification with one's own ingroup, which explains inward pride, positive attitudes and a favourable comparison with outgroups without the need for outward hostility.

In sum, while it is evident in this literature review that the reconceptualisation works by Bizumic and his co-authors are largely in line with the original definitions by Sumner (1906, 1911), the negative aspects regarding the outgroups have been purged from the concept. Consequently, ethnocentrism is viewed as a positive concept that focuses on positive, inwards orientation and identification with the ethnic ingroup. In this way, ethnocentrism is a useful concept for studying sojourners' re-identification with their ethnic ingroup while abroad. In the context of this thesis, it is believed that sojourners' ethnocentrism will have an impact on their consumer behaviour. The relevance of the ethnocentrism concept to sojourners is considered next.

2.3.3 Ethnocentrism Value and Sojourners

The traditional understanding of the ethnocentrism concept suggested that the concept is incompatible with and negatively related to individuals' international movement. This is because it was believed that the ethnocentrism value is developed based on an indirect, prejudiced view of the unknown others. In this vein, it was believed that individuals' first-hand cross-cultural interactions and international travels would broaden their mind and, in turn, mitigate ingroup favouritism (Berkowitz, 1962). Through this understanding, individuals' level of cultural openness is believed to be negatively related to ethnocentrism. Sharma et al (1995) found statistical support for this contention in their research with Korean consumers. The evidence suggests that ethnocentrism is negatively related to the openness to cultural experience and, subsequently, international mobility. However, it is important to note that Sharma et al's (1995) study was conducted with individuals who were residing in their home country. As the current research context involves sojourners, who are residing outside their home country, it is important to consider the literature that focused on individuals who are living abroad. The following paragraphs focus on these studies.

Rosenblatt (1964:p.138) suggested that groups with "the most contact with the unfamiliar such as border dwellers, travellers and diplomats tend to be extremely ethnocentric or nationalistic". Shankarmahesh (2006:p.149) agreed with this viewpoint by arguing, "It is rather simplistic to generalize that cross-cultural interactions and familiarity with other cultures will mitigate ethnocentric tendencies". In support of this argument, a cross-cultural study by Dolby (2005) found that sojourners can, in fact, become more ethnocentric during their transient stay abroad. In a study with American international students residing in Australia, Dolby (2005:p.107) found that these students often had to defend their home country's foreign policy, which creates "a defensive sense of national self". Through this action, these students reaffirmed their American identity, which strengthened their bond with the ethnic ingroup, leading to a demarcation of the world into Americans and others. Similarly, both Cappellini and Yen (2012) and Wang and Hannes (2014) noted

that Chinese international students grew to appreciate and reaffirm their home country identity during their transient stay in the UK and Belgium, respectively. As such, sojourners' experience in a host country can heighten their ethnocentric sentiment towards the original ethnic ingroup, which leads to the reaffirmation of the home country identity.

The development of the ethnocentrism value during a foreign sojourn is not limited to international students. Stahl and Caligiuri (2005) conducted a study with German expatriate managers on assignments in Japan and the US. While examining expatriates' coping strategies in the face of uncertainty in a foreign host country, Stahl and Caligiuri found that ethnocentrism is one of the most frequently cited resources. Through Stahl and Caligiuri's finding, ethnocentrism is understood as an important coping mechanism for sojourners in dealing with their transient life during a sojourn. This idea was supported by a recent study by Cargile and Bolkan (2013), who built on Bizumic et al's (2009) reconceptualisation of ethnocentrism by testing the concept in relation to other constructs. It was found that uncertainty intolerance is positively and strongly related to the ethnocentrism level. Crucially, it was also found that exposure to a foreign culture can evoke ethnocentric sentiment while the level of cultural knowledge has no bearing on ethnocentrism. These findings indicate that international movement can evoke, rather than mitigate, ethnocentric sentiment in mobile individuals. Therefore, ethnocentrism is a relevant marketing concept when conducting a study with sojourners.

2.3.4 Ethnocentrism in the Marketing Literature

As an economic form of ethnocentrism, Shimp and Sharma (1987) introduced the consumer ethnocentrism concept, which considers the appropriateness of purchasing foreign-made products (i.e. products from outgroups). Building on Sumner's (1906) concepts of ingroup loyalty, consumer ethnocentrism is argued to manifest itself in the belief that buying imported products "hurts the domestic economy, causes loss of jobs, and is plainly unpatriotic" (Shimp & Sharma, 1987:p.280). This description positions ethnocentric consumers as those who look after their own ingroup by

making domestic purchases that contribute to local firms instead of supporting those from foreign outgroups.

In addition to their introduction of the concept into the marketing domain, Shimp and Sharma (1987) developed CETSCALE for measuring consumers' ethnocentrism. Several studies on ethnocentrism have been conducted with the use of CETSCALE, and marketing outcomes have subsequently been achieved. Appendix B summarises the findings from these studies. As shown in the appendix, ethnocentrism has been found to play important, positive roles in brands, products and services that originated from consumers' ingroup. That is, ethnocentrism was found to influence positively the attitudes towards domestic products (Shimp & Sharma, 1987; Netemeyer et al, 1991; Vida & Reardon, 2008; Jin Lee et al, 2013) and brands (Supphellen & Rittenburg, 2001). Additionally, ethnocentrism was found to influence positively the preference for products that are made locally (Watson & Wright, 2000; Balabanis & Diamantopoulos, 2004). In regard to the purchasing-related outcomes of domestic choices, ethnocentrism has been found to influence positively supermarket patronage (Zarkada-Fraser & Fraser, 2002), purchasing intentions (Shimp & Sharma, 1987), willingness to buy (Watson & Wright, 2000; Josiassen et al, 2011; Zeugner-Roth et al, 2015) and the intention to consume products (Cleveland et al, 2009).

The empirical findings in the marketing studies on the influence of ethnocentrism support the main idea that it is an important predictor of positive consumer behaviour towards products and services from the ingroup. To explain this relationship, Vida and Reardon (2008) examined the influence of ethnocentrism alongside other value concepts. Ethnocentrism was found to play a more crucial role in consumer behaviour than other competing values as well as cognitive-based quality evaluation. This finding corroborates the argument that ingroup loyalty is an emotional belief rather than an objective evaluation (Adorno et al, 1950). As a result, ethnocentrism drives consumer behaviour through emotional reasoning rather than through objective-based evaluations.

In line with the belief that ethnocentric consumers will unconditionally support domestic products from their own ingroup, marketing studies have established that ethnocentrism is negatively related to imported products' consumption. Empirical studies have indicated that ethnocentrism is negatively related to attitudes towards imported products (Sharma et al, 1995; Kwak et al, 2006), imported products' judgement and willingness to buy (Klein et al, 1998) and purchase behaviour towards imported automobiles (Herche, 1992). Other studies have also found that ethnocentrism leads to reluctance to purchase imported products (Suh & Kwon, 2002; Nijssen & Douglas, 2004). When evaluating imported products alongside domestic choices, Watson and Wright (2000) showed that highly ethnocentric consumers rated the perceived image of imported products lower than less ethnocentric consumers. Further, ethnocentrism was found to influence negatively consumers' ability to recognise the origin of imported brands (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008). Nevertheless, it is important to explain that the negative relationships do not necessarily suggest that ethnocentrism leads to contempt for products from abroad. Rather, as conceptualised in the intergroup expressions, ethnocentric consumers demonstrate their support for their ingroup through the act of not buying imported products. Instead, the international marketing literature has highlighted that contempt and hostility towards imported products are better explained by the country animosity concept (Klein et al, 1998).

Although marketing studies on the influence of ethnocentrism have mainly been conducted in consumers' domestic context, international marketing scholars have begun to incorporate consumers' international movement into their research. However, as shown in Appendix B, the focus of these studies was limited to immigrant consumers whose host country became their new home country. As a result, these studies investigated the influence of ethnocentrism on products or services from a host country (Zarkada-Fraser & Fraser, 2002; Poon et al, 2010; Watchravesringkan, 2011; Zolfagharian et al, 2014). As such, the influence of ethnocentrism on sojourners in relation to products from their home remains largely unknown. As sojourners do not intend to settle down in the host country, their home country is likely to retain its

importance as their identity's anchor point. As such, this thesis addresses a crucial gap in the ethnocentrism literature by investigating sojourner consumer behaviour.

2.4 Cosmopolitanism

The term cosmopolitan is an amalgam of two words: *cosmos* (world) and *politis* (citizen). Taken together, cosmopolitan literally means a citizen of the world (Roudometof, 2005). Therefore, the concept of *cosmopolitanism* refers to the idea of world citizenship (Riefler & Diamantopoulos, 2009). Despite various attempts to consolidate the meaning of the concept, the understanding and usage of cosmopolitanism diverge widely in different research disciplines. Vertovec and Cohen's (2002:p.9) summary consisted of six different interpretations of cosmopolitanism as "(a) a socio-cultural condition; (b) a kind of philosophy or world-view; (c) a political project towards building transnational institutions; (d) a political project for recognizing multiple identities; (e) an attitudinal or dispositional orientation; and/or (f) a mode of practice or competence". In this vein, Beck and Grande (2007:p.9) stated that cosmopolitanism is "an elusive concept with a number of different connotations". Thus, it is important to establish how cosmopolitanism is operationalised in a study (Riefler et al, 2012). In this spirit, the next step is to define how cosmopolitanism will be studied in the current investigation of sojourner consumer behaviour.

Cosmopolitanism is defined here as "a general orientation reflecting a set of values, opinions, and competencies held by certain individuals; specifically a genuine, humanitarian appreciation for, desire to learn from and ability to engage with, peoples of different cultures" (Cleveland et al, 2014:p.269). In other words, cosmopolitan sojourners are those who possess the cultural openness characteristic that enables them to interact meaningfully with a foreign culture. In the context of this thesis, a foreign culture refers to that of sojourners' host country.

2.4.1 Historical Development of the Cosmopolitanism Concept

The term cosmopolitanism was first used to describe the openness of individuals by a sociologist, Robert Merton (1968). In his classic book *Social Theory and Social Structure*, Merton studied the societal role of influential members in a small community in the US. His study focused specifically on how members of the community relate to and influence each other. Through personal interviews, Merton discovered that there are two distinctive groups of influential individuals. One is local influential, in which the orientation towards local beliefs and traditions mark members of this group as pillars of their community. As such, the influences of these individuals can be observed through local social connections and friendships within the community.

The other group is described as cosmopolitan influential. In contrast to local influential individuals, cosmopolitan influentials were found to orient themselves beyond the local community boundary. Merton categorised these individuals as possessing a wider frame of reference. In turn, this is reflected in their personality and personal identity. Unique to members of this group, cosmopolitan influentials possess broader general knowledge because of their openness to the outside world. Merton (1968:p.457) concluded that local and cosmopolitan influentials differ based on their sphere of influence: "It appears that the cosmopolitan influential has a following because he knows, the local influential because he understands". The typology of cosmopolitan and local by Merton has since been adopted in social sciences as a way to understand individuals' worldly orientation. That is, local is used to describe individuals whose parochial outlook does not extend beyond their immediate surroundings. On the contrary, cosmopolitan individuals transcend the local boundary through their openness to new ideas and willingness to engage with others.

The formulation of locals and cosmopolitans by Merton was extended by Ulf Hannerz (1990) in his article *Locals and cosmopolitans in world culture*. While Merton (1968) described cosmopolitans as those whose orientation extends beyond their immediate local community, Hannerz focused on the international context. By describing the

difference between local and cosmopolitan individuals, Hannerz also introduced the third group, tourists. Hannerz described tourists as individuals who engage in foreign travel but whose orientation does not transcend their national boundary. In this way, Hannerz decoupled the idea of cosmopolitanism from international travel in that individuals who travel are not necessarily cosmopolitan. Hannerz (1990:p.242) wrote, “tourism is largely a spectator sport”, meaning that tourists have no interest in discovering an authentic foreign culture. Instead, tourists are content with experiencing superficial representations of the locale. Furthermore, even if tourists are interested in engaging with the foreign culture, Hannerz argued that they often lack the competency to do so.

Through the work of Hannerz, the title of cosmopolitan is understood to be reserved for elites, including business people, diplomats, journalists and intellectuals. Hannerz argued that these individuals possess the means to engage in frequent international travel while also being able to become more involved in foreign encounters beyond superficial contact. Hannerz’s (1990, 1996) works have inspired subsequent conceptualisations of cosmopolitanism, such as that of Castells (1996:p.415), who summarised “elites are cosmopolitan, people are local”.

More recently, however, the view that cosmopolitanism can only be afforded by elites has been challenged by academic scholars. Amit (2015) noted that there is an increasing effort to separate cosmopolitanism from rootless elites. Skrbis et al (2004:p.121) argued that the assumed relationship between cosmopolitanism and elitism limits the understanding of cosmopolitanism to “imaginary, utopian or ideal types”. Meanwhile, it is increasingly understood that cosmopolitanism is becoming more accessible to broader classes of individuals. This is a consequence of globalisation, as global media consumption and international travel have become more accessible (Cannon & Yaprak, 2001). In this sense, Skrbis and Woodward (2007) asserted that individuals do not need to be a member of the elites to possess a cosmopolitan orientation. Instead, it has been suggested that the cosmopolitanism concept should be understood through an openness lens, whereby cultural awareness is complemented by empathy and positive actions. As such, cosmopolitanism is a value

that is characterised by the cultural openness that can be possessed by consumers from different social classes and not only by the elites, as previously assumed.

2.4.2 Cosmopolitanism Value as Openness towards Foreign Cultures

Although there are many interpretations of cosmopolitanism, academic scholars have shown a tendency to converge on the openness feature (Hannerz, 1990; Hannerz, 1996; Vertovec & Cohen, 2002; Kurasawa, 2004; Skrbis et al, 2004; Roudometof, 2005; Skrbis & Woodward, 2007; Woodward et al, 2008; Amit, 2015). Theoretically, the openness in cosmopolitanism refers to an understanding that globalisation has opened up the possibility for direct social interactions by individuals from different home country backgrounds. Thus, the idea of being cosmopolitan requires individuals to possess the psychological openness and social skills to engage in multicultural interactions (Skrbis & Woodward, 2007). Through this understanding, cosmopolitanism is a “social–psychological openness to difference” (Calhoun, 2003:p.538).

Nevertheless, scholars have also urged caution in conceptualising cosmopolitan openness. For some, openness merely refers to the aesthetic consumption of what is perceived as cosmopolitan behaviour. Studying the extent of cosmopolitan openness, Skrbis and Woodward (2007) conducted focus group research in Australia. They found that many of their research participants equated openness only with the consumption of international food, travel and music that serves personal interests. This is in line with the study by Thompson and Tambyah (1999), who viewed cosmopolitanism as an identity project rather than describing consumers’ cultural openness. In this vein, it is not surprising that subsequent academic research on cosmopolitanism showed that it is positively related to the consumption of international media (Riefler et al, 2012). When it comes to the more challenging part involving engagement with other cultures and individuals, Skrbis and Woodward noted that their participants find these aspects more difficult to grasp. In some cases, individuals who described themselves as cosmopolitan portrayed cross-cultural interactions with negativity based on their personal encounters. Through Skrbis and Woodward’s (2007) findings, it can be

concluded that individuals who see themselves as cosmopolitan may not be as open to foreign cultures as was previously argued.

Through the contrasting viewpoints on cosmopolitan openness, an ongoing debate is taking place in the literature. While the definition of cosmopolitanism by Cleveland et al (2014) is adopted in this thesis, scholars such as Skrbis and Woodward have urged caution in using cosmopolitanism to capture individuals' cultural openness. In contributing to this discussion, this thesis empirically investigates the cosmopolitanism openness feature by conducting research with consumers living abroad temporarily. In this way, this study extends the openness discussion beyond individuals' domestic setting. The next part discusses how the cosmopolitanism concept applies to sojourners as internationally mobile individuals.

2.4.3 Cosmopolitanism Value and Sojourners

Cosmopolitanism is often linked with the idea of international mobility. Bruner (1991:p.246) summarised this perspective as follows: "Many claims have been made about the benefits of travel – that it is broadening, that it leads to a more cosmopolitan perspective, and that exposure to other cultures enhances world understanding". Cross-cultural psychology studies have often cited the broadening of the cultural horizon as one of the main reasons for individuals to engage in a foreign sojourn (Madison, 2006). Chaban et al's (2011) list of common motivations for sojourners to live abroad included: the opportunity to learn from different cultures, to develop their language skill and to experience the challenge of being outside one's comfort zone. For these reasons, sojourners are likely candidates for the cosmopolitan tag through self-development motivations. This characteristic distinguishes sojourners from immigrants and refugees, who are motivated by economic and safety reasons (Hendrickson et al, 2011).

However, many sojourners are not able to achieve the personal cultural development aim that they set prior to travel. The main reason for this is the mismatch between expectation and reality. Studies have shown that, while sojourners seek to interact

with host nationals and develop transnational friendships (Church, 1982; Hayes & Lin, 1994), they are sometimes unable to do so (Hendrickson et al, 2011). A similar pattern has been found with expatriate consumers who revealed their desire to interact with locals but were not able to do so (Thompson & Tambyah, 1999). Additionally, sojourners face difficulties relating to the differences in lifestyles and living conditions in a host country. These difficulties were evident in the study by Chaban et al (2011), who reported that poor experience with facilities and social encounters make it difficult for sojourners to participate in the new culture. In turn, the difficulties faced in a host country are likely to have a negative impact on sojourners' cultural experience, resulting in an unsuccessful sojourn and in some cases an early return to the home country (Peterson, 2014).

Through the studies reviewed above, the difficulties faced by some sojourners suggest that they are not necessarily synonymous with the idea of cosmopolitanism. On a more positive note, however, studies have also found evidence to suggest that cosmopolitan sojourners are more likely to navigate successfully in the host country. Pedersen et al (2011) found that some American international student sojourners were able to engage in meaningful social interactions with host nationals. In turn, these sojourners were reported to develop a better cultural understanding and were able to participate in the host country culture. Similar findings were also noted in Hendrickson et al's (2011) study. Thus, it can be argued that sojourners who report successful sojourns are more cosmopolitan in nature.

In sum, sojourners who possess the capability to interact with the host culture and individuals are in line with the cosmopolitan ideal. Their proclivity to engage and ability to master the cultural differences separate them from less cosmopolitan sojourners. Consequently, it is argued that sojourners who encounter difficulties in the foreign host country can be described using Hannerz's (1990:p.242) "tourists" terminology. Focusing on more cosmopolitan sojourners, their increased cultural understanding gained through direct interactions with the host country is likely to have a positive impact on their consumer behaviour. Thus, cosmopolitanism is a promising concept for studying sojourner consumer behaviour regarding the host country's brands.

2.4.4 Cosmopolitanism in the Marketing Literature

Cannon and Yaprak (1993) introduced the cosmopolitanism concept into the marketing literature in their theoretical model for a cross-national segmentation study. In a follow-up study, Cannon et al (1994) developed the CMYMC measurement scale for measuring cosmopolitanism in the marketing context. While this scale has been adopted in subsequent validation studies (Yoon et al, 1996; Yoon, 1998), empirical interest in the cosmopolitanism concept in marketing has been scarce. A review by Riefler and Diamantopoulos (2009) highlighted that the lack of cosmopolitanism studies is not due to a lack of interest. Instead, they argued that scholars are put off by the confusion surrounding the cosmopolitanism concept. Mirroring the discussion in other social science disciplines, marketing scholars also understand cosmopolitanism in different ways. As such, it is important to discuss how the concept is used in this thesis.

According to Parts and Vida (2011:p.357), cosmopolitanism has been interpreted by scholars in the marketing literature as “openness to foreign cultures, internationalism, worldmindedness, worldliness or global openness”. Additionally, the concept has been interpreted as an identity project, as discussed (Thompson & Tambyah, 1999). While different cosmopolitanism terminologies have been used interchangeably, Riefler and co-authors (Riefler & Diamantopoulos, 2009; Riefler et al, 2012) demonstrated that they are different constructs. Accordingly, this literature review focused only on studies that defined the cosmopolitanism concept as openness to foreign cultures.

In the marketing literature, the first study to conceptualise cosmopolitanism as consumers' cultural openness was that by Cleveland and Laroche (2007). These authors introduced cosmopolitanism initially as a dimension of the global consumer culture concept. Building on Hannerz's (1990, 1996) theoretical works, Cleveland and Laroche (2007:p.252) argued that cosmopolitanism refers to “a specific set of qualities held by certain individuals, including a willingness to engage with the other (i.e., different cultures), and a level of competence towards alien culture”. Despite the

initial effort to introduce the concept as a sub-dimension of a larger theory, Cleveland and other marketing scholars have since studied cosmopolitanism as a standalone concept. Appendix C chronologically orders the previous marketing studies that investigated cosmopolitanism as a concept capturing the openness to foreign cultures.

As shown in Appendix C, relatively few empirical studies have investigated cosmopolitanism from the openness perspective. Nevertheless, the existing findings highlight the promise of the concept for future studies. In particular, Riefler et al (2012) used their newly developed measurement scale to study the role of cosmopolitanism in relation to foreign products and global brands. They found that consumers' willingness to buy foreign choices is positively related to their cosmopolitan openness. Additionally, Riefler et al's study revealed that cosmopolitan consumers pay closer attention to products' origin information. This is an important finding as it suggests that cosmopolitan consumers are more interested in products from different cultures of origin. Zeugner-Roth et al (2015) also showed that cosmopolitanism is positively related to foreign products' judgement and the willingness to buy. Through these marketing studies, cosmopolitanism is understood as an important driver that explains positive consumer behaviour towards foreign brands, products and services.

At the same time, another marketing stream of cosmopolitanism research has been investigating the cross-cultural applicability of the concept. These investigations built on Cleveland and Laroche's (2007) cosmopolitanism measurement scale. The results from these studies show that the cosmopolitanism concept is understood similarly by respondents from different cultural contexts (Cleveland et al, 2009; Cleveland et al, 2011a; Cleveland et al, 2014). However, although cosmopolitanism has been shown to be positively related to consumer behaviour towards foreign products in different settings, these findings are limited to consumers' domestic contexts. As discussed in Skrbis and Woodward's (2007) study, these findings may show consumers' preference for otherness as opposed to their openness to foreign cultures. Although Grinstein and Wathieu (2012) established the influence of cosmopolitanism in relation to expatriates' adjustment behaviour, there is still a knowledge gap regarding how the concept influences specific sojourner consumer behaviour. To this end, this thesis adds

to the marketing discussion on cosmopolitanism by examining how it influences sojourners' behaviour in a host country's marketplace environment.

2.5 Place Attachment

The psychological relationship between individuals and their important place has captured the imagination of many academic scholars. In the most recent count, Lewicka (2011a) estimated that there are over 400 papers on the concept in 120 different journals, 60% of them having been published in the last decade alone. In these publications, the relationship between individuals and place has been described using many different terms. They include: "topophilia, rootedness, place dependence, place identity, urban identity, place attachment, sense of place, sense of community, or community attachment" (Hernández et al, 2013:p.125). Adding to this fragmentation, the relationship has been studied as a unidimensional construct (Giuliani et al, 2003; Lewicka, 2013; Devine-Wright et al, 2015) as well as a multidimensional construct (e.g. Williams & Vaske, 2003; Kyle et al, 2005). Consequently, Patterson and Williams (2005) summarised this stream of research as being unlikely to develop into a single, transdisciplinary theory. Through this understanding, it is therefore important to define how the relationship between sojourners and their host country is studied here.

In the context of this thesis, the psychological relationship between sojourners and their host country is studied through the lens of *place attachment*. It is defined as "an affective bond that connects people to places" (Lewicka, 2013:p.43). The place attachment theory suggests that individuals develop an emotional bond with a geographical location by imbuing it with meanings, transforming a space into a place (Low & Altman, 1992). More than the aesthetic appraisal, the concept of place attachment involves individuals developing a deep, sentimental connection that provides them with positive psychological outcomes (Giuliani, 2003). Accordingly, affect, emotion and feeling are central components of the place attachment concept. These emotional aspects of place attachment are then accompanied by cognition (thought, knowledge and belief) and subsequent behaviours (Low & Altman, 1992).

By defining place attachment as an emotional bond, this study takes into account the recent comment made by Williams (2013). In his review of the methodological designs in place attachment research, Williams criticised the use of the place attachment concept as a multidimensional construct. He explained that this conceptualisation reduces the holistic nature of place into a collection of attributes that leads to a loss of meanings. Instead, Williams argued that defining place attachment as a unidimensional construct is conceptually more flexible and consistent. Developing this argument, place attachment is conceived in this thesis as a unidimensional and holistic value construct that focuses on sojourners' affective bond with their host country.

2.5.1 Historical Development of the Place Attachment Concept

The first systematic inquiry into the affective bond between individuals and their place was conducted by Marc Fried (1963), an environmental psychologist, in the 1960s. In his investigation, Fried carried out several interviews with residents who were forced to relocate following an urban redevelopment programme in Boston's West End area. Although these residents were moved into superior accommodation, Fried observed that they grieved for their former home place and familiar social settings. Fried concluded his study by suggesting that grieving behaviour is applicable not only to human loss but also to the loss of an important place.

In the 1970s, human geographers began to take an interest in the concept of the psychological relationship that individuals form with a spatial entity. To these researchers, a geographical location is not merely an objective spatial entity. Instead, they argued that a space can be transformed into a place through the development of an emotional bond. Tuan (1974) described this process by coining the term topophilia, meaning a love of a place. He argued that a spatial location is bestowed with value through art, architecture, history or the simple act of naming that turns it into a place (Tuan, 1977). As such, it is the emotional experience that transforms a space into a place, whether personally or collectively.

Around the same time, Relph (1976) introduced the concepts of placelessness and rootedness. In his book, he lamented the loss of authenticity in the American society. He described the contemporary society as being inauthentic due to individuals' increased mobility as well as the loss of uniqueness in communities resulting from growing spatial uniformity. As a result, Relph coined the term placelessness as a way to describe mobile individuals, whom he argued to lack any form of attachment. In contrast, he used the term rootedness to describe individuals who developed an authentic attachment and insidedness to a place as a consequence of being settled in their hometown. According to Relph, rootedness is an important basic human need that must be satisfied. Contrastingly, placelessness is seen as a negative outcome of frequent engagement with mobility. Porteous (1976) agreed with this view by arguing that home represents an important territory that provides a foundation for happiness and continuity while describing travellers as "temporarily homeless" (p.387). In this way, the accounts of Relph and Porteous established the understanding that an attachment to place and mobility are incompatible.

The classical studies formed an important foundation for the development of place attachment as an affective bond. Fried (1963) demonstrated that an emotional bond between individuals and their place is on the same level as a human relationship in which losses are grieved over and mourned. According to this understanding, place attachment is an important part of human existence. Human geographers (Tuan, 1974; Porteous, 1976; Relph, 1976; Tuan, 1977) developed the affective characteristics of attachment by describing how emotional bonds are developed through individuals' endowment of value and meanings on a place. In return, the place functions as a safe haven and a psychological anchor. Most interesting, however, is the notion that mobility and attachment are incompatible. While the recent place attachment literature has agreed with the basic formulation of the concept in the classical studies, academic scholars have increasingly been arguing that place attachment and mobility are, in fact, compatible. This argument will be examined in section 2.5.3.

2.5.2 Place Attachment and Its Role in Connecting Individuals to a Place

The concept of place attachment developed on the principles of interpersonal attachment theory (Giuliani, 2003; Scannell & Gifford, 2013). As such, it is important to consider the tenets of interpersonal attachment theory to understand how place attachment functions. Between the late 1960s and the 1980s, John Bowlby published a series of studies in which he observed maladjusted children's behaviour. He found that these children develop anxiety when they are separated from their caretaker. Explaining this finding, Bowlby (1982) argued that there are four psychological processes in interpersonal attachment: proximity maintenance, separation distress, a safe haven and a secure base. The next paragraph expands on these processes by illustrating how they function.

To summarise the interpersonal attachment processes, children first seek protection from their caretaker by maintaining close proximity. Through this action, they feel that they are protected from the external environment. With the threat of separation from their caretaker, children demonstrate feelings of despair and anger (Bowlby, 1980). When their caretaker becomes available, a safe haven is provided, offering emotional support and reassurance. In turn, the safe haven then transforms into a secure base for children to explore their environment (Bowlby, 1988). Extending the previous findings, Feeney and Thrush (2010) showed that the safe haven and secure base notions are also applicable to adult relationships. Through these findings, interpersonal attachment is recognised as an important part of human life.

Studies on place attachment have shown that place-attached individuals demonstrate behaviours similar to those who are interpersonally attached. As discussed, the research participants in Fried's (1963) study demonstrated separation symptoms after they were forced to relocate from their home. Individuals who have developed an attachment to a place that they have not lost have been found to perform proximity-seeking behaviour to "maintain closeness to such a place" (Hidalgo & Hernández, 2001:p.274). Demonstrating this behaviour, Aronsson (2004) found that owners of holiday homes on an island in Sweden engaged in frequent visits to maintain their

proximity as a consequence of their attachment. However, achieving physical proximity may not always be a realistic possibility. When this is the case, individuals have been found to rely on symbolic representations of their place (Scannell & Gifford, 2013). For example, immigrants can rely on the consumption of products that they brought from home to relate them to their lost place (Mehta & Belk, 1991). When testing the relationship between restorative experience and self-regulation in children's place preferences, Korpela et al (2002) demonstrated that a place can provide a safe haven and a secure base for the children to regulate their emotions and restore their cognitive functions. As such, place attachment is understood to perform similar roles to interpersonal attachment in providing psychological support for individuals in their time of need.

The word place in place attachment can refer to different scales of spatial entities. The existing literature has argued that individuals can develop an attachment to a place on various scales, from one's favourite armchair to the whole world (Tuan, 1977). Through an extensive review of place attachment studies, Lewicka (2011a) found that the majority of place attachment scholars focused their attention on neighbourhood attachment, followed by home and city attachment. However, attachment to a country has received relatively scant attention. This is interesting because, when several spatial scales are studied at the same time, attachment to a country often emerges as the strongest. Laczko (2005) found this pattern when reappraising survey data collected in 1995 in 24 countries. With a few exceptions, the respondents showed the strongest attachment to their country, which was significantly stronger than their attachment to their neighbourhood, town, city, province or continent. A similar finding was obtained by Gustafson (2009) with respondents in Sweden, while Devine-Wright et al (2015) showed that Australian respondents are more attached to their country than other scales of places. From these results, it is apparent that place attachment at the country level represents an interesting avenue for research. That is, if place attachment to a country is the strongest, it should also explain the most regarding individuals' behaviours. Nevertheless, it is important to note at this stage that the aforementioned studies focused on attachment to the respondents' home country. Given its symbolic importance, it is thus not surprising that residents develop a strong

attachment to their country of birth (Lewicka, 2011a). Meanwhile, despite the growth in international mobility, place attachment researchers have largely ignored the idea of sojourners' attachment to a foreign host country. The next section reviews the literature that brought together the concepts of place attachment and mobility.

2.5.3 Place Attachment Value and Sojourners

The relationship between place attachment and mobility has been a topic of discussion since the early days of place attachment research. As previously highlighted, the traditional perspective of place attachment assumed that attachment and mobility are two polar opposites. While Relph (1976) and Porteous (1976) did not discount the idea of mobility altogether, they considered place attachment without rootedness to be inauthentic. Although Nairn (1965:p.10) remarked, "People put down roots ... in a terribly short time; I myself take about forty-eight hours", Relph (1976) did not consider this form of attachment to be of a similar quality to individuals' rootedness to a place. For attachment to be authentic, Relph argued, a strong level of insidedness, through a history of ancestry and long-term residency, is an important prerequisite. Tuan (1977) concurred by suggesting that the formation of emotional attachment takes time, while mobility acts as a disruptor. In other words, traditional place attachment studies equated place attachment with residential length and rootedness.

Since the early 2000s, however, scholars have begun to challenge the classical assumptions regarding place attachment and mobility. Kaltenborn and Williams (2002:p.191) argued against the view "in which transients and tourists are presumed not to develop strong attachments in comparison to 'insiders' who were raised and/or have resided for long periods of time in a place". While Kaltenborn and Williams's empirical study showed that permanent residents of a national park in Norway rated their attachment the highest, tourists also developed place attachment to the park. Accordingly, Kaltenborn and Williams concluded that the quality of attachment may differ between permanent residents and tourists, as their lengths of stay are dissimilar. Gustafson (2001) built on this argument by suggesting that there are two types of attachment: roots and routes. Gustafson (2013) elaborated on this by explaining that

the roots concept represents traditional attachment that is developed via long-term residency and insidedness; meanwhile, the routes concept refers to attachments that are formed during individuals' mobility and personal choices. Giuliani et al (2003) confirmed this idea in an empirical study with military personnel in Italy. They conducted a study with respondents who were relocated to military housing. It was found that these mobile individuals maintain their attachment to their home place while also developing a new emotional bond with their transient military accommodation and community. As a result, the claim that individuals can develop multiple attachments to new places was validated in Giuliani et al's (2003) study.

The contrasting views of the classical studies and the more recent place attachment literature suggest that the understanding of the relationship between the concept and mobility is changing. While the traditional assumptions highlighted that place attachment requires longevity, rootedness and singularity, recent evidence has contradicted these studies by showing that new attachments can be formed during mobility. This development raises the possibility that sojourners, as transient individuals residing in a new country, can also develop an emotional attachment to their host country in complement to their home country attachment. Through their ability to choose the host country that suits them the most, sojourners are able to develop an attachment to their new place. Through the notion of elective belonging, Savage et al (2005) showed that mobile individuals deliberately choose their new residential place based on its congruence with their identity. In turn, these individuals are able to develop place attachment quickly, even without ancestral ties to the place. In this way, sojourners are able to develop an emotional bond with their chosen host country. Alongside the finding that attachment often leads to positive place-related behaviours (Lewicka, 2011a), the place attachment concept is relevant for a study of sojourners regarding its implications for their consumer behaviour. The next section reviews the influence and outcomes of attachment to places and other objects in the marketing literature.

2.5.4 Place Attachment in the Marketing Literature

The introduction of place attachment into the marketing literature occurred recently. A possible explanation for this is that commercial settings have often been regarded as a non-place where attachment is unlikely to be formed (Relph, 1976). Consequently, the marketing outcomes of place attachment, whether bonds with residential or with commercial places, have been neglected. It was not until the work of Debenedetti et al (2014) that the concept of place attachment was systematically applied to the way in which it influences the behaviours of attached consumers. While studying the behaviour of a wine bar's patrons in France, Debenedetti and co-authors discovered that consumers developed a strong bond with the bar through narratives of homeliness that were built on social interactions and familiarity. In return, these consumers made repeat visits to the bar while introducing their friends to the place. As such, Debenedetti et al's study demonstrated the influence of place attachment in a marketing context in which the bar acts as a safe haven and a secure base that results in proximity-maintenance behaviours. As such, it can be argued that a commercial non-place can be transformed into a place through consumers' personal experience.

Most recently, Brocato et al (2015) investigated the relationship between a sense of place and place attachment in the service context. They found that consumers' sense of place, defined as personal meanings developed with a place, leads to subsequent strong attachment to the physical and social settings. Once an attachment has been formed, attached customers exhibit a positive intention to recommend the place to other consumers while demonstrating a lower intention to switch loyalty to a competitor. Taking into account the findings of Debenedetti et al (2014) and Brocato et al (2015), it is argued in this thesis that place attachment can have important marketing consequences.

Although place attachment is relatively new in the marketing literature, the general concept of emotional attachment has received more research attention. Similar to the place attachment theory, the understanding of emotional attachment in marketing studies has its root in interpersonal attachment theory. Thus far, the principles of

interpersonal attachment developed by Bowlby (1982) have been extended to consumers' emotional bonds with various objects, including brands, products and possessions (Park & MacInnis, 2006). Through these studies, emotional attachment has been established as a bond that can be developed with different products and ideas (Jimenez & Voss, 2014). The table in Appendix D summarises the findings of the existing studies on attachment and their marketing outcomes.

As is evident in Appendix D, attachment to places and objects has been found to be an important antecedent of several favourable marketing outcomes. These include positive attitudes and behavioural intentions towards attached objects, places and concepts. One of the most popular of the concepts that have been investigated in the marketing literature is the brand attachment research stream. Studies from this stream have shown that consumers form an attachment to their favourite brands. Subsequently, such an attachment has been found to result in proximity-seeking behaviour towards Harley-Davidson motorcycles (Schouten & McAlexander, 1995), a positive spillover of marketing messages to product attributes' evaluation (Ahluwalia et al, 2001), commitment to brands (Thomson et al, 2005), a positive evaluation of brand extensions (Fedorikhin et al, 2008) and forgiveness of the brand when it engages in unethical behaviour (Schmalz & Orth, 2012). Additionally, a positive relationship has been established between the attachment to human brands and the related positive marketing consequences (Thomson, 2006; Loroz & Braig, 2015).

Following the review of the previous marketing literature on attachment, the emotional bond is established in this thesis as an important concept that positively influences behavioural consequences. In this spirit, it is proposed that sojourners' formation of an emotional bond with their host country will lead to favourable consumer behaviour. The finding from such an inquiry will be useful for brands from a host country that can use this knowledge to develop a segmentation of sojourners as consumers. In this way, place attachment is proposed as an antecedent to sojourners' origin recognition accuracy of brands from their host country.

2.6 Chapter Summary

This chapter provided a literature review on the four psychological value concepts that were identified as being important to sojourners in the introductory chapter. Drawing from various social science disciplines, each psychological value was reviewed in terms of its historical development, how it functions, its relevance to sojourners and how it has been studied in the marketing context. Through a review of the existing literature, the potential relationships between psychological values and consumer behaviour related to sojourners' home country and host country can be postulated. This aspect of the current study will be expanded in the next chapter, which focuses on the development of the research hypotheses.

The process of the literature review in the current chapter showed that the four psychological values share similar characteristics that are useful for conducting consumer behaviour research with sojourners. Firstly, these values have been recognised by academic scholars as positive psychological values that facilitate, rather than inhibit, positive consumer behaviour. In this vein, nostalgia and ethnocentrism are posited to drive sojourner consumer behaviour towards products from their home. Similarly, cosmopolitanism and place attachment have been argued to facilitate positively sojourners' brand origin recognition accuracy.

Secondly, the four psychological values have already been investigated in several cultural contexts. The findings indicate that these concepts are similarly understood by respondents from different home country backgrounds. As a result, these values can be applied in a study with sojourners from different countries in the same marketplace. Finally, measurement items relating to the value concepts have already been established in the existing literature. The availability of measurement scales allows psychometric inquiries to be conducted on the influence of sojourners' values on their consumer behaviour. Discussions of the scale choice and adaptation to the measurement items will be provided in the methodology chapter.

3. Research Hypotheses

3.1 Introduction

The third chapter presents the research hypotheses that will be tested in the data analysis. Drawing on studies from the literature review chapter, relationships between sojourners' values and their consumer behaviour are postulated. The chapter is divided into two parts, based on values and behaviours relating to sojourners' home country and their host country, respectively. The hypothesised relationships between the value concepts and the relevant marketing outcome are explained in each part. Following a discussion on the hypothesised relationships in the main model, sojourners' length of stay in the host country is then considered as a moderator of the relationships.

To illustrate the relationships between home country-related psychological values and sojourner consumer behaviour, a theoretically anchored research model is developed (see figure 3.1). In the home country investigation, nostalgia and ethnocentrism are postulated as antecedents of sojourners' buying intentions towards products from home. As previous studies have shown that nostalgia and ethnocentrism are positively related (Thelen et al, 2006; Urbonavicius et al, 2010), the linkages between the two concepts are also investigated through a mediation analysis. The aim is to establish whether ethnocentrism explains the statistical relationship between nostalgia and subsequent buying intention. Finally, the role of sojourners' length of stay is accounted for through hypotheses that differentiate short- and long-term sojourners.

The second research model (see figure 3.2) captures the relationships between host country-related values and sojourner consumer behaviour. In this model, cosmopolitanism and place attachment are proposed as the antecedents of sojourners' origin recognition accuracy of the host country's brands. As gender has been found to play a part in explaining consumers' brand origin recognition accuracy (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011), its potential influence is controlled through the specification of a direct relationship. In

terms of sojourners' length of stay, Lewicka (2011a) established that long-term residency leads to a stronger attachment level. Coupled with the belief that long-term sojourners will develop deeper cultural immersion (Pitts, 2009), it is expected that sojourners' length of stay in the host country will moderate the relationship between place attachment and brand origin recognition accuracy. That is, the relationship should be stronger for long-term sojourners. The following sections unpack the hypothesis development in this thesis.

Figure 3.1 Home Country Investigation Research Model

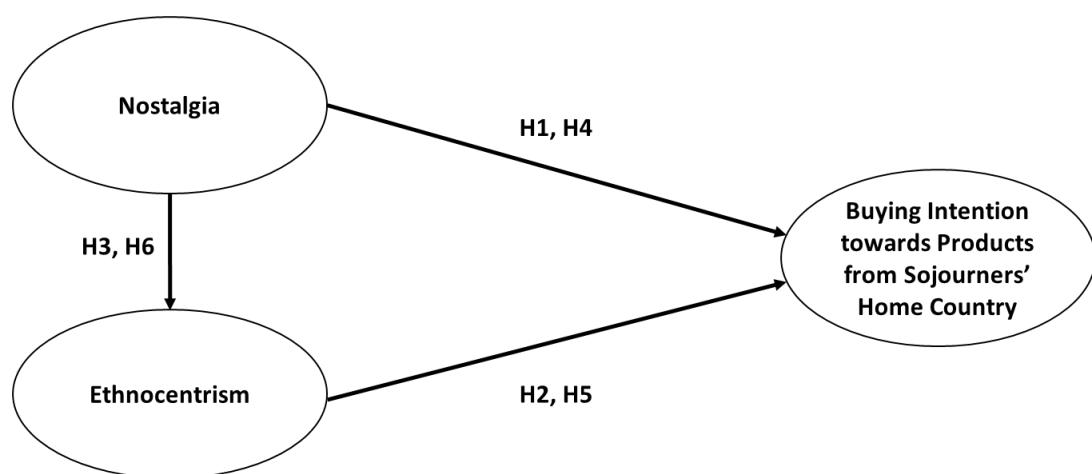
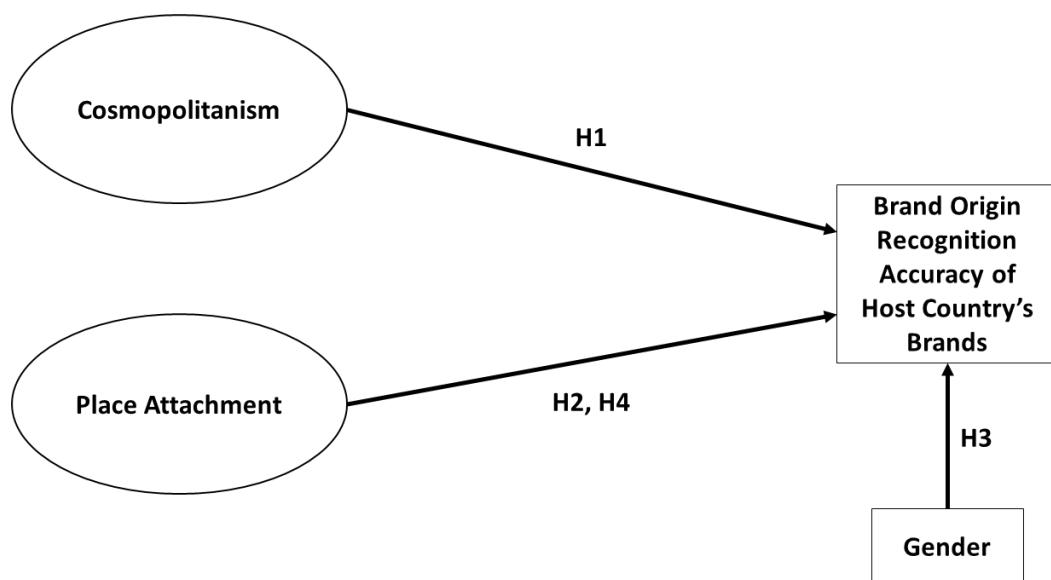


Figure 3.2 Host Country Investigation Research Model



3.2 Home Country and Sojourner Consumer Behaviour

An important characteristic that defines sojourners is the transient status that they share in a foreign host country. As they do not intend to settle down as permanent residents, sojourners' experience in the host country is marked by their liminal status. Due to the recognition that their time in the host country is finite, sojourners' home country performs an important psychological role. That is, the home country acts as an anchor to which these individuals affix their identity (Bardhi et al, 2010). Through the psychological affirmation of their identity with the home country, sojourners are able to re-establish the sense of who they are in the unfamiliar environment of the host country. In this way, as highlighted by Bardhi and Askegaard (2008), home is an important identity-related concept that orientates individuals in time and space. The aim of the home country investigation is to establish whether home country-related values influence sojourner consumer behaviour. To capture this relationship, sojourners' buying intention towards products from home as imports is studied as an outcome of psychological value concepts that relate consumers to their home country.

As a marketing outcome, behavioural intention has often been studied in the marketing literature as a surrogate indicator of consumer behaviour. This is due to the difficulty in obtaining objective data on actual behaviour. In studying consumer behaviour, behavioural intention represents an important stage in which consumers formulate a "conscious plan to exert effort to carry out a particular behaviour" prior to making an actual purchase (Goode & Harris, 2007:p.513). As the behavioural intention is based on the personal motivation to carry out an action, it has been suggested that such an intention is a reliable proximal representation of the actual behaviour (Jang & Namkung, 2009). In the context of this investigation, buying intention is studied as a proxy for sojourners' behavioural intention towards the purchase of products from home.

Buying intention represents an important outcome of consumer behaviour research. In general, consumer behaviour is understood as "the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and

services that they expect will satisfy their needs" (Schiffman et al, 2010:p.3). Based on this definition, consumer behaviour comprises the pre-purchase stages (search for and purchase) as well as the post-purchase behaviours (usage, evaluation and disposal) of products and services. For marketing researchers, the prediction of pre-purchase activities is an important concern in studying consumer behaviour (Malhotra & McCort, 2001). This is because a more accurate prediction of subsequent behaviour allows marketers to position their products better and to plan their marketing campaign accordingly (Warshaw, 1980). As such, the analysis of empirical data on consumers' pre-purchase buying intention allows marketers to model how consumers will behave in a certain situation. Here, the current study on sojourners and the associated drivers of their behavioural intention to search for and buy products from home provides important insights into this under-researched consumer group.

To study the influence of home country-related values on sojourner consumer behaviour, nostalgia and ethnocentrism are proposed as two important psychological antecedents. As reviewed in the previous chapter, these two concepts are relevant to sojourners living in a host country. Additionally, these concepts share important characteristics. Firstly, both psychological values have been shown to be universally relevant concepts that are applicable to individuals from different home country backgrounds. In terms of nostalgia, Hepper et al (2014) tested whether the concept is similarly understood by individuals in 18 different countries across 5 continents. They concluded that individuals from these widely different backgrounds share a similar understanding of what nostalgia is as well as its important features.

Regarding ethnocentrism, the notion of ingroup membership and outgroup separation is recognised as a human value that is applicable to all (Thomas, 1996). To establish whether ethnocentrism is understood in the same way in different cultural contexts, Netemeyer et al (1991) conducted measurement invariance tests in four countries. The claim that ethnocentrism is similarly understood across different cultural contexts was statistically validated through an invariance test of CETSCALE. In conclusion, nostalgia and ethnocentrism are both understood as a universal concept that applies

to individuals from all backgrounds. As sojourners in a host country are from vastly different countries of origins, it is important to implement concepts that apply equally.

Secondly, recent scholarly efforts on the nostalgia and ethnocentrism concepts established that both values are positive in their orientations. Specifically, nostalgia and ethnocentrism have been conceptualised by marketing scholars as positive psychological concepts that relate individuals to their important social groups. Such groups can refer to one with immediate important others in the concept of nostalgia or to the larger ethnic group identification in ethnocentrism. Through the process of re-identification with the home country, nostalgia and ethnocentrism represent positive concepts in studying sojourners as consumers. As the use of positive concepts is more beneficial in studying consumers than in studying their negative equivalences, the utilisation of nostalgia and ethnocentrism in this investigation makes important contributions to the marketing literature and practical marketing applications. The following paragraphs unpack the influence of nostalgia and ethnocentrism in the development of the hypotheses.

Nostalgia is an important psychological resource for individuals who are facing a discontinuity event. For sojourners, the process of moving and adjusting to a transient life in a foreign host country represents an important discontinuity event. To deal with the uncertainties, sojourners can draw on nostalgic memories from their time in their home country. Through nostalgia engagement, sojourners can socially reconnect in a symbolic manner with their significant others. Such an action also allows sojourners to develop a sense of self-continuity through the maintenance of the home country's identity (Sedikides et al, 2009). As summarised by Sedikides et al (2015), nostalgia engagement occurs through the recall of social encounters with loved ones. Through these imagined encounters, marketing studies have observed that nostalgia influences consumers to buy products that were involved in past interactions. This is because the consumption of the product in a nostalgic memory has been found to help satiate consumers' need to belong (Loveland et al, 2010). In line with this reasoning, sojourners' increased nostalgia engagement is expected to influence positively their

intention to search for and to buy products from home. The first hypothesis captures this postulation:

H1: There is a positive relationship between sojourners' nostalgia engagement and their buying intention towards products from their home country.

Alongside nostalgia, it is argued in the home country investigation that ethnocentrism explains sojourners' intention to buy the home country's products. Whereas traditional studies have suggested that the increase in cultural exposure will reduce ethnocentric sentiment, a later study by Cargile and Bolkan (2013) showed that exposure can actually lead to a stronger ethnocentric view. The positive relationship between sojourners' cultural exposure and the ethnocentric view is also found in Brown and Brown's (2013) study. Describing her experience in the UK, a Chinese sojourner in the study explained how the difficulties that she faced in the UK led her to appreciate ingroup members in her home country more than she previously did. Explaining this behaviour, Ward et al (2001) argued that uncertainty and conflicts, whether psychological (e.g. a culture shock) or physical (e.g. discrimination), experienced by sojourners can undermine their lives abroad. In turn, these difficulties lead to stronger identification with the original ethnic ingroup, which helps to restore their sense of pride. Another example of this behaviour is shown in Dolby's (2005) study, in which international students in Australia reaffirmed their American identity in response to criticisms made by locals towards the US.

Previous marketing studies have shown that the evocation of ethnocentric sentiment can have a positive effect on consumer behaviour towards domestic products. This is based on the perception that the act of buying local products helps members of the ingroup through economic development that, in turn, creates local employment (Shimp & Sharma, 1987). As an emotional concept, a previous study demonstrated that ethnocentric sentiment has a stronger influence on behavioural intention than objective, cognitive-based reasoning (Vida & Reardon, 2008). In line with the past studies, it is argued in this investigation that more ethnocentric sojourners will

demonstrate their identification with the ingroup and its members in their home country by showing a stronger intention to buy products from home as imports. Thus:

H2: There is a positive relationship between sojourners' ethnocentrism level and their purchase intention towards products from their home country.

While nostalgia and ethnocentrism are two distinct concepts, previous studies have shown that they are related. Thelen et al (2006) explored this relationship in a survey-based study with consumers from four different regions in Russia. It was found in all four regions that nostalgia is significantly and positively related to ethnocentrism. This finding led the authors to conclude that nostalgia is an important antecedent of ethnocentrism, because both concepts refer to the positive social relationships that individuals possess. Although nostalgia primarily refers to treasured memories with close others, such as friends and family, such a sentiment can also give rise to positive identification with the larger ingroup of which the self and significant others are also members. Urbonavicius et al's (2010) study in Lithuania similarly found that nostalgia is strongly related to ethnocentrism. Through the findings of these studies, it is expected that the two concepts are related in the context of sojourners. That is, while sojourners' nostalgia (H1) and ethnocentrism (H2) are expected to influence their buying intention directly, ethnocentrism may also explain the linkage between nostalgia and buying intention through an indirect effect. As such, the following hypothesis is specified to test this mediated relationship:

H3: Ethnocentrism mediates the positive relationship between sojourners' nostalgia and their buying intention towards products from their home country.

So far, three hypotheses have been proposed to address the fundamental relationships between home country-related values and sojourners' buying intention towards products from their home country. However, as stated in the third research question, sojourners' length of stay in the host country can also influence their consumer behaviour. Although sojourners share a similar journey from home, their length of stay in the host country varies. A typical-length sojourners' stay in a host

country is between six months and five years (Ward et al, 2001). Associated with the different lengths of stay are the psychological strategies adopted when living abroad. Therefore, it is important to account for a possible impact of psychological changes on the proposed relationships between values and buying intention. In this sense, sojourners are divided into short- and long-term groups based on their length of stay thus far in the host country.

According to Pitts (2009), the psychological profile and identity of short-term sojourners differ significantly from those of sojourners who have stayed for a longer length of time. Brown and Holloway (2008) explained that short-term sojourners often have to deal with the psychological trauma associated with the transitional stage of moving to a host country. Therefore, short-term sojourners are expected to rely more on the psychological coping mechanisms that their home country provides. This contention is supported by Pitts's (2009) empirical study of short-term sojourners. Therefore, it is expected that short-term sojourners will exhibit a stronger buying intention towards products from home to re-establish their sense of self and personal identity.

Long-term sojourners, meanwhile, are expected to draw less support from their home country. Fontaine (1997) asserted that the influence of support from the home country reduces considerably for expatriates on longer assignments. This is because these sojourners have more opportunities to develop new connections in their host country. By maintaining support from home, Fontaine argued, expatriates are less likely to engage with the host country. In turn, this reduces their ability to become active participants in the society. Kim (2001) and Hendrickson et al (2011) agreed with this line of reasoning by arguing that support from home and co-national sojourners is likely to reduce long-term sojourners' immersion in the host country, negatively affecting their psychological health. Through these accounts, cross-cultural researchers have agreed that long-term sojourners are better off psychologically becoming more engaged with their host country. From this viewpoint, long-term sojourners are argued to require less support from their home country when

compared with short-term sojourners. Therefore, long-term sojourners are expected to show a weaker buying intention towards products from their home country.

To capture the discussion above, it is proposed in the current study that sojourners' length of stay in the host country will moderate the hypothesised relationship between home country-related values and buying intention. Specifically, the relationships proposed in hypotheses H1, H2 and H3 are expected to be stronger for short-term sojourners. The moderated relationships are stated as follows:

H4: Sojourners' length of stay in the host country moderates the relationship between nostalgia and the buying intention towards products from their home country such that the positive relationship is stronger for short-term than long-term sojourners.

H5: Sojourners' length of stay in the host country moderates the relationship between ethnocentrism and the buying intention towards products from their home country such that the positive relationship is stronger for short-term than long-term sojourners.

H6: Sojourners' length of stay in the host country moderates the indirect relationship between nostalgia and the buying intention towards products from their home country (through ethnocentrism) such that the positive indirect relationship is stronger for short-term than long-term sojourners.

3.3 Host Country and Sojourner Consumer Behaviour

First-hand cultural engagement is an important motivation for sojourners to travel abroad (Bretag & van der Veen, 2015). As part of the self-development strategy, direct engagement with a foreign culture provides an opportunity for sojourners to broaden their perspective as global citizens (Yang et al, 2011). However, sojourners' limited stay in a host country means that they have a short amount of time to learn as much as they can about it. As a result, they become involved in rapid cultural learning activity (Marginson, 2014). One way in which they engage in such behaviour is through engagement with brands from their host country. This is because a brand is

inextricably linked to its culture of origin (Torelli & Ahluwalia, 2012). Thus, sojourners are able to learn about their host country's culture through engagement with indigenous brands. This behaviour is evident in a study by Vredeveld and Coulter (2014), who found in their investigation that sojourners in the US deliberately engaged with local brands to learn about and to immerse themselves in the host culture. This behaviour leads to the belief that brands in a host country can benefit from the growth in international mobility by targeting sojourners as potential customers.

Despite the understanding that sojourners' brand usage behaviour can be beneficial for the host country's brands, a fundamental question needs to be addressed: Do sojourners know which brands in the host marketplace belong to the host country? Previously, it was assumed that consumers possess accurate knowledge of brands' and products' origin. This assumption formed the cornerstone of the traditional country-of-origin literature in which origin information was understood to influence consumers' evaluations (Verlegh & Steenkamp, 1999). However, more recent studies have shown that consumers may not always know the brand origin information. Building on criticisms of the past literature, Samiee et al (2005) demonstrated that consumers possess only limited brand origin knowledge. In detail, the authors found that US respondents were able to recall only 49% of 40 domestic brands on average. Meanwhile, a lower average recognition score was observed for foreign brands (22% of 44 brands). The investigation by Samiee et al (2005) established a new branch of study termed *brand origin recognition accuracy* research. From this perspective, the brand origin is the country where the brand's headquarters is located (Balabanis & Diamantopoulos, 2011).

Appendix E presents the brand origin recognition accuracy studies that have investigated consumers' ability to recognise the origin of brands in a marketplace, among other concepts. The results of these studies confirm the finding of Samiee et al's study that consumers possess imperfect knowledge of brand origin. This was found to be the case even for well-known brands that are available worldwide, such as McDonald's. Thus, none of the brands investigated in previous studies received a perfect recognition score. At the same time, there were also brands that consumers

did not recognise at all. An example of these was Mentos in Martín and Cerviño's study (2011). These results have led international marketing scholars to question whether the country-of-origin information matters to consumers if they hold very little knowledge of it (Samiee et al, 2005; Usunier, 2006). However, more recent international marketing studies have strongly refuted the claim that country-of-origin information does not matter by showing that accurate brand origin knowledge positively influences brand attitudes (Magnusson et al, 2011a) and product purchase behaviour (Parts, 2013). Meanwhile, misclassifications were also found to have an adverse impact on brand perception and purchase intention, regardless of the brand equity (Balabanis & Diamantopoulos, 2011). Through these findings, brand origin recognition accuracy is recognised as an important marketing concept that influences marketing-related outcomes. As a result, sojourners' origin recognition accuracy of brands from the host country is selected as an outcome of the host country investigation.

The finding from past studies that consumers possess imperfect brand origin knowledge led to the research interest in determining why this is the case. Concerning how consumers learn and retain brand origin information, scholars have argued that such processes can be explained using the categorisation theory from cognitive psychology (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Balabanis & Diamantopoulos, 2011; Martín & Cerviño, 2011). That is, a categorisation process occurs when the individual comes across a new piece of information. Based on its important characteristic, the information is mentally organised into a group that contains similar information (Markman & Ross, 2003). Thus, when consumers learn new brand origin information, they assign the brand to its origin, an important category in the context of brand knowledge (Thakor, 1996). The brand origin information is then coded and stored in the memory to help consumers minimise their cognitive efforts. In this way, the coding and retrieving process saves the consumers from having to make an elaboration each time they evaluate the brand and its product (Smith, 1995).

Crucially, when consumers draw on origin information when assessing a brand, they also make other inferences based on country–brand connections (Keller, 2003). One is the link between a brand and its culture of origin. A past study established that a brand can become a symbolic, tangible representative of meanings and ideas shared in its culture of origin (Torelli & Ahluwalia, 2012). In the context of this investigation, a brand and its cultural linkage constitute an important part of brand origin knowledge, as sojourners can learn about their host country through the consumption of the host country's brands, assuming they know that the brands are from the host country.

However, consumers' human cognitive capacity is limited, leading to imperfect knowledge of brands' origin. Usunier (2011:p.493) explained that consumers are living in an increasingly "cluttered environment" in which origin information is plentiful. Therefore, it is beyond the human capacity to learn and store all brand origin knowledge. As a result, the possession of accurate knowledge is not always possible. Nevertheless, as shown in Appendix E, consumers have been found to recognise some brands more accurately than others. Through this finding, marketing scholars became interested in finding factors that influence brand origin knowledge, thus calling for further research into the antecedents of accurate brand origin recognition (Magnusson et al, 2011b; Usunier, 2011).

Thus far, several investigations into the antecedents of brand origin recognition accuracy have been conducted. The antecedents identified include brand-level factors such as brand equity (Martín & Cerviño, 2011) and brand name congruency (Balabanis & Diamantopoulos, 2008). Alongside the brand-level factors are consumer-level factors that are based on socio-demographic characteristics. On the consumer level, previous results have shown that consumers' gender (mixed findings), age (older), level of education (higher) and international travel (more engaged) play a crucial role as predictors of brand origin recognition accuracy (see Appendix E for detailed findings). Through these findings, brand-level factors and consumer demographics have been established as antecedents of brand origin recognition accuracy.

However, the empirical evidence on psychological factors as consumer-level antecedents of brand origin recognition accuracy remains scant. In particular, an inquiry into the positive psychological antecedents of brand origin knowledge is completely absent. So far, ethnocentrism has been investigated as a negative antecedent in several studies with mixed findings. These include a negative relationship with recognition of foreign brands (Samiee et al, 2005) and a negative relationship with both domestic and foreign brands (Balabanis & Diamantopoulos, 2008; Parts, 2013) as well as a non-significant result (Magnusson et al, 2011a). As such, the current findings on the psychological drivers are inconclusive and of little use for practical applications. As a result, Usunier (2011:p.494) called for research into the factors that “cause” brand origin to be recognised accurately. The host country investigation in this thesis intends to fill this knowledge gap by investigating the potential influence of cosmopolitanism and place attachment.

In today's world, which is shaped by increasing interconnectedness, cosmopolitanism is becoming an important concept in understanding how individuals react to the idea of other cultures. For cosmopolitans, their cultural openness, through their ability to engage with foreign cultures, sets them apart from locally orientated individuals (Cleveland et al, 2014). As discussed in the literature review chapter, sojourners are prime candidates for the cosmopolitan description, because sojourners often travel with a self-development and cultural broadening perspective. However, while sojourners often engage in international travel with cosmopolitan-like intentions, not all are cosmopolitan in nature. Not only do some sojourners travel for more utilitarian reasons, such as career development, but past research on cross-cultural psychology has also shown that sojourners possess different levels of ability to deal with cultural differences (Chirkov et al, 2007; Gullekson & Vancouver, 2010). As a result, individuals engaging in a foreign sojourn are not necessarily cosmopolitan.

In any case, cosmopolitan sojourners represent a potentially profitable group of consumers to the host country's brands. This idea is based on these individuals' interest in experiencing the authentic foreign culture. Hannerz (1990:p.241–242) summarised this characteristic by suggesting that cosmopolitans “want to be able to

sneak backstage rather than being confined to the front stage areas". Grinstein and Wathieu's (2012) study supports this contention, as cosmopolitan expatriates were found to engage with their host culture more frequently than their less cosmopolitan counterparts. Thus, cosmopolitan consumers' heightened interest and engagement with cultural authenticity are reflected in their desire to immerse themselves in the host country's culture. As brands have been recognised as important cultural representatives (Torelli & Ahluwalia, 2012), it is expected that more cosmopolitan sojourners will be able to recognise indigenous brands from the host country more accurately than less cosmopolitan sojourners. The first hypothesis suggests that:

H1: There is a positive relationship between sojourners' level of cosmopolitanism and their origin recognition accuracy of the host country's brands.

The recent development in international mobility has changed the way in which academic scholars understand the relationship between place attachment and mobility. It is increasingly accepted that emotional attachment to a new place can be developed much faster than previously thought (Gustafson, 2013). Giuliani et al (2003) showed not only that individuals can become attached to their new, temporary place quickly but also that mobile individuals can maintain the emotional bond to their home at the same time. These findings provide the basis for the possibility that sojourners can become attached to their host country. As voluntary movers, sojourners possess the ability to choose their destination. Savage et al (2005) found in their study that individuals who are able to choose their new place are more likely to attempt to make the most of their new life by developing an attachment. Terrazas-Carrillo et al (2014:p.700) found in her study of international student sojourners in the US that "almost all the interviewees referred to a conscious decision to make the best of their time in the United States" and that the emotional attachment to the US fostered narratives of satisfaction and self-growth. Thus, sojourners are argued to develop an emotional attachment to their host country.

Sojourners' place attachment to their host country is likely to have positive marketing outcomes. After reviewing the place attachment concept from different social science

disciplines, Papadopoulos et al (2011:p.99) concluded: "Place attachment has been found to be a good predictor of place-related behaviour – better, even, than certain other constructs such as place identity". Additionally, they posited that place attachment can be a useful theory for explaining place-related consumer behaviour. Although there has been a lack of empirical studies on place attachment to a foreign country, marketing scholars have investigated the idea of consumer affection towards a foreign country. Oberecker and co-authors (Oberecker et al, 2008; Oberecker & Diamantopoulos, 2011) found that consumers' liking of a foreign country led to positive marketing consequences even if the consumers have not visited it. With the past findings indicating that emotional attachment produces stronger behavioural reactions than liking (Thomson et al, 2005; Park et al, 2010), place attachment is a very promising concept for the current investigation of sojourner consumers.

In the international marketing context of this thesis, it is proposed that there is a positive relationship between sojourners' level of place attachment to their host country and their origin recognition accuracy of their host country's brands. This contention is based on the psychology literature that investigated the linkage between individuals' affect and their cognitive evaluation. While brand origin recognition is a cognitive process that is based on learning, coding and storage, a study by Isen and Daubman (1984) showed that positive affect can favourably influence cognitive processes. Herr et al (2012) also established in their experimental study that positive affect can improve the efficiency of cognitive processing capability as well as lessening individuals' mental effort. As a "hot affect", emotional attachment was found to improve consumers' recognition of a brand as an extension of its parent (Fedorikhin et al, 2008:p.293). Therefore, sojourners' stronger place attachment, as an affective-based emotional bond, should also lead to stronger origin recognition accuracy of the host country's brands. The following hypothesis captures this relationship:

H2: There is a positive relationship between sojourners' level of place attachment and their recognition accuracy of the host country's brands.

In previous studies, consumers' demographic characteristics have been found to influence their accuracy of brand origin recognition. As sojourners tend to be young, educated adults (Pedersen et al, 2011) and are already engaged in international travel, these characteristics are unlikely to influence the brand origin recognition accuracy task in the current investigation. This is due to the relative uniformity of sojourners' characteristics. Therefore, these characteristics are not expected to play a role in determining sojourners' brand origin recognition accuracy. However, previous studies have shown that consumers' gender plays a part in brand origin recognition accuracy (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011). Although there is no consensus regarding which gender is more successful in the task, the literature has at least agreed that gender influences the brand origin recognition accuracy level. Through this understanding, the influence of gender is controlled:

H3: There is a significant relationship between sojourners' gender and their recognition accuracy of the host country's brands.

Sojourners' length of stay is expected to influence the relationship between place attachment and brand origin recognition accuracy. As reviewed in the previous chapter, longer residential length equates to stronger attachment. Therefore, although sojourners are argued to develop an emotional attachment to their host country regardless of their length of stay, a longer stay in the host country should still lead to stronger attachment. Giuliani et al (2003) noted in their study that, although their evidence provides substantial support for the short-term development of an emotional bond, the relationship between the length of stay and the place attachment is still linear in the positive direction. Papadopoulos et al (2011) agreed by suggesting that time is still an important element in developing place attachment. Thus, a longer stay in a host country should result in a stronger level of place attachment for the sojourners. Coupled with the argument that a longer stay in a host country allows sojourners to develop deeper cultural immersion (Pitts, 2009; Bretag & van der Veen, 2015), the proposed relationship between place attachment and brand origin recognition accuracy is expected to be stronger for long-term sojourners. In this vein,

sojourners' length of stay in the host country is expected to moderate the relationship between place attachment and brand origin recognition accuracy:

H4: Sojourners' length of stay in the host country moderates the relationship between place attachment and origin recognition accuracy of the host country's brands such that the positive relationship is stronger for long-term sojourners than short-term sojourners.

However, the length of stay is not expected to moderate the relationship between cosmopolitanism and brand origin recognition accuracy. This is because cosmopolitan sojourners are keen cultural learners. This is evident in Grinstein and Wathieu's (2012) study, as short-term, more cosmopolitan expatriates were found to be as greatly immersed in the host country culture as their long-term counterparts. Therefore, cosmopolitan sojourners should not take a long time to develop the knowledge of which brands belong to their host country. Accordingly, no moderation hypothesis is proposed on the relationship between cosmopolitanism and brand origin recognition accuracy, as the patterns are expected to be similar for the two sojourner groups.

3.4 Chapter Summary

This chapter presented the research hypotheses that were developed based on the literature review. Due to the recognition that sojourners can become a profitable consumer group for marketers from the home and the host country alike, two separate investigations are proposed. The first investigation will examine the influence of nostalgia and ethnocentrism as antecedents that explain sojourners' buying intention towards products from home. Six hypotheses have been developed to capture the positive relationships between values and buying intention that contribute to the theoretical development of the influence of the home country on international consumer behaviour. The results from the investigation will also be useful for practical applications by marketers targeting co-national sojourners as part of an export marketing strategy.

In the second investigation, cosmopolitanism and place attachment will be examined as antecedents of sojourners' origin recognition accuracy of their host country's brands. This investigation will be useful in explaining how sojourners know which brands in the marketplace belong to their host country. This knowledge will be useful in determining how international consumers learn and store brand origin information when they are living abroad. In this vein, positive relationships are anticipated between host country-related values and brand origin recognition accuracy.

In each investigation, the potential moderating role of sojourners' length of stay in the host country will also be considered. It is expected that sojourners' home country will play a more important role for the short-term group. Meanwhile, the positive relationship between place attachment and sojourners' origin recognition accuracy of the host country's brands in the host country investigation is expected to be stronger for long-term sojourners. These hypotheses will be tested in the data analysis chapter.

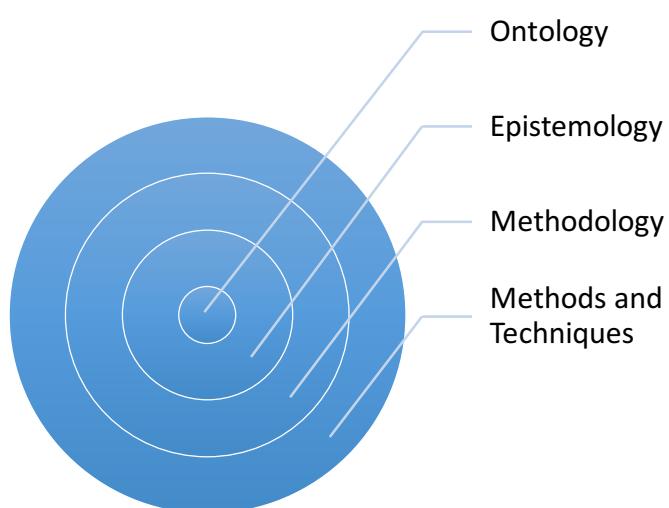
4. Methodology

4.1 Introduction

This chapter discusses the methodological approach that will be used to test the proposed hypotheses. The overall structure of this chapter, as shown in figure 4.1, is developed based on the tree stump metaphor by Easterby-Smith et al (2012). To explain this analogy, the chapter's inner core consists of the philosophical considerations that provide the foundation of this thesis. These philosophical assumptions then shape the overall research methodology, which, in turn, guides the selection of methods and techniques for the data collection and subsequent analysis.

The methodology chapter is organised as follows. Firstly, different philosophical perspectives in social sciences are compared and contrasted. Clarification of the ontological and epistemological assumptions underlying this thesis is then provided. This is followed by a discussion on the methodological approach followed in this study. Finally, the specific research methods and analytical techniques that are adopted in the two investigations within this thesis are explained.

Figure 4.1 Methodology Chapter Structure



Source: Adapted from Easterby-Smith et al (2012)

4.2 Philosophy of Social Sciences

Philosophical assumptions are adopted in all social science literature. Although they are not always obvious to the researchers, these considerations shape the subsequent choice of the methodological approach and research methods (Creswell, 2014). Specifically, when a study is conducted, assumptions are made regarding what exists in reality (ontology) and how best to study it (epistemology) (Hunt, 2014). These understandings determine how the world, in which marketing activities occur, is understood (Tadajewski, 2014). The following paragraphs outline the different stances that have been adopted in the marketing literature. Discussions and justifications of the philosophical perspectives that underpin this thesis follow.

The starting point for a philosophical debate is the ontological assumption (Easterby-Smith et al, 2012). The main question that ontology addresses is what it means “to be” and “to exist” (Angeles, 1981:p.198). In this sense, the ontological branch of philosophy deals with the notions of existence and reality (Tadajewski, 2004). In the marketing literature, ontology is represented by a continuum with two extreme endpoints: realism and relativism (Hanson & Grimmer, 2007). The realist perspective argues that the world can be understood as a single entity that exists independently of the researcher who is studying it (McGregor & Murnane, 2010). This perspective of philosophy suggests that there is a reality to be discovered outside our consciousness. Through this understanding, the realism philosophical perspective is summarised as the study of “the way things are” (Guba & Lincoln, 1994:p.109).

In contrast, relativism ontology asserts that reality only exists in the way in which the human knower interprets it. Instead of having a single and concrete reality that can be measured objectively, it is argued that there are multiple socially constructed realities (Harrison & Reilly, 2011). Therefore, social researchers who subscribe to this view have suggested that the reality is essentially “unknowable”, as each individual understands the world in his or her own way. Consequently, the world cannot be predicted in an objective manner (Marsden & Littler, 1998:p.17). In sum, relativist researchers

“describe, explain, or otherwise account for the world in which they live” rather than explaining what the world is like (Gergen, 1985:p.3–4).

The ontological assumptions by researchers influence the epistemological understanding. While ontology deals with the overall nature of reality, epistemology concerns the discussion on the most appropriate ways of making inquiries into such a reality (Easterby-Smith et al, 2012). Hanson and Grimmer (2007) summarised the debates on epistemology in the marketing literature by highlighting that realism is most compatible with the positivism epistemology. Meanwhile, relativism is represented by the constructionism epistemology. However, as established in the ontological discussion, it is important to note that the epistemology standpoints are represented by a continuum on which all studies fall somewhere between the two extremes.

Through the realist ontology, positivism is shaped by the understanding that the world being studied exists independently from the researchers (Easterby-Smith et al, 2012). As the world is out there waiting to be discovered, positivism tenets assert that this reality can only be known with certainty through the use of scientific methods (Hanson & Grimmer, 2007). In marketing, positivism is often regarded as a traditional perspective because its adoption preceded other alternatives and is frequently accepted as a good standard of research practice (Tadajewski, 2004).

Historically, the extreme form of positivism in marketing derived from the tenets of logical positivism that originated in the early part of the twentieth century (Hunt, 1991). The main goal of logical positivism was to purge science of metaphysical speculations (Johnson & Duberley, 2000). Thus, logical positivists promote the use of scientific methods from physical sciences, as these instruments allow researchers to distant themselves from their studies and prevent a biased account of reality (Tadajewski, 2004). However, as will be discussed in the following section, the use of positivism in the marketing literature today is less stringent than it was previously. Nevertheless, the main aspect of positivism remains to promote the use of scientific

methods in ensuring that rigorous results are obtained to describe the objective world with certainty and accuracy (McGregor & Murnane, 2010).

Constructionism represents the other end of the epistemological continuum. Based on the relativism ontology, constructionists presuppose that the world is construed by each individual in which personal meanings are attached to his or her own experience (Easterby-Smith et al, 2012). The implication of this perspective is that the researcher becomes an integral part of the research study, so the personal interpretation of the world takes on an important meaning in creating reality (Guba & Lincoln, 1994). Thus, constructionism rejects the notion that there is a single reality that can be captured accurately as a snapshot that can be applied with law-like generalisation. As a consequence, the main goal of a constructionist study is to develop “a decent understanding of an individual viewpoint that may yield lessons for others” (Hanson & Grimmer, 2007:p.59). In this sense, positivism and constructionism are mutually exclusive stances that shape the way in which a research study is conducted.

4.2.1 Ontology: Scientific Realism

The goal of this thesis is to develop an insight into sojourner consumer behaviour in the international marketplace. As a subfield of the marketing literature, consumer behaviour research is conducted to develop a profile of consumers that forms the basis for market segmentation (Pachauri, 2002). In the two investigations in this thesis, the consumer behaviour patterns being studied are based on sojourners’ psychological values when living in a host country. Thus, an important assumption made in this thesis is that there are specific patterns and trends that can be captured, measured and developed into law-like rules that can be applied to predict future sojourner consumer behaviour. As such, this thesis adopts the realism ontological positioning.

In a review of realism ontology, Easton (2002) concluded that there are many forms and interpretations within the marketing literature along the mentioned realism–relativism continuum. In this thesis, the specific school of realism that guides the subsequent considerations is known as scientific realism. As explained by Hunt (1990),

the dominant form of realism in the marketing literature derived from the original tenets of logical positivism. However, the rigidity of the logical positivist beliefs would presume that only tangible objects, such as “trees and rocks”, exist in reality (Hunt, 1991:p.35). Meanwhile, human perceptions, including values, are automatically assigned to a non-science status due to their abstract nature. In this vein, the strict tenets of logical positivism would impede the progression in science, as, to be acceptable, knowledge has to come from what can be sensed physically.

In response to the limitation imposed by logical positivism, social studies guided by the objective world view adopt scientific realism as a softer form of the realist ontology in which “entities and structure postulated by the theory actually exists” (McMullin, 1984:p.26). In this sense, the psychological value concepts in this thesis are real in the form of latent constructs, a term given to entities that exist in a theoretical sense but cannot be observed directly (Straub et al, 2004). Hunt (1991:p.35, emphasis added) summarised scientific realism by stating that “theories in consumer research incorporating latent constructs ... have been successful in explaining, predicting, and solving pragmatic problems, such as evidence provides warrant for believing that these psychological states of consumers exist independently of researchers’ labelling of them, that is, they are real”. In this way, the value concepts proposed in this thesis can be studied using scientific methods under the tenets of positivist epistemology.

4.2.2 Epistemology: Positivism

The positivist epistemology emphasises the need to provide an accurate account of reality. In describing different aspects of reality, scientific concepts, including reliability, validity and statistical significance, are applied to determine the acceptability of these claims (Hanson & Grimmer, 2007). Through the use of scientific methods, theories in consumer behaviour research are developed based on empirical data that are collected through experiments and/or observation in describing the objective and knowable world of consumers (Pachauri, 2002). In this vein, it is said that researchers can only be positive that knowledge is true if it was observed and analysed

through the use of a procedure that is free from subjective bias (Kincheloe & Tobin, 2009; McGregor & Murnane, 2010).

For a positivistic marketing study, the commonly accepted method of knowledge creation is through the hypothetico-deductive approach of hypothesis development and testing (Lynch et al, 2012). This approach is based on the positivism principle of falsifiability in that, for a theory or an observation to be accepted as a true account of such knowledge, it must be empirically verifiable and falsifiable through scientific methods (Hunt, 1990; Johnson & Duberley, 2000). To verify a claim on the nature of reality, a testable hypothesis regarding an antecedent–outcome relationship is deduced from observation and postulation based on the existing literature (McGregor & Murnane, 2010; Lynch et al, 2012). In the previous chapter of this thesis, hypotheses on sojourners' values and consumer behaviour were developed based on a review of the literature that led to speculation on the relationships. These hypotheses are termed alternative hypotheses, in which a sequential relationship is expected between a concept of interest and its outcome (Malhotra et al, 2012). As an example, the first hypothesis, concerning the sojourners' home country investigation, suggests that:

H1: There is a positive relationship between sojourners' nostalgia engagement and their buying intention towards products from their home country.

This alternative hypothesis statement suggests that sojourners' nostalgia engagement is related to their buying intention towards products from their home country. It is accompanied by an equivalent hypothesis that suggests that there is no relationship between the antecedent and its outcome. Although it is not formally stated in the previous chapter, the alternative hypothesis is known as a null hypothesis or H0 (Malhotra et al, 2012). Using the same example as above, the null hypothesis suggests:

H0: There is no relationship between sojourners' nostalgia engagement and their buying intention towards products from their home country.

The analysis of an antecedent–outcome relationship is based on the testing of a null hypothesis for each postulation. If the empirical testing supports the contention that there is a statistical relationship, the null hypothesis is said to be falsified or rejected (Lynch et al, 2012; Malhotra et al, 2012). Thus, the main criterion for a good positivistic consumer behaviour study is scientific observation of the data collection and deductive hypothesis testing. Applying a rigorous test increases the likelihood that a linkage established between the antecedent and its outcome is a true account of the actual consumer behaviour. In turn, the derived knowledge allows marketing practitioners to draw conclusions and to develop a relevant marketing strategy with stronger confidence. This is the ultimate goal of a positivist consumer behaviour study (Pachauri, 2002).

Nevertheless, the hypothetico-deductive method of consumer behaviour research relies on a positivist's epistemological assumption that consumers are rational in their decision making (Pachauri, 2002). Tadajewski and Hewer (2012) argued that the marketing literature from this perspective has conducted research following a cognitive, information-processing approach. The assumption that consumers are rational in their behaviour also influences how the two investigations in this thesis are conducted. Therefore, it is worth elaborating on how the assumption on cognitive evaluation shapes the research design and subsequent data interpretations in this thesis, with a view to making contributions to marketing theory and practical marketing applications.

The cognitive perspective of consumer behaviour asserts that consumers process marketing information through sequential stages of thoughts (cognitive), feelings (affective) and behaviours (Marsden & Littler, 1998). Through this process, the thoughts and feelings of consumers are understood as important drivers of consumer behaviour (Pachauri, 2002). This thesis is grounded on the cognitive perspective in that sojourners' thoughts and feelings are argued to be captured by their values, which shape their subsequent behaviours as consumers in a host country marketplace. In this vein, exposure to the information that the products and brands that they are evaluating are from either their home or the host country is expected to drive relevant

sojourner consumer behaviour. The hypotheses in this thesis are developed based on a review of the existing literature in which it was found that psychological values are strong predictors of human behaviours. As a consequence, it is expected that sojourners' psychological values will explain their consumer behaviour when they are living in a host country.

From the marketing point of view, the study of the relationships between psychological values and marketing outcomes has important benefits for theoretical development as well as for the practical development of a marketing strategy. Through the information-processing approach, the behaviours of consumers are largely driven by the perceived benefits, which are based on information evaluation. Therefore, "consumers must be exposed to information if it is to influence their behaviour" (Sternthal & Craig, 1982:p.314). In this sense, marketers must be able to deliver information to consumers in such a way that it is appealing to their consumer segment. The findings from this thesis contribute to the marketing discipline in this manner by studying the specific drivers of consumer behaviour that marketers can use to develop a marketing strategy to communicate relevant information to sojourners.

4.3 Methodology

The word methodology comprises two nouns: method and ology (a branch of knowledge). Taken together, methodology refers to a branch of knowledge that deals with the principles guiding the creation of knowledge (McGregor & Murnane, 2010). Essentially, methodology involves answering the question: "What procedures are to be followed for good research?" (Hunt, 2014:p.374). Thus far, scientific realism ontology and positivism epistemology have been recognised as the underlying philosophical foundations that underpin this thesis. In light of these discussions, the next step is to consider the procedures that will be used to capture the reality and to test the empirical data.

The two sets of a methodological approach that are considered in this study are the quantitative and qualitative methodologies. The quantitative methodology is based on

an empirical inquiry in which data are gathered through experiment and/or observation (McGregor & Murnane, 2010). As such, the quantitative methodology involves the use of a scientific approach in which data are acquired and tested through statistical methods. On the contrary, the qualitative methodology requires an interpretive approach that is suitable for uncovering implicit meanings and hidden motives to provide a deeper understanding of a phenomenon (Pachauri, 2002; Shah & Corley, 2006). While neither approach is better than the other, researchers have highlighted that one is “superior under different circumstances” depending on the research question being studied (Johnson & Onwuegbuzie, 2004:p.23).

The quantitative methodology is deemed to be the most appropriate research approach for this thesis. This choice is based on the thesis’s research questions, of which the aim is to establish the influence of the psychological values that underlie the notion of the home and host country on sojourner consumer behaviour. To find out whether the hypothesised linkages between values and consumer behaviour exist, statistical methods are superior. In turn, the findings from the home and host country investigations can be used to generate a law-like pattern that is useful for explaining sojourner consumer behaviour and for practical market segmentation. Thus, the quantitative methodology is adopted.

4.3.1 Quantitative Methodology

In general, a quantitative study is conducted to “seek explanations and predictions that will generalize to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to existing theories” (Leedy & Ormrod, 2010:p.95). To achieve these goals, relevant data must be collected in a format that can be statistically quantified and analysed with the view of either supporting or rejecting the proposed hypotheses. Because of this requirement, a suitable research method is required. Therefore, consideration of an appropriate research method precedes the collection of data and subsequent analysis. Next, data collection methods are considered.

In research that follows the quantitative approach, there are two main strategies for data collection: experimental study and survey research (Creswell, 2014). These strategies differ based on their overall design and study intent. The experimental method is often used when the main intention is to establish a causal relationship between the explanatory constructs and an outcome of interest (McGregor & Murnane, 2010). Therefore, studies that follow experimental routines are often conducted in a laboratory setting in which the explanatory concept being studied can be manipulated as a construct by researchers in a controlled environment. As the research setting is set up carefully by the researchers, the influences of extraneous factors that are not being studied can be stringently controlled (Creswell, 2014). Because of this benefit, experimental research is selected when the aim of the research is to tease out the exact nature of the causal relationship between the constructs and the outcome.

However, the strict and controlled condition in which an experimental study takes place has also been highlighted as its key weakness. This is because, while the experimental design usually leads to a higher precision level, this benefit comes at the cost of real-world application and generalisability. Davis et al (2013) highlighted this weakness by asserting that, although experimental research can test a causal relationship more accurately, the research findings may not extend beyond the research participants in the study. As a result, Davis et al concluded that the experimental research design is artificial and does not reflect a real-life setting. Similar arguments have also been made by others (Marsden & Littler, 1998; Creswell, 2014). Thus, the main limitation of an experimental study is the issue of external validity regarding whether the findings can be applied beyond the current study (Laurent, 2000).

Due to the noted limitation of an experimental study, this research method is not considered to be appropriate for this thesis, because the aim of this study is to investigate the influence of psychological values on sojourner consumer behaviour and to establish an actionable marketing strategy alongside theoretical contributions. Based on this goal, it is crucial that the two investigations are conducted in a realistic

setting. As a result, the survey research method is chosen for the two investigations.

4.3.2 Survey Research Method

The survey research method is synonymously linked with marketing studies (Stewart, 2009). The credibility of the survey method in marketing is linked to its widespread use and in its embodiment of the positivistic assumption in creating knowledge through the collection of empirical data for statistical analyses (Tamilia, 2011). The survey method involves the use of a structured questionnaire that is designed to capture data from a research population of interest (Malhotra et al, 2012). In the context of this thesis, questionnaires will be used to collect data from sojourners.

The main advantage of conducting a survey-based study lies in the way in which it can capture more abstract concepts. In consumer studies, survey instruments can be used to capture the thoughts and feelings of consumers, which are not directly observable (McGregor & Murnane, 2010). Instead, data are collected as numerical representations. Consequently, the responses from survey-based research can be used to identify consumers' underlying needs, wants and motivations. Through the use of appropriate analytical procedures, the relevant factors can then be applied to similar consumers (Pachauri, 2002). In this thesis, survey questionnaires are used to capture sojourners' psychological values and consumer behaviour relating to their home and the host country in numerical formats. The results from these investigations will then be generalised to other sojourners. Another important advantage of conducting survey-based research, especially through the use of an Internet-based questionnaire, lies in its ability to collect data from a larger number of participants in a more timely and cost-effective fashion than other methods (Malhotra et al, 2012). Through these considerations, the Internet-based survey research method is used.

However, the survey research method is not without its limitations. In comparison with experimental research, the survey method is argued to have lower internal reliability. This is because the surrounding environment in which the research is conducted cannot be controlled carefully. Therefore, it is considered to be weaker in

establishing causal relationships (Davis et al, 2013). Nevertheless, this problem can be overcome to some extent through the theoretical justification of relationships and through the statistical control of extraneous factors. In this thesis, the use of structural equation modelling addresses this limitation by allowing the integrated theoretical research model to be tested while controlling for the influence of extraneous factors (Kaplan, 2000). A specific example of this is sojourners' gender in the host country investigation.

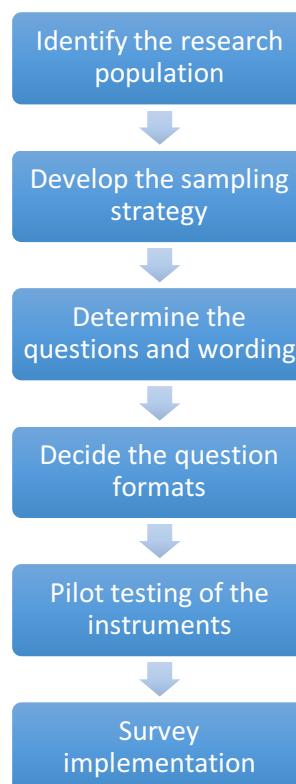
Another potential disadvantage of using the survey research method is the reliability and validity of the results. While the survey method is often used to collect empirical data for generalisation, an important issue is how well the data gathered from a sample of respondents reflect those of the larger research population (Rea & Parker, 2005). This is based on the concern that poorly designed research instruments and sampling strategies can lead to inaccuracy and misleading interpretations. In turn, these issues exert a negative impact on the external validity of the research findings. To avoid this pitfall and to minimise the potential impacts from measurement errors, this thesis follows a questionnaire development process offered in the methodological literature. The steps of the questionnaire development process are considered next.

4.3.3 Questionnaire Development Process

The questionnaire development procedure is adapted from Peterson's (2000) questionnaire construction framework and Radhakrishna's (2007) sequential survey research guideline. The six-step procedure is illustrated in figure 4.2. The process begins with the identification of the research population. Various sampling strategies are then considered before the most appropriate procedure is chosen. The wording of the statements and questions for measuring sojourners' values is then adapted from existing measurement scales. The formats of the scale items are subsequently determined. The final stage of the development process consists of pilot testing and data collection.

The aim of this thesis is to investigate the influence of home and host country-related values on sojourner consumer behaviour. Since the psychological values and consumer behaviour relating to each country differ markedly, as illustrated in the research models in figures 3.1 and 3.2, two investigations are to be conducted. Nevertheless, a similar questionnaire development process is followed for the two investigations, as they feature similar research designs. Thus, each step of the questionnaire development process will be discussed first. The operational definition, scale items' adaptation, pilot-testing results and implementation strategy will then be discussed separately for each investigation of the home country and the host country, respectively.

Figure 4.2 Questionnaire Development Procedure



Source: Adapted from Peterson (2000) and Radhakrishna (2007)

4.3.3.1 Identify the research population

The term population in this instance refers to the entire group of things that share similar characteristics of interest to the researchers (Malhotra et al, 2012). Depending

on the research goal, a population can comprise people, firms, regions and nations, to name a few (Bryman & Bell, 2011). Thus, defining the specific characteristics of the population of interest is an important first step in a research study. This is because it is an influential factor regarding the internal validity as well as the external validity (to be discussed in section 4.3.3.2) of the study's results (Harzing et al, 2013).

Internal validity of findings refers to the degree to which a hypothetical relationship is the sole cause of the variation being studied (Heiman, 2001). According to Reynolds et al (2003), the internal validity of the results in an international marketing study is threatened when the respondents within the study are not homogeneous in their characteristics. This is because heterogeneity among consumers' characteristics, such as demographic characteristics, may act as extraneous factors of the theoretical relationship being studied. When this occurs, the validity of the findings is threatened. Therefore, common characteristics that can be used to define a homogenised population, from which samples are drawn, need to be identified.

This thesis intends to contribute to the marketing knowledge on sojourners as a group of international consumers. However, as noted in the first chapter, there are several sub-groups under the sojourner label that are based on their sojourn goals. Because of this difference, sojourner members of different sub-groups are characterised by their different psychological strategies in a host country as well as their demographic characteristics (Pedersen et al, 2011; Geeraert & Demoulin, 2013). For example, international students can be very different from military personnel sojourners. Therefore, empirical research on sojourner consumer behaviour cannot treat sojourners as one large group of a population characterised by temporary residency (Bochner, 2006). Instead, selecting a specific group of sojourners can be useful for segmentation purposes as well as to reduce the threat to the international validity. Thus, the current study focuses on a particular group of sojourners.

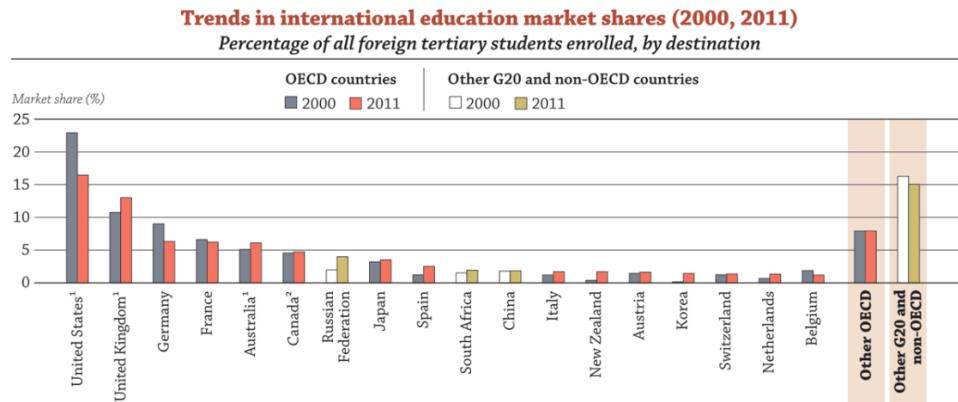
International students are chosen as the sojourner research population in this thesis. The rationale behind the selection of this sojourner group is based on the fast-growing mobility trend of international tertiary education. As indicated in the introductory

chapter, the number of students engaging in international higher education abroad worldwide grew exponentially from 2 million to 4.5 million students between 2000 and 2011 (OECD, 2013). Due to the sheer size of this sojourner group as well as the growing trend of international education, international students are recognised as the most prominent group of sojourners (Bochner, 2006). Through these considerations, international students represent the most attractive sojourner group for conducting a consumer behaviour study.

The shared psychographic/demographic characteristics of international students also lend themselves to the task of finding a homogeneous group within a population to facilitate the internal validity argument. Although international students come from a range of home country backgrounds, they are argued to share a common journey in travelling from their home to a host country, in the temporariness of their stay in the same host country and in their pursuit of similar academic qualifications (Misra & Castillo, 2004; Bochner, 2006; Robertson, 2013). Because of these similarities, international students represent a homogeneous sojourner cohort characterised by their shared experience within the host country.

The host country context in which the investigations are to be conducted is the United Kingdom (UK). The reason behind this choice of country is based on its popularity as a destination for international students. In a recent publication by the Organisation for Economic Co-operation and Development (OECD, 2013), the UK is identified as the world's fastest-growing destination for international education. Figure 4.3 illustrates this trend and shows that the UK is quickly catching up with the US, which is experiencing a decline. The fast-growing trend of international education in the UK also has positive consequences for the UK economy. In the latest set of statistics, international students are shown to have spent £4.9 billion on rent, food, entertainment and consumer goods between 2011 and 2012 (Universities UK, 2014a), with £3.4 billion contributed by non-EU students (Universities UK, 2014b). Through the recognition that international education has become one of the UK's key export industries (Universities UK, 2015), international students in the UK are considered as important contributors to the country's economy.

Figure 4.3 International Students' Market Share between 2000 and 2011



Source: OECD (2013)

4.3.3.2 Develop the sampling strategy

The sampling strategy has important ramifications for the external validity of the findings. External validity refers to the idea of whether the relationships being studied can be meaningfully generalised to the larger population (Reynolds et al, 2003). As a result, the main concern in selecting a sampling strategy is how the respondents are drawn from the research population (Churchill & Iacobucci, 2010). That is, an appropriate sampling strategy is required to ensure that the characteristics of the sample respondents reflect those of the population. Generally, the sampling strategy is divided into two groups of strategies: probability and non-probability sampling (Bryman & Bell, 2011). In quantitative research, probability sampling is preferable as it allows the calculation of the sampling error on differences between the sample and the population (Lohr, 2010). However, marketing scholars have argued that true probability sampling is a “luxury afforded to few” (Cavusgil & Das, 1997:p.80). In reality, non-probability sampling is often deployed in the marketing literature, especially in international marketing (Reynolds et al, 2003).

The consideration of the sampling strategy in this thesis is based on the work of Reynolds et al (2003), who developed criteria for choosing a relevant sampling strategy in international marketing studies. Table 4.1 summarises their recommendations.

Table 4.1 Sampling Strategies in International Marketing Research

Study Type	Study Objective	Sample Characteristic	Sampling Method Preferred
Descriptive	Examining the theoretical applications in a single country	Within-country representativeness	Probability
Contextual	Investigating the cross-national group in different countries	Representativeness of a specific group	Probability
Comparative	Comparing theoretical applications between countries	Cross-national/cultural comparison	Non-probability is acceptable
Theoretical	Applying theories and models to a new group of research population	Homogeneity-based sample for testing theoretical relationships	Non-probability is acceptable

Source: Based on Reynolds et al (2003)

The aim of this thesis is to study sojourner consumer behaviour in an international marketplace. To achieve this aim, the psychological values that have been found to influence consumers in the domestic context are extended into the international domain. Thus, this thesis fits the description of the theoretical type of study in which the aim is to “examine the extent to which theories, models and constructs developed in one country are valid and applicable in other countries and cultural contexts” (Craig & Douglas, 2000:p.29). Through this positioning, this thesis makes important contributions to the theoretical development of value-based segmentation by investigating whether relevant constructs are applicable in a different consumer setting (Craig & Douglas, 2005). In this vein, the goal of ensuring homogeneous characteristics of the sample respondents becomes an important concern.

To conduct a theoretical study, Reynolds et al (2003) emphasised that samples from different countries must be as similar as possible in their characteristics. Meanwhile, any potential difference must be accounted for as a control variable. Additionally, non-probability sampling is argued to be an acceptable method for this type of research (including purposive sampling), as it is useful for ensuring that homogeneous characteristics of the sample are achieved. Based on this reasoning, purposive

sampling is used, in which international students, who do not intend to settle down in a host country, are specifically targeted as respondents.

While probability sampling is ideal, the composition of international students in a host country may change from year to year. Thus, probability sampling may not yield representative characteristics that are applicable across time. As such, the emphasis on sampling in this thesis is placed on controlling for potential differences among international students. To achieve sample characteristics that are as homogeneous as possible realistically, this thesis adopts a strategy in which international students from one university are targeted. The benefit of using this approach is that it helps to minimise the influence of extraneous factors, such as a university's location, in which the demographic characteristics of international students may differ. Therefore, the international student respondents in the two investigations of this thesis were recruited from the same university.

4.3.3.3 Determine the questions and wording

The first step in a questionnaire design is to decide what to measure (Peterson, 2000). In the second chapter, a review of the existing literature on the relevant value concepts was conducted. Through this exercise, the measurement scales to be used in this thesis were drawn from the literature. Meanwhile, the lack of a buying intention scale for consumers living abroad requires a new measurement scale to be developed. To ensure that the measurement items are in line with the construct that they purport to measure, it is important to specify an operational definition for each construct (Jaccard & Jacoby, 2011). In sub-sections 4.4.1 and 4.5.1 in this chapter, an operational definition of each concept is provided to explain how it is studied and measured as a research construct. The measurement items and their origin, as well as how they are adapted to suit the sojourners' international context, are then discussed.

4.3.3.4 Decide the question formats

Quantitative research utilises measurement scales to capture the thoughts and feelings of respondents. The term measurement refers to a “standardised process for assigning symbols to objects according to certain pre-specified and fixed rules to represent characteristics of the objects” (Peterson, 1988:p.236). In this context, “symbols” refer to numbers on a rating scale while “objects” represent the underlying constructs (Peterson, 2000), such as the psychological values in this thesis.

The measurement scales in the marketing literature can be divided into four types: nominal, ordinal, interval and ratio. The main difference between the four types is the nature of the data being captured (Malhotra et al, 2012).

- Nominal – A nominal scale is used to collect data for a labelling purpose. As a result, these data are used for the categorising and classifying of respondents. While this type of data is often captured in a numerical format, it does not have any statistical meaning beyond that of the basic grouping purpose. A marketing example of nominal data is respondents' gender, for which 0 and 1 are understood to represent male and female respondents or vice versa. This form of data can only be interpreted as counts through frequencies and percentages.
- Ordinal – A number on an ordinal measurement scale not only provides a labelling capability for the data but also determines the extent to which the data can be ranked in a specific order. In the marketing context, ordinal scales are used to capture consumers' order of products' preference ranking, for example.
- Interval – An interval scale is characterised by the idea that the distance between two numbers on a measurement scale is meaningful. This characteristic allows a comparison to be made. As a result, a statistical interpretation, such as mean and median, of the range within the interval data

is possible. Interval scales are often deployed in marketing studies to capture the attitudes, feelings and thoughts of respondents.

- Ratio – A ratio scale is arguably the most powerful level of measurement. It possesses a meaningful zero point, allowing a proportion of numerical values to be calculated and interpreted. Sales data and market shares are two examples of ratio scales that are used in the marketing literature.

The selection of the scale type depends on the aim and the nature of a study. In this thesis, all four scale types are used to capture different information about the sojourners. Nominal scales are used to collect demographic data, which provide contextual information for this consumer group. Ordinal scales are deployed to collect data in which the ranking gives rise to further interpretations. Information on age groups, the length of stay in the host country and the education level in the host country investigation are collected in the ordinal format. A ratio scale is used to collect and calculate sojourners' brand origin recognition accuracy. That is, the accuracy score for each respondent is calculated as a percentage ranging from 0% (none of the brands are recognised accurately) to 100% (all the brands are recognised accurately). The type of scale most commonly used in this thesis, however, is the interval scale.

Interval scales are used in this thesis to collect numerical representations of sojourners' underlying values and their buying intention towards products from home. As these concepts cannot be observed directly, Likert-type interval scales are used. The Likert-type scale is recognised as one of the most commonly used interval scales in social studies (Allen & Seaman, 2007). Brown (2011:p.13) stated that, as an interval scale, a Likert-type scale is useful for collecting data for subsequent analysis, because "descriptive statistics can be applied, as well as correlational analyses, analysis of variance procedures, etc.". The use of a Likert-type scale involves asking respondents to indicate their level of agreement or disagreement with a declarative statement designed to reflect the nature of its underlying concept (Malhotra et al, 2012). Typically, a single concept in the marketing literature is studied as a construct by using multiple reflective statements as measurement items for which respondents indicate

their agreement level from strongly disagree to strongly agree (Zikmund & Babin, 2012). Because of its popularity as a scale format in capturing the underlying concepts, the Likert-type scale has been extended to include other anchor points that reflect respondents' level of agreement with a specific statement (see Vagias (2006) for examples of anchor points used in other Likert-type scales).

When deploying a Likert-type scale, researchers commonly use it in the form of a five-, seven- or ten-point scale that differs based on the finer feeling intensities (Preston & Colman, 2000). A study by Finstad (2010) showed that the seven-point Likert-type scale represents a more accurate measurement of respondents' evaluations when compared with a five-point scale. Further, Finstad highlighted that the seven-point Likert-type scale is the most appropriate scale type for data collection when the respondents do not have face-to-face contact with the researchers. Based on Finstad's argument and the empirical evidence supporting his claim, the seven-point Likert-type scale format is used for the interval measurements in this thesis.

4.3.3.5 Pilot testing of the instruments

The pilot testing of a questionnaire represents an important stage in ensuring that the research instruments capture the intended data in a consistent manner. This step of the questionnaire development process is argued to be especially important when conducting a study with international students. Hughes (2004) argued that, when a research study collects data from this group of respondents, their limited language skills may represent a barrier. This is because these respondents may not understand the statement in a measurement item in the same way that a native language user would. Therefore, it is important to make sure that the international students understand all the measurement items as intended prior to the actual data collection.

Another important advantage of the use of the pilot-testing stage is the ability to test the reliability of the measurement items. In this thesis, psychological value concepts are measured as latent constructs because they cannot be observed directly. Therefore, multiple items with statements that reflect the underlying concept are

used. This approach is recommended in the marketing literature as the most appropriate way for measuring latent constructs (Diamantopoulos et al, 2012). By using a multiple-item scale, errors associated with the measurement of the construct are spread out, which, in turn, increases the composite reliability and validity (DeVellis, 2011). Consequently, the multiple-item approach is preferred to single-item measurement.

Reliability testing at the pilot-testing stage provides the researcher with a chance to check that the measurement items within a construct are consistent in measuring the same underlying concept (Peterson, 2000). This is also known as the internal consistency of items. The SPSS software package is used to test for internal consistency using Cronbach's coefficient alpha, a widely adopted criterion in the social science literature (DeVellis, 2011). In terms of the statistical assessment, while there is no established rule on an acceptable level of Cronbach's alpha, the value of 0.7 recommended by Nunnally (1978) is often recognised as the norm. Meanwhile, a 0.6 cut-off point is also deemed to be acceptable for early, exploratory marketing studies (Bagozzi, 1994; Malhotra & Birks, 2000). As the extension of psychological value concepts into the international marketplace context within this thesis represents an exploratory type of research, the 0.6 cut-off point is adopted in checking for items' consistency.

4.3.3.6 Implementation

The final step in the questionnaire development process is the distribution of the research instrument to the identified population and sample. According to Hughes (2004), research conducted with international students requires special attention in this regard. She argued that international students, especially those from an Asian country of origin, are more reluctant to stand out from a crowd. This characteristic of Asian international students makes it more difficult to collect data on a face-to-face basis. As an alternative, Hughes recommended that an e-mail with an invitation to complete an online questionnaire is the most appropriate way of reaching this group

of respondents. Therefore, the data collection for the two investigations in this thesis was carried out using an online questionnaire based on Hughes's recommendation.

The following sections will discuss in detail the various considerations that are specific to each of the two investigations. First, the operational definition of each psychological value concept and marketing outcome is provided. The choice of a measurement scale for each concept is then discussed, as well as how the scale items are adapted to the sojourners' international context. Pilot testing of the questionnaire instruments is then conducted to ensure that the scale items in each construct are reliable and consistent. In the final stage, the steps taken in the questionnaire implementations are outlined.

4.4 Home Country and Sojourner Consumer Behaviour

4.4.1 Operational Definitions

In the home country investigation, nostalgia and ethnocentrism are hypothesised as the two psychological antecedents that influence sojourners' buying intention towards products from their home country. To study the influence of these concepts as measurable constructs, an operational definition of each concept is provided. Discussions of the choice of measurement scale and items' adaptation then ensue.

4.4.1.1 Nostalgia

Nostalgia (NOS) is operationally defined as sojourners' sentimental evocation of their personally experienced past from their home country. The emphasis on personal experience distinguishes the concept from historical, vicarious nostalgia. In the context of the home country investigation, engagement with a nostalgic memory from home is hypothesised to influence sojourner consumer behaviour when living in a host country. Drawing from the previous literature, it is argued here that sojourners' nostalgia engagement allows them to re-establish a symbolic, social connection with important others in their home country (Brown et al, 2010). In this vein, the imagined

social encounter should lead to a heightened buying intention towards products that satiate sojourners' need to belong.

To measure sojourners' nostalgia engagement, a five-item Likert-type scale was adapted from the Southampton Nostalgia Scale (Routledge et al, 2008). The Southampton Nostalgia Scale was developed for psychological research on the role of nostalgia as a resource for coping with negative events. The scale consists of items that refer to proneness to nostalgia as well as the importance of a nostalgic memory to a respondent. However, the original Southampton Nostalgia Scale does not include an item that measures the intensity of nostalgic recollection. Within the marketing context, Reisenwitz et al (2004) empirically demonstrated that nostalgia proneness and nostalgia intensity are strongly related. Therefore, an item was modified to include the intensity of nostalgic experience in the current investigation. In this way, a more comprehensive measurement of nostalgia engagement is achieved.

In operationalising the nostalgia engagement construct, measurement items were adapted to the international context of the sojourners. That is, two spatial reference phrases – “towards your past in your home country” and “when you are in the UK” – were added to the items. The reason for their inclusion is to establish the boundary within which the memories being referred to were developed in the home country but are recollected in the host country. Through this adaptation, the resulting scale became a valid instrument for measuring how nostalgic memory from home influences sojourners when living abroad. Table 4.2 outlines the NOS measurement items.

Table 4.2 Sojourners' Nostalgia Engagement (NOS) Scale

Item	Statement	Response
NOS1	How often do you experience nostalgia towards your past in your home country when you are in the UK?	1. Never 2. Very rarely 3. Rarely 4. Sometimes 5. Often 6. Frequently 7. Very frequently
NOS2	How prone are you to feeling nostalgic towards your past in your home country when you are in the UK?	1. Not at all 2. Slightly 3. Somewhat 4. Occasionally 5. Often 6. Very much 7. Always
NOS3	Generally speaking, how often do you bring to mind nostalgic experiences from your home country when you are in the UK?	1. Never 2. Very rarely 3. Rarely 4. Sometimes 5. Often 6. Frequently 7. Very frequently
NOS4	How important is it for you to bring to mind nostalgic experiences from your home country when you are in the UK?	1. Not important at all 2. Unimportant 3. Somewhat unimportant 4. Slightly important 5. Somewhat important 6. Important 7. Very important
NOS5	How intense is your nostalgic experience about your home country when you feel it in the UK?	1. Not intense at all 2. Not intense 3. Slightly intense 4. Somewhat intense 5. Intense 6. Very intense 7. Extremely intense

4.4.1.2 Ethnocentrism

Ethnocentrism (ETH) is operationally defined as sojourners' identification with, devotion to and loyalty to the cultural ingroup in their home country. Studies on ethnocentrism have suggested that ethnocentric individuals are characterised by their self-centredness, whereby they demonstrate an unconditionally positive view of and commitment to peers from the same ethnic background. The marketing literature has built on this characteristic by showing that consumers' ethnocentric value is related to their proclivity to purchase domestic products from their home country. For sojourners, a direct, personal experience in a host country can accentuate their ethnocentric view of those at home. As such, it is hypothesised that more ethnocentric sojourners will demonstrate their value by showing a stronger buying intention towards products from home as imports in the host country.

In the current investigation, sojourners' ethnocentrism is measured using the four-item CETSCALE from Cleveland and Laroche (2007). CETSCALE is used as opposed to other ethnocentrism scales (e.g. Adorno et al, 1950; Bizumic et al, 2009) because it is relevant to the marketing context of this investigation. However, while CETSCALE has been used extensively in the marketing literature, its applications have been limited to consumers' domestic context, whether it is their home country or immigrants' new home country. Therefore, adaptations to the measurement items were required.

First, the measurement items were adapted to include the phrase "When I was in my home country". The rationale for this is based on the idea that international students come from many different home countries. Consequently, the students taking part in the study will not have equal opportunities to purchase home country products in a host country environment due to the difference in products' availability as imports. As this factor is likely to have an impact on the evaluation of buying behaviour measured in CETSCALE, it was decided that sojourners' level of ethnocentrism should be measured based on their behaviour when they were living in their home country, because domestic products are more readily available in the home country. Given that the marketing literature has highlighted that ethnocentrism has developed as a deeply

held value that is resistant to change (Shankarmahesh, 2006; Guo, 2013), it can be argued that the ethnocentrism viewpoint of the sojourners was developed in their home country. This value then transcends the national boundary into the host country context, in which personal experience can evoke ethnocentric sentiment. Through this understanding, sojourners' ethnocentrism is measured through an evaluation of sojourners' consumer behaviour in their home country that influences their buying intention in the host country marketplace.

Second, specific product categories are used in CETSCALE instead of the generic product terms often used in consumer ethnocentrism studies. This action is based on previous findings in the marketing literature on consumer ethnocentrism, which have highlighted that the strength of a statistical relationship between ethnocentrism and consumer behaviour depends on the product category being studied (Netemeyer et al, 1991; Balabanis & Diamantopoulos, 2004; Cleveland et al, 2009). For this reason, a specific product category replaces the word "products" in the measurement items. Further, the decision to use product categories in the home country investigation, instead of brands, was based on Cleveland et al's (2009) argument that using brands in an international marketing study that involves several countries can confound the findings, as brands from certain countries are stronger than others. As the home country investigation involves respondents from a variety of countries, judgements may be made by the sojourners on the brands from their home country as opposed to the concept of the home country product being studied. As a result, product categories are used to maintain conceptual equivalence (Alden et al, 2006).

Regarding the choice of product categories, food and clothing were chosen. The reason for this choice will be provided in the following section regarding the use of product categories in the buying intention scales. To study the influence of product-specific ethnocentrism, this study adopted the approach of Carpenter et al (2013), who developed two research models based on clothing and food as product categories. A similar design is used in the current investigation, in which ethnocentrism is measured separately for clothing (ETHC) and food (ETHF). Tables 4.3 and 4.4 outline the ethnocentrism measurement items for each product category, respectively.

Table 4.3 Sojourners' Clothing Ethnocentrism (ETHC) Scale

Item	Statement	Response
ETHC1	When I was in my home country, I would not buy foreign clothing products because it hurts my home country's businesses and causes unemployment.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
ETHC2	When I was in my home country, I thought that it was not right to purchase foreign clothing products because it puts my countrymen out of jobs.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
ETHC3	When I was in my home country, I always bought clothing products made locally in my home country.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
ETHC4	When I was in my home country, I would purchase clothing products that were manufactured in my home country instead of letting other countries get rich off us.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

Table 4.4 Sojourners' Food Ethnocentrism (ETHF) Scale

ETHF1	When I was in my home country, I would not buy foreign food products because it hurts my home country's businesses and causes unemployment.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
ETHF2	When I was in my home country, I thought that it was not right to purchase foreign food products because it puts my countrymen out of jobs.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
ETHF3	When I was in my home country, I always bought food products made locally in my home country.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
ETHF4	When I was in my home country, I would purchase food products that were prepared in my home country instead of letting other countries get rich off us.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

4.4.1.3 Buying intention towards products from the home country

The aim of the home country investigation is to explore the influence of home country-related values on sojourners' consumer behaviour during their temporary stay in a host country. Although scholarly interest in the concept of consumer mobility is on the increase, there is no measurement scale that is designed to capture consumers' buying intention when sojourning abroad. Therefore, there is a need for a new measurement scale that measures consumers' buying process in an international context. The need for a new scale is based on the argument that sojourners not only have to demonstrate the intention to purchase products from home but also must become involved in

searching behaviour, as products from home are not always readily available. This is unlike the domestic context, in which the home country's products dominate the marketplace. As a result, a new buying intention scale was developed.

Buying intention is operationally defined in this thesis as sojourners' conscious plan to purchase products from their home country as imports. Based on the existing marketing literature, pre-purchase consumer behaviour involves the specific actions of searching and making decisions on what to purchase. As such, the scale was developed based on the existing literature on behavioural intentions (e.g. Warshaw, 1980; Malhotra & McCort, 2001) with the above behaviours in mind. To ensure that the face validity criterion was met, two marketing experts from Lancaster University's marketing faculty verified the content of the measurement items. In sum, a five-item scale for measuring sojourners' buying intention was developed.

To study sojourners' buying intention towards products from their home country, clothing and food were selected as product categories. This decision was based on a review of the country-of-origin literature that studied the effects of product category information on international marketing outcomes. The findings from these studies are unanimous in suggesting that clothing and food products are strongly linked to the country and culture from which they originated (Cleveland et al, 2009; Papadopoulos et al, 2011; Carpenter et al, 2013). As such, they are relevant to the home country investigation with sojourners evaluating products from home. Additionally, Balabanis and Diamantopoulos (2004) argued that the choice of product categories in a study involving country-related concepts must involve similar levels of specificity to minimise the impact of product-related factors (e.g. purchase involvement). Bearing this in mind, clothing and food products were chosen as two equivalent product categories that are relevant to international student sojourners. The measurement items for sojourners' buying intention towards products from home are shown in table 4.5 for clothing products (HOMEC) and table 4.6 for food products (HOMEF).

Table 4.5 Sojourners' Buying Intention towards Clothing Products from Home Scale (HOMEC)

Item	Statement	Response
HOMEC1	When I am in the UK, I always search for clothing products that are from my home country.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEC2	When I am in the UK, I buy clothing products from my home country when they are available because they remind me of home.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEC3	When I am in the UK, I would prefer to buy clothing products from my home country because it helps create jobs in my home country.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEC4	When I am in the UK, I always choose clothing products from my home country even if other alternatives are available.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEC5	When I am in the UK, I prefer to buy clothing products from my home country despite cheaper available alternatives.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

Table 4.6 Sojourners' Buying Intention towards Food Products from Home Scale (HOMEF)

HOMEF1	When I am in the UK, I always search for food products that are from my home country.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEF2	When I am in the UK, I buy food products from my home country when they are available because they remind me of my home.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEF3	When I am in the UK, I would prefer to buy food products from my home country because it helps create jobs in my home country.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEF4	When I am in the UK, I always choose food products from my home country even if other alternatives are available.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
HOMEF5	When I am in the UK, I prefer to buy food products from my home country despite cheaper available alternatives.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

4.4.1.4 Demographics and future mobility intentions

Information on sojourners' demographic characteristics was collected to describe who they are and where they originated. In the home country investigation, sojourners'

gender and home country information were collected as nominal variables while information on their age was collected as an ordinal variable. As previously established, sojourners' length of stay in the host country is likely to influence their psychological values and resulting behaviour. Therefore, the length of stay in the host country is also measured using an ordinal scale to test its potential role as a moderator of the values-buying intention relationship. Additionally, an ordinal scale was used to collect information on sojourners' intended length of stay in the host country to develop a profile on whether they are likely to become short- or long-term sojourners. Such information will be useful in capturing sojourners' personal intention regarding their future stay in a host country and will help in building the knowledge on sojourners as a group of international consumers.

As opposed to immigrants, sojourners do not intend to settle down in the host country. Instead, they either become serial sojourners who travel on to another country or return home straight away (Visconti et al, 2014). To capture the mobility intentions of the sojourners, information on their future trajectories was collected using seven-point, Likert-type scales with responses ranging from "very unlikely" to "very likely". Specifically, two single-item scales were developed: one measuring their likelihood of returning home and the other measuring their likelihood of moving to another country. By studying whether sojourners are more likely to return home or move to another country, a better understanding of their international mobility can be achieved.

4.4.2 Pilot Testing of the Instruments

Prior to the questionnaire implementation, a pilot test of the research instruments was conducted to ensure that the measurement items were similarly understood by all the respondents and that they measure the underlying concept in a consistent manner. To achieve this aim, 20 postgraduate international students from the university at which the study will be conducted took part in a pilot test during March 2013. The decision to conduct a pilot study with 20 students is based on the

recommendation in the methodological literature that a sample of 20 respondents is an adequate size for the pilot-testing procedure (Anderson & Gerbing, 1991).

To conduct primary research with international students, it is recommended that special attention is paid to the language being used in the measurement items (Hughes, 2004). Therefore, the respondents were asked to comment on the statements' wording during the pilot test. All the respondents reported that they did not have any difficulty in understanding the statements in the measurement items. Therefore, the original wording of the statement items was retained.

Next, the internal reliability of the measurement scales was assessed using the Cronbach's coefficient alpha criterion in the SPSS software. All the measurement items were found to be above the minimum requirement of 0.6. Therefore, the questionnaire structure was preserved. The alpha values of the measurement items are presented in table 4.7.

Table 4.7 Internal Reliability of the Measurement Items in the Home Country Investigation

Nostalgia (NOS)

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
NOS1	14.80	43.011	.907	.954
NOS2	15.05	39.524	.875	.953
NOS3	15.00	38.526	.897	.950
NOS4	14.85	34.555	.921	.949
NOS5	15.70	37.695	.904	.949

Ethnocentrism for Clothing Products (ETHC)

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
ETHC1	10.15	23.713	.897	.855
ETHC2	10.10	23.674	.819	.878
ETHC3	9.30	22.958	.707	.923
ETHC4	9.60	23.411	.799	.885

Ethnocentrism for Food Products (ETHF)

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
ETHF1	10.85	26.134	.844	.898
ETHF2	11.20	29.326	.872	.898
ETHF3	10.25	25.461	.817	.910
ETHF4	10.75	26.408	.811	.910

Buying Intention towards Clothing Products from the Home Country (HOMEC)

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
HOMEC1	10.35	31.292	.880	.929
HOMEC2	10.05	29.734	.759	.952
HOMEC3	10.20	29.537	.849	.933
HOMEC4	10.35	30.555	.907	.923
HOMEC5	10.25	29.671	.888	.925

Buying Intention towards Food Products from the Home Country (HOMEF)

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
HOMEF1	15.00	41.263	.757	.907
HOMEF2	14.90	46.621	.654	.926
HOMEF3	16.35	41.397	.771	.904
HOMEF4	15.90	37.674	.934	.870
HOMEF5	15.85	37.713	.849	.888

4.4.3 Survey Implementation

When conducting a study with international students, Hughes (2004) cautioned that low response rates are generally to be expected. As a result, incentives were offered, as a previous study demonstrated that they positively influence the response rate (Kalantar & Talley, 1999). In this investigation, incentives were offered in the form of a prize draw in which three winners would receive a £50 online shopping voucher each. At the end of the questionnaire, the respondents were asked to fill in their e-mail addresses for delivery purposes if they were chosen as one of the winners. The respondents were also reassured that their contact information would be kept strictly

confidential and only used for the prize draw. At the end of the data collection, three e-mail addresses were randomly drawn and the vouchers were delivered via e-mail.

Prior to the data collection, ethical approval for the study was obtained from the Lancaster University Ethics Committee. This was to ensure that the research instruments and incentives offered in the study are fully compliant with the university's code of conduct. During the ethical review process, the Ethics Committee requested the university's logo to be added to each page of the online questionnaire. Once this request had been satisfied, the ethical approval was granted in May 2013.

Based on the sampling method used in this study, the goal of the questionnaire distribution was to deliver the invitations to all the international students at Lancaster University. A questionnaire distribution strategy that has been used in the literature involving international students is to enlist the help of a university's international office, as it holds all the records of international students' email addresses (e.g. Misra & Castillo, 2004). For this study, a similar strategy was planned and initial permission was obtained from the international student office. However, after the ethical approval had been granted, the international student office retracted its agreement to distribute the e-mail invitation to all undergraduate and postgraduate international students as agreed previously, citing a lack of permission.

To rectify the above issue, an e-mail invitation to take part in the study was instead distributed by the university's postgraduate administrative staff to all the postgraduate students at the university. However, although permission to distribute the survey invitation to undergraduate international students was also sought, the request was rejected. Thus, only full-time postgraduate students at the university were reached in the home country investigation. The questionnaire was finally distributed in May 2013 via e-mail to all the postgraduate students at the university, and international students self-selected themselves to participate in the study. A reminder to participate in the survey was then sent out in July 2013.

To ensure that the international students being studied were sojourners, as opposed to potential immigrants, the respondents were required to declare on the questionnaire's cover page that they would proceed with the questionnaire only if they did not intend to settle down in the UK. This was to ensure that the respondents in the investigation were sojourners in their mobility intention at the time of the study. The data collection took place between May and August 2013. In total, 173 usable responses were obtained once 7 incomplete and unengaged responses had been removed.

As the invitation to participate in the questionnaire was sent out twice, it was important to ensure that non-response bias did not influence the data and research findings. To achieve this goal, the responses concerning the variables outlined in section 4.4.1 were compared between early (i.e. before July 2013) and late respondents (Armstrong & Overton, 1977). Using independent samples t-tests, no significant difference between early and late respondents was found. Thus, non-response bias was not present in the data.

Although the university did not grant access to the e-mail distribution list for calculating the response rate, the official statistics from the UK Higher Education Statistics Agency (HESA, 2013) show that 1650 postgraduate international students (non-UK domicile) were studying at the university at the time. However, this number should be treated with caution, as the statistics do not differentiate full-time and part-time international students. Nevertheless, the response rate in this study is approximated to be around 10%, a normal figure for a survey-based study (Harzing et al, 2013). The final consideration regarding the sample size issue is the number of responses required for the data analysis. According to Iacobucci (2010), a minimum of 50 responses is required for structural equation modelling. A recent simulation study by Hoyle and Gottfredson (2015) supported Iacobucci's recommendation by showing that a structural equation model can be estimated reliably using 50 respondents, as indicated in their model fit indices. Accordingly, the current sample size ($N = 173$) was deemed to be suitable for the data analysis and hypothesis testing using structural equation modelling.

4.5 Host Country and Sojourner Consumer Behaviour

4.5.1 Operational Definitions

The host country investigation aims to explore the role of cosmopolitanism and place attachment in sojourners' origin recognition accuracy of their host country's brands. The variables in this investigation are operationally defined and the measurement items relating to each construct are outlined as follows.

4.5.1.1 Cosmopolitanism

Cosmopolitanism (COS) is defined as sojourners' levels of openness to the host country's culture, which is characterised by their willingness and ability to engage. While it is possible that many sojourners are involved in international movement because of their interest in engaging with foreign cultures, the literature suggests that not all them are able to do so. As such, not all travellers are cosmopolitan (Hannerz, 1990). As a result, the openness characteristic of cosmopolitanism can provide a useful basis for the differentiation of sojourners that facilitates the segmentation of this international consumer group.

The five-item, Likert-type COS scale from Cleveland et al (2014) is used to measure sojourners' cosmopolitanism. The main reason for choosing this measurement scale is that it was specifically designed to study cosmopolitanism as an openness-based construct. Meanwhile, other cosmopolitanism measurement scales were either developed as a foreign product consumption scale (Riefler et al, 2012) or have been shown to be less reliable in capturing the concept (Cannon et al, 1994). As a result, Cleveland et al's (2014) scale was accepted as the most potent scale for capturing sojourners' cosmopolitanism. Table 4.8 shows the items from the COS scale.

Table 4.8 Sojourners' Cosmopolitanism (COS) Scale

Item	Statement	Response
COS1	I like to observe people of other cultures, to see what I can learn from them.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
COS2	I am interested in learning more about people who live in other countries.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
COS3	I enjoy exchanging ideas with people from other cultures and countries.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
COS4	I like to learn about other ways of life.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
COS5	I enjoy being with people from other countries to learn about their unique views and approaches.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

4.5.1.2 Place attachment

Place attachment (PA) is operationally defined as the emotional bond that sojourners develop with their host country during their transient stay abroad. While sojourners'

residency in a host country is limited in time duration, the recent literature has highlighted that mobile individuals are able to develop new attachments much faster than previously thought (Gustafson, 2013). In the previous literature that examined various scales of place attachment, emotional attachment at the country level was often found to be of the strongest intensity (Lewicka, 2011a). Therefore, sojourners' place attachment to their host country represents an interesting concept that is hypothesised to influence the origin recognition accuracy of the host country's brands.

To measure sojourners' level of place attachment to their host country, a nine-item, unidimensional scale was adapted from Lewicka's (2011b) study. The place attachment scale developed by Lewicka (2011b) has been used to study place attachment on different spatial scales. These include home, neighbourhood, city and region (c.f. Lewicka, 2013). However, the scale has not been used to study place attachment at the country level. Therefore, the measurement items were adapted to reflect the context of this study, in which attachment to a foreign host country is studied. Specifically, since the investigation is being conducted in the UK, the word "place" in Lewicka's scale was replaced with "the UK" to elicit sojourners' level of emotional attachment to a specific host country. This is because emotional attachment is developed to a specific entity rather than a class of object (Jimenez & Voss, 2014). Thus, using "the UK" is likely to obtain a more valid response than the use of the "host country" term.

Further adaptations were made to the statements to reflect the transient nature of sojourners. This process was necessary as Lewicka's original scale was developed to conduct a study with respondents who are living in their permanent residence. For example, the statement "I am rooted here" was amended to "I feel that I can put down roots here in the UK" to reflect sojourners' feeling of attachment to their host country. The final measurement items and responses to each item in the place attachment scale are displayed in table 4.9.

Table 4.9 Sojourners' Place Attachment (PA) Scale

Item	Statement	Response
PA1	I will miss the UK when I leave here.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA2	I feel that I belong here in the UK.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA3	I feel safe when I am in the UK.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA4	I am proud of the UK.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA5	The UK is a part of me.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA6	Given the chance, I would like to settle down in the UK.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

PA7	I want to be engaged in local affairs here in the UK.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA8	I feel that I can put down roots here in the UK.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree
PA9	I would like my family and friends to live here in the UK in the future.	1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree nor disagree 5. Somewhat agree 6. Agree 7. Strongly agree

4.5.1.3 Brand origin recognition accuracy

Brand origin recognition accuracy (BORA) is a measure of how accurately respondents can recognise the origin of brands being studied. In this investigation, the aim is to examine sojourners' level of origin recognition accuracy of their host country's indigenous brands and, most importantly, the antecedents that drive such behaviour. As called for by Usunier (2011), obtaining better knowledge of the factors that drive brand origin recognition accuracy is a crucial step in the theoretical development of the brand origin knowledge concept. Further, the empirical findings from an investigation with sojourners are also useful for marketers in a host country in gaining an understanding of why some sojourners are able to recognise more host country brands than others. As a result, they can use this knowledge to develop an appropriate marketing strategy that builds on symbolic linkages with the host country's culture.

To measure sojourners' origin recognition accuracy of their host country's brands, this study follows the general procedure laid out in the brand origin recognition accuracy

literature. For each of the host country's brands that is used as a stimulus, the respondents were asked to identify the country where they believe the brand's headquarters (i.e. its brand origin) is located (Balabanis & Diamantopoulos, 2011). The respondents were then offered several choices of brand origin to choose from as well as a "don't know" option. The inclusion of the "don't know" choice was crucial as it prevented the respondents from having to make a brand/country association when they were not able to make one (Usunier, 2011). The response for each brand was then recorded as "accurate" or "inaccurate". Finally, a summated score of all the brands was calculated as a percentage of accurate recognition for each respondent. The percentages of accurate recognition were then used in the investigation with antecedents and other variables.

To choose brands as stimuli for the brand origin recognition accuracy task, several recommendations from previous studies were considered. First, the use of a high-involvement brand from an infrequent purchase product category has been found to inflate brand origin recognition accuracy results (Samiee, 2011). Second, previous studies have been criticised for using consumer brands that are not relevant to students when conducting a study with this population (Samiee & Leonidou, 2011). Taking these criticisms into account, food and clothing brands were chosen for the current investigation as less expensive, more frequently purchased product categories. Most importantly, these product categories are relevant to international student sojourners. As such, food and clothing brands represent appropriate stimuli.

The initial pool of host country brands was taken from a large-scale survey conducted by the Beans Group (2012) on brands that are used by young consumers, as international students tend to be members of the younger age group. The pool was then refined based on expert opinion discussions with marketing experts from the marketing faculty at Lancaster University. In terms of brand composition, Samiee et al (2005) recommended that brand origin studies should include domestic brands and foreign brands as well as foreign-sounding domestic brands to reflect the real-life situation in a marketplace in which brands of many origin configurations are available.

In line with the above suggestion, three types of brand origin were formulated based on the expert opinion discussions. First is the *overt host country brands*, a category of brand that is most likely to be recognised as having originated from the host country. This is because these brands embody the characteristics of their country of origin through linguistic and visual cues. An example of a brand from this category is Fred Perry, which has been described as a “quintessentially British” brand (*The Week*, 2009). The second category is *hidden host country brands*, which can be mistaken for foreign brands, as their name do not signify the UK as their origin (cf. Leclerc et al, 1994) or they may have a foreign language in their logo (Usunier, 2011). Finally, the third group is categorised as *foreign brands*. Although they are not the focus of this study, the inclusion of foreign brands is not only useful for recreating a real-life marketplace situation but also helps to prevent respondents from guessing the nature of the study, which may bias the findings. For a further discussion on each type of brand origin, see section 5.3.7.

To ensure the representativeness of each brand origin category, an equal number of brands was assigned to all three groups based on the findings from the Beans Group’s (2012) survey as well as additional brands included based on expert opinions. The process of stimulus development yielded a total of 24 brands, consisting of 12 each from the food and clothing categories and 4 brands for each type of brand origin. The full list of brands is provided in table 4.10.

When conducting an investigation that includes the brand origin recognition task, Samiee et al (2005) explicitly warned against subjecting respondents to too many brands, because it will inevitably lead to fatigue, influencing the validity of the results. Thus, the number of brands was reduced in the main study from 24 to 12. To achieve this, the initial pool of brands was studied with 173 international students who took part in an earlier investigation. For each respondent, a list of 8 brands from the 24 brands was randomly picked by the survey questionnaire website. The respondents were then asked to identify the origin of each brand from a list of 12 countries that are represented by brands in this study as well as the “don’t know” option. Table 4.10 illustrates the results.

To reduce the number of brands in the main study, the two clothing and two food brands with the highest recognition percentages were removed from the overt category of brand origin. This decision was based on the strong cultural representation characteristics of these brands, meaning that they are most likely to be recognised as a host country's brands. Consequently, the removal of four very highly recognised brands from the overt type reduced the threat of bias in the results. This is known as the ceiling effect, in which brands that are highly representative of their culture are likely to be recognised correctly regardless of the proposed antecedents. For the remaining categories of brand origin, the two brands from each product category with the highest and the lowest percentages were removed to prevent a similar bias that can occur through very high (ceiling effect) or very low (floor effect) recognition accuracy. In total, twelve brands (underlined in table 4.10) were chosen for the main investigation.

Table 4.10 List of Brands (Brand Origin Recognition Accuracy Scores as Percentages)

Types	Food Brands	Clothing Brands
Overt Host (UK) Brands	Greggs – 83% <u>Thorntons – 61%</u> <u>McVities – 53%</u> Twinings – 74%	Topshop – 70% <u>Fred Perry – 27%</u> <u>Jack Wills – 46%</u> Mark & Spencer – 95%
Hidden Host (UK) Brands	Costa – 67% Patak's – 13% <u>Pot Noodle – 28%</u> <u>Pret-a-Manger – 39%</u>	Berghaus – 10% <u>French Connection – 34%</u> Joules – 12% <u>Superdry – 36%</u>
Foreign Brands	Birds Eye (US) – 15% Burger King (US) – 89% <u>Paul (French) – 21%</u> <u>Werther's Original (German) – 21%</u>	<u>Abercrombie & Fitch (US) – 55%</u> Diesel (Italian) – 15% <u>H&M (Swedish) – 38%</u> Timberland (US) – 57%

4.5.1.4 Demographic and mobility intention variables

The gender of consumers has previously been found to influence their brand origin recognition accuracy. Thus, sojourners' gender information was collected as a nominal variable to control for its influence. Other demographic characteristics were collected for profiling purposes. These include age group membership and home country

information. As hypothesised, the relationship between sojourners' place attachment and their brand origin recognition accuracy is likely to be influenced by their length of stay in the host country. Therefore, an ordinal scale was used to collect sojourners' length of stay information. Furthermore, as the host country investigation was able to collect data from undergraduate international students (see section 4.5.3), information on sojourners' current education level was also collected. The usefulness of this information is that it allows an inquiry into whether there is a difference in the brand origin recognition accuracy task among undergraduate and postgraduate international students. Finally, the length of the intended stay in the host country was also obtained using an ordinal scale to provide further mobility insights into the sojourner group.

Alongside the demographic variables, future mobility intentions were collected in the form of Likert-type scales. Similar to the format used in the first investigation, the intention to return home and the intention to move on to another foreign host country were collected using seven-point, Likert-type scales with responses ranging from "very unlikely" to "very likely". This information will be useful in explaining sojourners' future mobility trajectory once their current sojourn comes to an end.

4.5.2 Pilot Testing of the Instruments

The pilot test was conducted with 20 postgraduate international students in March 2014. The test was carried out using a face-to-face interview method in which the respondents were asked to give feedback on the questionnaire instruments. The participants revealed that they did not have any difficulty in understanding the statements in the questionnaire. Therefore, the original questionnaire structure was maintained.

To test for internal consistency and reliability, data collected from the pilot test participants were subjected to an analysis using the SPSS software package. The results from the reliability test are displayed in table 4.11. Using a 0.6 cut-off point, several items with low internal consistency were removed. Specifically, items PA1 and

PA3 were removed from the place attachment scale due to their poor reliability characteristic. The alpha value of each measurement item is reported in table 4.11.

Table 4.11 Internal Reliability of the Measurement Items in the Host Country Investigation

Cosmopolitanism (COS) Scale

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
COS1	22.95	13.418	.959	.870
COS2	22.85	14.345	.833	.899
COS3	22.70	15.695	.755	.914
COS4	22.55	18.787	.618	.938
COS5	22.75	14.829	.866	.892

Place Attachment (PA) Scale

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
PA1	33.30	140.537	.540	.936
PA2	34.55	135.734	.725	.927
PA3	33.00	134.632	.592	.935
PA4	33.80	131.116	.732	.926
PA5	34.00	132.842	.780	.924
PA6	34.10	122.200	.859	.918
PA7	34.10	125.989	.883	.917
PA8	34.55	128.576	.794	.922
PA9	34.60	118.253	.869	.918

4.5.3 Survey Implementation

The online questionnaire of the host country investigation was distributed to the international students in May 2014 once the ethical application had been approved. For this data collection, a different approach was used to reach the international student sojourner population and sample. At the time of this data collection, the staff

members at the university were no longer allowed to distribute e-mails to all students due to a change in the university's e-mail distribution policy. Therefore, the undergraduate and postgraduate secretaries of several academic faculties were approached to distribute invitations to the international students within their faculty. The motivation for using this approach is twofold. Firstly, departmental secretaries were allowed to distribute questionnaires by e-mail to the international students within their faculty. Secondly, each faculty possessed a complete list of its undergraduate and postgraduate international students. Thus, the main benefit of using this approach is that more international students could be reached than following the approach of the home country investigation. However, the limitation of this approach, as opposed to a centrally distributed invitation, is that not all international students would receive an equal opportunity to take part in the study if a faculty secretary refused to cooperate. Nevertheless, the majority of the department secretaries approached were willing to distribute the invitation (one opted out due to a lack of international students in the department). In total, ten departmental secretaries agreed to e-mail international students to invite them to take part in the study.

The overall implementation strategy in this study followed that of the first investigation. The international students who took part in the study were invited to fill in their e-mail address to be entered into a prize draw. Three winners were then randomly selected to receive a £50 online shopping voucher each. To make sure that the international students were indeed sojourners, they were asked to declare before agreeing to take part in the study that they do not intend to settle down in the host country. In total, 408 valid questionnaires were received between May and August 2014. However, as the faculties are not allowed to distribute the statistics regarding how many students they e-mailed, it is not possible to approximate the response rate. Nevertheless, the number of responses received in this investigation satisfied the minimum criteria for conducting a structural equation modelling analysis. Thus, the data collected from the 408 respondents will be analysed in the second part of the analysis chapter.

4.6 Structural Equation Modelling

Structural equation modelling (SEM) is used as the analytical technique in this thesis. In line with the hypothetico-deductive approach to theory building and testing, structural equation modelling utilises the confirmatory stance in testing for statistical correlations in observed data (Byrne, 2009). Specifically, the predeveloped hypotheses are formally tested in a series of structural equations that are estimated simultaneously, resulting in either confirmation or rejection (Bentler, 2010). As opposed to the traditional piecemeal hypothesis-testing method, SEM adopts a causal structure approach in which the relationships within a framework are assessed at the same time, regardless of the theoretical model complexity (Martínez-López et al, 2013). Because of this advantage, SEM is recognised as a powerful analytical tool for theory building and hypothesis testing (Steenkamp & Baumgartner, 2000).

SEM is described as a second-generation technique (Lowry & Gaskin, 2014). It was developed as an extension of two first-generation techniques: factor analysis (for testing a measurement model) and multiple regressions (for calculating a structural model) (Iacobucci, 2009). SEM is increasingly used in the marketing literature, as well as other social sciences, because it provides several important advantages over the traditional theory-testing approach. Firstly, SEM allows for the simultaneous testing of a more complex theoretical structure. This feature includes the mediation and moderation analyses that account for factors that directly/indirectly influence the relationships between variables (Iacobucci, 2010). As argued by Bagozzi and Yi (2012), this was not possible in the first-generation analysis methods, in which series of regression analyses must be conducted. In this way, SEM provides a more robust and straightforward procedure for testing complex relationships that account for relevant as well as extraneous factors. Through this advantage, SEM facilitates the explicit testing of an inferred causal relationship, whereas the traditional methods rely on speculation regarding possible causal relationships (O'Shaughnessy, 2009).

The second important advantage of using SEM lies in its treatment of measurement items. The traditional analytical techniques, such as ANOVA and regressions, require

researchers to average the measurement items within a scale into a compound value before an analysis can be carried out. While this approach allows specific types of calculation, including a computation of the mean value, the main limitation of such an approach is the assumption that each measurement item is free from errors. This limitation reduces researchers' ability to diagnose potentially problematic scale items when specifying a statistical model (Iacobucci, 2009). SEM addresses this issue by allowing researchers to test formally for unidimensionality through confirmatory factor analysis, which tests the reliability of each item and accounts for its error (Bagozzi & Yi, 2012). In this way, SEM facilitates a more rigorous approach to model development and testing. Recognising these advantages, SEM was adopted as the main analytical approach and tool in the two investigations within this thesis.

4.6.1 Choice of Structural Equation Modelling Software

Several statistical software packages have been developed specifically to facilitate the use of SEM. Popular choices include AMOS, LISREL, EQS and MPLUS. When choosing which software to use, Byrne (2012) recommended that researchers base their decision on the practical issues of access and personal preference. She explained that the differences among these software choices are mainly in their user interface. For this thesis, AMOS was chosen as the most appropriate SEM software. The decision was based on its ease of integration with the SPSS software. This characteristic allows manual calculations to be performed in instances in which the researcher's inputs are required. As an example, the brand origin recognition task in the host country investigation requires manual calculation of the composite accuracy percentage for each respondent before the influence of antecedents in structural relationships can be assessed. As such, AMOS represents the most appropriate choice of software.

4.6.2 Structural Equation Modelling Process

The SEM process consists of two sequential models' specification and estimation: the measurement model and the structural model (Byrne, 2009). The measurement model stage involves the testing of the relationships between the measurement items and the underlying latent construct. In explaining this relationship, a measurement item

that is used to collect empirical data from respondents is treated as an indicator of a construct that cannot be observed directly. This type of relationship is represented in a reflective model in which an underlying construct is reflected by its representative indicators (Jarvis et al, 2003). As sojourners' psychological values cannot be observed directly, the constructs are inferred through statements that reflect these concepts. For example, cosmopolitanism is measured as a latent construct by using five statement-based items that act as indicators of the value. As such, variations in measurement items' scores indicate changes in the underlying latent construct. Accordingly, the two investigations here are studied as reflective models. Further discussions on the measurement model and confirmation factor analysis are provided in section 4.6.5.

The structural part of SEM involves the testing of hypothesised relationships between latent constructs. Relationships that were speculated on theoretically are represented through a directional path that is calculated as a regression coefficient. The main consideration in the structural stage is whether changes in the antecedent, as an independent construct, influence another concept directly/indirectly as a dependent construct (Byrne, 2009). Analysis of the structural model is often studied as the main part of SEM, as theoretical interests are often investigated at the level of the latent-to-latent construct relationship, which is represented through formal hypotheses (Iacobucci, 2009). Section 4.6.6 examines the nature of the structural model further.

The methodological literature on the use of SEM recommends that the testing of measurement and structural models follows a two-step approach (Anderson & Gerbing, 1988). In this approach, the measurement model must be specified correctly before the structural model can be examined. The assessment of each model is based on the objective model fit indices (as will be explained in section 4.6.7). Iacobucci (2009) argued that this is a good practice, as the process of confirmatory factor analysis in the specification of the measurement model allows problematic indicators to be removed. In this way, a more accurate and parsimonious model is achieved. The SEM process in this thesis follows the recommended two-step approach.

4.6.3 Variance–Covariance Matrix and Parameter Estimation

The observed data collected through a survey questionnaire are not analysed directly in AMOS when conducting SEM analysis. Instead, the software transforms these data, through a complex internal mechanism, into variance and covariance matrices of statistical relationships (Byrne, 2009). During the process, raw data are converted into a structure of an observed matrix that is estimated in the form of parameters, a term that represents the variance, covariance and path regression coefficients within a model. The observed covariance matrix is then compared with an implied matrix developed based on the theoretical specification of an equivalent model. A comparison is made between the observed and the implied matrices regarding the extent to which the empirically observed data match the theoretically implied model. The results from this process lead to a decision on whether the model should be accepted or rejected. This decision is based on an inspection of the model's goodness-of-fit statistics (see section 4.6.7).

The process of model comparison is conducted through a data estimation method; maximum likelihood is the most applied method in the marketing literature (Martínez-López et al, 2013). Maximum likelihood is an estimation procedure in which the discrepancies between observed and implied matrices are minimised through an iterative algorithm (Byrne, 2009). The popularity of the maximum likelihood procedure is based on its ability to produce unbiased estimations of parameters (Lei & Wu, 2012). Although the maximum likelihood procedure has been argued to rely on data being multivariate normal in their distribution, Bagozzi and Yi (2012) argued that this estimation method is considered to be robust even if the data are non-normally distributed (providing that the violation is not extreme). The multivariate normal characteristic of the empirical data in this thesis will be examined in the next chapter.

4.6.4 Model Identification

A measurement or a structural model is considered to be identified if each of the implied parameters contains a unique solution from the empirical data. In other

words, an identified model consists of parameters that are satisfied by the observed data (Bagozzi & Yi, 2012). In the model identification process, there are three possible outcomes. The first is when the parameters in an implied model are not solved by the observed parameters. This happens when there are fewer known values than unknown values. Formally, an unresolved model is considered as being underidentified. Second, in an instance in which there is exactly the same number of parameters and implied parameters to be solved, the model is called just identified. Third, when there are more observed data than parameters that need to be estimated, the model is overidentified. Underidentified, just identified and overidentified models have negative, zero and positive degrees of freedom, respectively (Bagozzi & Yi, 2012). The aim of a model specification in SEM is to specify a model that is overidentified, because having positive degrees of freedom allows the specified model to be tested and rejected scientifically using fit statistics (Byrne, 2009), as will be described in section 4.6.7.

4.6.5 Measurement Model

The measurement model is estimated via a confirmatory factor analysis approach. In itself, confirmatory factor analysis is a first-generation statistical procedure for testing whether the indicators of an underlying construct perform their tasks (Bagozzi & Yi, 2012). Therefore, the main goal of measurement model specification is to ensure that the indicators of a latent construct are reliable in that they load unidimensionally onto a single latent construct and not others. To conduct a measurement model analysis, all of the latent constructs that are specified in a theoretical research model are assessed simultaneously with the indicators linked to the construct. Meanwhile, latent constructs are allowed to intercorrelate freely within this model (Anderson & Gerbing, 1988).

To test the quality of the indicators, the composite reliability statistic is calculated to assess the overall unidimensionality characteristic of each construct. Bagozzi and Yi (2012) recommended that the classic 0.70 standard is applied. Bagozzi and Yi further suggested that the reliability statistic of each indicator should not be lower than 0.50

for a satisfactory fit between indicators and construct. Nevertheless, they warned that researchers should not place too much emphasis on satisfying this particular criterion and should focus instead on assessing the contributions of the indicators to the hypothesis testing and goodness-of-fit statistics.

An important strength of confirmatory factor analysis in SEM lies in the fact that it not only tests the reliability of each indicator but also allows further inspections of the error variance that is associated with each indicator (Iacobucci, 2009). For a concept that is studied as a reflective latent construct, each indicator is not a perfect measurement of the underlying concept. On the contrary, indicators are best understood as part of a larger set, in which each indicator contributes to a battery of items (Steenkamp & Baumgartner, 2000). Thus, each indicator consists of true variance, also known as its true score, and error variance that the indicator does not account for and is not represented by the underlying construct (Stephenson & Holbert, 2003). By accounting for error variance, confirmatory factor analysis in SEM allows the formal testing of each indicator's relative contribution to the construct as well as its respective error, which has an impact on the model's fit statistics. Subsequently, appropriate modifications can be made to improve the model and to facilitate subsequent analysis. The issue of model modifications will be discussed in detail in section 4.6.8.

The final step in the measurement model estimation process is the assessment of instruments' validity. Specifically, convergent validity is the assessment of how well the indicators explain their underlying construct. This is achieved by calculating the average variance of indicators in relation to their underlying construct as well as to other constructs within the model (Mackenzie et al, 2011). Establishing convergent validity is important at this stage because it ensures that each indicator is well represented by its underlying construct instead of unassociated errors or other unrelated concepts (Diamantopoulos & Siguaw, 2000). Details of the formula that is used to calculate this statistic will be discussed in the analysis chapter.

4.6.6 Structural Model

The structural model estimation stage focuses on the statistical relationships among the latent constructs. In this model, a parameter loading between one underlying construct and another is the relationship of interest. As such, a structural model is also known as a path model, as it signifies the theoretical routes that are postulated in the research hypotheses (Iacobucci, 2009). The specified directional route from one latent construct to another is represented statistically by a regression coefficient that is based on parameter estimation. The structural model is made up of two types of latent constructs: exogenous and endogenous (Byrne, 2009). Exogenous constructs are specified as constructs that influence other constructs. However, they are not expected to be influenced by other constructs that are represented within the model. They are also known as independent variables. In contrast, endogenous constructs are modelled as dependent variables in that they are argued to be the consequence of other constructs in the model (Steenkamp & Baumgartner, 2000). Consequently, endogenous constructs are also known as dependent variables.

The structural model estimation process assesses the directional relationship between different constructs. The direction of a path between two constructs is specified based on theoretical speculation that is captured in the hypotheses (Bagozzi & Yi, 2012). As an example, sojourners' nostalgia is argued to influence their buying intention towards their home country's products. As a result, this theoretical path is represented by a directional arrow from nostalgia to buying intention, as illustrated in figure 3.1. Each structural path in a model is represented by a unique hypothesis that is proposed through theoretical deduction. In this thesis, directional paths between constructs are then estimated using the maximum likelihood estimation method, similar to the measurement model process.

4.6.7 Model Fit Indices

Goodness-of-fit criteria are used to test the quality of measurement and structural models. These benchmarks explain how well empirical data are explained by the

proposed theoretical model. Traditionally, a model's goodness-of-fit characteristic was tested using the chi-square (χ^2) significance test (Iacobucci, 2009). From this perspective, a model is only considered as a good fit when the χ^2 statistic is not significant ($p > 0.05$). However, this test has been found to be highly sensitive to the sample size (Iacobucci, 2010). Furthermore, a significant χ^2 statistic is common in empirical studies (Bagozzi & Yi, 2012). Therefore, the literature on the use of SEM has recommended that the adjusted χ^2 statistic should be used instead. A model with an adjusted χ^2 (calculated by dividing the χ^2 value with its corresponding degree of freedoms) lower than 3.0 should be accepted as a reasonable fit (Iacobucci, 2010).

Alongside the assessment of the adjusted χ^2 , other criteria have been used in the marketing literature to test for the robustness of measurement and structural models. Although a number of different tests have been adopted in social sciences, marketing scholars have largely agreed that the following criteria should be used to assess a model's goodness-of-fit statistics (Iacobucci, 2010; Bagozzi & Yi, 2012):

- Root Mean Square Error of Approximation (RMSEA) – The RMSEA is less dependent on a study's sample size than the χ^2 statistic. The RMSEA criterion indicates the extent to which the specified parameters in an implied model fit with the actual observed data (Hooper et al, 2008). Although the RMSEA is recognised as one of the most useful fit indices (Diamantopoulos & Siguaw, 2000), there is still no consensus in the literature on the most appropriate cut-off point for accepting a model as valid. While Hu and Bentler (1999) argued that .06 should be used, their suggestion has been criticised by some as being too rigid (Bagozzi & Yi, 2012). Instead, this thesis follows the common practice of accepting an RMSEA of .08 or lower as a satisfactory fit, while .06 or lower indicates a good fit (e.g. Bollen & Long, 1993; MacCallum et al, 1996).
- Tucker–Lewis Index (TLI) – This fit index is also known as the normed-fit index. The TLI criterion assesses the structural equation model by comparing its χ^2 value with the χ^2 of an equivalent null model. The null model suggests that all the constructs being measured are not at all correlated (Hooper et al, 2008).

Thus, a TLI statistic that falls between .95 and 1.00 would indicate a good fit between the empirical data and the implied model (Hu & Bentler, 1999).

- Comparative Fit Index (CFI) – The CFI statistic compares the observed covariance matrix with a model that assumes all the latent variables to be uncorrelated, a null model in other words (Hooper et al, 2008). Similar to the TLI statistic, Hu and Bentler (1999) recommended that a CFI statistic higher than 0.95 represents a good fit between the observed data and the implied model.
- Standardised Root Mean Square Residual (SRMR) – The SRMR is the standardised version of the difference between residuals of the observed covariance matrix and the implied theoretical model (Hooper et al, 2008). To achieve the SRMR value, the result from a comparison of the difference is square rooted. An SEM model with an SRMR value lower than 0.8 is deemed to represent an acceptable fit (Hu & Bentler, 1999).

4.6.8 Model Modification

The observed data may not always fit well with the theoretically proposed research model. In this circumstance, a few remedies are available for improving a model to fit with the observed data. One is to allow a correlation between errors of different indicators' items. As the indicators within a reflective model are purported to measure the same underlying construct, they may also share similar errors in capturing concepts that are not present in the proposed model (Baumgartner & Homburg, 1996). Therefore, it is possible that the error variances of indicators within the same construct that captures the same concept will be strongly related to capturing what they are not specified to measure. As a model's goodness of fit is assessed on the relationships specified, a strong correlation of errors that are not specified negatively influences the overall fit statistic. Therefore, it is acceptable to improve the model by allowing covariation of the error variances (Bagozzi & Yi, 2012).

The steps for covarying error variances are based on the modification indices presented in the AMOS SEM software. Based on the model's estimation, modification indices are computed for any possible excluded parameter pairs (Iacobucci, 2009). An index value is large if it is ascertained that the model would fit better had that parameter been specified and estimated. By allowing the error variance of two correlated indicators to covary freely, the model's fit improves. However, modifications to a model must be conducted with an important caveat. That is, a change to the model must be theoretically justifiable rather than made simply for the sake of improvement (Hooper et al, 2008; Bagozzi & Yi, 2012). That is, error variances should only be covaried if the indicators belong to the same latent construct. Strong correlations between error variances of indicators from different measurement scales suggest that there are underlying measurement issues rather than justifiable correlations. Therefore, allowing covariation of error variances without theoretical justification has an impact on the model's validity (Martínez-López et al, 2013). In sum, covarying of error variances is only justifiable if they belong to indicators within the same construct.

Another way of improving a model's fit statistics is to drop items with poor factor loadings. While the test of a construct's composite reliability may yield an acceptable value, the individual indicator can still cause a problem by having a poor loading on the latent construct. Therefore, when the loading of an indicator is particularly low, it is recommended that the indicator is removed before further analysis is conducted (Hooper et al, 2008). Alongside covarying error variances, this criterion will be used to evaluate the indicators for each construct being assessed in the analysis chapter.

4.6.9 Mediation and Bootstrapping Procedure

In the home country investigation, it is hypothesised that sojourners' ethnocentrism can explain the relationship between nostalgia engagement and the buying intention towards products from the home country. Ethnocentrism is considered as a mediator of the direct relationship. As a result, the home country investigation is studied as a multi-stage model, in which the statistical paths between constructs are calculated as

a combination of direct and indirect relationships (Steenkamp & Baumgartner, 2000). The usefulness of SEM in this analysis lies in the fact that both direct and indirect relationships can be estimated simultaneously instead of having to conduct a separate analysis, as in the previous mediation analysis techniques (Iacobucci, 2010).

To aid the mediation analysis process in the home country investigation, a bootstrap statistical procedure is used. The bootstrap technique was developed by a statistician, Bradley Efron (1979). The term bootstrap has its origin in the phrase “to pull oneself up by the bootstraps” (Byrne, 2009:p.330), an action that signifies pulling one’s shoes off the ground in the literal sense. In the statistical context, a bootstrapping procedure is initiated by randomly pulling out a sample of cases from the observed data. These cases are then resampled to create new subsamples from within the original pool of data and so on. From the new, recalculated data set with resampled cases, the bootstrap procedure creates a new sampling distribution to estimate the resultant standard errors and confidence intervals (Hayes, 2009).

The benefit of using the bootstrapping procedure is that it assists the SEM data analysis in a study in which the empirical data may have violated multivariate normality assumptions and the sample size is small (Ivers-Landis et al, 2011). This is because mediation analysis is based on the normal distribution assumption. In addressing the potential non-normal and sample size issues, the bootstrap analysis is applied to the analysis of direct and indirect path calculations within the mediation analysis. In this way, bootstrap analysis helps to overcome the normality assumptions that are often violated in empirical studies (Preacher & Hayes, 2008). Accordingly, the bootstrapping method is applied to test the mediation relationship proposed in the home country investigation. The specific procedures for using bootstrapping analysis in AMOS and calculating the results will be discussed in the next chapter when it is applied in the home country investigation.

4.6.10 Multiple-Group Moderation Analysis and Group Comparison

An important part of the investigation into sojourners' consumer behaviour in this thesis is the idea that their length of stay in the host country may influence the proposed relationships between values and behaviours in the two investigations. To investigate this proposition, information on sojourners' length of stay was collected. To test for the impacts of the length of stay in the host country, sojourners are divided into short- and long-term groups. In this way, the length of stay is introduced into the structural equation models as a categorical moderator. Subsequently, the strengths of the path relationships are compared between the two groups, as proposed in the hypotheses. This is also known as the multi-group moderation analysis.

When conducting a multiple-group moderation analysis, the first task is to divide the research respondents into two different groups using a relevant categorical variable (Marsh et al, 2012). In this study, sojourners are divided into short-term and long-term groups. The definition of short-term and long-term sojourners in this thesis is based on the study of Grinstein and Wathieu (2012). To conduct a study with an expatriate group of sojourners, they suggested that short-term sojourners are those who stay in the host country for up to 12 months. Meanwhile, long-term sojourners are those who stay in the host country for longer but are still residing in the country on a temporary basis. This approach was chosen for this thesis as the first year in a foreign country represents the most important transitional challenge for sojourners. Meanwhile, those who have been residing there for longer are more stable psychologically (Pitts, 2009). Through this reasoning, a dummy variable was created for each investigation whereby sojourners who have been in the host country for less than 12 months are assigned to the short-term group. The remaining sojourners are then assigned to the long-term group.

To test for differences between the two sojourner groups, two models are specified in AMOS. The first is the full model, in which all the parameters are allowed to vary freely based on the observed data. In this way, they are similar to the main structural model. The second model is the reduced model, in which certain parameters are constrained

to be equal across the two groups. Based on its characteristic of being specified as a subset model in which only some of the full model's parameters are freely estimated, the reduced model is also known as a nested model (Hoyle, 2012).

The reduced and the full model are compared using a chi-square difference test (Joreskog, 1971). That is, both the full and the reduced models are estimated in a similar way to the structural model analysis. Using chi-square values, the two models' fit statistics are then compared. If there is no statistical difference in the change of the chi-square (at the $p < .05$ level) between the full and the reduced model, it is suggested that the groups being compared in a study are invariant. Specifically, it means that the act of constraining the parameters for both groups to be equal does not significantly worsen the model's fit statistics (Byrne, 2009). Thus, it can be concluded that there is no difference between the full and the reduced model. In contrast, a significant change in the chi-square value suggests that the reduced model's fit statistics significantly worsen when compared with the model in which the path is allowed to vary. In this case, it is argued that there is a significant difference between the groups in the constrained path. This finding gives rise to further analysis and interpretations of the path difference between the groups.

To investigate whether there is a significant path difference between the short-term and the long-term sojourner group, this thesis implemented the multiple-group comparison procedure that is recommended in the SEM literature (Byrne, 2004; Byrne, 2008; Milfont & Fischer, 2010). The first part involves checking whether the measurement items are invariant across groups. This part aims to test whether the questionnaire items are understood in the same way across the groups being studied. Guenole and Brown (2014) argued that this is an important test because any difference in the understanding of measurement items can have an impact on the study's results, because the difference in a specific indicator suggests that a variation is caused by the item rather than by the construct. Thus, if the measurement items are invariant across groups, the multiple-group comparison test can be conducted on the regression paths.

The assessment of differences in structural paths across groups represents an important part of hypothesis testing in this thesis. To test for these differences, a latent variable approach of multiple-group moderation analysis is used (Bollen, 1989; Marsh et al, 2012). Through this method, a hypothesised structural path being studied is specified as invariant in the reduced model. As such, it creates a model with an explicit assumption that the path's regression coefficient is equal across groups. The reduced model is then statistically compared with the full model using the chi-square difference test. If the reduced model's chi-square statistic significantly worsens (shown by an increase in the chi-square value), it is accepted that there is a significant moderation effect, as the relationship being studied is not identical across groups. In the context of this thesis, a significant chi-square difference between the short- and the long-term sojourner group on a given path has important implications for both theoretical development and practical marketing applications.

4.7 Chapter Summary

The methodological approach adopted in this thesis was evaluated in this chapter. Through a tree stump metaphor, this chapter explained the methodological choices that shaped the data analysis in testing the proposed hypotheses. The chapter began by examining the underlying philosophical assumptions, the inner core of this chapter. Based on the research problem and questions established in the introductory chapter, scientific realism ontology and positivism epistemology were accepted as the philosophical foundations that govern the nature of reality and knowledge in this thesis. That is, the aim of studying sojourners' consumer behaviour relies on the ontological assumption that psychological values are real and that they can be studied empirically.

In the light of the philosophical considerations, it was argued that the consumer behaviour of sojourners can be examined effectively using scientific methods. Accordingly, the quantitative methodology was chosen based on the use of an online survey questionnaire. As the investigations in this thesis differ markedly in their goals of capturing sojourners' home and host country-related values and their consumer

behaviour, two separate investigations are conducted to study the proposed relationships. In this chapter, the concepts of the two investigations were operationally defined as measurable constructs, the measurement scales were chosen and the adaptations made to the scale items were explained. Following the pilot-testing stage, empirical data were collected from sojourners.

Having collected the empirical data in both investigations, SEM analysis will be carried out. The data analysis will be conducted using a combination of SPSS and AMOS software to test the predeveloped hypotheses. The steps that will be used to test the structural equation models and the hypotheses were outlined in this chapter. The next chapter applies these procedures to analyse the empirical data from the two data collections.

5. Data Analysis

5.1 Introduction

This chapter presents an analysis of the data collected using online questionnaires. Raw data were initially obtained in a format that is understood by the SPSS software. The raw data were then inspected to ensure that all the scale items are assigned the correct measurement level. After checking for missing data and unengaged responses, the empirical data were then loaded into the AMOS SEM software. Through the use of SPSS and AMOS, various hypotheses on the influence of sojourners' home and host country on their consumer behaviour are addressed in this chapter.

The data analysis chapter is divided into two investigations. The first investigation concerns the influence of sojourners' home country on their buying intention towards products from home. The second investigation then examines the influence of host country-related values and the origin recognition accuracy of the host country's brands. The data analysis approach follows the steps discussed in the methodology chapter. First, a measurement model is specified and inspected to check for the veracity of the indicators and constructs being studied. Given that SEM relies on the assumption of multivariate normality, the normality structure of the data is analysed. The potential influence of common method variance is also assessed.

Once the data have inspected, the measurement model is established. The acceptability of the model is analysed using the goodness-of-fit statistics. The composite reliability and convergent validity of the measurement scales used in the investigation are then assessed. Once a statistically valid measurement model has been achieved, the attention turns to the assessment of the structural model. Having specified the structural model and satisfied the goodness-of-fit criteria, the hypotheses proposed in the theoretical stage are tested. Post hoc analyses are also conducted to examine the potential impacts of sojourners' demographics as well as the specific origin characteristics of brands in the host country investigation.

5.2 Home Country and Sojourner Consumer Behaviour

In the home country investigation, it is proposed that sojourners' psychological values can explain their buying intention towards products coming from their home country as imports. As previously established, specific product categories are used, as the strength of the relationships between nostalgia, ethnocentrism and buying intention is likely to differ based on the product types being studied. As a result, two separate structural equation models are specified for clothing (HOMEC) and food (HOMEF) products. For each model, nostalgia and ethnocentrism are introduced as the antecedents of sojourner consumer behaviour. Buying intention towards a specific product category from home country is then specified as a dependent variable.

5.2.1 Measurement Models

Figures 5.1 and 5.2 illustrate the clothing (HOMEC) and food (HOMEF) measurement models, respectively. Each model is specified as a confirmatory factor analysis framework based on the principle that the indicators of each latent construct should only reflect its underlying factor and not the others (Byrne, 2009). Based on this argument, the process of measurement model specification deliberately restricts indicators to having zero parameter loadings on other constructs.

In each of the two models, five indicators represent nostalgia engagement. Ethnocentrism is reflected through four unique indicators. Buying intention is measured as a five-item construct. Each indicator is accompanied by its error variance, which captures the difference between the true score of the underlying construct and the measurement error. As error variances cannot be observed directly, they are depicted using a circular shape that is similar to the one that represents the latent variables. To assist the model identification process, a constraint is imposed on one loading in each construct to equal 1.0. This is a common practice in structural equation modelling, as it helps to overcome the issue of model underidentification arising when there are more unknown than known parameters (Byrne, 2009). In the measurement model specification, latent constructs are allowed to interrelate freely among

themselves, as the main interest in this model is the relationship between the indicators and their underlying construct. Therefore, bidirectional arrows are used to designate a correlational relationship between the latent constructs.

Figure 5.1 HOMEC Measurement Model

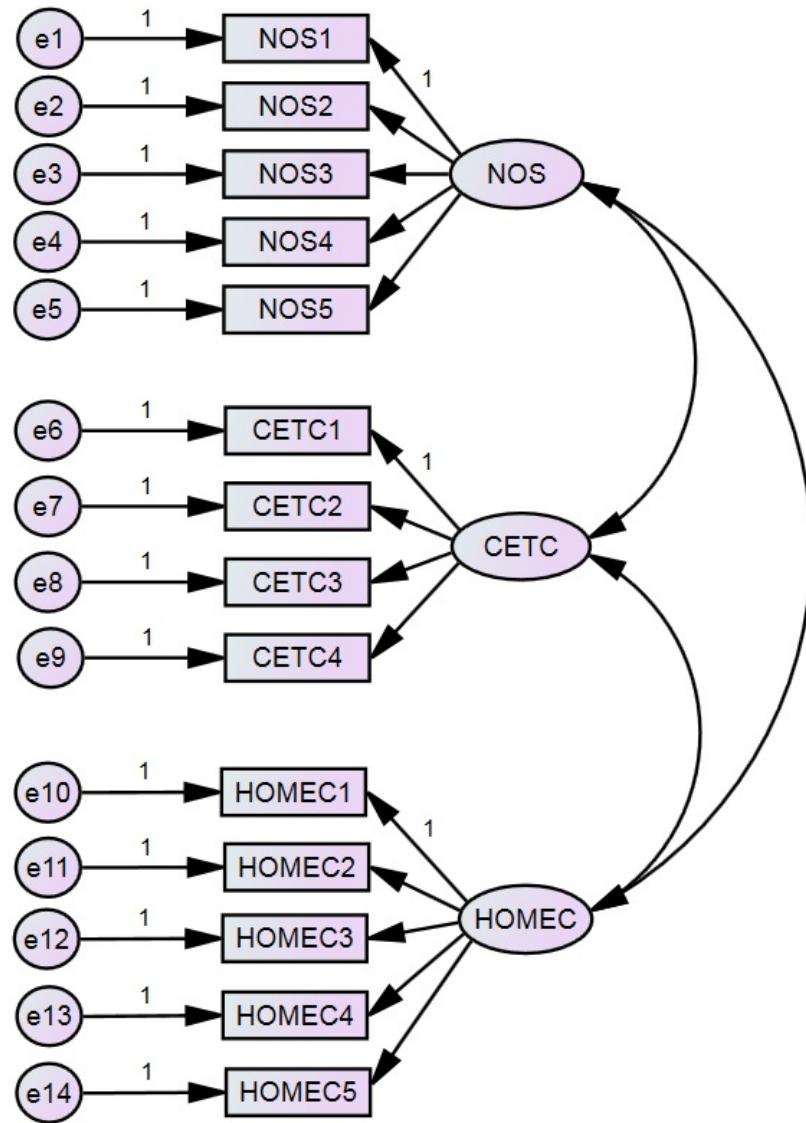
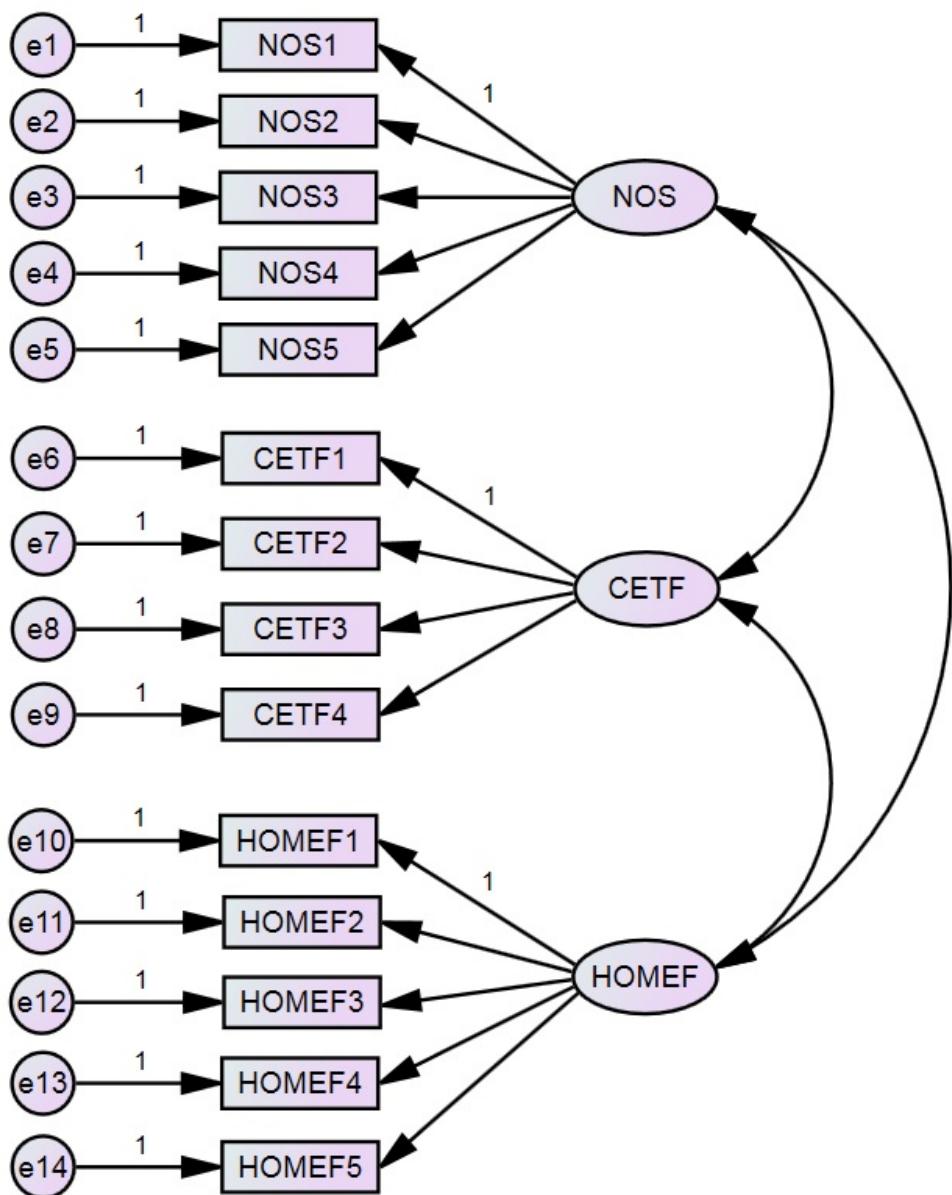


Figure 5.2 HOMEF Measurement Model



5.2.1.1 Multivariate normality and outliers

Prior to carrying out a measurement model analysis, the normality structure of the data from the questionnaire needs to be examined. This is an important prerequisite for the model estimation process, because SEM, particularly with the use of maximum likelihood estimation, relies on the assumption that the data are multivariate normal (Martínez-López et al, 2013). Therefore, the normality structure of the data collected for the home country investigation is examined in the following paragraphs.

To conduct a multivariate normality test, this thesis follows the procedure set out by Byrne (2009). In the first instance, data from the home country investigation are loaded into AMOS, as the software provides a facility for testing the normality structure. To carry out the normality test, respective HOMEC and HOMEF models are specified based on the measurement models illustrated in figures 5.1 and 5.2. The results from this process are sequentially presented in tables 5.1 and 5.2 for the HOMEC and HOMEF models.

Table 5.1 Summary of the Normality Characteristics of the HOMEC Model

Variable	Min.	Max.	Skew.	C.R.	Kurtosis	C.R.
HOMEC1	1.000	7.000	.807	4.334	-.373	-1.002
HOMEC2	1.000	7.000	.825	4.428	-.294	-.789
HOMEC3	1.000	7.000	.699	3.755	-.526	-1.412
HOMEC4	1.000	7.000	.920	4.941	.298	.800
HOMEC5	1.000	7.000	.960	5.153	.003	.008
CETC1	1.000	7.000	1.028	5.522	.300	.806
CETC2	1.000	7.000	1.018	5.464	.288	.774
CETC3	1.000	7.000	.349	1.872	-1.118	-3.002
CETC4	1.000	7.000	.516	2.769	-.686	-1.841
NOS1	1.000	7.000	-.044	-.235	-.263	-.706
NOS2	1.000	7.000	.115	.618	-.706	-1.896
NOS3	1.000	7.000	.004	.021	-.353	-.947
NOS4	1.000	7.000	-.016	-.084	-.855	-2.296
NOS5	1.000	7.000	.440	2.361	-.338	-.908
Multivariate					68.345	21.235

Table 5.2 Summary of the Normality Characteristics of the HOMEF model

Variable	Min.	Max.	Skew.	C.R.	Kurtosis	C.R.
NOS1	1.000	7.000	-.044	-.235	-.263	-.706
NOS2	1.000	7.000	.115	.618	-.706	-1.896
NOS3	1.000	7.000	.004	.021	-.353	-.947
NOS4	1.000	7.000	-.016	-.084	-.855	-2.296
NOS5	1.000	7.000	.440	2.361	-.338	-.908
CETF1	1.000	7.000	.753	4.041	-.333	-.895
CETF2	1.000	7.000	.723	3.885	-.272	-.730
CETF3	1.000	7.000	-.140	-.751	-1.178	-3.163
CETF4	1.000	7.000	.352	1.888	-.881	-2.366
HOMEF1	1.000	7.000	-.351	-1.887	-.978	-2.626
HOMEF2	1.000	7.000	-.534	-2.866	-.711	-1.908
HOMEF3	1.000	7.000	.259	1.391	-.871	-2.337
HOMEF4	1.000	7.000	.176	.947	-1.116	-2.996
HOMEF5	1.000	7.000	.154	.828	-1.190	-3.195
Multivariate				45.471	14.128	

According to DeCarlo (1997), the first step in assessing multivariate normality is to assess the univariate normality characteristic of each indicator. In tables 5.1 and 5.2, the univariate normality within the HOMEC and HOMEF models is inspected using the kurtosis column. Kurtosis is an important statistic in detecting departure from normality, as a high kurtosis value suggests that the majority of the respondents select similar responses, which may bias the interpretations (Byrne, 2009). According to West et al (1995), a kurtosis value higher than 7 (or -7) suggests that the data are non-normally distributed. In contrast, a value close to zero indicates that the data are univariate normal. Applying the criterion by West et al, the empirical data in the current investigation are accepted as univariate normal.

Multivariate normality is then assessed using the critical ratio (C.R.) value in the last row and column of tables 5.1 and 5.2. In AMOS, multivariate normality is calculated

using Mardia's normalised measurement of multivariate kurtosis (Byrne, 2009). While there is no consensus in the literature on what the cut-off point should be, Bentler's (2005) suggestion of 5.00 is often adopted in the assessment of multivariate normality (Byrne, 2009). Using this standard, the HOMEC (21.235) and HOMEF (14.128) models both show large violations of multivariate normality, an assumption that is required for the maximum likelihood estimation procedure.

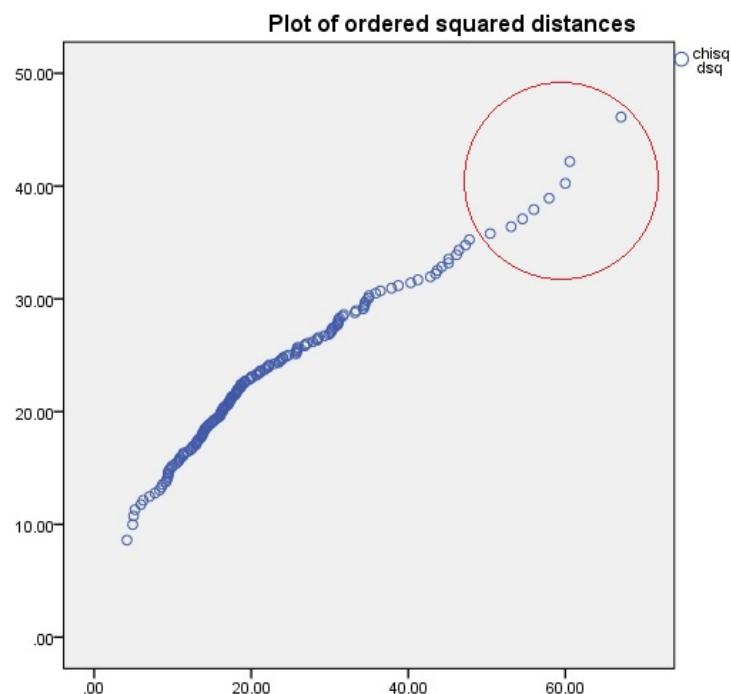
To remedy the situation above, a normality test SPSS macro developed by Daryanto (2015) is used to examine the multivariate normality structure of the data in the home country investigation. This macro builds on DeCarlo's (1997) argument that the departure from multivariate normality can be determined through an assessment of the squared Mahalanobis distance of individual sample cases. This method involves making a comparison of each sample case's overall indicator score with the mean value of the rest of the sample. When the statistical distance between a sample case and the centroid (mean value) is large, it is said that the case represents a multivariate outlier (Byrne, 2009). By removing the outliers, the model's multivariate normality characteristic is improved, as the empirical data are less influenced by the extreme scores. Daryanto's (2015) macro facilitates this process by revealing the 10 cases with the largest distance from the sample's centroid.

To ensure the comparability of the samples in the 2 models, all the indicators from both the HOMEC and the HOMEF model are assessed simultaneously in the macro. This is because the goal of the home country investigation in this thesis is to compare the influence of psychological values on sojourners' buying intentions towards different product categories. Thus, it is crucial that the same sample cases are retained across the 2 models. Table 5.3 and figure 5.3 summarise the results of the Mahalanobis distance calculations. Using the results from Daryanto's (2015) macro, 8 cases (highlighted with a red circle in figure 5.3) are determined to be multivariate outliers. Subsequently, the 8 cases with the largest Mahalanobis distance in table 5.3 are removed prior to conducting a further analysis. The removal of the outliers results in a final sample size of 165 in the home country investigation.

Table 5.3 Ten Sample Cases with the Largest Mahalanobis Distance

Rank	Case	Mahalanobis Distance Squared (D^2)
1	126	67.10
2	149	60.57
3	142	60.00
4	108	57.95
5	101	56.00
6	128	54.55
7	114	53.11
8	7	50.44
9	4	47.79
10	8	47.28

Figure 5.3 Graphical Representation of Cases' Mahalanobis Distance



The removal of multivariate outliers improves the multivariate normal characteristic of the data. However, the reassessment of both the HOMEC and the HOMEF model indicates that the data are still considered to be multivariate non-normal.

Nevertheless, the removal of outliers results in drastic improvements for both the HOMEC (21.235 to 13.607) and the HOMEF (14.128 to 9.344) model, in which the violation of multivariate normality becomes considerably less severe. Although it has been said that multivariate normality in the data structure is ultimately preferable, the maximum likelihood estimation procedure has been shown to be robust with multivariate non-normal data (Bagozzi & Yi, 2012). Given that the empirical data in this investigation demonstrate a univariate normality characteristic, as well as an improved multivariate normality characteristic, this thesis thus follows the advice of Iacobucci (2010:p.95) to “stick to” the use of maximum likelihood as an estimation procedure.

5.2.1.2 Checking for common method variance

Another important consideration prior to conducting the data analysis is to check for a possible influence of common method variance. In a survey-based study, common method variance represents a potential threat to a study’s validity due to the use of similar measurement scale formats (Bagozzi & Yi, 2012). Podsakoff et al (2003) explained that the presence of common method variance can lead to a systematic measurement error when constructs’ variances are influenced by a research method instead of an actual variation that is captured by the indicators. Thus, when a bias created by the use of a common method is present, the validity of a study’s results is threatened.

In the current investigation, the potential threat of the common method variance is first considered during the questionnaire design stage. Following the approach used by the marketing literature (e.g. Riefler et al, 2012; Guo, 2013), predictor and outcome variables are assigned to different parts of the questionnaire. The use of an online questionnaire survey in this thesis facilitates this process, whereby measurement scales belonging to different constructs are assigned to different web pages. In this way, the respondents are presented with only one construct at a time, reducing the chance of them being influenced by a common method that captures different

variables. Further, the respondents are assured of anonymity to reduce the potential threat of social desirability bias that may influence the results (Bagozzi et al, 1991).

The potential threat of common method bias is also considered during the analytical stage. According to Podsakoff et al (2003), numerous statistical procedures are available for checking common method variance. The main difference between these methods, it has been argued, is based on the way in which they are implemented in a study. In the context of this thesis, a single-factor approach, developed by Mossholder et al (1998), is used. The usage of the single-factor approach is analogous to the procedure of measurement model specification and identification in SEM. Specifically, this approach involves specifying a latent construct on which all the indicators are loaded. The threat of common method variance is then assessed using goodness-of-fit statistics. Thus, if common method variance is present, the observed data should fit well with the newly created latent factor. On the contrary, very poor fit statistics would suggest that common method variance does not influence data variations.

The single-factor approach is adopted in this thesis for two important reasons. Firstly, this method of checking for common method variance has been accepted as a more sophisticated test than the commonly adopted Harman's single-factor method, which is based on exploratory factor analysis (Podsakoff et al, 2003). Second, the single-factor approach is also increasingly being used in the marketing literature that employs SEM (e.g. Chaudhuri & Ligas, 2009; Murray et al, 2011; Sichtmann & Diamantopoulos, 2013). Based on these considerations, the single-factor approach is used to check for a possible threat of common method variance in the empirical data.

In the home country investigation, separate checks for common method variance are conducted for the HOMEC and HOMEF models. For the HOMEC model, the goodness-of-fit indices suggest that the observed indicators fit the single-factor model very poorly ($\chi^2_{(77)} = 1280.208$, $\chi^2/d.f. = 16.626$, RMSEA = .309, CFI = .524, TLI = .438 and SRMR = 0.215). Similar results are obtained for the HOMEF model, for which the fit indices indicate a very poor fit between the data and the single-factor model ($\chi^2_{(77)} = 1127.238$, $\chi^2/d.f. = 14.639$, RMSEA = .288, CFI = .501, TLI = .410 and SRMR = 0.220).

Thus, it is concluded that common method variance does not threaten the validity of the data used in this investigation.

5.2.1.3 HOMEC measurement model estimation

The first step in testing how well the observed data fit the proposed measurement model is to calculate an estimation of the HOMEC model. Recall that the estimation process in this thesis is based on the maximum likelihood procedure. Thus, the goal of this process is to yield parameter values in which the difference between the observed data and the theoretical model is minimal (Byrne, 2009). To evaluate how well the specified model fits the observed data, the goodness-of-fit statistics proposed in section 4.6.7 are used to assess the measurement model.

The HOMEC model is estimated based on the model proposed in figure 5.1. The estimation of the model yields an overall χ^2 of 178.631 with 74 degrees of freedom and a probability value of $p < .000$. Although a non-significant chi-square value would suggest an optimal model fit, this value has been noted to be very sensitive to the issue of sample size (as discussed in section 4.6.7). Thus, the chi-square value is evaluated alongside other indices to establish the goodness-of-fit characteristic (Sharma et al, 2005). For the HOMEC model, AMOS indicates that all the parameters specified in the model are successfully estimated with the message “Minimum was achieved”. However, the initial fitting process yields a relatively poor result ($\chi^2_{(74)} = 178.631$, $\chi^2/d.f. = 2.414$, RMSEA = .093, CFI = .959, TLI = .949 and SRMR = 0.046). Therefore, a modification to the measurement model is needed. To achieve this, the modification indices in the AMOS software are inspected. Table 5.4 reveals possible modifications.

The modification indices in table 5.4 show correlation values between variables that were not specified in the model. As discussed, unspecified relationships in measurement and structural models are assumed to have zero loadings. Modification indices flag up correlations that are discovered in the observed data but are not specified in the model. Thus, the indices allow modifications to be made to the model that improve the model’s fit with the observed data. However, as cautioned in section

4.6.8, any modifications made at this stage must be theoretically justifiable. As shown by the indices, the correlation between e8 and e9 is substantially larger than that of the other values (47.222). These two items are the error variances of indicators CETC3 and CETC4, which measure sojourners' level of ethnocentrism towards clothing products. As the two indicators measure the same variance caused by the ethnocentrism value, it is not surprising that the error variances are strongly correlated in capturing what they are not designed to capture. As a result, the two error variances are allowed to covary, as they represent a within-construct modification that is allowable in the modification of a structural equation model.

Table 5.4 Modification Indices for the HOMEC Measurement Model

			Modification Index
e12	<-->	NOS	4.114
e12	<-->	e11	4.476
e14	<-->	CETC	4.984
e14	<-->	e11	8.037
e14	<-->	e13	5.012
e7	<-->	NOS	4.292
e8	<-->	e7	7.025
e9	<-->	e8	47.222
e2	<-->	e9	4.414
e2	<-->	e1	9.761
e3	<-->	HOMEC	4.202
e4	<-->	e9	4.878
e5	<-->	HOMEC	6.293
e5	<-->	e2	8.468
e5	<-->	e4	10.483

Once the two error variances (e8 and e9) in the HOMEC measurement model have been allowed to covary, the fit statistics show substantial improvements. The

estimation process indicates that the hypothesised model yields a satisfactory fit with the observed data ($\chi^2_{(73)} = 125.497$, $\chi^2/\text{d.f.} = 1.719$, RMSEA = .066, CFI = .979, TLI = .974 and SRMR = 0.041). Consequently, this model is accepted for the structural model analysis.

To check the discriminant validity of the HOMEC model, the composite reliability and average variance extracted statistics are calculated for each construct. Composite reliability, the extent to which indicators converge in a particular construct, is calculated using the following formula (Diamantopoulos & Siguaw, 2000):

$$\rho_c = (\sum \lambda^2) / [(\sum \lambda^2) + \sum (\theta)]$$

where ρ_c = composite reliability, λ = indicator loading, θ = indicator error variance and \sum = summation of a latent variable's indicators.

The average variance extracted, the amount of variance captured by the construct, is calculated using the following formula (Diamantopoulos & Siguaw, 2000):

$$\rho_v = (\sum \lambda^2) / [\sum \lambda^2 + \sum (\theta)]$$

where ρ_v = average variance extracted, λ = indicator loadings, θ = indicator error variances and \sum = summation of a latent variable's indicators.

Table 5.5 outlines the findings of the composite reliability and average variance extracted calculations. The results from this table indicate that each construct in the HOMEC measurement model is above the recommended thresholds of 0.7 for composite reliability and 0.5 for average variance extracted (Fornell & Larcker, 1981; Bagozzi & Yi, 2012). Furthermore, the square root value of average variance extracted for each construct exceeds its correlation with other latent constructs. This result indicates that each latent construct in the model shares more variance with its indicators than with other constructs. Therefore, it can be concluded with confidence that the constructs within the HOMEC model demonstrate discriminant validity. The

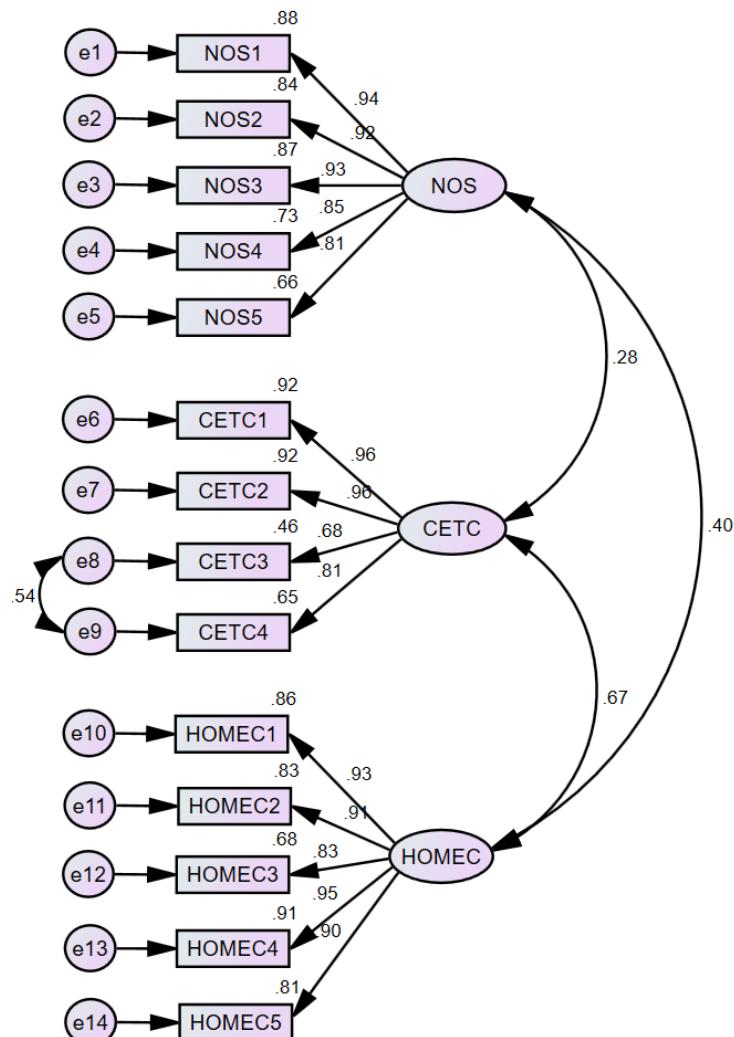
final measurement model of HOMEC is illustrated in figure 5.4, in which standardised loadings are illustrated between the indicators and their latent construct.

Table 5.5 Composite Reliability (CR) and Average Variance Extracted (AVE) for the HOMEC Model

	CR	AVE	NOS	CETC	HOMEC
NOS	0.951	0.796	0.892		
CETC	0.917	0.738	0.284	0.859	
HOMEC	0.957	0.817	0.400	0.666	0.904

Note: The square root of AVE is highlighted.

Figure 5.4 Final HOMEC Measurement Model with Standardised Estimations



5.2.1.4 HOMEF measurement model estimation

The estimation process of the HOMEF (food) model follows a similar procedure to that used in evaluating the HOMEC model. The initial model estimation reveals that the model's minimum is achieved with all the specified parameters estimated. A chi-square value of 237.544, with 74 degrees of freedom and a p-value of .000, is obtained. However, the initial fitting of the HOMEF model yields very poor fit statistics ($\chi^2_{(74)} = 237.544$, $\chi^2/d.f. = 3.210$, RMSEA = .116, CFI = .922, TLI = .904 and SRMR = 0.076). Therefore, further modifications to the measurement model are required.

Table 5.6 Modification Indices for the HOMEF Measurement Model

		Modification Index
e12	<-->	CETF
e10	<-->	CETF
e11	<-->	CETF
e11	<-->	e10
e6	<-->	e12
e6	<-->	e11
e8	<-->	HOMEF
e8	<-->	e12
e8	<-->	e7
e9	<-->	e8
e1	<-->	e6
e2	<-->	e14
e2	<-->	e1
e5	<-->	HOMEF
e5	<-->	e10
e5	<-->	e14
e5	<-->	e2
e5	<-->	e4

The modification indices in table 5.6 suggest that there are several amendments that can be made to improve the model. Accordingly, three changes are made to the model. First, the error variances of e8 of CETF3 and e9 of CETF4 (38.332) are allowed to covary, as they reside within the same construct (CETF). Secondly, e10 and e11 (35.541) of HOMEF1 and HOMEF2 are allowed to covary within the HOMEF construct. More worryingly, table 5.6 also indicates that there is a strong correlation between the error variance e12 of HOMEF3 and the overall construct of CETF (23.912). It is not possible to allow these two entities to covary as they come from different concepts. Therefore, the indicator HOMEF3 is removed from the model, as indicators should only correlate strongly with their own construct.

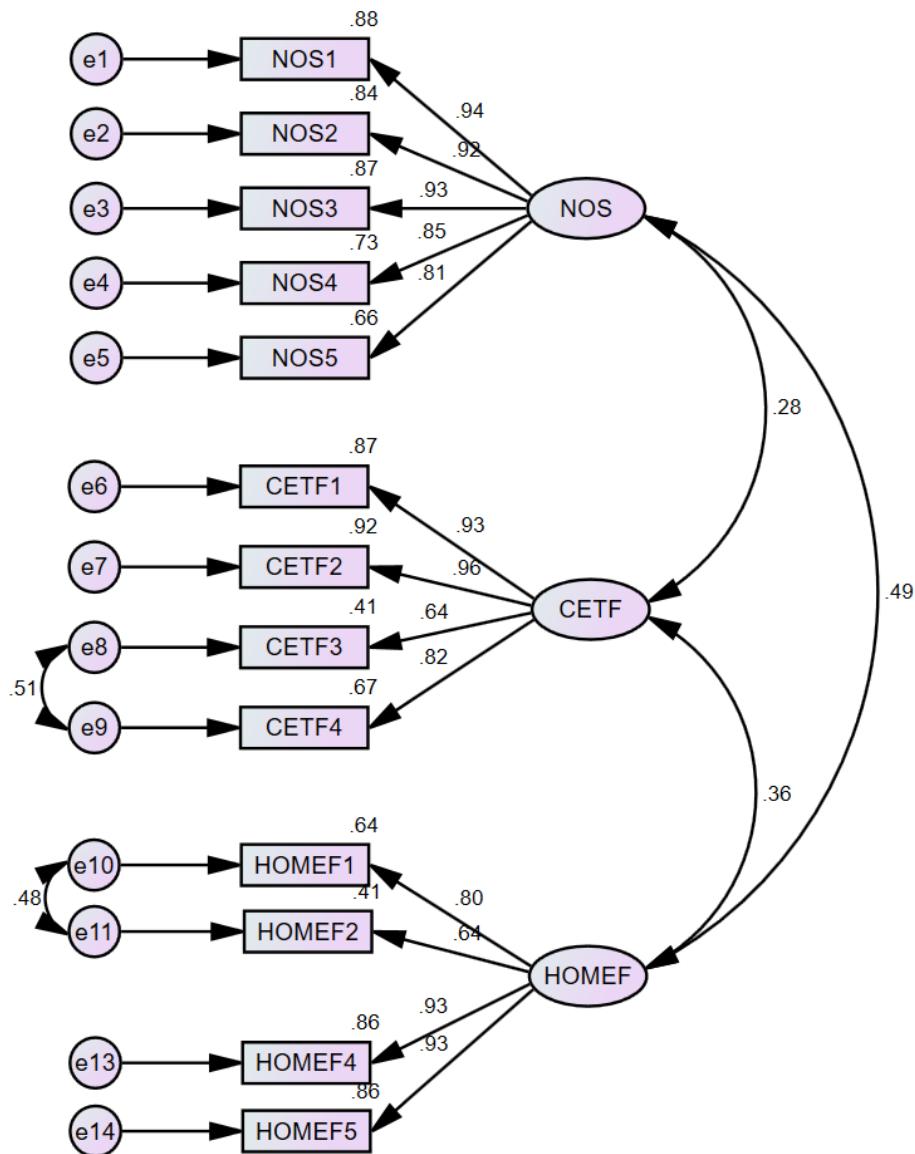
Through the modifications, the resultant model demonstrates an improvement in the goodness-of-fit statistics that indicates a reasonable fit between the theoretical model and the observed data ($\chi^2_{(60)} = 115.889$, $\chi^2/\text{d.f.} = 1.931$, RMSEA = .075, CFI = .972, TLI = .964 and SRMR = 0.056). As such, this model is accepted for further analysis. In assessing the constructs in the HOMEF model, table 5.7 shows that the composite reliability and discriminant validity of the constructs in this investigation are higher than the recommended threshold. Additionally, the square root value of average variance extracted for each construct exceeds its correlation with other latent constructs. Through this finding, the constructs in the HOMEF model are concluded to indicate discriminant validity. The final measurement model for HOMEF is shown in figure 5.5, with its standardised loadings between the indicators and their underlying construct.

Table 5.7 Composite Reliability (CR) and Average Variance Extracted (AVE) for the HOMEF Model

	CR	AVE	NOS	HOMEF	CETF
NOS	0.951	0.796	0.892		
HOMEF	0.898	0.692	0.491	0.832	
CETF	0.908	0.716	0.280	0.356	0.846

Note: The square root of AVE is highlighted.

Figure 5.5 Final HOMEF Measurement Model with Standardised Estimations



5.2.2 Structural Models

The structural models for HOMEC and HOMEF are illustrated in figure 5.6 and figure 5.7, respectively. In the structural stage of the structural equation modelling process, the main focus is placed on the directional paths that represent linkages between latent constructs. As shown in figures 5.6 and 5.7, the structural models for clothing and food products are specified in a similar manner to the theoretical research model in chapter three that depicted the proposed hypotheses. To this end, the estimation of the structural models allows various hypotheses to be tested empirically.

For each of the structural models, the specified paths between latent constructs are estimated using the regression coefficients that indicate statistical relationships. The structural paths are also accompanied by an error variance, also known as a disturbance, which captures the unexplained variance within latent relationships.

Figure 5.6 HOMEC Structural Model

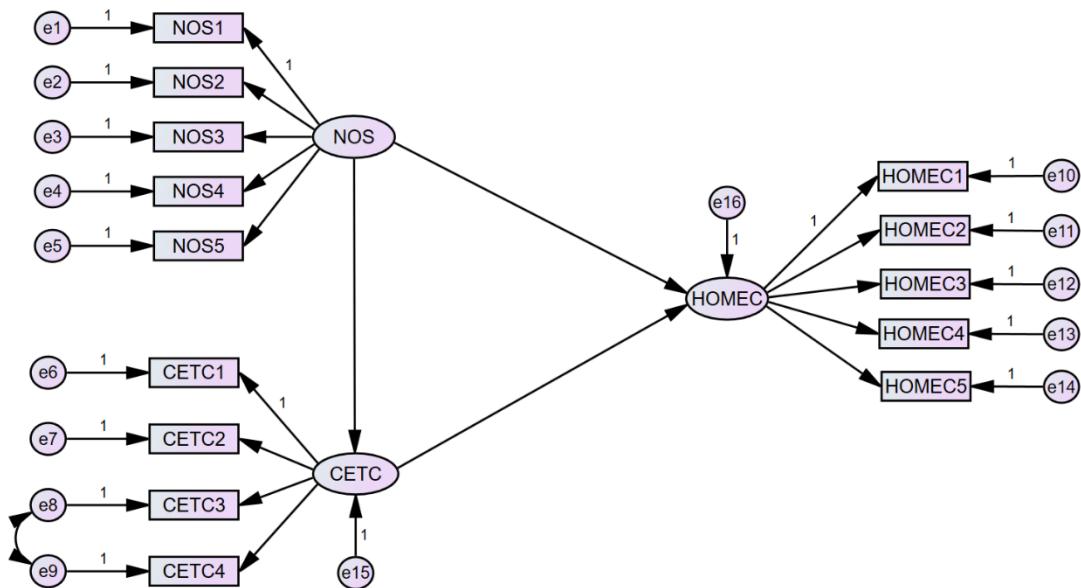
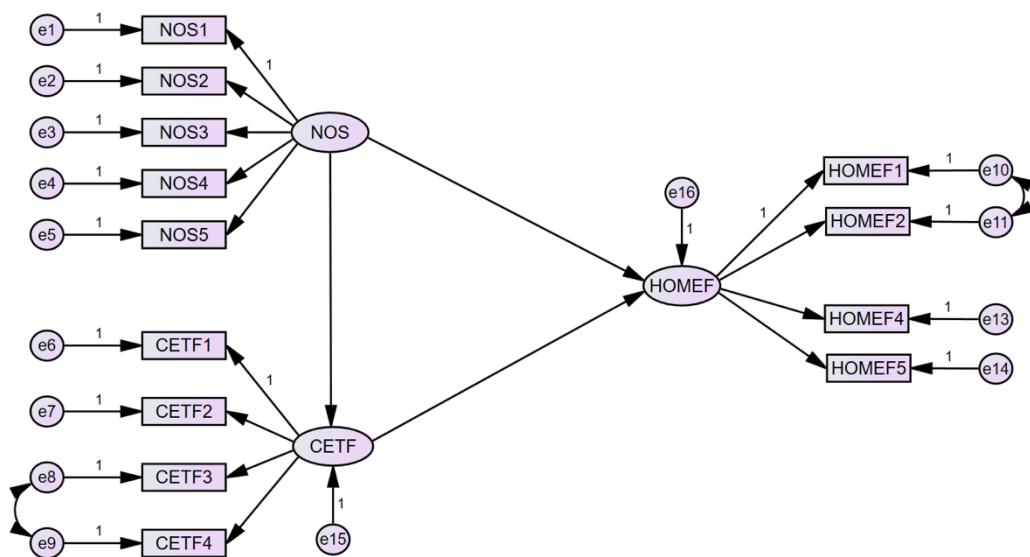


Figure 5.7 HOMEF Structural Model



5.2.2.1 HOMEC structural model

The HOMEC structural model is estimated first using the maximum likelihood procedure in AMOS. This process yields a satisfactory fit between the data and the model ($\chi^2_{(73)} = 125.497$, $\chi^2/d.f. = 1.719$, RMSEA = .066, CFI = .979, TLI = .974 and SRMR = 0.041). Therefore, the HOMEC model is accepted without further modifications. The final HOMEC model with standardised parameters and loadings is shown in figure 5.8.

5.2.2.2 HOMEF structural model

The HOMEF structural model is estimated in a similar way to the HOMEC model. The estimation shows that the model yields an acceptable fit with the data ($\chi^2_{(60)} = 115.889$, $\chi^2/d.f. = 1.931$, RMSEA = .075, CFI = .972, TLI = .964 and SRMR = 0.056). As a result, this model will be used for hypothesis testing without any further modifications. The final HOMEF model with parameter estimations and loadings is shown in figure 5.9.

Figure 5.8 HOMEC Structural Model with Standardised Estimations

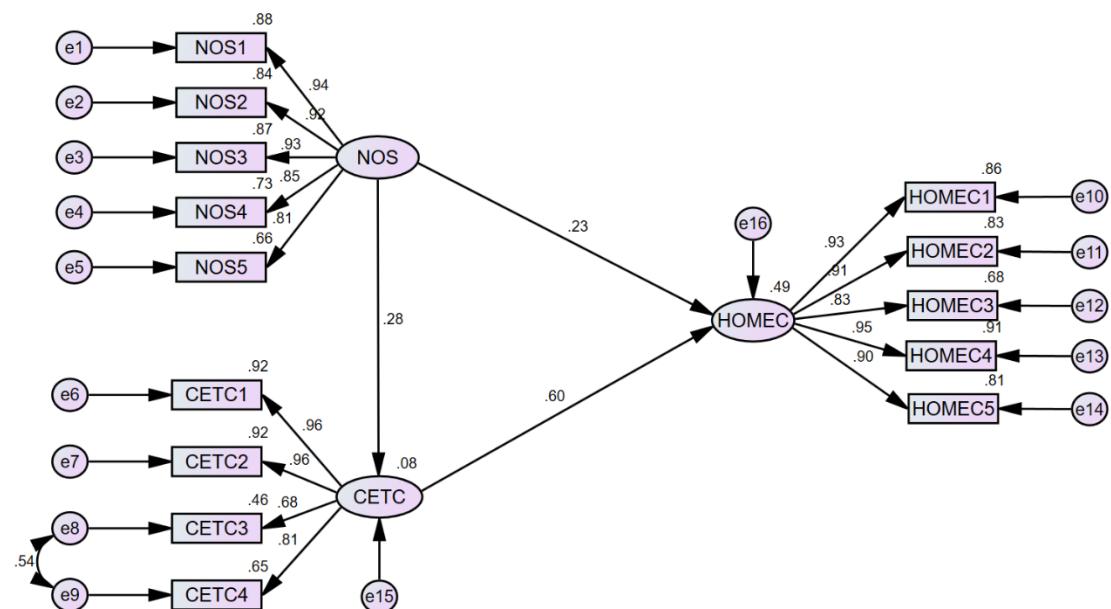
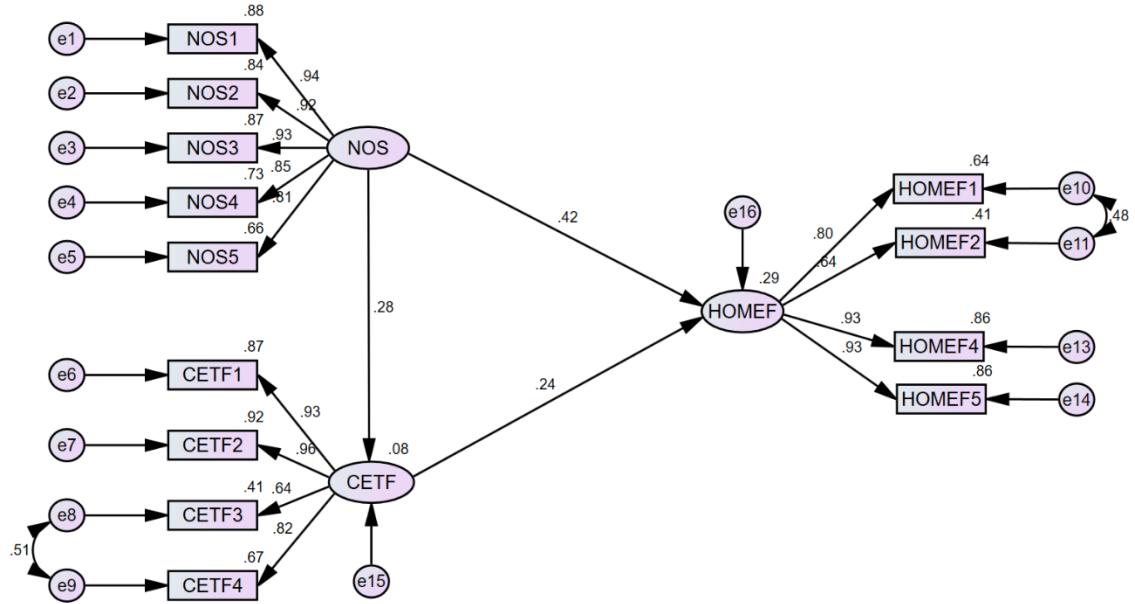


Figure 5.9 HOMEF Structural Model with Standardised Estimations



5.2.2.3 Inspection of the residual covariance matrix

One way in which the quality of the proposed structural models can be examined is to inspect the residual covariance matrix (Byrne, 2009). The residual covariance matrix captures any discrepancy between the observed data and the implied model. To achieve this, a residual value is calculated in AMOS for each pair of indicators, which indicates the magnitude of potential misfits between the observed data and the model. A pair with a value greater than 2.58 is considered to be a potential problem (Jöreskog & Sörbom, 1993). In the home country investigation, there is no residual value greater than 2.58 for both the HOMEC and the HOMEF model (see Appendix F). Therefore, the potential misfit of data within the proposed models is not a concern.

5.2.3 Hypothesis Testing

The hypothesis testing in this thesis is conducted in two sequential parts. The first part is the main model, in which the aim is to establish statistical relationships between sojourners' values and their buying intention. To achieve this objective, all sojourners (short- and long-term) are assessed together in the main model. The estimation of the main model will be used to test hypotheses H1, H2 and H3 for clothing and food

products. Once the relational paths have been established, the second part will divide sojourners into short- and long-term groups to test for the moderating role of the length of stay in the host country. This procedure intends to test the relationships proposed in hypotheses H4, H5 and H6. As the HOMEC and HOMEF models are specified in similar manners, equivalent paths are tested simultaneously before each hypothesis is either accepted or rejected.

5.2.3.1 H1: There is a positive relationship between sojourners' nostalgia engagement and their buying intention towards products from their home country.

The first hypothesis concerns the direct effect of sojourners' nostalgia engagement on their buying intention towards products from their home country. This relationship is based on the idea that an increase in sojourners' nostalgia engagement of treasured memories from home will result in a similar increase in their buying intention towards products from home that they recall in their memories. As such, a positive statistical relationship between the two constructs is expected.

To test hypothesis H1 in the HOMEC model, a regression path is specified between NOS and HOMEC. The standardised coefficient value from the estimation process indicates a unit of change in buying intention given a unit of change in nostalgia. For this relationship, a standardised regression coefficient of .230 (S.E. = .075, C.R. = 3.634) is obtained. This finding suggests that, for every unit of change in nostalgia engagement, there is a change of .230 in the subsequent buying intention. This relationship is found to be highly significant at the $p < .001$ level. Thus, hypothesis H1 is strongly supported in the clothing product category. A similar procedure is then applied to the HOMEF model. The test yields a coefficient of .425 with a highly significant value of $p < .001$ (S.E. = .088, C.R. = 5.390). Through these findings, H1 is accepted for both models. The confirmation of H1 highlights the importance of nostalgia as a psychological value that influences sojourner consumer behaviour.

5.2.3.2 H2: There is a positive relationship between sojourners' level of ethnocentrism and their purchase intention towards products from their home country.

The second hypothesis suggests that sojourners' ethnocentrism also explains their intention to buy products from their home as imports. In explaining this relationship, it is argued that sojourners' experience in the host country can evoke their ethnocentric sentiment towards ingroup members in their home country. As a consequence, ethnocentric sojourners are likely to reconnect with and demonstrate their symbolic support for ingroup members by buying products from home due to the perception that this behaviour is helpful to the home country's economy while creating employment. As such, a positive and significant relationship is expected.

In the HOMEC model, a regression path is specified between CETC and HOMEC to test the role of ethnocentrism in the buying intention towards clothing products. A regression coefficient of .600 is obtained from the model estimation process, in which it is also established that the path is highly significant at the $p < .001$ level (S.E. = 0.72, C.R. = 9.105). This finding strongly confirms hypothesis H2. In the HOMEF model, the regression coefficient between CETF and HOMEF is .237, which is significant at the $p < .01$ level (S.E. = .075, C.R. = 3.129). Although the regression coefficient is weaker for the food product category, these findings nevertheless confirm the hypothesis that the ethnocentrism value has an important influence on sojourner consumer behaviour. Consequently, hypothesis H2 is also accepted.

5.2.3.3 H3: Ethnocentrism mediates the positive relationship between sojourners' nostalgia and their buying intention towards products from their home country.

The third hypothesis in the home country investigation explores the mediating role of ethnocentrism in the relationship between nostalgia and buying intention. While it has already been established in the investigation that both constructs are directly related to sojourners' buying intention, the previous literature has shown that nostalgia engagement can also drive ethnocentric sentiment. This relationship is also expected for sojourners, as it is argued that an increase in the recollection of nostalgic memories from home can lead to a stronger sentiment towards one's own ethnic ingroup of

which significant others in the nostalgic memories are also members. Therefore, an indirect path is specified between nostalgia and buying intentions towards the home country's products through ethnocentrism in each model.

Prior to testing hypothesis H3, it is important to draw attention to the specific nature of mediation analysis. That is, an indirect effect that is estimated as a product of direct effects does not follow the normal distribution rule required for a mediation analysis (He et al, 2013). Without due care, the estimation of a sample's standard error may be imprecise and the confidence intervals misleading, rendering statistical tests of indirect effects powerless (MacKinnon et al, 2004). To avoid this pitfall, the bootstrap procedure discussed in section 4.6.9, in which subsample cases are created based on a random drawing of the original sample, is followed. These cases are then used to recalculate the standard error statistic through non-parametric approximation (Byrne, 2009). In this way, the potential bias in the results through non-normal distribution is minimised. Although there are no set numbers of subsample cases to be used in a study, the marketing literature has recommended the use of 2,000 subsamples for testing mediation (Bartikowski & Walsh, 2011; He et al, 2013). Thus, 2,000 subsamples are specified to test the indirect effect between nostalgia and buying intention.

To test for a mediation effect, this study follows the guideline provided by Preacher and Hayes (2008). They suggested that a mediation analysis should be conducted through the percentile-based confidence interval method. This procedure involves using the bootstrap-corrected standard errors to re-estimate the confidence interval in the newly created subsample. The new standard errors are calculated based on a hierarchically sorted distribution of indirect effect estimations (from low to high). Subsequently, a null hypothesis (no indirect effect) is tested by examining whether the new confidence interval contains a value of zero. If the value of zero does not fall within the new confidence interval, the indirect effect being examined is different from zero. This means that the indirect effect is significant. MacKinnon et al (2004) found this method of bootstrapping to be superior to the traditional methods of causal steps, products of coefficients and distribution of products. Thus, the bootstrap method is used.

The indirect effect between nostalgia and buying intention through ethnocentrism in the HOMEC model is tested first. The standardised estimation of the indirect effect is .171, which is significant at the $p < .01$ level (S.E. = .061). The 95% bias-corrected confidence interval reports lower bounds of .056 and upper bounds of .294. As the value of zero does not fall within this range, the hypothesis that nostalgia indirectly influences sojourners' buying intention through ethnocentrism is accepted. A similar finding is obtained in the estimation of the HOMEF model. An indirect standardised path estimation of .066 is estimated that is significant at $p < .01$ (S.E. = .034). A lower bound of .017 and an upper bound of .150 in the 95% bias-corrected confidence interval provide evidence that the zero value does not fall within this range. Therefore, the indirect effect hypothesis is supported. Based on the results of the mediation tests in the HOMEC and HOMEF models, it is thus concluded that ethnocentrism mediates the relationship between nostalgia and buying intention towards home country products. This finding supports the contention made in hypothesis H3.

5.2.3.4 Hypothesis testing in multiple-group comparison and moderation analysis

The second part of the hypothesis testing explores the moderating role of sojourners' length of stay in their intention to buy products from their home country. Although the first set of hypotheses has already established that nostalgia and ethnocentrism are indeed influential in explaining sojourners' buying intention, a question needs to be answered: do short-term and long-term sojourners behave in the same manner? To answer this question, a multiple-group moderation analysis is conducted.

The process of conducting multiple-group comparison and moderation analysis follows the sequence set out in section 4.6.10. That is, data on sojourners' length of stay were collected using an ordinal scale on which respondents reported their length of stay in the UK so far in the host country. Table 5.8 reveals the finding. To separate sojourner respondents into short- and long-term groups, a new dummy variable is created using SPSS. Short-term sojourners are assigned to one group ($N = 97$), while long-term sojourners ($N = 68$) are assigned to another group.

Table 5.8 Sojourners' Length of Stay in the UK (Home Country Investigation)

Length of Stay	Frequency	Percentage	Group
Less than 3 months	12	7.3	Short-Term Sojourners (N = 68)
Between 3 and less than 6 months	1	.6	
Between 6 and less than 9 months	11	6.7	
Between 9 and less than 12 months	73	44.2	
1 to less than 2 years	26	15.8	Long-Term Sojourners (N = 97)
2 to less than 5 years	28	17.0	
5 to less than 10 years	4	2.4	
10 years or more	10	6.1	
Total	165	100.0	

The measurement invariance test begins with the specification of the baseline model. In this model, the indicator loadings and structural paths in the main model are allowed to vary freely but with within-group restrictions (Millsap & Olivera-Aguilar, 2012). In this way, the main model is separated into two identical models for short- and long-term sojourners. In the HOMEC and HOMEF baseline models for each group of sojourners, the relationships between nostalgia engagement, ethnocentrism and the subsequent buying intention are specified as previously studied.

To test whether the measurement loadings apply equally across the short-term and long-term groups, a reduced model is specified to nest within the main model. This is achieved by putting constraints on the indicator loadings to be equivalent across the two groups. This is also known as a metric invariance model. If the measurement indicators are equivalent across groups, then it can be concluded that the difference between groups is caused by changes in the latent constructs as opposed to an individual item or some of the measurement items (Milfont & Fischer, 2010). The first procedure in the test is to assess the baseline model against the reduced model using the chi-square value as a goodness-of-fit criterion. If the change in the chi-square value is statistically significant, the indicators are said to be non-invariant. If this is the case, then a further inspection will be required. On the other hand, if the chi-square difference is non-significant, it can be concluded that specific measurement items do not cause variation in the data.

HOMEC's baseline model demonstrates a satisfactory fit with the data ($\chi^2_{(146)} = 219.749$, $\chi^2/d.f. = 1.505$, RMSEA = .056, CFI = .971, TLI = .964 and SRMR = 0.044). Compared with the metric invariance model, the chi-square fit statistic does not change substantially ($\chi^2_{(157)} = 237.424$, $\chi^2/d.f. = 1.512$, RMSEA = .056, CFI = .969, TLI = .964 and SRMR = 0.056). This is reflected in a non-significant value ($p > .05$) for which a difference of 17.675 with 11 degrees of freedom is reported. Thus, it can be concluded that there is metric invariance across the short- and long-term sojourner groups in the HOMEC model. For HOMEF, the baseline model demonstrates a very good fit with the data ($\chi^2_{(120)} = 152.326$, $\chi^2/d.f. = 1.269$, RMSEA = .041, CFI = .984, TLI = .979 and SRMR = 0.058). Meanwhile, the metric invariance model also shows a small chi-square change ($\chi^2_{(130)} = 162.437$, $\chi^2/d.f. = 1.250$, RMSEA = .039, CFI = .984, TLI = .980 and SRMR = 0.058). A chi-square difference test reveals that the difference between the two models is non-significant ($p > .05$), with 10.112 changes in the chi-square value with 10 degrees of freedom. Similar to the HOMEC model, it is therefore concluded that the HOMEF model demonstrates metric invariance across the two sojourner groups. This finding allows a moderation analysis of the structural paths to be conducted.

5.2.3.5 H4: Sojourners' length of stay in the host country moderates the relationship between nostalgia and the buying intention towards products from their home country such that the positive relationship is stronger for short-term sojourners than long-term sojourners.

Building on the evidence that the indicator loadings of the HOMEC and HOMEF models are invariant, the individual structural paths between psychological values and buying intention can now be tested in relation to whether the relationships differ across the short- and long-term sojourner groups. Hypotheses H4, H5 and H6 on the moderating role of length of stay are tested using the latent variable multi-group moderation method discussed in section 4.6.10. To recap, this method involves placing a constraint on the structural path being tested. For hypothesis H4, the relational path between nostalgia engagement and sojourners' buying intention is restricted to be equal across the two groups in the reduced model. This model is then compared with the baseline model, in which the parameters are allowed to vary freely. The chi-square test of

difference is then applied to test whether there is a significant difference ($p < .05$) between the baseline model and the constrained model. If the difference in the chi-square value is significant, it is concluded that the hypothesis of the path's difference between short- and long-term sojourners is supported.

Hypothesis H4 postulates that the relationship between sojourners' nostalgia engagement and their buying intention towards products from home will be stronger for short-term sojourners than for long-term sojourners. This contention is based on the belief that sojourners who have been in the host country for less time require more psychological support from their home country. Thus, engagement with a nostalgic memory that influences the purchase of products from home is hypothesised to provide symbolic social support. On the contrary, it is expected that long-term sojourners are less likely to require this support. Therefore, the relationship will be weaker. In the HOMEC model, a path coefficient of .350 ($p < .001$) is reported for short-term sojourners (S.E. = .097, C.R. = 4.250) while a coefficient value of .044, which is non-significant at $p > .05$, is found for long-term sojourners. A comparison between the baseline and the reduced model shows a significant ($p < .05$) difference in which a chi-square change of 5.774 with 1 degree of freedom is reported. This finding supports the postulation in hypothesis H4.

A similar finding is reported in the HOMEF model. That is, a strong and highly significant ($p < .001$) path coefficient is observed with short-term sojourners in which a standardised value of .514 is reported (S.E. = .124, C.R. = 4.904). For the long-term group, a weaker but still significant ($p < .05$) path is reported with a standardised coefficient of .254 (S.E. = .114, C.R. = 2.262). The difference between the baseline model and the reduced HOMEF model is significant at the $p < .05$ level, and a change of 4.159 and 1 degree of freedom are reported. Therefore, hypothesis H4 is fully supported by the empirical data. In sum, the relationship between nostalgia engagement and buying intention is stronger for short-term sojourners.

5.2.3.6 H5: Sojourners' length of stay in the host country moderates the relationship between ethnocentrism and the buying intention towards products from their home country such that the positive relationship is stronger for short-term sojourners than long-term sojourners.

Hypothesis H5 suggests that sojourners' length of stay in the host country will moderate the positive relationship between ethnocentrism and their buying intention towards products from their home country. This relationship is expected because short-term sojourners' encounter with unfamiliar outgroups during the transitional stage in a host country is likely to increase their appreciation of the ingroup back home. It is likely that this will lead to an increase in ethnocentricity, which will result in positive consumer behaviour towards products from home that arrive as imports. Meanwhile, long-term sojourners are more likely to be settled in the host country after an extended stay in which they are more involved with host nationals. As such, it is expected that the relationship between ethnocentrism and buying intention will be weaker for long-term sojourners.

In the HOMEC model, the positive relationship between ethnocentrism and the buying intention towards clothing products from home is strong for short-term consumers, with a standardised path coefficient of .529 (S.E. = .083, C.R. = 6.426) that is highly significant at the $p < .001$ level. Unexpectedly, the same relationship is found to be even stronger for long-term sojourners. A standardised path coefficient of .712 (S.E. = .136, C.R. = 6.465) is reported for the long-term sojourners' group that is highly significant at $p < .001$. An evaluation of the path difference between the baseline model and the reduced model indicates that the difference between the two groups is statistically significant ($p < .05$), with a change of 4.902 in the chi-square and 1 degree of freedom. Thus, hypothesis H5 is rejected in the clothing model because the difference between the groups is not in the expected direction.

The HOMEF model also demonstrates interesting results. That is, the path between ethnocentrism and buying intention for short-term sojourners is found to be weak, with a standardised coefficient of .097, and non-significant ($p > .05$). However, the equivalent path is found to be strong and highly significant ($p < .001$) for long-term

sojourners, with a standardised coefficient of .502 (S.E. = .126, C.R. = 4.041). A comparison between the baseline and the constrained model indicates that the chi-square difference test between the two sojourner groups is significant ($p < .01$), with a chi-square value of 7.392 and 1 degree of freedom. Through these results, hypothesis H5 is also rejected for the food model. The implication of this result will be discussed further in the next chapter.

5.2.3.7 H6: Sojourners' length of stay in the host country moderates the indirect relationship between nostalgia and the buying intention towards products from their home country (through ethnocentrism) such that the positive indirect relationship is stronger for short-term sojourners than long-term sojourners.

Hypothesis H6 investigates the difference between short- and long-term sojourners regarding the indirect relationship of sojourners' nostalgia and their intention to buy products from their home country as imports. Past studies have shown that nostalgia engagement can lead to an increase in ethnocentric sentiment. Earlier results in the main model have already confirmed that ethnocentrism mediates the relationship between sojourners' nostalgia engagement and their buying intention. The next step is to examine whether this relationship differs between the two sojourner groups.

To test this proposition, the HOMEC model is estimated first. Contrary to the expectation, the mediated path from nostalgia to the intention to buy clothing products is not found to be significant ($p > .05$) for short-term sojourners. However, the same path is found to be significant ($p < .05$) for long-term sojourners, with a standardised coefficient of .240, a bootstrap standard error of .099 and a confidence interval between .060 and .447. Nevertheless, a comparison of the baseline model and the constrained model of the indirect path is non-significant ($p > .05$). Therefore, the baseline and constrained models are said to be equivalent, rejecting hypothesis H6.

An estimation of the HOMEF model follows. For the short-term sojourners, the indirect path between nostalgia and buying intention is non-significant ($p > .05$). However, a similar path is significant ($p < .05$) for the long-term sojourners with a standardised coefficient of .170, a standard error of .076 and a confidence interval ranging from

.040 to .347. A comparison between the baseline and the reduced model also shows a significant ($p < .05$) chi-square difference of 7.452 with 2 degrees of freedom. Although there is a significant difference between the baseline model and the constrained model, it is not in the expected direction. Therefore, hypothesis H6 is also rejected in the food model.

5.2.4 Summary of the Hypothesis-Testing Results in the Home Country Investigation

The aim of the first investigation is to explore the influence of the home country on sojourner consumer behaviour. Through nostalgia engagement and ethnocentrism, it is expected that sojourners' home country will play an important role during their transient stay in a host country. The results in table 5.9 largely support this argument. That is, the proposed psychological values are found to be influential on sojourners' intention to buy their home country's products. Interestingly, the strength of the regression paths between values and buying intention is found to differ based on the product categories. Specifically, ethnocentrism is a stronger factor of clothing products' buying intention, while nostalgia is stronger for the food product category.

The implications of these findings will be examined in the discussion chapter.

Table 5.9 Hypothesis Testing on the Values and Buying Intention Relationship

Hypothesis	Model	Standardised Coefficient	Standard Error (S.E.)	Critical Ratio (C.R.)	Status
H1 (NOS -> Buying Intention)	HOMEC	.230***	.075	3.634	Supported
	HOMEF	.425***	.088	3.519	
H2 (CET -> Buying Intention)	HOMEC	.600***	.072	9.105	Supported
	HOMEF	.237**	.075	3.129	
H3 (NOS -> CET -> Buying Intention)	HOMEC	.171**	.061	Non-parametric	Supported
	HOMEF	.066**	.034	Non-parametric	

Note: Significance level: * $p < .05$, ** $p < .01$, *** $p < .001$

The adjusted R^2 for the HOMEC and HOMEF models is .50 and .29, respectively.

The second part of the hypothesis testing introduces sojourners' length of stay in the host country as a moderator of the specified relationships. Table 5.10 illustrates these

results. As shown, the length of stay is found to be an influential factor that moderates the proposed relationship between sojourners' values and their buying intention as short- and long-term sojourners exhibit different relationships. However, while hypothesis H4 is fully supported by the empirical data, more complicated results are obtained from the tests of hypotheses H5 and H6. The discussion chapter will investigate the possible reasons behind these findings as well as the implications of these results for the theoretical understanding and for subsequent practical applications.

Table 5.10 Paths' Invariance Based on Sojourners' Length of Stay as a Moderator

Hypothesis	Model	Short-Term Sojourners' Path Coefficient	Long-Term Sojourners' Path Coefficient	Chi-Square Difference (Baseline ^(a) v Constrained ^(b) Model)	Hypothesis Status
H4 (NOS -> Buying Intention)	HOMEC	.350*** (4.25)	Not significant	5.774*	Supported
	HOMEF	.514*** (4.904)	.254* (2.262)	4.159*	
H5 (CET -> Buying Intention)	HOMEC	.529*** (6.426)	.712*** (6.465)	4.902*	Not supported
	HOMEF	Not significant	.502*** (4.041)	7.392**	
H6 (NOS -> CET -> Buying Intention)	HOMEC	Not significant	.240* (non-parametric)	Not significant	Not supported
	HOMEF	Not significant	.170* (non-parametric)	7.452*	

Note: Critical ratios in parentheses

Significance level: * p < .05, ** p < .01, *** p < .001

(a) Baseline models' fit statistics:

HOMEC: ($\chi^2_{(146)} = 219.749$, $\chi^2/d.f. = 1.505$, RMSEA = .056, CFI = .971, TLI = .964 and SRMR = 0.044)

HOMEF: ($\chi^2_{(120)} = 152.326$, $\chi^2/d.f. = 1.269$, RMSEA = .041, CFI = .984, TLI = .979 and SRMR = 0.058)

(b) Constrained models' fit statistics:

HOMEC H4: ($\chi^2_{(147)} = 225.523$, $\chi^2/d.f. = 1.534$, RMSEA = .057, CFI = .970, TLI = .962 and SRMR = 0.061)

HOMEF H4: ($\chi^2_{(121)} = 156.484$, $\chi^2/d.f. = 1.293$, RMSEA = .042, CFI = .982, TLI = .977 and SRMR = 0.073)

HOMEC H5: ($\chi^2_{(147)} = 224.651$, $\chi^2/d.f. = 1.528$, RMSEA = .057, CFI = .970, TLI = .963 and SRMR = 0.045)

HOMEF H5: ($\chi^2_{(121)} = 159.717$, $\chi^2/d.f. = 1.320$, RMSEA = .043, CFI = .981, TLI = .975 and SRMR = 0.065)

HOMEC H6: ($\chi^2_{(148)} = 224.666$, $\chi^2/d.f. = 1.518$, RMSEA = .056, CFI = .970, TLI = .963 and SRMR = 0.045)

HOMEF H6: ($\chi^2_{(122)} = 159.778$, $\chi^2/d.f. = 1.309$, RMSEA = .044, CFI = .981, TLI = .976 and SRMR = 0.065)

5.2.5 Demographics and Mobility Intentions of Sojourners in the Home Country Investigation

Although the home country investigation focuses on the influence of sojourners' psychological values on their buying intention, demographic data and information on sojourners' future mobility intention were also collected. These variables are not only useful for developing a general profile of the sojourner consumer segment but also allow a further exploration of their possible influence on the previously tested relationships. The following paragraphs on sojourners' demographic characteristics and future mobility intentions are based on the 165 respondents in this investigation. They are followed by an examination of the relationships between the demographic data and the proposed constructs.

Table 5.11 shows the gender distribution in the investigation. As indicated, female sojourners represent the majority of the respondents. In line with the depiction of Pedersen et al (2011), the sojourners within the sample are mainly made up of the younger age groups. Specifically, the majority of the respondents belong to the 18–25 age group (47%), which is closely followed by the 26–35 age group (39%), as shown in table 5.12. In terms of sojourners' home country, Asian countries are strongly represented. In particular, three countries account for 44% of the respondents (the full list of sojourners' home country is provided in Appendix G). Overall, the demographic characteristics of the respondents in this investigation are largely in line with the overall structure of the international student market in the UK, in which the population is dominated by female students from Asian countries (HESA, 2013b).

Table 5.11 Gender Distribution of Sojourners in the Home Country Investigation

		Gender			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Male	56	33.9	33.9	33.9
	Female	109	66.1	66.1	100.0
	Total	165	100.0	100.0	

Table 5.12 Age Distribution of Sojourners in the Home Country Investigation

		Age Group		
		Frequency	Percentage	Valid Percentage
Valid	18–25	77	46.7	46.7
	26–35	64	38.8	38.8
	36–45	21	12.7	12.7
	46–55	3	1.8	1.8
Total		165	100.0	100.0

In terms of sojourners' mobility intentions, the respondents in this investigation indicate that they intend to remain in the host country only for a short stay. This is reflected in the finding that 50% of the respondents do not intend to stay in the country for longer than 2 years (table 5.13). When leaving the host country, these sojourners show a stronger intention to return to their home country, which is indicated in the mean value ($M = 4.93$, $SD = 2.023$), than to move to a new host country ($M = 3.64$, $SD = 2.045$). The difference between the two means regarding future intentions is examined using the paired sample t-test in SPSS. The result reveals that this difference is highly significant: $t(164) = 4.68$, $p < 0.001$. As such, this finding confirms the circular nature of the international student sojourners in the investigation, in which the advent of international mobility is followed by an immediate return to the home country.

Table 5.13 Sojourners' Length of Intended Stay in the UK in the Home Country Investigation

		Length of Intended Stay in the UK		
		Frequency	Percentage	Valid Percentage
Valid	Less than 1 year	46	27.9	27.9
	1 to less than 2 years	47	28.5	28.5
	2 to less than 5 years	47	28.5	28.5
	5 to less than 10 years	10	6.1	6.1
	10 years or more	15	9.1	9.1
Total		165	100.0	100.0

5.2.6 Post Hoc Analysis: The Potential Influence of Sojourners' Demographics

To complement the findings on the relationship between sojourners' values and their buying intention, the potential influence of sojourners' demographic characteristics is investigated next. Specifically, information on gender, age and home country is taken into account in this analysis. The aim is to test whether they influence the constructs proposed in this investigation. The post hoc analyses are conducted using SPSS, in which the mean value is calculated for each construct in the investigation. The statistical results from the following analyses are presented in full in Appendix H.

The first demographic characteristic to be analysed is sojourners' gender. In this instance, male and female sojourners are compared in relation to whether they demonstrate different levels of value importance and different buying intentions. Independent samples t-tests are carried out in this particular analysis. As shown in Appendix H, male and female sojourners do not possess different levels of value or buying intention. As such, it is concluded that gender does not play a role in this investigation.

The potential influence of sojourners' age is analysed next. To test whether there is a relationship between age group and other variables, one-way analysis of variance (ANOVA) is conducted. Comparing the patterns among the different age groups, the mean values of the variables do not differ significantly. As such, it is also concluded that age does not play a role in determining sojourners' value and buying intention.

The final demographic characteristic to be considered is sojourners' home country. Sojourners in a host country come from many different home countries. In this investigation, 45 home countries are represented. Although this thesis adopts the research positioning from the mobility-related literature in that sojourners are likely to converge in their values and intentions, this analysis intends to establish whether this is the case. For this analysis, the home countries of the respondents are divided into four different continents: Africa, America, Asia and Europe. This process is required because several countries in the investigation are not as strongly represented

as others. Therefore, the individual countries are grouped into continents that enable further comparisons to be made. However, as shown in table 5.14, Asian countries are very strongly represented in the investigation. Although this finding is not surprising given that the majority of international students in the UK are from Asia, the large difference between the groups is likely to hinder the comparison. Therefore, the respondents in the current investigation are assigned to two groups for further comparisons: Asian (N = 97) and non-Asian (N = 68) sojourners.

Table 5.14 Sojourners' Home Country by Continent (Home Country Investigation)

		Home_Country_Group			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Asian Country	97	58.8	58.8	58.8
	African Country	13	7.9	7.9	66.7
	American Country	17	10.3	10.3	77.0
	European Country	38	23.0	23.0	100.0
	Total	165	100.0	100.0	

The comparisons between Asian and non-Asian sojourners yield interesting results (see Appendix H for the statistical details). As expected, nostalgia engagement does not differ by sojourners' origin. However, the independent samples t-tests show that Asian and non-Asian sojourners differ in other regards. First, Asian sojourners ($M = 2.96$, $SD = 1.36$) are more ethnocentric than non-Asian sojourners ($M = 2.47$, $SD = 1.51$) when clothing products are considered; $t (163) = 2.19$, $p = < .05$. However, the two groups are found to be similarly ethnocentric as far as food products are concerned. This result lends support to the use of category-specific ethnocentrism measurements.

Secondly, sojourners' buying intention towards products from home also differs between the two groups. For clothing products, Asian sojourners ($M = 2.98$, $SD = 1.54$) show a stronger buying intention than non-Asian sojourners ($M = 2.41$, $SD = 1.145$); $t (163) = 2.39$, $p = < .05$. A similar result is reported for food, for which Asian sojourners ($M = 4.18$, $SD = 1.57$) show a stronger buying intention than non-Asian sojourners ($M = 3.65$, $SD = 1.67$); $t (163) = 2.07$, $p = < .05$. In sum, Asian sojourners show a stronger intention to buy products from their home country than non-Asian sojourners.

5.2.7 Alternative Models

In the home country investigation, the HOMEC and HOMEF structural models are specified as mediation models in which ethnocentrism is argued to explain the linkage between sojourners' nostalgia and their buying intention towards products from their home country. Although the hypothesis concerning such a relationship (H3) is supported by the empirical data, it is important to account for a possible alternative model. That is, a different model may provide a better account than the theoretically proposed model. As a result, an alternative model is also specified and estimated to rule out the possibility that a rival model can also provide a plausible account of the proposed relationship between the observed constructs (Martínez-López et al, 2013).

To test for an alternative explanation for the observed data, the indirect paths between values and buying intention towards home country products are inverted in the alternative HOMEC and HOMEF models. That is, the alternative models suggest that nostalgia mediates the relationship between ethnocentrism and buying intention towards home country products. The alternative HOMEC and HOMEF models are illustrated in figures 5.10 and 5.11, respectively.

Figure 5.10 Alternative HOMEC Structural Model

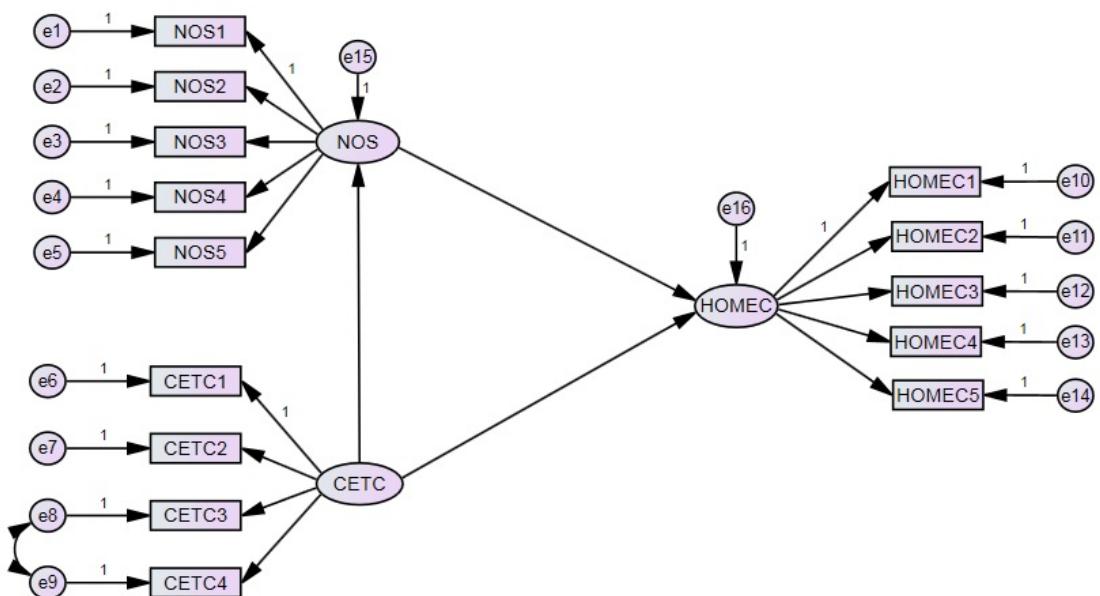
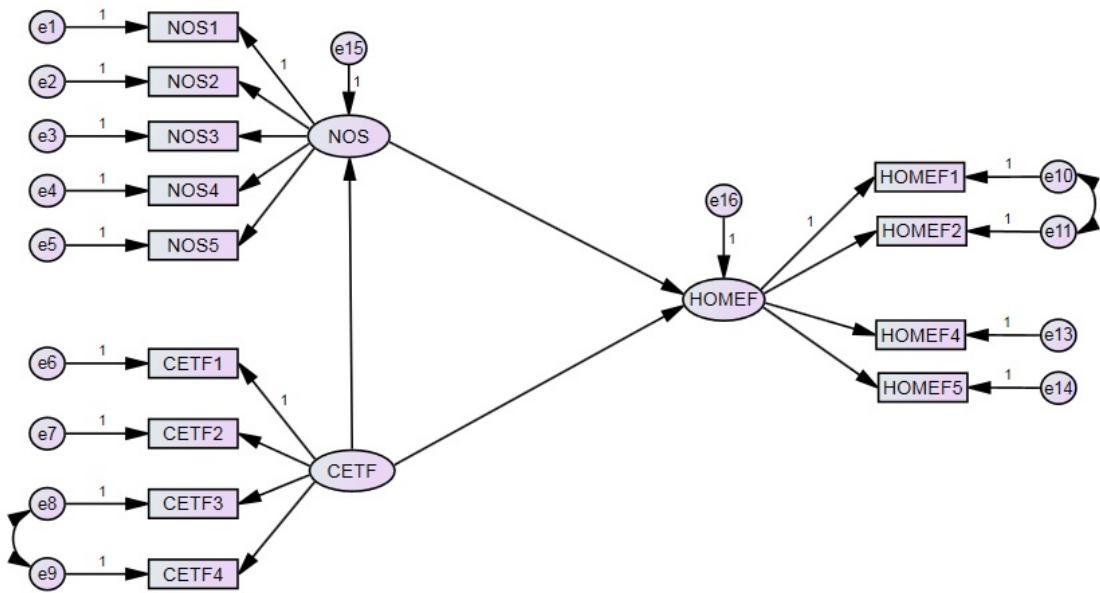


Figure 5.11 Alternative HOMEF Structural Model



Interestingly, the estimation of the alternative HOMEC ($\chi^2_{(73)} = 125.497$, $\chi^2/\text{d.f.} = 1.719$, RMSEA = .066, CFI = .979, TLI = .974 and SRMR = 0.041) and HOMEF ($\chi^2_{(60)} = 115.889$, $\chi^2/\text{d.f.} = 1.931$, RMSEA = .075, CFI = .972, TLI = .964 and SRMR = 0.056) models yields identical fit statistics to the theoretical models. This finding is known in the SEM literature as having achieved an equivalent model in which the goodness-of-fit statistics are identical despite the different model specifications (Williams, 2012). Statistically, this result suggests that both the theoretical and the alternative models fit the data equally well in explaining the mediated relationship between nostalgia, ethnocentrism and sojourners' buying intention towards products from their home country.

Although the alternative models also appear to provide a plausible account of the observed data, this thesis follows the recommendation by Breckler (1990) that the selection of the most appropriate model should be based on theoretical reasoning. As discussed in the development of hypotheses H3 and H6, the marketing literature has established that ethnocentric sentiment is preceded by nostalgia engagement. Therefore, the alternative models of HOMEC and HOMEF, in which ethnocentrism is an antecedent of nostalgia, are eliminated. Meanwhile, the theoretical models in this investigation are retained based on the theoretical reason provided.

5.3 Host Country and Sojourner Consumer Behaviour

The second investigation focuses on the psychological antecedents of sojourners' origin recognition accuracy of the host country's brands. In particular, the aim is to investigate the reason why some sojourners are better at recognising indigenous brands from the host country than others. This finding will be useful in the theoretical development of the concept that can be applied to this consumer group.

Based on a review of the psychological value literature, cosmopolitanism and place attachment are proposed as the two antecedents of sojourners' brand origin recognition accuracy. To test this proposition, SEM is employed to assess the causal structure between the antecedents and the brand origin recognition accuracy. The process begins with the specification of the measurement model.

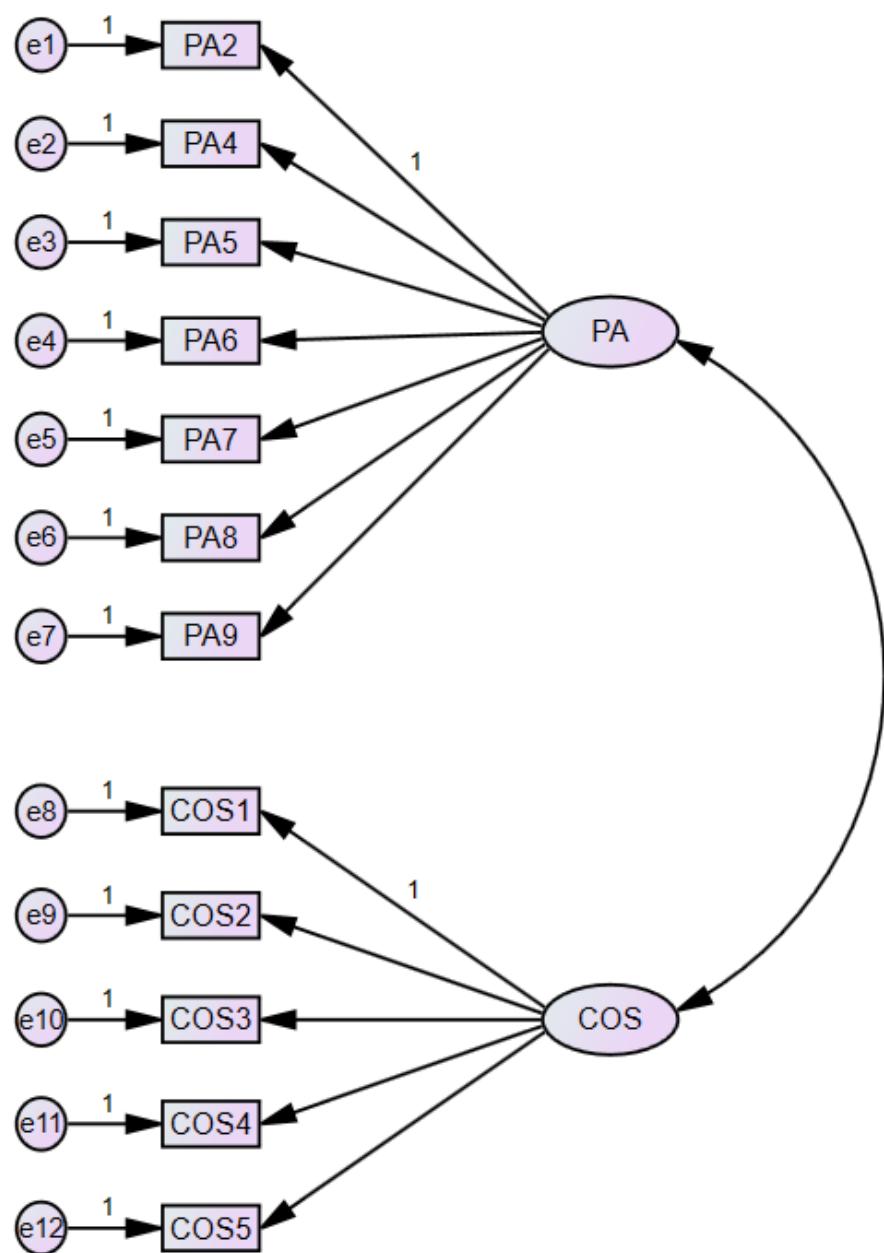
5.3.1 Measurement Model

In this investigation, a single brand origin recognition accuracy model (BORA for short) is specified. Unlike the former investigation of home country and buying intention, it is not expected in this study that sojourners' brand origin knowledge will differ between clothing and food as product categories. This argument is based on the brand origin recognition accuracy literature, in which previous studies have shown that brands with similar levels of products' specificity often receive similar levels of recognition. In particular, Martín and Cerviño (2011) hypothesised that the difference in brand origin recognition accuracy is influenced by the level (high vs. low) of product involvement. Their study confirms this postulation by showing that brands from a product category with higher involvement tend to receive stronger recognition. As clothing and food product categories are recognised as having similar levels of product and cultural specificity (Ogden et al, 2004), it is not expected that there will be a systematic difference between the two categories in the brand origin recognition accuracy task. Thus, a single BORA model is specified in this brand-based investigation.

Figure 5.12 illustrates the initial specification of the BORA measurement model. The latent constructs of cosmopolitanism and place attachment, measured through five-

and seven-item constructs, respectively, are allowed to covary freely. For each construct, the indicators' loadings are specified with their underlying construct while being accompanied by their respective error variance. In the BORA measurement model, the gender of the sojourners and their brand origin recognition scores are excluded, because these concepts are measured as single-item, observed variables as opposed to being latent constructs. Therefore, these directly measured constructs will be introduced at the structural model stage.

Figure 5.12 BORA Measurement Model



Prior to the BORA measurement model estimation, several steps for testing the structure and quality of the data are carried out. Similar to the home country investigation, the multivariate normality structure of the empirical data is inspected in the initial stage, in which the outliers are removed. The potential threat from common method variance is then assessed. The final step in this stage is to assess the goodness-of-fit level of the BORA measurement model and make modifications if required.

5.3.1.1 Multivariate normality and outliers

To check for the multivariate normality structure in the observed data, 408 cases are examined based on the measurement model shown in figure 5.12. Table 5.15 below reveals the results from the assessment of the univariate and multivariate normality structure within the empirical data.

Table 5.15 Summary of the Normality Characteristics in the BORA Model

Variable	Min.	Max.	Skew.	C.R.	Kurtosis	C.R.
COS1	1.000	7.000	-1.399	-11.534	2.914	12.017
COS2	1.000	7.000	-1.307	-10.780	2.012	8.294
COS3	1.000	7.000	-1.452	-11.970	2.928	12.071
COS4	1.000	7.000	-1.384	-11.412	2.359	9.724
COS5	1.000	7.000	-1.262	-10.407	2.058	8.485
PA2	1.000	7.000	-.267	-2.205	-.365	-1.507
PA4	1.000	7.000	-.422	-3.480	.000	-.002
PA5	1.000	7.000	-.357	-2.948	-.314	-1.295
PA6	1.000	7.000	-.254	-2.091	-.866	-3.569
PA7	1.000	7.000	-.343	-2.830	-.439	-1.811
PA8	1.000	7.000	-.067	-.551	-.737	-3.038
PA9	1.000	7.000	.055	.455	-.974	-4.015
Multivariate					63.895	35.205

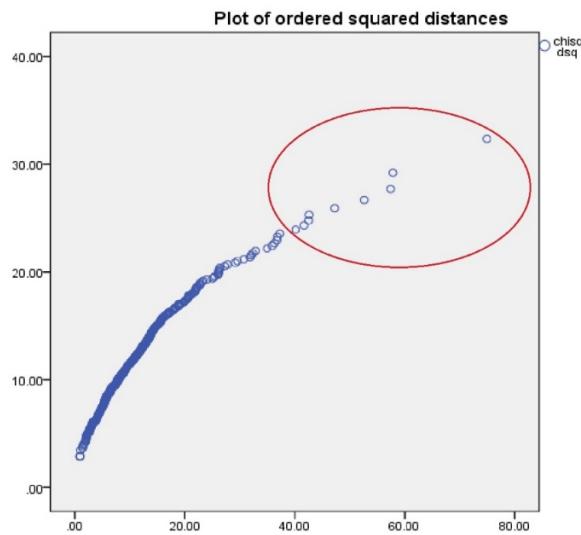
Using the criteria discussed in the home country investigation, the empirical data in the BORA model demonstrate univariate normality. This is because none of the indicators are above West et al's (1995) 7.0 threshold. However, on further inspection, the empirical data in this investigation violate the multivariate normality assumption, as a high value is reported (35.205). As such, a further action to improve the multivariate normality in the data is required prior to carrying out the analysis.

To rectify the issue of the multivariate normality problem, Daryanto's (2015) SPSS macro is used to check for multivariate outliers, based on the Mahalanobis distance of individual cases. Table 5.16 and figure 5.13 report the findings from this exercise. The inspection of cases' Mahalanobis distance shows that there are nine individual cases that demonstrate a severe departure from the centroid (highlighted using a red circle in figure 5.13). To improve the BORA model, these items are removed.

Table 5.16 Ten Cases with the Largest Mahalanobis Distance in the BORA Model

Rank	Case	Mahalanobis Distance Squared (D^2)
1	195	74.94
2	120	57.86
3	324	57.44
4	65	52.64
5	190	47.28
6	345	42.59
7	197	42.53
8	380	41.70
9	205	40.16
10	294	37.29

Figure 5.13 Graph Depicting the Mahalanobis Distance in the BORA Model



Despite the effort to remove the multivariate outliers, the resultant data structure still demonstrates a strong departure from multivariate normality, as shown in table 5.17. Thus, the data are re-inspected using Daryanto's (2015) SPSS macro.

Table 5.17 Summary of Normality Characteristics in the BORA Model (Second Test)

Variable	Min.	Max.	Skew.	C.R.	Kurtosis	C.R.
COS1	1.000	7.000	-1.313	-10.705	2.560	10.439
COS2	1.000	7.000	-1.327	-10.822	2.219	9.046
COS3	1.000	7.000	-1.340	-10.924	2.548	10.388
COS4	1.000	7.000	-1.322	-10.780	2.301	9.383
COS5	1.000	7.000	-1.142	-9.309	1.517	6.187
PA2	1.000	7.000	-.275	-2.239	-.341	-1.390
PA4	1.000	7.000	-.439	-3.582	.049	.199
PA5	1.000	7.000	-.348	-2.836	-.330	-1.345
PA6	1.000	7.000	-.254	-2.069	-.846	-3.450
PA7	1.000	7.000	-.342	-2.790	-.413	-1.683
PA8	1.000	7.000	-.066	-.540	-.737	-3.003
PA9	1.000	7.000	.052	.424	-.981	-4.000
Multivariate				52.894	28.820	

The re-inspection of multivariate normality identifies the remaining cases of severe multivariate outliers. These outliers are highlighted using a red circle in figure 5.14. Based on the second test, the 7 cases with largest Mahalanobis distance in table 5.18 are removed. After the second removal of multivariate outliers, the BORA model's multivariate normality demonstrates a considerable improvement (see table 5.19). Although the BORA model still presents some signs of departure from multivariate normality, the resulting structure of the data nevertheless demonstrates a vast improvement. Subsequently, the model is deemed to be acceptable for further analysis through the maximum likelihood estimation method. As such, further data analysis will be conducted with a final sample size of 392 sojourners in the host country investigation.

Table 5.18 Ten Cases with the Largest Mahalanobis Distance (Second Test)

Rank	Case	Mahalanobis Distance Squared (D^2)
1	195	74.94
2	120	57.86
3	324	57.44
4	65	52.64
5	190	47.28
6	345	42.59
7	197	42.53
8	380	41.70
9	205	40.16
10	294	37.29

Figure 5.14 Graph Showing the Largest Mahalanobis Distance (Second Test)

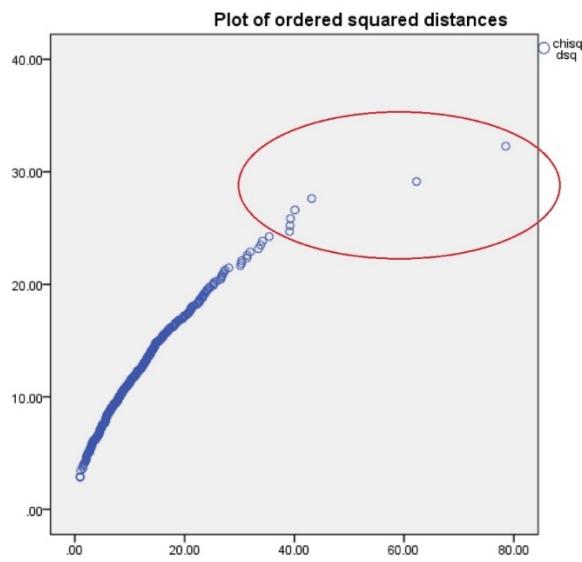


Table 5.19 Summary of the Normality Characteristics (Third Test)

Variable	Min.	Max.	Skew.	C.R.	Kurtosis	C.R.
COS1	2.000	7.000	-.962	-7.773	.829	3.349
COS2	2.000	7.000	-1.125	-9.093	1.385	5.596
COS3	2.000	7.000	-1.126	-9.100	1.367	5.526
COS4	2.000	7.000	-1.064	-8.600	1.077	4.351
COS5	2.000	7.000	-.986	-7.970	.783	3.164
PA2	1.000	7.000	-.275	-2.221	-.324	-1.310
PA4	1.000	7.000	-.425	-3.438	.033	.135
PA5	1.000	7.000	-.331	-2.675	-.323	-1.307
PA6	1.000	7.000	-.262	-2.121	-.825	-3.334
PA7	1.000	7.000	-.352	-2.841	-.385	-1.558
PA8	1.000	7.000	-.077	-.624	-.716	-2.893
PA9	1.000	7.000	.058	.468	-.976	-3.946
Multivariate				33.818	18.264	

5.3.1.2 Checking for common method variance

In line with the home country investigation, the online questionnaire design in this study is developed with the aim of minimising the common method variance. That is, the questions are separated into sections of antecedents and outcome. Within each section, a separate web page is used for each of the constructs. In this way, the respondents are less likely to be influenced by the use of similar Likert-based scales.

To check whether the data in the host country investigation suffer from the influence of common method variance, the single-factor approach (Mossholder et al, 1998) is applied. That is, a single latent factor is created onto which all the indicators are loaded. This factor demonstrates an extremely poor fit ($\chi^2_{(54)} = 1869.579$, $\chi^2/\text{d.f.} = 34.622$, RMSEA = .293, CFI = .416, TLI = .286 and SRMR = 0.265). Thus, it is concluded that the BORA model does not suffer from the influence of common method variance, as a single factor does not explain all the variations in the data.

5.3.1.3 BORA measurement model estimation

The initial estimation of the BORA measurement model indicates that all of the specified parameters are estimated successfully, with a chi-square value of 258.134, 53 degrees of freedom and a probability level of $p < .001$. However, the estimation process shows that there is a poor fit between the model and the data ($\chi^2_{(53)} = 258.134$, $\chi^2/\text{d.f.} = 4.870$, RMSEA = .099, CFI = .934, TLI = .918 and SRMR = 0.058). Thus, the modification indices in AMOS are inspected for possible improvements to the model. The possible modifications recommended by the software are presented in table 5.20.

Based on the recommendations given in table 5.20, two modifications are made to the BORA measurement model. Firstly, measurement item PA5 from the place attachment scale is removed. This is based on the finding that its error variance, e3, shares strong correlations with several other error variances. They include e2 (PA4), e1 (PA2) and e4 (PA6). As covarying e3 with another individual error variance will not solve all the strongly shared correlations, the decision is made to remove indicator PA5 and its

error variance e3. This is possible as place attachment is measured as a reflective construct. Therefore, the removal of an indicator does not alter the construct's meaning (Jarvis et al, 2003). The second modification is to allow covariation between error variances e10 (COS3) and e12 (COS5) because of their shared correlations (23.986). As these two error variances are under the same construct, they are allowed to covary. The final BORA measurement model is shown in figure 5.15.

Table 5.20 Modification Indices for the BORA Measurement Model

			Modification Index
e9	<-->	e8	12.935
e11	<-->	e10	5.438
e12	<-->	PA	5.758
e12	<-->	e8	18.253
e12	<-->	e9	9.245
e12	<-->	e10	23.986
e2	<-->	e1	6.326
e3	<-->	e10	7.050
e3	<-->	e1	34.044
e3	<-->	e2	57.646
e4	<-->	e1	6.689
e4	<-->	e3	15.242
e5	<-->	COS	4.664
e5	<-->	e8	4.251
e6	<-->	e2	11.267
e7	<-->	COS	19.001
e7	<-->	e3	8.674
e7	<-->	e4	18.482

Once the recommended modifications have been made, the BORA measurement model is re-estimated. The amended model demonstrates a large improvement that is shown in the model's goodness-of-fit statistics ($\chi^2_{(42)} = 103.272$, $\chi^2/\text{d.f.} = 2.459$,

RMSEA = .060, CFI = .978, TLI = .972 and SRMR = 0.046). As the modified measurement model satisfies the criteria for determining the fit between the implied model and the observed data, the BORA measurement model is accepted for further analysis.

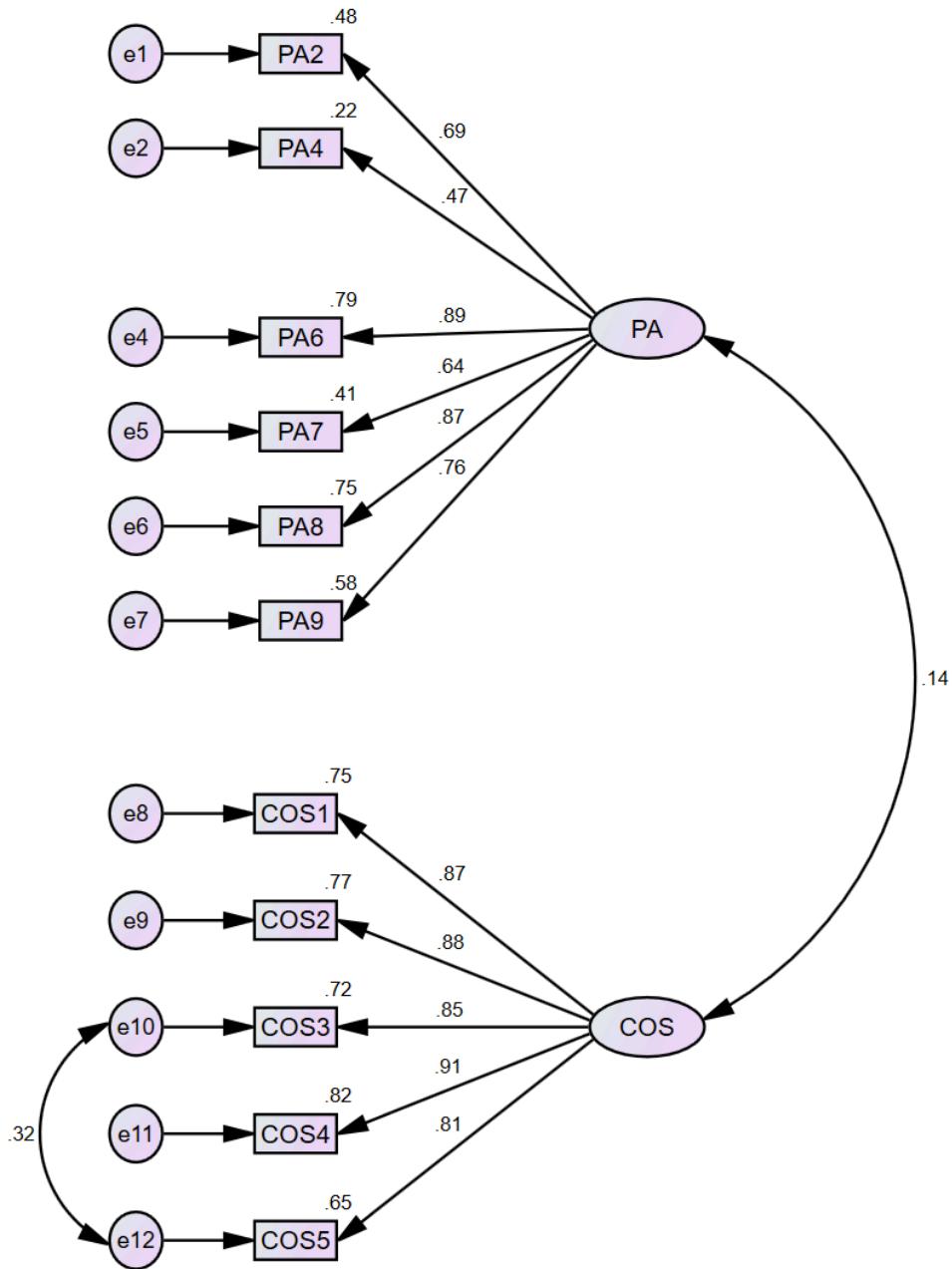
The composite reliability and average variance extracted of the constructs in the host country investigation are calculated using the formulas presented previously. The results are shown in table 5.21. Based on the criteria established in this thesis, the latent constructs within the BORA model demonstrate discriminant validity that provides increased confidence in the subsequent interpretation of the results. Nevertheless, it is worth noting that the loading of item PA4 is considerably lower than that of the rest of the items in the PA scale (.47). As indicated in section 4.6.8, the removal of an indicator with a low loading can improve a model's fit statistic. However, this model has already been found to have a good fit with the empirical data. Therefore, PA4 is retained based on the recommendation of Bagozzi and Yi (2012) that the focus should be placed on the overall fit statistics instead of an individual indicator's reliability statistic.

Table 5.21 Discriminant Validity of the Latent Constructs in the BORA Model

	CR	AVE	PA	COS
COS	0.930	0.730	0.108	0.855
PA	0.868	0.534	0.731	

Note: The square root of AVE is highlighted.

Figure 5.15 Final BORA Measurement Model with Standardised Estimations

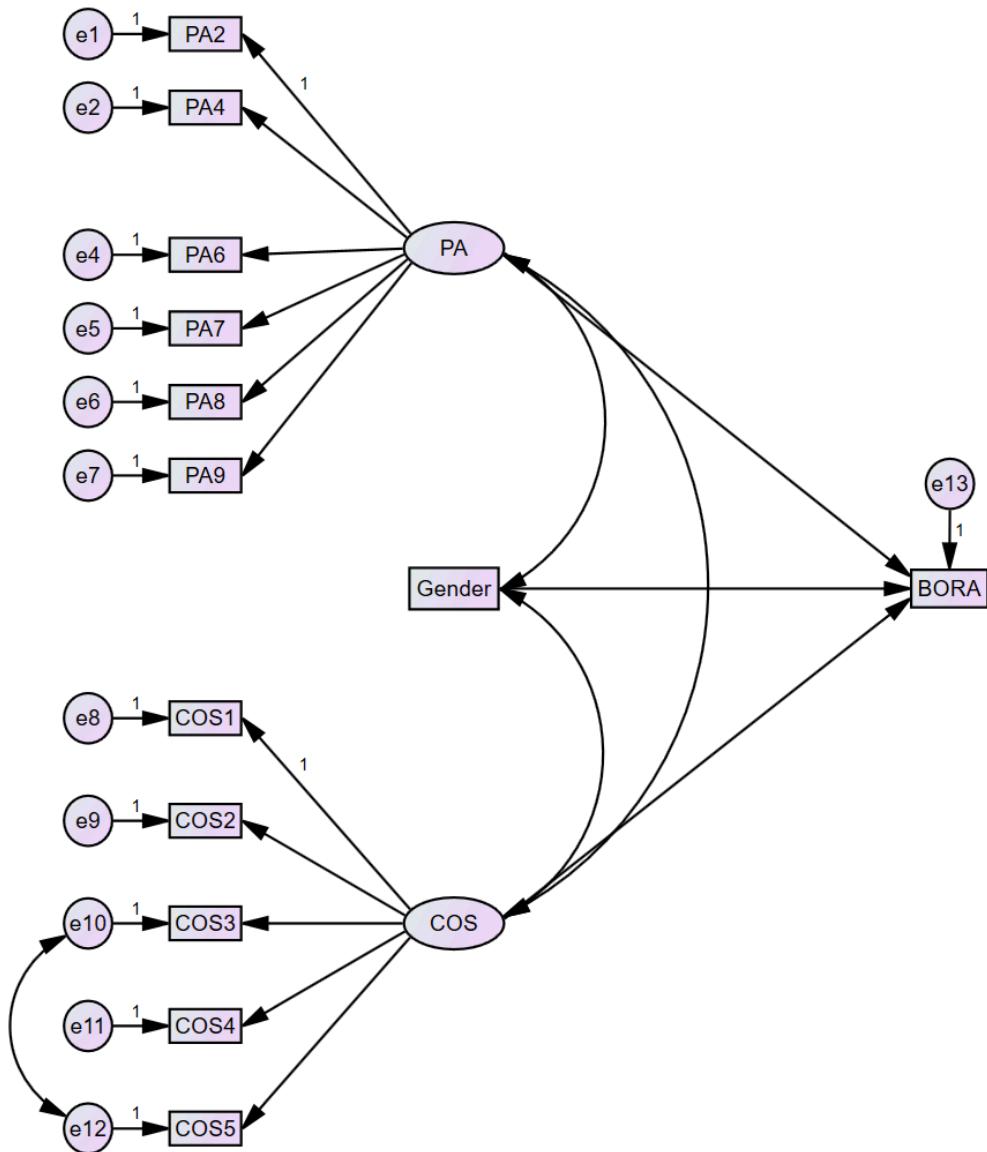


5.3.2 Structural Model

The BORA structural model is specified as shown in figure 5.16. The main goal of the structural model estimation is to test the hypotheses on the influence of the identified antecedents on sojourners' recognition accuracy of the host country's brands. At this stage, sojourners' gender and brand origin recognition accuracy percentage are introduced into the structural model as single-item, directly observed variables.

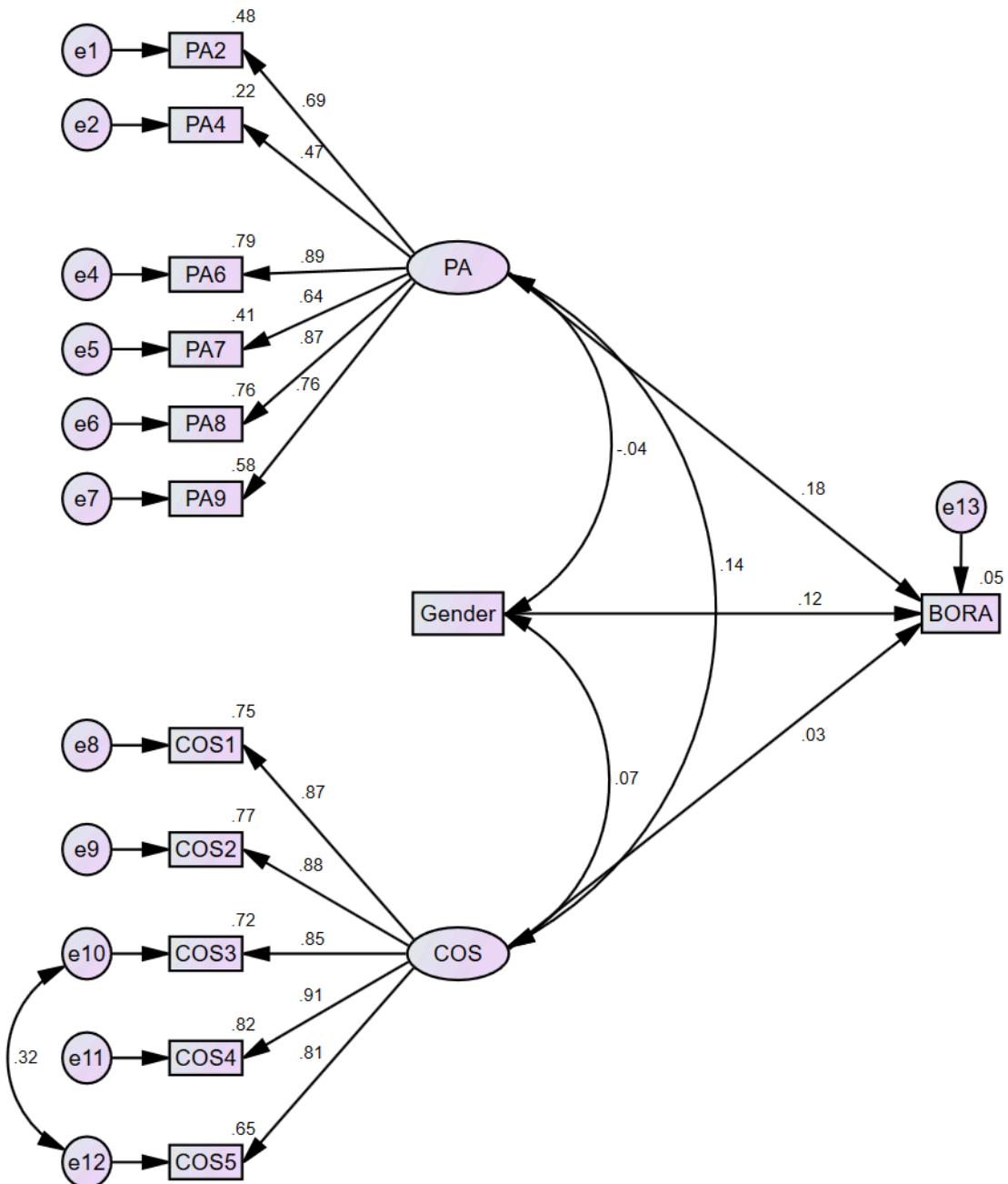
Gender is measured as a nominal variable in which male sojourners are assigned to one group and females to another. In terms of the brand origin recognition accuracy task, the score for each respondent is calculated as a percentage of correct brand origin recognition.

Figure 5.16 BORA Structural Model



The estimation of the BORA structural model shows a good fit with the observed data ($\chi^2_{(60)} = 130.912$, $\chi^2/\text{d.f.} = 2.182$, RMSEA = .055, CFI = .975, TLI = .968 and SRMR = 0.043). Therefore, the model is accepted without further modifications. The final BORA structural model with standardised parameter estimations is illustrated in figure 5.17.

Figure 5.17 BORA Structural Model with Standardised Estimations



5.3.2.1 Inspection of the residual covariance matrix

To evaluate how well the proposed BORA structural model describes the observed data, the standardised residual covariance matrix in AMOS is consulted (Appendix I). It is noted in this exercise that two pairs of residual covariances are higher than the previously stated threshold of 2.58 (Jöreskog & Sörbom, 1993). These are COS1 <-> PA9 and COS4 <-> PA9. Although there are no rules indicating how many pairs of

covariances would indicate a problem with the model specification, Schreiber (2008) explained that an increase in the occurrence of large values reduces a model's power, which influences the goodness-of-fit statistics. As the fit statistics have shown that the BORA structural model developed in this investigation provides a good level of explanatory power, the two covariances discussed are noted without further actions.

5.3.3 Hypothesis Testing

The first part of the hypothesis testing in the host country investigation is to evaluate the main model. The aim is to establish whether the proposed psychological antecedents are positively related to the sojourners' ability to recognise the host country's brands. To establish these relationships, hypotheses H1, H2 and H3 will be tested on the influence of cosmopolitanism, place attachment and gender, respectively. The second part of this study then examines the role of sojourners' length of stay as a moderator of the relationship between place attachment and brand origin recognition accuracy.

5.3.3.1 H1: There is a positive relationship between sojourners' level of cosmopolitanism and their brand origin recognition accuracy of the host country's brands.

The first hypothesis suggests that sojourners' level of cosmopolitanism is positively related to their origin recognition accuracy of brands from their host country. This contention is based on the idea that more cosmopolitan sojourners are likely to become active socio-cultural participants in the host country. As more cosmopolitan sojourners possess a higher level of openness with an ability to master cultural differences, it is expected that they will be able to recognise more brands from the host country when compared with their less cosmopolitan counterparts.

To test hypothesis H1, a structural path is specified between COS and BORA. Contrary to the expectation, however, the relationship between COS and BORA is not statistically significant. Although the coefficient is in the positive direction as expected, the relationship between the constructs is found to be weak and non-significant (standardised coefficient = .030, $p > .05$). Thus, hypothesis H1 is rejected.

5.3.3.2 H2: There is a positive relationship between sojourners' level of place attachment and their brand recognition accuracy of the host country's brands.

The second hypothesis argues that sojourners' level of place attachment to the host country is positively related to their brand origin recognition accuracy of the host country's brands. This postulation is developed based on the consumer psychology literature, in which positive affect has been found to increase consumers' cognitive processing capability (Herr et al, 2012). Fedorikhin et al (2008) demonstrated that emotional attachment, as a hot affect, can improve brand recognition in the context of brand extension. Since brand origin recognition is recognised as a cognitive task (Samiee et al, 2005), a positive affect through emotional attachment to the host country should beneficially influence sojourners' ability to recognise brands from the host country.

The hypothesis regarding the relationship between place attachment and brand origin recognition accuracy is supported in this investigation. Specifically, the structural path is found to be positive and highly significant (standardised coefficient = .178, S.E. = 1.341, C.R. = 3.332, $p < .001$). In the light of this result, hypothesis H2 of the host country investigation is accepted. This finding gives rise to the possibility that the length of stay in the host country moderates the relationship between sojourners' level of place attachment and their origin recognition accuracy of the host country's brands. This relationship will be tested in hypothesis H4.

5.3.3.3 H3: There is a significant relationship between sojourners' gender and their origin recognition accuracy of the host country's brands.

Hypothesis H3 examines the possible impact of sojourners' gender on their brand origin recognition accuracy. This hypothesis is developed based on past findings in the marketing literature, which showed that gender plays a role in explaining consumers' brand origin recognition accuracy (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011). As such, the influence of gender is investigated as a direct antecedent of sojourners' brand origin recognition accuracy. This accounts for gender's role as well as allowing its influence to be controlled.

The result confirms that sojourners' gender plays a role in their brand origin recognition accuracy. The direct path between gender and brand origin recognition accuracy is found to be statistically significant (standardised coefficient = .119, S.E. = 2.550, C.R. = 2.402, $p < .05$). As the coefficient is in a positive direction, it is concluded that female sojourners (coded as 1) are more proficient at recognising a brand's origin than their male (coded as 0) counterparts. Accordingly, hypothesis H3 is accepted in the current investigation.

5.3.3.4 H4: Sojourners' length of stay in the host country moderates the relationship between place attachment and brand origin recognition accuracy of the host country's brands such that the positive relationship is stronger for long-term sojourners than short-term sojourners.

Building on the acceptance of hypothesis H2, hypothesis H4 explores whether sojourners' length of stay in the host country moderates such a relationship. While the literature on place attachment and mobility suggests that mobile individuals are becoming more adaptive in developing an emotional attachment to new places, stronger emotional attachment to a place is still found among those who have been in the place for longer (e.g. Giuliani et al, 2003). Therefore, the aim of hypothesis H4 is to test whether the proposed relationship between place attachment and brand origin recognition accuracy is stronger and more intense for long-term sojourners.

To test for the moderation effect, the respondents from the main BORA model ($N = 392$) are divided into two groups: short-term ($N = 199$) and long-term ($N = 193$) sojourners. Sojourners' length of stay in the UK in this investigation is displayed in table 5.22. The metric invariance test is then conducted to verify whether factor loadings are equally applicable across the two sojourner groups. The comparison between the baseline model ($\chi^2_{(120)} = 185.994$, $\chi^2/d.f. = 1.550$, RMSEA = .038, CFI = .977, TLI = .970 and SRMR = 0.039) and the reduced model ($\chi^2_{(129)} = 200.487$, $\chi^2/d.f. = 1.554$, RMSEA = .038, CFI = .975, TLI = .970 and SRMR = 0.042) shows that the indicators are invariant. This is reflected in the non-significant chi-square difference of 14.494 with 9 degrees of freedom ($p > .05$). Therefore, the path invariance test can now be carried out.

Table 5.22 Sojourners' Length of Stay in the UK (Host Country Investigation)

Length of Stay	Frequency	Percentage	Group
Less than 3 months	9	2.3	Short-Term Sojourners (N = 199)
Between 3 and less than 6 months	11	2.8	
Between 6 and less than 9 months	62	15.8	
Between 9 and less than 12 months	117	29.8	
1 to less than 2 years	72	18.4	Long-Term Sojourners (N = 193)
2 to less than 5 years	94	24.0	
5 to less than 10 years	24	6.1	
10 years or more	3	.8	
Total	392	100.0	

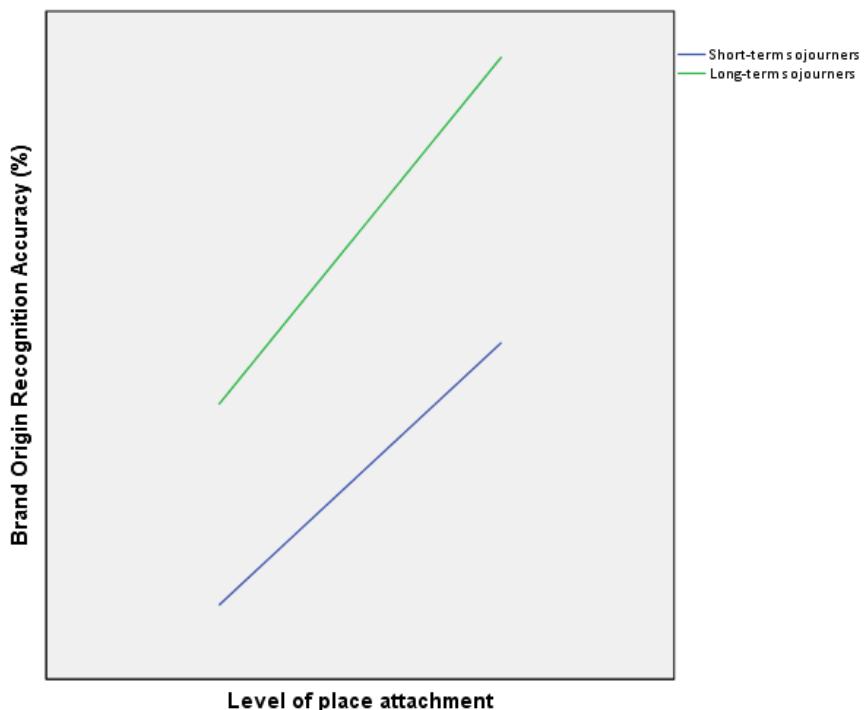
Hypothesis H4 is then tested by constraining the path coefficient between PA and BORA. The chi-square value of the reduced model ($\chi^2_{(121)} = 186.223$, $\chi^2/\text{d.f.} = 1.539$, RMSEA = .037, CFI = .977, TLI = .970 and SRMR = 0.039), in which the path is constrained, only increases by a small amount when compared with the baseline model.

This is reflected in the non-significant value in the chi-square difference test, in which an increase in the chi-square value of 0.299 and 1 degree of freedom ($p > .05$) is observed. Thus, hypothesis H4 is formally rejected at this stage, with the conclusion that there is no difference in the intensity between short-term and long-term sojourners in the relationship pattern between place attachment and recognition of the host country's brands. The next paragraph will attempt to explain why this is the case.

To explain why hypothesis H4 is rejected, an SPSS macro developed by Daryanto (2013) is used to test the moderated relationship between sojourners' level of place attachment and their brand origin recognition accuracy. Figure 5.18 illustrates the finding of this exercise. As established in hypothesis H2, a positive linear relationship exists between place attachment and brand origin recognition accuracy. Further, long-term sojourners possess a higher level of attachment and brand origin recognition accuracy overall. Most interestingly, however, the gradient of the linear relationship between place attachment and brand origin recognition accuracy is very similar

between the short- and the long-term sojourner group. This explains the non-significant result in hypothesis H4.

Figure 5.18 Sojourners' Place Attachment and Brand Origin Recognition Accuracy



Crucially, the finding that sojourners' length of stay does not moderate the proposed relationship between place attachment and brand origin recognition accuracy has important implications. As shown in figure 5.18, sojourners who are strongly attached to the UK possess higher brand origin recognition accuracy of the UK's brands than some of the longer-term sojourners. An important consequence of this finding is that it supports the idea that short-term sojourners can also develop a very strong level of place attachment to a host country, which is even stronger than that of some of the less-attached long-term sojourners. On a related note, these short-term sojourners also score very highly in the brand origin recognition task. As such, this finding opens up the opportunity for brand marketers from a host country to target short-term, highly attached sojourners. The implication of this finding will be discussed further in the discussion chapter.

5.3.4 Summary of the Hypothesis-Testing Results in the Host Country Investigation

The goal of the host country investigation is to explore the influence of psychological values as the antecedents of sojourners' origin recognition accuracy of the host country's brands. The results from this investigation are outlined in table 5.23. In sum, sojourners' level of place attachment to the host country is found to be positively and strongly related to the origin recognition accuracy of the host country's brands. Additionally, it is found that female sojourners are better overall at the brand origin recognition accuracy task. However, cosmopolitanism is not found to have any statistical relationship with sojourners' brand origin recognition accuracy. Further, a hypothesis on the moderated relationship between sojourners' place attachment and brand origin recognition is rejected. The implication of these findings will be discussed in the next chapter alongside the findings from the home country investigation.

Table 5.23 Hypothesis Testing on Sojourners' Values and BORA Relationships

Hypothesis	Standardised Coefficient	Standard Error (S.E.)	Critical Ratio (C.R.)	Status
H1 (COS -> BORA)	.030	1.510	0.569	Not supported
H2 (PA -> BORA)	.178***	1.341	.332	Supported
H3 (Gender -> BORA)	.119*	2.550	2.402	Supported
H4 (PA -> BORA for short- term vs. long-term sojourners)	The chi-square test shows that the difference between the baseline model and the path-constrained model is not significant, with a difference of .299 and 1 degree of freedom.			Not supported

Note: Significance level: * p < .05, ** p < .01, *** p < .001

The adjusted R² for BORA is .05.

5.3.5 Demographics and Mobility Intentions of the Sojourners in the Host Country Investigation

The data collection for this investigation took place in 2014. While the sampling technique adopted was similar to that of the first investigation, a different respondent

recruitment strategy was employed in this study. As discussed, the reason for this change was to overcome the difficulty in reaching the identified sojourner population. Through the use of the new approach, responses from 392 sojourners were obtained for data analysis and hypothesis testing. The following paragraphs explore the demographic characteristics as well as the future mobility intentions of the sojourners.

Despite the use of a different respondent recruitment tactic, the overall demographic characteristics of the sojourners in this investigation show interesting similarities to those of the home country investigation. Firstly, the sojourner respondents, as shown in table 5.24, are still heavily represented by female consumers. Secondly, the two main age groups are also the 18 to 25 and 26 to 35 groups (see table 5.25). As such, the sojourner respondents are mainly composed of females from the younger age groups, similar to the earlier investigation. In addition, Asian countries are still the most popular home countries of sojourners. In particular, China, India and Thailand represent 48% of the study respondents (see Appendix J).

Based on these similarities among the investigations, it is argued here that the international student sojourners are a largely homogeneous group of international consumers. This is an important finding given that undergraduate international students also participate in the current investigation. Table 5.26 displays the current education level of the sojourner respondents.

Table 5.24 Gender Distribution of Sojourners in the Host Country Investigation

		Gender		
		Frequency	Percentage	Valid Percentage
Valid	Male	129	32.9	32.9
	Female	263	67.1	67.1
	Total	392	100.0	100.0

Table 5.25 Age Distribution of Sojourners in the Host Country Investigation

		Age Group			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	18–25	236	60.2	60.2	60.2
	26–35	142	36.2	36.2	96.4
	36–45	13	3.3	3.3	99.7
	46–55	1	.3	.3	100.0
	Total	392	100.0	100.0	

Table 5.26 Current Education Level of Sojourners in the Host Country Investigation

		Current Education Level			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Undergraduate degree	164	41.8	41.8	41.8
	Postgraduate degree	228	58.2	58.2	100.0
	Total	392	100.0	100.0	

Data on international mobility and future mobility intentions were also collected to develop a more comprehensive profile of the sojourners. In the current investigation, the majority of international student sojourners reported that they intend to stay in the host country for up to 2 years (see table 5.27). As a result, the international student sojourner population is characterised by their relatively short stay in the host country.

Table 5.27 Sojourners' Length of Intended Stay in the UK in the Host Country Investigation

		Length of Intended Stay in the UK			
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Less than 1 year	68	17.3	17.3	17.3
	1 to less than 2 years	133	33.9	33.9	51.3
	2 to less than 5 years	135	34.4	34.4	85.7
	5 to less than 10 years	34	8.7	8.7	94.4
	10 years or more	22	5.6	5.6	100.0
	Total	392	100.0	100.0	

Once their sojourn in the UK comes to an end, the majority of the international student sojourners reported a stronger intention to return to their home country ($M = 5.08$, $SD = 1.856$) than to move to a new country ($M = 3.64$, $SD = 1.828$). A paired sample t-test in SPSS is conducted to test for a statistical difference between these two means. The test reveals that the difference between the two values is highly significant: $t (391) = 9.127$, $p < 0.001$. Based on this finding, the mobility trajectory of international students can be summarised to end with an immediate return to home. As such, international students are best described as a group of circular sojourners.

5.3.6 Post Hoc Analysis: The Potential Influence of Sojourners' Demographics

To investigate whether sojourners' demographic characteristics play a role in the host country investigation, post hoc analyses are conducted using the SPSS software. Specifically, information on sojourners' gender, age, current level of education and home country are analysed regarding whether they influence the value constructs and brand origin recognition accuracy. The results from the analyses are displayed in Appendix K.

Sojourners' gender has already been established as an antecedent of brand origin recognition accuracy in hypothesis H3. Through SEM, female sojourners were found to be better at recognising brands from the UK. In addition to this finding, independent sample t-tests are used to establish whether sojourners' gender also influences other variables. The results from the tests in Appendix K indicate that there are no other significant differences between male and female sojourners in the two identified values. In addition to gender, sojourners' age and current education level are found not to influence the values and brand origin recognition accuracy. Therefore, these findings provide empirical support for the claim that consumers in the sojourner group are largely similar in their demographic characteristics.

To establish whether sojourners' origin plays a role in determining their values and brand origin recognition accuracy, a similar approach to the home country investigation is used. That is, sojourners in the host country investigation are divided

into Asian ($N = 263$) and non-Asian ($N = 129$) groups. Using independent sample t-tests, these two groups are compared concerning their cosmopolitanism and place attachment values as well as their brand origin recognition accuracy.

Although sojourners' level of cosmopolitanism is not found to influence their brand origin recognition accuracy, it is worth noting that the Asian and non-Asian groups of sojourners differ in this respect. Specifically, it is found that non-Asian sojourners ($M = 6.25$, $SD = .84$) are significantly more cosmopolitan than the group of Asian sojourners ($M = 5.92$, $SD = .87$); $t (390) = -3.64$, $p = < .001$. However, no significant difference in the level of place attachment is found between the Asian and the non-Asian group. As such, place attachment is recognised in the investigation as a psychological concept that is useful for the understanding of sojourners as international consumers.

Additionally, Asian and non-Asian sojourners are found to differ in their brand origin recognition accuracy percentage. On average, it is found that Asian sojourners ($M = 41.83$, $SD = 24.61$) are better at recognising the host country's brands than those from the non-Asian group ($M = 35.95$, $SD = 22.80$); $t (390) = 2.27$, $p = < .05$. Consequently, the result suggests that Asian sojourners pay closer attention to the brand origin information than non-Asian consumers. To provide further information on the nature of sojourners' brand origin recognition accuracy, the next section focuses on the results from a post hoc analysis that is specific to this topic.

5.3.7 Post Hoc Analysis: Brand Origin Recognition Accuracy

As reviewed during the hypothesis development stage, the concept of brand origin recognition accuracy is a growing branch of the brand and country-of-origin literature. The host country investigation in this thesis has already established relationships between sojourners' values and demographics regarding brand origin recognition accuracy. Building on these results, this section explores various brand-specific findings that contribute to the brand origin recognition accuracy literature. Firstly, the overall finding on sojourners' brand origin recognition accuracy is evaluated. To

provide a deeper understanding of this topic, different types of brand origin are then considered as well as the individual brand result from each origin type.

5.3.7.1 Sojourners' brand origin recognition accuracy

The overall result highlights the need to consider consumers' brand origin recognition accuracy when studying the impacts of brand origin information. On average, the sojourners in the current investigation are found to recognise the host country's brands accurately only 40% of the time. Given that the sojourners are not living in their home country, or permanently in a host country, brands from their host country can be considered as in-between brands. That is, these brands are neither domestic nor foreign imports to the sojourners. Therefore, it is not surprising that the overall result in this study falls within the domestic brand and the foreign brand category, as reported in Samiee et al's (2005) domestic study. Importantly, the overall result from this study confirms the main argument in the brand origin literature that consumers do indeed possess imperfect knowledge of brand origin information. To contribute further to the brand origin recognition literature, the subsequent analysis focuses on the three specific types of brands that are available in a host's marketplace.

5.3.7.2 Origin recognition accuracy score for each type of brand

Table 5.28 outlines the average accurate origin recognition percentages for the 12 brands in the host country investigation. Of the 12 brands, 8 are from the host country. These are the brands that were used in the SEM analysis. Meanwhile, the 4 foreign brands were not used in the analysis but are incorporated to replicate the nature of the real marketplace and to prevent the respondents from guessing the nature of the study. The following sub-sections will explore the results for each type of brand origin. The individual results of brand origin recognition accuracy, including information on the countries to which sojourners wrongly assign these brands, are provided in Appendix L.

Table 5.28 Brand Origin Recognition Results from the Host Country Investigation

Brand Origin Type	Food Brand	Clothing Brand
Overt Host Country (UK)	<u>Thorntons – 52%</u> <u>McVities – 40%</u>	<u>Fred Perry – 47%</u> <u>Jack Wills – 46%</u>
(Average Accurate Recognition = 46%)		
Hidden Host Country (UK)	<u>Pot Noodle – 20%</u> <u>Pret-a-Manger – 37%</u>	<u>French Connection – 33%</u> <u>Superdry – 46%</u>
(Average Accurate Recognition = 34%)		
Foreign	<u>Paul (French) – 15%</u> <u>Werther's Original (German) – 9%</u>	<u>Abercrombie & Fitch (US) – 67%</u> <u>H&M (Swedish) – 41%</u>
(Average Accurate Recognition = 33%)		

5.3.7.3 Overt host country brands

This type of brand origin features indigenous brands that are most likely to be recognised accurately as the host country's brands. This is because their brand names and logos are congruent with the language and culture of the host country. As pointed out, a good example of this type of brand is Fred Perry, which has been described in the media as a "Quintessentially British" brand (*The Week*, 2009). As a result, brands belonging to this type should receive the highest level of recognition accuracy. In general, the results from the host country investigation confirm this postulation. That is, sojourners' average score for this type of brand origin is the highest among the three types (46%). It is also worth noting at this stage that the individual recognition scores for food and clothing brands are very similar. This result provides support for the argument that the two product categories have similar levels of brand specificity.

5.3.7.4 Hidden host country brands

Brands belonging to the hidden origin type do not convey in their names or logos that they are from the host country. For example, the usage of French pronunciation in both *French Connection* and *Pret-a-Manger* leads to the systematic misrecognition that they are French (average misrecognition of 41% and 21%, respectively). In this brand type, Pot Noodle also received poor recognition. This is attributable to the use

of the word “noodle” in its name. This confuses respondents (average don’t know responses = 47%), who mistake it for a Chinese brand (average = 17%), since noodles are often perceived to be a type of Chinese food (Bardhi et al, 2010). Regarding Superdry, its use of an English-sounding name leads to the highest accurate recognition of brands belonging to the hidden type (average = 46%). However, the use of Japanese language in Superdry’s logo (see figure 5.19) also leads to strong misrecognition that it is a Japanese brand (average = 31%).

Overall, hidden brands’ lack of linguistic and visual congruency with the host country language leads to a more modest average brand origin recognition accuracy score. A paired sample t-test reveals that the mean score for hidden host country brands ($M = 34\%$, $SD = 26.85$) is significantly lower than that of the overt type ($M = 46\%$, $SD = 29.87$); $t (391) = 8.16$, $p = < .001$. Therefore, it is concluded in the host country investigation that sojourners are able to recognise the host country’s brands of the overt type more accurately than brands that belong to the hidden type of origin.

Figure 5.19 Superdry’s Logo



Source: www.superdry.com

5.3.7.5 Foreign brands

In some instances, foreign brands in a marketplace can be misrecognised as local brands. In the case of Paul, the use of a common British name leads to it being recognised as coming from the UK (average = 22%) more often than its true origin, France (average = 15%). Additionally, the use of a name with non-congruent linguistic characteristics results in a strong misrecognition for Werther’s Original, which only 9% of the respondents recognise as a German brand. Interestingly, both Abercrombie & Fitch (USA) and H&M (Sweden) receive a considerably higher accurate recognition level than foreign food brands. This is, arguably, due to the fact that they are large

global fashion retailers. Therefore, sojourners may have been familiar with these brands when they were still at home. In any case, the average brand origin recognition score for foreign brands (33%) is lower than that of the overt brands from the UK. It is also worth noting that the average recognition accuracy of foreign brands is similar to that of the hidden UK brands. As a result, it is plausible to suggest that sojourners may not be able to distinguish the hidden brands from the foreign alternatives.

5.4 Chapter Summary

The aim of this chapter was to analyse the empirical data that were collected using online questionnaires in the two investigations. Overall, the chapter was divided into two separate parts: home country and host country investigations. In each investigation, SEM analysis was applied to test the hypotheses that were developed in the previous chapter. Subsequently, further analyses of sojourners' demographics and mobility data as well as complementary post hoc analyses were conducted to provide a deeper understanding of this group of consumers and various constructs.

The majority of the hypotheses that were proposed are supported by the empirical data collected from the international sojourners living in the UK on a temporary basis. In the home country investigation, nostalgia and ethnocentrism were established as the two important antecedents of sojourners' buying intention towards products from the home country. This finding applies to both clothing and food as product categories. The host country investigation then revealed that sojourners' gender and their level of place attachment to the host country influence their brand origin recognition accuracy when evaluating the indigenous brands from the host country.

In addition to the main findings, the two investigations revealed the impacts of sojourners' length of stay and demographics on the relationships proposed. In the home country investigation, sojourners' length of stay in the host country was found to moderate the relationships between values and consumer behaviour. Additionally, both investigations suggest that sojourners' home country background plays an important role towards constructs studied. The next chapter explains these findings.

6. Discussion

6.1 Introduction

The findings from the two empirical investigations are discussed in this chapter. To this end, the results analysed and presented in chapter four are considered in relation to the existing literature. Specifically, each of the proposed psychological values is discussed in terms of its influence on sojourner consumer behaviour. The implications of the findings are then considered regarding their contributions to the marketing literature and for practical applications. In this way, this chapter provides a synthesised account of the research findings in relation to the theoretical background and the research questions.

The rest of this chapter is structured as follows. Section 6.2 discusses the empirical findings from the testing of the six hypotheses and the post hoc analysis in the home country investigation. The influence of sojourners' nostalgia and ethnocentrism on their buying intention towards products from their home country is established in this section. Section 6.3 then discusses the findings from the host country investigation. The findings concerning sojourners' cosmopolitanism and place attachment in relation to their origin recognition accuracy of the host country's brands are reflected. The results from the post hoc analyses of the role of sojourners' demographics in consumer behaviour and brand origin recognition accuracy are also evaluated. The final part of this chapter considers the claim that international student sojourners are a homogeneous group of international consumers based on demographics and mobility intentions.

6.2 Home Country and Sojourner Consumer Behaviour

In the home country investigation, the role of sojourners' home country is examined as an existential identity anchor during international mobility. In this context, sojourners' nostalgic memories from their home country are argued to act as an important resource in dealing with life in the new, unfamiliar socio-cultural territory

of the host country. Subsequently, engagement with a nostalgic memory is argued to lead to an increased buying intention towards nostalgia-related products from home. At the same time, it is also suggested that sojourners' personal experience in the host country can evoke an ethnocentric sentiment towards their own ingroup. The evocation of ethnocentrism is argued to increase sojourners' identification with their ethnic ingroup, which, crucially, results in an increased buying intention towards products from home. In this way, it is hypothesised that nostalgia and ethnocentrism can directly and indirectly (through mediation) influence sojourners' buying intention towards products from home that arrive in the host country as imports.

6.2.1 Nostalgia and Sojourners' Buying Intention

The empirical findings on the relationship between sojourners' nostalgia engagement and their buying intention support the contention made in the first hypothesis. That is, the positive and significant relationship suggests that sojourners' engagement with nostalgic memories increases their buying intention towards products from home. This relationship is supported by both research models on clothing and food as product categories. When assessed together, the magnitudes of the standardised path coefficients show that nostalgia has a stronger influence on the buying intention towards food than on the buying intention towards clothing products from home. Thus, it is concluded that nostalgia is an important value that influences sojourners' buying intention towards food products from home.

The above evidence highlights the importance of nostalgia as a psychological resource for sojourners. That is, their treasured memories from their home country provide an important mechanism for coping with the unfamiliarity of the host country, which is part and parcel of being involved in international mobility. Of particular interest in the context of this thesis, the marketing outcome of sojourners' engagement with nostalgic memories is demonstrated through a stronger buying intention towards products coming from their home country, especially food products.

Linking the nostalgia concept to consumer behaviour, the psychology literature suggests that nostalgic memories are primarily made up of important social relationships between the self and the significant others (Zhou et al, 2008; Sedikides et al, 2015). During the recollection of a nostalgic memory, the individual also recognises various products that were consumed in the encounter. Subsequently, this recognition increases the intention to buy these products, which foster the development of social connectedness (Loveland et al, 2010). For sojourners, it is impossible to re-establish a social connection through physical contact due to the geographical distance between them and their home country. Therefore, sojourners rely on a symbolic, mental representation of such social connections through engaging with the nostalgic memory (Brown et al, 2010). In this way, sojourners who engage more with nostalgic memories are more likely to buy products from their home country.

The confirmation of hypothesis H4 establishes the role of nostalgia as a psychological resource for individuals facing discontinuity. This hypothesis suggests that short-term sojourners are more likely to rely on nostalgic memories than the long-term group. The vivid encounters by short-term sojourners with the unfamiliarity of the host country are likely to result in a culture shock. To cope with this ordeal, they need emotional support from their home country, as argued by Brown and Brown (2013). On the contrary, long-term sojourners are understood to become less reliant on their home country as they are more psychologically settled in the host country (Kim, 2001; Pitts, 2009; Pedersen et al, 2011). This pattern is found in the data analysis, in which a stronger pattern of the relationship between nostalgia and the buying intention towards products from home is found for both clothing and food products among the short-term sojourners when compared with the longer-term sojourners.

In sum, the finding above, that the positive relationship is stronger for short-term sojourners, supports the previous studies by Davis (1979) and Sedikides et al (2014), who argued that nostalgia is an invaluable psychological resource in dealing with a self-discontinuity event. In the context of self-discontinuity of international mobility, short-term sojourners rely more on the support of their home country through the

recollection of nostalgic memories than long-term sojourners. Of interest to marketers, such support is obtained through buying the home country's products, in which familiarity through nostalgic consumption acts as a substitute for direct social support.

The investigation of the influence of nostalgia on sojourners' buying intention towards products from their home country has important implications for the marketing literature as well as for practical applications. Theoretically, the finding that sojourners' nostalgia engagement increases their buying intention towards products from their home country contributes to an understanding of the factors that drive sojourners' identification with their home country. Through a recent development in the psychology literature recognising nostalgia as a predominantly positive construct (Batcho, 2013; Sedikides et al, 2015), the results from this investigation provide empirical evidence on the positive role of sojourners' home country, from which cherished memories result in favourable marketing consequences. Thus, the findings from this investigation contribute to the consumer acculturation theory by establishing the role of nostalgia engagement as a factor that drives sojourners' identification with their home country.

Another theoretical contribution from this investigation is the understanding of nostalgia as a marketing concept. While Lambert-Pandraud and Laurent (2010) concluded in their study that nostalgia only has a limited influence on younger consumers, the evidence from this investigation contradicts this assertion. As the sojourners in this thesis are characterised by their youthful nature, the finding that nostalgia has an important influence on their buying intention suggests that younger consumers should not be ignored when considering the influence of nostalgia. In this vein, it is proposed here that marketing researchers studying nostalgia should focus on consumers' involvement in discontinuity events instead of their demographics.

Methodologically, the use of a nostalgia engagement composite scale, featuring items on nostalgia intensity and proneness, in this investigation demonstrates good validity and reliability characteristics in both the clothing and the food model. As a result, the

current investigation also makes a contribution to the literature on nostalgia by providing a measurement scale that is suitable for conducting a study with sojourners. Specifically, the adaptation of the measurement items to suit the mobility context of sojourners provides a methodological means to conduct future nostalgia studies with international consumers regarding the influence of their home country.

On a practical note, the significant results on the influence of sojourners' nostalgia engagement on their buying intentions provide marketers with an effective way to instigate exporting activities into a foreign country marketplace. That is, marketers from a popular sojourner-sending country can benefit from this growing trend by targeting co-national consumers abroad. One way in which this can be achieved is by highlighting how their products can help sojourners to relive the good old days in their home country. By helping sojourners to recall how they consumed the firm's products with their significant others at home, marketers can benefit from using a marketing strategy that deliberately evokes sojourners' nostalgic memories. Consequently, sojourners will react positively to this marketing message by buying the marketer's product to satisfy their need to re-establish their social connectedness.

Nevertheless, as already established, the relationship between sojourners' nostalgia engagement and their buying intention is conditioned by the product category being studied. The finding shows that nostalgia has a stronger influence on sojourners' buying intention towards food than clothing products. Therefore, a nostalgia-themed marketing strategy is likely to be more effective for food exporters. With nostalgia found to elicit strong emotional satisfaction when food consumption is linked by consumers to their treasured memories (Locher et al, 2005), a nostalgia-themed strategy is strongly recommended for food exporters. In the current marketing climate, in which nostalgia is increasingly embraced (Natterer, 2014; Kessous et al, 2015), food exporters can benefit substantially from using this strategy. By positioning their products as coping resources for sojourners, especially those in the short-term group, marketers can help these consumers to develop self-continuity in dealing with unfamiliarity in the host country.

6.2.2 Ethnocentrism and Sojourners' Buying Intention

As a concept that explains devotion and loyalty to the ethnic ingroup, ethnocentrism has previously been found to exert an impact on individuals' attitudes and behaviours. From a marketing perspective, evidence from the home country investigation in this thesis adds to the literature by showing that ethnocentrism influences sojourner consumer behaviour. That is, sojourners' ethnocentric sentiment is found to relate positively to their buying intention towards food and clothing products from their home country. A coefficient comparison of this path's regression weights between the clothing and the food model indicates that ethnocentrism has more influence on sojourners' buying intention towards clothing than on their buying intention towards food products. Nevertheless, it is concluded based on the results of the main models for both product categories that ethnocentrism is an important driver of sojourner consumer behaviour when considering products from home.

The positive results concerning ethnocentrism and sojourners' buying intention demonstrate the importance of ethnic ingroup membership to consumer behaviour. Even when sojourners are living outside their domestic home country setting, they continue to show their support for their ingroup members in a foreign marketplace. This finding confirms the claim put forward by Bizumic and Duckitt (2012) that ethnic ingroup membership consists of intragroup expressions that signify loyalty and devotion. In the current context, highly ethnocentric sojourners show their allegiance to their ingroup by demonstrating a strong intention to buy products from home in the belief that this behaviour will ultimately benefit their ingroup counterparts. Thus, exposure to the information that signifies the home country as a product's origin takes on an important meaning for ethnocentric sojourners when evaluating competing products in the host country's marketplace.

When testing whether sojourners' length of stay in the host country moderates the relationship between ethnocentrism and buying intention, interesting findings are uncovered. Despite the contention that short-term sojourners are likely to be more influenced by an ethnocentric sentiment, the empirical data from the investigation do

not support this postulation. Instead, long-term sojourners are found to be more strongly influenced by the ethnocentric sentiment, which leads to strong buying intentions towards products from home. This result is established for both the clothing and the food product category model. Therefore, it is concluded that long-term sojourners are more driven by the ethnocentric sentiment than short-term sojourners.

To explain the finding on the moderation role of length of stay in the host country, it is possible to suggest that a longer absence from home drives long-term sojourners to yearn for a stronger connection to their home country. This behaviour is reflected in the old adage “absence makes the heart grow fonder”. The possibility of this behavioural pattern was raised by Shankarmahesh (2006) in his review of the consumer ethnocentrism concept. He built on an earlier observation by Rosenblatt (1964), suggesting that an increase in cross-cultural contacts can drive individuals’ ethnocentric sentiment instead of mitigating such an influence. Through the results of this thesis, it is concluded that long-term sojourners are more driven by the ethnocentric sentiment in yearning for their home than short-term sojourners who have recently departed from their home country.

The extension of the ethnocentrism concept in the home country investigation into the international domain makes several important theoretical contributions. Alongside nostalgia, ethnocentrism is established in this study as another important factor that influences sojourners’ identification with their home country. Through the belief that their consumer behaviour can benefit ingroup members, an evocation of ethnocentrism can lead to positive marketing outcomes in the foreign marketplace. Accordingly, ethnocentrism represents another important factor that underlies the notion of the home country in the consumer acculturation theory.

While the existing studies in the marketing literature show that ethnocentrism leads to an inclination to buy domestic products (c.f. Shankarmahesh, 2006), the current investigation of this thesis adds to the discipline by showing that the psychological influence of ethnocentrism is not bounded by national borders. That is, ethnocentrism also exerts an influence on sojourner consumers who are residing abroad. As today’s

society is becoming increasingly dependent on frequent international mobility, this finding is an important step in establishing the relevance of the ethnocentrism concept to the study of international consumers. Unlike immigrants, sojourners maintain the original home country from which they originated. In this vein, they identify products from their home country in the same way as domestic consumers at home.

The adaptations to the short version of CETSCALE make an important methodological contribution by providing an instrument for conducting a study with international consumers who are not currently living in their home country. The adaptations made in this instance also provide a basis for establishing that sojourners' ethnocentrism is developed in the home country before being evoked abroad. As such, the findings of the current investigation support the contentions in the marketing literature that ethnocentrism is salient and unchanging across contexts (Shankarmahesh, 2006; Guo, 2013). Furthermore, strong internal consistency is demonstrated in both the clothing and the food ethnocentrism scales. This finding corroborates the argument that the measurement of ethnocentrism in the marketing literature should be conducted using a specific product category instead of the general product term (Carpenter et al, 2013). Consequently, it is important to indicate a product category when studying ethnocentrism in the marketing context.

The empirical support for the relationship between ethnocentrism and sojourners' buying intentions also has important practical implications for export marketers. To target co-national consumers, exporters can evoke sojourners' ethnocentric sentiment by stressing in their marketing strategy that buying products from home can benefit one of their own through creating jobs and aiding the local industry. The strength of the relationship between ethnocentrism and the buying intention towards clothing products suggests that exporters of clothing goods can particularly benefit from this association. Although traditional studies have suggested that an ethnocentrism value is more prevalent among older consumers, the strong relationships among the younger sojourners in this investigation reflect the finding of Josiassen et al (2011). Josiassen and his co-authors established that the relationship between ethnocentrism and behavioural intention is stronger for younger consumers

than the older groups. Accordingly, it is asserted that exporters of clothing products can reap the benefits of using an ethnocentrism-based marketing strategy to target younger sojourners, especially international students, who are currently members of the host country's marketplace.

6.2.3 Mediating Role of Ethnocentrism in Nostalgia and Buying Intentions

In addition to the direct influences of nostalgia and ethnocentrism on sojourners' buying intention towards products from their home country, it is found that the two concepts are statistically related. In more detail, ethnocentrism is found in the home country investigation to be a mediator that explains the relationship between sojourners' nostalgia and buying intention. This indirect relationship is obtained for both the clothing and the food product model. As a result, hypothesis H3 is supported by the empirical evidence. The following paragraphs discuss the implications of this finding.

The finding that ethnocentrism mediates the relationship between nostalgia and buying intention supports the evidence from earlier studies that established a linkage between the concepts of nostalgia and ethnocentrism. In the marketing literature, Thelen et al (2006) and Urbonavicius et al (2010) showed in their respective studies within the Eastern Bloc context that nostalgia positively influences ethnocentrism. To unpack this relationship, Thelen et al (2006) argued that consumers' nostalgic memories from their past in the Soviet era positively influence their ethnic ingroup affiliation, resulting in an increased preference for Russia's domestic products. Urbonavicius et al's (2010) study revealed a similar pattern by showing a positive relationship between consumers' nostalgia and their preference for Lithuania's domestic products. Although the context differs, this study finds a similar pattern of results in which sojourners' nostalgia engagement drives their ethnocentric sentiment. In turn, this relationship explains sojourners' buying intention towards products from their home country.

Hypothesis H6 speculated that the proposed indirect relationship will be stronger for short-term sojourners than their long-term counterparts. Although the empirical results in AMOS do not support this contention, it is not surprising given that this finding reflects the earlier results on direct effect hypotheses to some extent. In the food model, the direct relationship between ethnocentrism and buying intention is stronger for the long-term sojourners. Similarly, the specified indirect path in the same model is stronger for the long-term group. As the chi-square test reveals a significant difference between the short-term and the long-term sojourners, ethnocentrism is concluded as a mediator only for the long-term sojourners when food products are concerned. On the other hand, a non-significant value in the chi-square difference test in the clothing model suggests that there is no statistical difference between the short-term and the long-term sojourners. As such, it is concluded that ethnocentrism mediates the relationship between sojourners' nostalgia and their buying intention for both groups of sojourners equally.

Theoretically, the statistical linkages between nostalgia and ethnocentrism found in this study lead to better knowledge of both concepts. For nostalgia, the finding that sojourners' engagement with a nostalgic memory leads to stronger identification with their ethnic ingroup contributes to the understanding of a consequence of nostalgia. In another study, Wildschut et al (2014) did not find a significant relationship between personal nostalgia and ingroup evaluation. However, it is worth noting that their ingroup was operationalised as identification with students from the same university. On the contrary, this investigation shows that sojourners' nostalgia of their personal memories is positively related to ethnic ingroup identification. With the argument that ethnocentrism is the strongest form of ingroup identification (Levine & Campbell, 1972), this finding demonstrates the saliency of ethnic ingroup membership. As such, it is concluded in the current investigation that sojourners' nostalgia recollections can strengthen their ethnic ingroup identification.

The findings on the relationship between nostalgia and ethnocentrism and sojourners' buying intention also have important implications for the ethnocentrism concept. While a number of antecedents of ethnocentrism have been investigated in the

marketing literature (as reviewed by Shankarmahesh, 2006), nostalgia has yet to be examined in a systematic manner. In this investigation, the relationship between the two concepts among the sojourner consumers can be explained by the logic that nostalgia is a social emotion (Zhou et al, 2008). That is, the main actors in an individual's nostalgic memories are the significant others. Consequently, sojourners' engagement with nostalgic memories from their home country results in stronger identification with their own ingroup, of which their significant others are also members. Nevertheless, more research is required for this explanation to be substantiated.

Despite the empirical support for the proposed indirect relationship, conclusions must be drawn with some caution. As discovered, the alternative model with the inverted indirect relationship between ethnocentrism, nostalgia and buying intention cannot be ruled out statistically due to the identical findings with the proposed clothing and food models. Although the alternative model is eliminated based on theoretical reasoning, as recommended by Breckler (1990), a future study would be useful to test the causal direction between nostalgia and ethnocentrism.

6.2.4 Home Country and its Influence on Sojourner's Buying Intentions

The primary aim of the home country investigation is to address the first research question. The question states: "RQ1: To what extent do nostalgia and ethnocentrism influence sojourners' buying intention towards products from their home country?" The adjusted R^2 statistics of the clothing and food models in chapter 4 show that the proposed psychological values explain .50 and .29 of the variation in the respective models. As survey data often produce an R^2 value in the range of .30 to .50 (Grover & Vriens, 2006), it is concluded that the two models can explain sojourners' buying intention towards products from home to a large extent. This finding highlights the influence of psychological values on sojourner consumer behaviour.

The results of the current investigation reveal the important influence of sojourners' home country during international mobility. As suggested by Bardhi and Askegaard

(2008) and Bardhi et al (2010), the home country represents an existential anchor for consumers who are travelling abroad on a temporary basis. The current investigation provides further explanations for the influence of sojourners' home country by uncovering the roles of nostalgia and ethnocentrism as psychological values that relate sojourners to their home country. When assessed simultaneously, the two psychological values exert different levels of influence on sojourners' buying intention. As such, the relationship between values and buying intention is contingent on the product category being studied. These findings are discussed next.

The different patterns of results for the clothing and food models in this investigation can be explained by the information-processing perspective of consumer behaviour research (Sternthal & Craig, 1982). It is suggested from this perspective that, when consumers are exposed to products' information, they form cognitive responses that are congruent with who they are and what the products mean to them. In the current context, sojourners' exposure to the marketing information that the products they are evaluating are from their home country conditions their responses in such a way that leads to positive buying behaviour. For the two product categories involved in the current study, sojourners are found to react in different ways that can be explained by the different emotional appeals of product categories and their associated benefits.

For clothing products, the manufacturing of apparel is an important industry that creates local jobs while also making important contributions to the domestic economy (Scott, 2004). Therefore, it is not surprising that both short- and long-term sojourners in the home country investigation are more driven by the ethnocentric reasoning when they are exposed to the information that the clothing products that they are evaluating come from their home country. Based on the importance of the clothing industry to the ethnic ingroup members, ethnocentric sojourners respond accordingly by demonstrating a stronger buying intention. In turn, this behaviour satiates their personal need for ingroup membership and identification, contributing positively to their psychological well-being during their sojourn.

On the contrary, food products from the home country are often consumed to satisfy emotional needs during international mobility. This is because the consumption of the home country's food can help to induce desirable nostalgic recollections of treasured personal memories from home (Locher et al, 2005; Brown et al, 2010). Therefore, when nostalgic sojourners are exposed to the information that the food products that they are appraising originated from their home country, they then develop a stronger buying intention based on the psychological benefits that food consumption brings. Subsequently, the buying of food products from home helps sojourners to re-establish their sense of self-continuity when living abroad temporarily. Through this reasoning, this thesis argues that sojourners' consumer behaviour towards products from their home country is contingent on the product category information and the assessment of the psychological benefits that they bring. As such, this explains the difference in the patterns of value-buying intention relationships found in this study.

In addition to the first research question on the direct influence of home country values, a complementary third research question addresses the moderating role of sojourners' length of stay abroad. Specifically, "RQ3: What are the impacts, if any, of sojourners' length of stay in the host country on their values and consumer behaviour?" To answer this question, information on sojourners' length of stay in the host country is collected and used as a categorical moderator in which short- and long-term sojourner groups are contrasted based on a multiple-group comparison test. Through this inquiry, the length of stay in the host country is found to play an important role. In the case of clothing products, an ethnocentric sentiment strongly influences the buying intention for both the short-term and the long-term group of sojourners. However, nostalgia engagement only explains short-term sojourners' buying intention towards clothing products. Meanwhile, food products' buying intention is explained by nostalgia engagement for both short-term and long-term sojourners. However, ethnocentric reasoning explains only the preference of long-term sojourners. These findings have important implications for the understanding of the role of the home country, as will be discussed hereafter.

It is often suggested in the cross-cultural psychology literature that the influence of the home country diminishes as sojourners' length of stay in the host country increases (Fontaine, 1997; Kim, 2001; Pitts, 2009). However, the findings of this study contradict this view by demonstrating that the home country remains an important spatial entity in the life of long-term sojourners. This is based on the empirical results, in which the psychological values relating to the home country are found to have an important influence on long-term sojourners' buying intention towards products from their home. Through nostalgia and ethnocentrism, the empirical data in this investigation suggest that both short-term and long-term sojourners are important candidates for market segmentation by exporters from the same home country.

Nevertheless, it is important to consider that the influences of home country values are not always equally applicable to both the short- and the long-term group of sojourners. That is, nostalgia is influential only on the buying intention towards clothing products for short-term sojourners and not for the long-term group. Meanwhile, ethnocentrism accounts for long-term sojourners' buying intention towards food products but not for that of short-term sojourners. Thus, sojourners' length of stay has important implications for the development of knowledge on how they relate to their home country through their consumer behaviour. In sum, this thesis argues for the importance of accounting for the length of stay when studying sojourners as international consumers.

Regarding practical applications, the results from the test of the length of stay as a moderator in study 1 of this thesis provide an important direction for the development of an export marketing strategy. With the finding that nostalgia is only applicable to short-term sojourners for clothing products and ethnocentrism to long-term sojourners for food products, exporters need to be wary of these patterns when targeting co-national sojourners. Through these findings, it is recommended that clothing product exporters should focus on communicating ethnocentric values. Meanwhile, food exporters should focus on using a nostalgia-based marketing strategy. These recommendations are made in the light of the findings that ethnocentrism and nostalgia are more consistent in their influences across the short-

and long-term groups regarding sojourners' buying intention towards products from their home country. In this vein, export marketers can develop a marketing strategy that targets a larger segment of sojourners consisting of both the short- and the long-term group.

In addition to the recommendations above, the findings from the post hoc analyses on the influence of sojourners' demographics provide a further basis for developing segmentation. The results reveal that sojourner consumers are largely homogeneous. That is, sojourners' gender and age are not found to influence the studied variables. Based on the sample characteristics in the current investigation, it is summarised that the sojourner group is largely made up of younger, female consumers. As such, the findings from the current investigation are of particular benefit to exporters aiming to target consumers who fit the highlighted characteristics.

The post hoc analysis of the potential influence of sojourners' home country also yields interesting results. In the analysis, Asian sojourners are found to be more ethnocentric in their sentiment towards the clothing products. Furthermore, they demonstrate a stronger buying intention towards products from home in both categories when compared with non-Asian sojourners. As Asian sojourners represent the largest cohort of international students, these findings represent an advantage to Asian firms who are looking to expand their activities into the UK. This is especially relevant to exporters of clothing products who can build on sojourners' ethnocentric sentiment. Meanwhile, the non-significant difference between Asian and non-Asian sojourners regarding nostalgia suggests that food exporters from different continents can target co-national sojourners using a value-based strategy that is applicable to both short-term and long-term sojourners.

6.3 Host Country and Sojourner Consumer Behaviour

The host country investigation explores the influences of cosmopolitanism and place attachment as the antecedents of sojourners' origin recognition accuracy of their host country's brands. Simultaneously, the two concepts are examined regarding their

relative influence on the accuracy of brand origin recognition. In the following paragraphs, the findings on cosmopolitanism, as openness to the host culture, are examined first. Assessment of the role that place attachment plays follows. Subsequently, the post hoc results on brand origin recognition accuracy, as well as the impacts of sojourners' demographics on the variables, are discussed.

6.3.1 Cosmopolitanism and Sojourners' Brand Origin Recognition Accuracy

The cosmopolitanism concept is identified as a possible antecedent of brand origin recognition accuracy due to the nature of the construct, in which openness to a foreign culture is relevant to sojourners as international consumers. Based on this characteristic, it is proposed in the host country investigation that highly cosmopolitan sojourners are more likely to recognise indigenous brands from a host country. However, despite its promising characteristics and relevance to sojourners, cosmopolitanism is not found to be a driver of their brand origin recognition accuracy. Specifically, although the relationship is in the positive direction, as hypothesised, the statistical relationship is weak and non-significant. Consequently, hypothesis H1 is statistically rejected in the investigation. Through the empirical evidence, it is concluded in this investigation that sojourners' cosmopolitanism does not enhance their recognition accuracy of brands originating from the host country.

The lack of support for hypothesis H1 suggests that cosmopolitanism is not a useful concept for studying sojourners, as previously speculated. While the construct is accepted in the marketing literature as a positive cognitive response to the increasing availability of foreign products in a domestic marketplace, the finding here suggests that the positivity does not extend to international marketplaces. Reflecting on the result of the current investigation, the lack of support for the cosmopolitanism hypothesis can be explained using Skrbis and Woodward's (2007) study. In their interpretive inquiry, Skrbis and Woodward studied the limitation of the openness nature of cosmopolitanism. They found that cosmopolitan expressions are more readily associated with the basic idea of the consumption of foreign products, such as food and music, that are distinctive from the domestic choices. For the more difficult

tasks, such as openness to foreign cultures and intercultural communications, their research participants had difficulty in managing the “being cosmopolitan” expectation (Skrbis & Woodward, 2007:p.734). Therefore, Skrbis and Woodward argued that the openness feature, which is often accepted in the conceptual discussion as an important feature of cosmopolitanism, has its limit when applied empirically.

Relating to the study of Skrbis and Woodward, the finding from the current investigation also highlights the limitation of cosmopolitanism’s openness. Through the rejection of the cosmopolitanism hypothesis, it is concluded that the concept has limited applications to sojourners. As previous marketing studies have found cosmopolitanism to be a useful construct for studying consumers in the domestic context (e.g. Cleveland et al, 2009; Riefler & Diamantopoulos, 2009; Riefler et al, 2012), it is concluded here that the concept is more relevant to capturing consumers’ preference for otherness, which is represented by foreign choices over local products in the domestic context. Therefore, cosmopolitanism can be argued to be a more relevant segmentation variable for marketers aiming to expand into a foreign market as opposed to targeting incoming sojourner consumers.

6.3.2 Place Attachment and Sojourners’ Brand Origin Recognition Accuracy

The place attachment concept is proposed as another antecedent of sojourners’ brand origin recognition accuracy. It is believed that sojourners can develop a strong emotional bond with their host country during an international sojourn. While traditional texts on the place attachment concept have opposed this possibility, the recent place attachment studies have suggested that the two are actually compatible. This thesis also explores the latter possibility by investigating whether strong attachment to the host country exists among sojourners. Crucially, the investigation then explores whether such attachment influences sojourners’ brand origin recognition accuracy.

Hypothesis H2 suggests that sojourners who are more emotionally attached to their host country are better at recognising the host country’s indigenous brands. The

empirical data support this contention. The statistical result for place attachment and brand origin recognition shows that this relationship is highly significant ($p < .001$). Thus, as hypothesised, sojourners are able to develop a strong place attachment to their host country despite their relatively short time there. As a consequence, sojourners' emotional bond with the host country results in higher brand origin recognition accuracy. As such, place attachment becomes an important concept in capturing sojourners' ability to recognise brands from their host country.

The place attachment concept represents an emotional bond that individuals form with their important spatial location (Lewicka, 2011a). Concerning the scale of place attachment, Tuan (1974) recognised that an attachment can be developed with a place on many levels: from a chair to the whole world. This investigation focuses on the bond developed at the country level. While it is increasingly recognised that place attachment to the home country is often the strongest level (e.g. Devine-Wright et al, 2015), the current investigation represents the first instance in which sojourners' place attachment to a host country is considered. As such, the support for the place attachment hypothesis here adds to the growing literature on place attachment and mobility in showing that mobile individuals are able to develop an attachment to new places (e.g. Kaltenborn & Williams, 2002; Giuliani et al, 2003; Gustafson, 2013) instead of being temporarily homeless.

The finding that sojourners develop a strong attachment to their host country makes important contributions to the international marketing literature. According to Lewicka (2011a), the growing scholarly interest in the place attachment concept is due to the recognition that it is an important driver of positive place-related behaviours. In response to the call for more research on positive, business-promoting concepts, this thesis adds to the literature by establishing place attachment as a positive international marketing concept. Specifically, it is found that sojourners' level of place attachment to their host country explains their brand origin recognition accuracy. That is, the more attached they are, the better they become at recognising which brands originated from the host country. This is an important finding as previous research has shown that sojourners express a heightened intention to engage with indigenous

brands to learn more about their host country (Vredeveld & Coulter, 2014). By answering the question of how sojourners know which brands belong to the host country, this investigation addresses an important gap in the brand origin knowledge.

To explain the relationship between sojourners' place attachment and brand origin recognition accuracy, previous studies have explained that brand origin recognition is based on the cognitive process of categorisation and classification (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008). In facilitating these elaborative mental processes, positive affect is found to enhance cognitive processing tasks (Herr et al, 2012). As a "hot affect", emotional attachment has been shown to facilitate brand recognition (Fedorikhin et al, 2008:p.283). In this way, sojourners are positively influenced by an affect-based emotional bond that facilitates their recognition of indigenous brands from the host country. Thus, the place attachment concept is established as an important antecedent of sojourners' brand origin recognition accuracy.

The discovery that place attachment is positively related to sojourners' brand origin recognition accuracy also has important implications for the development of the attachment literature in the marketing literature. While the concept of place attachment has received a copious amount of research attention in different branches of social sciences, it has largely been ignored in the marketing literature. It was only recently that marketing scholars began to embrace the place attachment concept (Debenedetti et al, 2014; Brocato et al, 2015). Nevertheless, there was still a need for a marketing study that investigates the influence of a residential place as opposed to a commercial setting. Here, sojourners' temporary residential place, the host country, is found to influence their brand origin recognition accuracy as a marketing outcome. As such, this investigation also adds to the attachment literature by studying the influence of a temporary residential place as an entity of attachment on a marketing outcome.

In terms of practical applications, the significant and positive finding on the relationship between sojourners' place attachment and brand origin recognition accuracy represents an important finding. Specifically, marketers can capitalise on this

psychological relationship by developing a strategy that emphasises the symbolic, cultural linkage between their brands and the host country. This strategy is not only useful in capturing the interests of sojourners but also facilitates the recognition that their brands belong to the host country. Through the emphasis that their brands are indeed authentic representations of the host country's culture, they can capture the imagination of attached sojourners who intend to learn about their host country through brand consumption. In this way, brand marketers from the host country can benefit from targeting more attached sojourners to develop a competitive edge over their competitors in the host country's marketplace. Furthermore, short-term sojourners are found in this study to develop strong place attachment despite their short time in the host country. Therefore, the strategy recommended here can be employed with the short-term sojourner group, as well as the long-term group, which increases its attractiveness as a marketing tactic.

6.3.3 Brand Origin Recognition Accuracy in the Context of Sojourners

Brand origin recognition accuracy is an important first step towards an understanding of the various associations that consumers make between a brand and its origin. This is because consumers need to be aware of such information before their subsequent attitudes and behavioural intentions can be established. Previous studies have already shown that accurate recognition can lead to an improved attitude towards the brand (Magnusson et al, 2011a), while misclassification can lead to an undesirable and negative consequence (Balabanis & Diamantopoulos, 2011). Therefore, brand origin recognition accuracy is recognised as an important concept that precedes attitudes and behavioural intentions. In this vein, the current investigation examines sojourners' origin recognition accuracy of their host country's brands.

The findings of this thesis add to the literature on brand origin recognition accuracy. As argued by Samiee et al (2005), consumers do not hold perfect knowledge of brand origin information. The empirical result of this investigation supports this notion. It is found that sojourners are able to recognise clothing and food brands from their host country accurately, on average, 40% of the time. As such, sojourners only possess

limited cognitive capability for learning and recognising the host country's brands. Based on this finding, it is important for marketers of indigenous brands in the host country, who are aiming to target sojourners, to compete for a mental share of brand recognition that facilitates subsequent attitudes and intentions.

Through a post hoc analysis of 12 brands, consisting of 8 host country brands and 4 foreign brands, better knowledge of the different types of brands in a marketplace is achieved. Overall, brands that are considered to be overt representatives of the host country's culture are the most strongly recognised by sojourners. As such, brands of the overt type are most likely to benefit from developing an association with the host country. Meanwhile, brands of the hidden type receive significantly lower recognition. As their linguistic and visual cues do not suggest in an obvious manner that the brands are from the host country, they receive similar accurate recognition to those of foreign origin. As such, marketers of brands of the hidden type face a more daunting task if they seek to develop an explicit association with the host country.

In line with the current marketing literature on brand origin recognition, this investigation confirms in hypothesis H3 of the host country investigation that sojourners' gender plays a role in brand origin recognition accuracy (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011). It is found that female sojourners are better at recognising the host country's brands than male sojourners. Therefore, this finding is useful in determining who is more likely to recognise brand origin accurately as well as establishing the role of gender as a demographic antecedent of brand origin recognition accuracy. Additionally, the post hoc analysis of the role of sojourners' demographic shows that Asian sojourners are better at recognising their host country brands than non-Asian sojourners. This finding suggests that Asian sojourners are more attentive to the brand origin information. As such, marketers from a host country should develop a marketing campaign with Asian, female sojourners as their target audience.

Summarising the marketing literature on brand origin recognition accuracy, Usunier (2011:p.494) concluded that there is still a need for an investigation into what "causes"

brand origin to be recognised accurately. He explained that such knowledge will be useful in determining the factor that drives brand origin recognition accuracy. Answering this call, this investigation examines the influence of two distinctive values as psychological antecedents. As shown, the result indicates that place attachment is an important influence that facilitates sojourners' brand origin recognition accuracy. Consequently, the finding that affect-based emotional attachment drives sojourner brand origin recognition accuracy makes an important contribution to the literature. Currently, there is a lack of empirical investigations focusing on a positive driver that can influence consumers' brand origin recognition. Thus far, only ethnocentrism has been studied as a negative factor that impedes the recognition process (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008). From a more positive stance, marketing researchers should focus on the affect-based antecedents of consumers' brand origin recognition accuracy. In this way, better knowledge of the drivers of brand origin recognition accuracy can be achieved for domestic and international consumers.

6.3.4 Host Country and its Influence on Sojourners' Brand Origin Recognition

The aim of the host country investigation is to explore the potential influences of the psychological values on sojourners' brand origin recognition accuracy. The second research question is: "RQ2: To what extent do cosmopolitanism and place attachment explain sojourners' origin recognition accuracy of the host country's brands?" The BORA research model shows an R^2 value of .05. While this value suggests that the model only explains a small variation in the data, this value is comparable with another brand origin recognition accuracy studies that reported this statistic. The investigation by Samiee et al (2005) yields a similar R^2 value of .09. Through this finding, it is possible to suggest that there are other variables that explain sojourners' brand origin recognition accuracy that have not been investigated. This limitation will be considered in the conclusions chapter.

Arguably, another main contributor to the low R^2 value in this study is the non-significant relationship between sojourners' cosmopolitanism and their brand origin recognition accuracy. While cosmopolitanism, as an openness-based concept, has

been accepted in marketing as a positive driver of consumer behaviour, it does not have a significant statistical influence on sojourners' brand origin recognition accuracy. Therefore, it is concluded in this thesis that cosmopolitanism has few implications for the segmentation and profiling of sojourners as international consumers. Consequently, international marketing researchers should focus on other concepts that are relevant to sojourner consumers.

The positive and highly significant relationship between sojourners' place attachment and their brand origin recognition accuracy promotes the use of the place attachment concept in international marketing studies. As speculated by Papadopoulos et al (2011), place attachment is found in the current study to have important marketing implications. Building on the idea of geographical space's emotional saliency to consumers, it is established that sojourners' brand origin recognition accuracy is driven by such a sentiment. In summary, the empirical results from the host country highlight that sojourners' level of place attachment is a more useful variable for the segmentation of sojourners than cosmopolitanism.

The findings from this investigation provide marketing practitioners in a host country with a means to develop useful profiling and segmentation of the sojourners. Alongside place attachment, sojourners' gender and home country background are found to play a part in determining sojourners' brand origin recognition accuracy. That is, female and Asian sojourners are found to be more proficient at the brand origin recognition task. These findings provide marketers with an actionable recommendation for the development of a marketing strategy to focus on the group of sojourners. In particular, marketers from the host country should focus on the more attached, female and Asian sojourners in promoting their brands to incoming international consumers.

The testing of hypothesis H4 suggests that short-term and long-term sojourners do not differ in the pattern of place attachment and brand origin recognition. This finding also has an important marketing implication. For practical applications, the presence of highly attached short-term sojourners indicates that marketers can use the same host

country branding strategy to target the short- and long-term sojourner groups. In building the association between their brands and the host country, marketers should focus on delivering affect-based marketing messages. In particular, they should communicate how their brands are authentic representatives of the host country's culture through which sojourners can learn about the country with which they have developed an emotional bond.

6.4 Sojourners as International Consumers

The objective of this thesis is to establish the influence of psychological values as the drivers of sojourner consumer behaviour. Despite the recognition that the trend of international sojourning is on the increase, sojourners have largely been overlooked as a group of consumers. As such, the two investigations into sojourners' home and host country-related values provide important insights into the consumer behaviour of individuals who are living abroad on a transient basis. Alongside the systematic examination of psychological values, this thesis investigates the overall nature of sojourners regarding their demographic characteristics as well as their mobility trajectories. In this way, a better understanding of sojourners is achieved.

Robertson (2013) suggested in her sociology account of international students that sojourners possess similar psychological profiles based on their shared transient journey from their home to a host country. A comparable argument is proposed in Visconti et al's (2014:p.9) article, stating that sojourners share a "supranational" pan-ethnic identity. Subsequently, the practice of studying sojourners as a homogeneous group is increasingly being adopted in social science disciplines to overcome the restrictions of the traditional sampling strategy described as methodological nationalism (Wimmer & Schiller, 2002). This thesis follows this rationale by conducting investigations with international student sojourners as a consumer cohort regardless of home country background. Further, as international students are argued to share similar demographic characteristics (Pedersen et al, 2011), sojourner respondents are not expected to differ widely in their demographic characteristics. As such, these

characteristics of international student sojourners should fit the homogeneity requirement for theory testing, as recommended by Reynolds et al (2003).

To establish whether the above arguments are supported by the empirical evidence, post hoc analyses of the potential impacts of sojourners' demographics are conducted for both the home and the host country investigation. The empirical evidence from both studies upholds the contention that sojourners in the same host country share similar personal characteristics. Supporting the statement made by Pedersen et al (2011), sojourners are found to be composed mainly of younger individuals. Despite the fact that the two studies in this thesis were carried out in different years, similar overall demographic characteristics are found. One such similarity is that the majority of the sojourners in both investigations are female. In terms of nationality representation, most of the international student sojourners taking part in the studies come from Asian countries, with three origins as the main contributors: China, India and Thailand. To some extent, these findings reflect the overall characteristics of the population of international students in the UK, which is largely made up of Asian and female students (UKCISA, 2015).

Although the two post-hoc analyses did not find gender, age and level of education to have an influence on the variables studied as expected (except gender and brand origin recognition accuracy), sojourners' home country background is found to have an impact on some of the variables in the two investigations. In the home country investigation, Asian sojourners are found to show stronger ethnocentrism towards clothing products as well as a stronger intention to buy clothing and food products from home. Meanwhile, the second investigation establishes that Asian sojourners are better at recognising brands from their host country while non-Asian sojourners are more cosmopolitan. As a result, these differences among Asian and non-Asian sojourners need to be taken into account in future studies.

Taken together, the empirical evidence above indicates that sojourners' home country background has some implications for the values and consumer behaviour being studied. In particular, it suggests that Asian sojourners can be segmented as more

ethnocentric sojourners while non-Asian sojourners are more found to be more cosmopolitan. This finding reflects other studies that compared the influence of these two concepts, in which ethnocentrism was found to relate negatively to cosmopolitanism (Cleveland et al, 2009; Parts, 2013). Furthermore, the finding that Asian sojourners are more likely to buy products from home, coupled with the fact that the majority of international students are from Asia, is likely to benefit Asian exporters looking to expand their operation into the UK. Meanwhile, nostalgia and place attachment are not found to differ between Asian and non-Asian sojourners, supporting the main idea that these concepts are similarly applicable to sojourners regardless of their origin.

Despite the argument that international student sojourners are largely similar, the findings from the home country investigation indicate that the influence of sojourners' home country-related values on their consumer behaviour is contingent on their length of stay in the host country. Consequently, exporters' segmentation efforts regarding co-national sojourners must consider the potential influence of sojourners' length of stay in the host country so far. As the length of stay of the sojourners taking part in both investigations varies widely, from less than 3 months to more than 10 years, this thesis adopts the categorisation approach by Grinstein and Wathieu (2012). Specifically, sojourners who have been in the host country for less than one year are considered to be short-term sojourners, while those who have been in the country for longer are described as long-term sojourners. Based on the empirical results of the home country investigation, it is thus concluded that sojourners' length of stay is a crucial variable to consider in studying the relationship between psychological values and consumer behaviour.

Sojourners' future mobility trajectory is also investigated in this thesis. Although sojourners share a similar home-to-host journey, their future movement can differ vastly based on their personal intentions and life goals. For some, the current sojourn in the host country is the beginning of a lifelong voyage. For others, their mobility is completed with a journey back home (Visconti et al, 2014). Still others become immigrants in the host country. However, the latter group is beyond the scope of the

current thesis, as the data were collected from respondents who identify themselves as sojourners only (imposed using a filter question). To capture whether international student sojourners intend to travel on or to return home, an intention question was included in the two questionnaires as Likert-based items.

The findings from the home and host country investigations confirm the circular nature of international student sojourners. The majority of the respondents indicate a stronger intention to return to their home country once their current sojourn ends as opposed to moving elsewhere. The comparison of the mean difference between the two intentions is found to be statistically significant. As such, the sojourner respondents in this thesis can be described as circular sojourners whose mobility is completed with a return home (Sussman, 2002). This finding also represents an interesting avenue for future marketing studies that will be discussed in the conclusions chapter.

6.5 Chapter Summary

The discussion chapter brought together the empirical findings from the data analysis and existing literature. The empirical findings from the home country investigation suggest that both nostalgia and ethnocentrism are influential on sojourners' buying intention towards clothing and food products from home. Crucially, it was also determined that sojourners' length of stay in the host country plays a role by moderating the proposed relationships. Based on the results of this investigation, it was recommended that clothing product exporters from sojourners' home country should focus on communicating ethnocentrism-related messages. This strategy is likely to be the most beneficial to exporters from Asian countries, as Asian sojourners demonstrate the strongest level of clothing ethnocentrism and the related buying intention. Meanwhile, food product exporters can also benefit from using nostalgia-themed marketing when targeting co-national sojourners. As nostalgia engagement is similar across Asian and non-Asian sojourners, the use of such a strategy can be useful to marketers from different origins.

The host country investigation highlighted the influential role of place attachment as an antecedent of short-term and long-term sojourners' ability to recognise the host country's brands. Thus, it was recommended that brand marketers from the host country should focus on using an affect-based marketing communication strategy by highlighting how their brands represent the host country's culture authentically. This strategy is likely to be most relevant to Asian, female sojourners due to their significantly higher origin recognition accuracy of the host country's brands.

The largely homogeneous characteristics of the international students in the two investigations lead to the possibility of studying sojourners as a homogeneous group of international consumers. Nevertheless, international marketing researchers must be mindful of the potential difference in sojourners' home country background, as discussed. The next chapter concludes this thesis by exploring how the results from the home and host country investigations into sojourner consumer behaviour add to the consumer acculturation theory as well as the individual disciplines. Limitations and recommendations for future studies will also be considered.

7. Conclusions

7.1 Introduction

This chapter concludes the thesis by summarising the contributions made by the home country and host country investigations. As identified in the introductory chapter, the research problem that drives this thesis is the lack of empirical evidence on sojourner consumer behaviour. To address this issue, this thesis draws on the conceptualisation of the home and host country from the consumer acculturation theory. The aim is to examine the underlying psychological values that underlie the home and host country identities. In turn, the two investigations examine how the value concepts influence sojourner consumer behaviour. In this way, the empirical findings of the thesis contribute to a better understanding of the drivers of sojourner consumer behaviour.

The rest of this chapter is organised as follows. Section 7.2 compares sojourners with other consumer groups. Section 7.3 contrasts sojourners' consumer behaviour with that of immigrants. Section 7.4 considers how the two investigations in this thesis add to the consumer acculturation theory. Sections 7.5 and 7.6 evaluate the contributions that the home and host country investigations make to the marketing literature and practical marketing applications. Section 7.7 provides a summary of the contributions to the individual concepts in the investigations. The thesis's limitations are then considered in section 7.8, before recommendations for future research are outlined in section 7.9.

7.2 Sojourners as International Consumers

As the world is becoming increasing interconnected, consumers today are contributing to the development of multicultural marketplaces worldwide through their cross-border movements. One group of consumers that participates in this activity is sojourners. As opposed to other movers, sojourners do not engage in international travel with the aim of settlement. Instead, they are transient by definition and are driven by a personal development goal (Pedersen et al, 2011). Consequently,

sojourners are described as internationally mobile individuals because of their multiple border-crossing movements (Berry, 1997). Through this understanding, sojourners are categorised as a distinctive group of international consumers.

In comparison with other participants in a multicultural marketplace, sojourners' transient status sets them apart. Unlike domestic consumers or immigrants, sojourners are not citizens of the host country. As a result, they are often considered as strangers in the host country (Pitts, 2009). As argued by Visconti et al (2014), sojourners' lack of stability in a host country influences their consumer behaviour, because they are faced with the challenge of accepting the host country's culture while maintaining their home country identity in anticipation of their return journey. Through this understanding, sojourner consumer behaviour is described as a process of boundary-crossing negotiation (Bardhi et al, 2010). This behaviour of sojourners differentiates them from domestic consumers, who were born and raised as members of the local marketplace. Therefore, the home country refers to a different place for sojourners. Crucially, their transient status also distinguishes them from immigrant consumers. The next section elaborates on this point.

7.3 Sojourners and Immigrants: Two Distinctive Consumer Groups

There is currently no consensus in the marketing literature on whether sojourners and immigrants are distinctive groups. For example, Bardhi et al (2012) conducted a study on consumers' mobility and possessions with the assumption that sojourners and immigrants are similar groups. Other studies have disagreed with this conceptualisation. Drawing evidence from various social science disciplines, Visconti et al (2014) argued that sojourners and immigrants are two different groups of consumers, as sojourning does not allow the same level of cultural immersion as becoming a permanent resident of the host country. Consequently, the identity negotiation strategy of sojourners and immigrants differs. Demangeot et al (2015a) contended with the latter viewpoint by establishing sojourners as a unique group of consumers in a multicultural marketplace. In the context of this thesis, the latter viewpoint, which contends that sojourners and immigrants are distinctive consumer

groups, is accepted. The following paragraphs expand on this adopted positioning by contrasting the differences between the two groups and, in turn, describing how these differences shape their consumer behaviour.

The key difference between sojourners and immigrants is the idea of a reference point. Drawing from the empirical evidence in this thesis and the existing literature, sojourners are found to maintain their country of origin as a home country reference point. This is because they will eventually return to their home country on a permanent basis. This idea of repatriation shapes the understanding of sojourners as their mobility ends with a return to their home country (Sussman, 2002). Therefore, sojourners' country of origin, their home country in other words, acts as their identity anchor during their international mobility engagement (Bardhi & Askegaard, 2008). This is especially evident in the first investigation in this thesis, in which both short- and long-term sojourners are found to draw on support from their home country through their consumer behaviour during their transient stay in the host country.

For immigrants, however, their host country becomes their new home country. Because of their permanency in the host country, their home country reference point shifts. This behaviour has been observed in several studies reviewed in this thesis. As discussed in the literature review, marketing studies on the influence of ethnocentrism have shown that immigrant consumers demonstrate ethnocentric sentiment towards their new home country. In turn, the sentiment turns into positive attitudes, preferences and purchase intentions of the new domestic products (Zarkada-Fraser & Fraser, 2002; Poon et al, 2010; Watchravesringkan, 2011; Zolfagharian et al, 2014). In contrast, the home country investigation in this thesis shows that sojourners' ethnocentric sentiment towards their country of origin strongly influences their buying intention towards products from home as imports. Thus, the difference in the understanding of the home country becomes an important point in distinguishing between sojourners and immigrants as consumer groups.

Alongside ethnocentrism, another variable that relates to the home country in this thesis differs by the idea of a reference point. In terms of nostalgia, immigrants have

been shown to equate past memory engagement with sadness. This is due to the belief that they have lost their former lives back home to which their treasured memories are attached. This is evident in both Mehta and Belk's (1991) and Holak's (2014) studies, which focused on immigrant consumers. In contrast, nostalgia is understood as a positive psychological resource for sojourners (Sedikides et al, 2009). That is, the evocation of a social-based nostalgic memory from home can spur the sojourners on with a promise of social re-embedding at home once the sojourn's goal has been achieved. Consequently, engagement with nostalgic memory positively influences sojourners' buying intention towards imports from home, especially for food products.

Based on the difference in terms of home country and reference point, sojourners and immigrants are increasingly understood in the marketing literature as two distinctive consumer groups. As a consequence, a question is raised by Visconti et al (2014) on the extent to which the acculturation theory and its framework apply to sojourners. The authors argued that there is a lack of fit between the theory and the sojourners because the consumer acculturation theory was developed with immigrants' permanency as its key assumption. Section 7.4 considers this topic before explaining this thesis's positioning and how it adds to the consumer acculturation theory.

7.4 Sojourners and the Consumer Acculturation Theory

The consumer acculturation theory was developed to capture the cross-border movement of consumers. To recap, this theory is based on Berry's (1997) acculturation framework, in which individuals are argued to go through the adaptation process when moving to a new, unfamiliar country. As a marketing theory, consumer acculturation suggests that the consumer behaviour of movers reflects their identity choice and the cultural stance that they adopt (Peñaloza, 1994). Regarding the applications of the consumer acculturation theory, several studies have been conducted to increase the knowledge of how immigrants and refugees deal with life in their new home country.

When it comes to non-immigrant groups, however, the past applications of the consumer acculturation theory have shown some inconsistencies. Studies involving international students (Cappellini & Yen, 2012) and tourists (Rasmi et al, 2014) have demonstrated that the identity outcomes framework does not capture the behaviours of non-immigrants in the same way as it does the behaviours of immigrants. Therefore, it can be argued that the framework does not fully apply to non-immigrant consumers and that there is a need for a new approach that investigates sojourner consumer behaviour as stated: "How can sojourners be appropriately studied and segmented as consumers with relevant theoretical and practical marketing implications?"

To address the specified research problem, this thesis draws on the two important elements of the consumer acculturation theory: the home country and the host country. According to Oswald (1999), consumers are able to draw on identity-related components from their home and host country when required. Although Oswald's study was conducted with Haitian immigrant consumers in the US, her approach can be extended to sojourners. As explained by Marginson (2014), sojourners' life in a host country involves a constant fluctuation of identities as opposed to a concrete choice of outcomes. In this vein, this thesis builds on Oswald's (1999) work by studying how sojourners' home country and host country influence their consumer behaviour.

This thesis adds to the consumer acculturation theory by expanding on the notions of the home and host country. While studies applying the consumer acculturation theory and outcomes framework have often focused on the extent of consumers' alignment with the two countries (Luedicke, 2011), this thesis explores the influence of the psychological value concepts that underlie such alignment. Specifically, it is proposed that nostalgia and ethnocentrism drive sojourners' identification with their home country. Meanwhile, cosmopolitanism and place attachment are expected to explain sojourners' relationship with the host country. Subsequently, these concepts are postulated to have a direct influence on sojourners' consumer behaviour. In this way, the two investigations of sojourners' home and host country in this thesis contribute to the consumer acculturation theory by providing empirical evidence that can be built upon by future international consumer behaviour studies.

7.5 Home Country and Sojourner Consumer Behaviour

In the home country investigation, nostalgia and ethnocentrism are established as important drivers of sojourners' buying intention towards imported products from home. This relationship is found for both clothing and food as product categories. However, the results reveal that the strength of the relationships between values and buying intention differs based on the product category being investigated. Nostalgia is found to have a stronger influence when food products are considered. On the contrary, sojourners' ethnocentric sentiment is more influential regarding clothing products. Thus, it is concluded that the psychological values relating to the home country have different levels of influence on sojourner consumer behaviour that are based on the product category. Future studies of international consumer behaviour need to take this issue into account.

Sojourners' length of stay in the host country is established as an important moderator of the relationships between home country-related values and buying intention. This finding has important implications, as short-term and long-term sojourners exhibit different patterns of relationships. Contrary to the initial expectation, however, sojourners' ethnocentric sentiment towards their home country is found to have an important influence on the long-term group. This finding contradicts the argument that sojourners' longer length of stay in the host country is likely to mitigate the influence of their home country (Pitts, 2009). As a result, the home country investigation shows that sojourners' country of origin has an important psychological influence on their consumer behaviour, even for the long-term cohort.

Through the empirical findings, this thesis contributes to the knowledge on the influence of the home country on consumers living abroad temporarily. In addition to home country identification in the consumer acculturation theory, this investigation establishes the influence of nostalgia engagement and ethnocentrism as important psychological components relating to sojourners' home country. While Bardhi et al (2010) established that the home country plays a pivotal role as an anchor for business travellers, the current investigation extends this finding by showing that the home

country can also act as a psychological anchor for sojourners residing abroad. With the growing trend of international sojourning, this investigation provides a means for exporters to target co-national sojourners residing in a host country. In this way, the home country investigation represents an important development in the understanding of sojourners as international consumers in an increasingly interconnected world.

7.5.1 Theoretical Contributions on the Influence of the Home Country on Sojourners

Further to this investigation's contributions to the consumer acculturation theory, the extension of the nostalgia and ethnocentrism concepts into the international consumer behaviour domain adds to their respective theories. While these concepts have been studied as constructs in the marketing literature in relation to their influence on domestic consumers, their roles as international consumers' segmentation variables have not been examined. Therefore, this thesis helps to expand the knowledge of these concepts by establishing their influence on sojourner consumer behaviour. The key findings and their contributions are considered next.

The review of the existing literature across social science disciplines indicates that nostalgia is increasingly viewed as a positive psychological resource for individuals facing discontinuity (e.g. Sedikides et al, 2015). The findings from the two models in the current investigation support this development by showing that nostalgia acts as a psychological resource for sojourners facing discontinuity in moving from their home to a host country. This supporting role of nostalgia is especially noticeable in the multiple-group analysis, in which the influence is stronger for short-term sojourners. As recent arrivals, personal nostalgic memories from home act as psychological buffers against unfamiliarity in a foreign host country. Subsequently, engagement with a nostalgic memory from home drives the buying intention towards products from the home country as imports. Through this action, sojourners are able to satiate their emotional need to re-establish their social connectedness. In light of this finding, it is concluded that sojourners' nostalgic memories are influential on positive international consumer behaviour outcomes, especially in the short-term group.

Additionally, the finding that nostalgia engagement influences sojourner consumer behaviour indicates that treasured memories from the past can also have an impact on a younger consumer group. This finding is in contrast to a previous marketing study, in which it was argued that the nostalgia concept is more applicable to older consumers (Lambert-Pandraud & Laurent, 2010). The youthful characteristic of sojourners provides empirical support to the claim that the influence of nostalgia is also prevalent among younger consumers. Consequently, it is argued that nostalgia can also be an important influence on the younger consumer segment. Nevertheless, it is important to note that the respondents in this study are sojourners who have experienced strong discontinuity in moving from their home to a host country. As the previous study demonstrated that individuals who have experienced self-discontinuity rely more on nostalgic memories (Sedikides et al, 2014), it can be argued that discontinuity is a more important driver of nostalgia than consumers' demographics. Thus, future marketing studies need to consider the impacts of consumers' discontinuity experience when studying the influence of nostalgia.

Alongside nostalgia, ethnocentrism is found to be an important influence on sojourner consumer behaviour. From a theoretical point of view, this finding extends the understanding of the influence of ethnocentrism beyond the traditional domestic context. As Shankarmahesh (2006) suggested, cross-cultural contacts do not always reduce ethnocentric sentiment. In fact, it is found in this investigation that long-term sojourners are more driven by ethnocentric sentiment, which is also reflected in their consumer behaviour. Thus, it is found not only that ethnocentrism transcends the national boundary but also that it increases with time away from home. This finding has an important implication for the understanding of the ethnic ingroup relationship and consumer acculturation theory. While immigrants develop ethnocentric sentiment towards their host country, sojourners remain committed to their original ingroup. In the context of sojourners, ethnocentrism is thus argued to be an important driver of international consumer behaviour.

Focusing on ethnocentrism and the influence of consumer demographics, Josiassen et al (2011) discovered that ethnocentrism has a strong marketing impact on younger

consumers when compared with the older segment. The finding of the home country investigation supports the notion that ethnocentrism can have a strong impact on the younger consumer segment. Among youthful sojourners, highly significant relationships between ethnocentrism and consumer behaviour are found in this study. This finding is applicable to both the clothing and the food model. Therefore, marketing scholars should not ignore the influence that ethnocentrism exerts on the younger and more mobile segment of international consumers, such as sojourners.

In addition to the direct relationship between sojourners' values and buying intention, a mediated relationship is found within the proposed model. Ethnocentrism is found to mediate the relationship between nostalgia and buying intention to some extent. From a theoretical standpoint, this finding suggests that sojourners' personal nostalgic memories give rise to the ethnocentric sentiment. In turn, this relationship leads to the buying intention. The positive and significant relationship found in this investigation supports the empirical evidence from earlier studies that nostalgia and ethnocentrism are related (Thelen et al, 2006; Urbonavicius et al, 2010). Through the acceptance of the theoretical HOMEC and HOMEF models in the analysis chapter, this thesis argues that nostalgia is an important antecedent to ethnocentrism. Specifically, social-based nostalgic memory is argued to drive sojourners' identification with the ingroup in their home country. This finding represents an important first step in establishing the consequence of nostalgia (Sedikides et al, 2015) and the antecedent of ethnocentrism (Shankarmahesh, 2006), as researchers have requested.

7.5.2 Practical Recommendations on the Influence of the Home Country on Sojourners

The growing trend of international sojourning represents an important opportunity for firms and marketers worldwide. As co-national consumers who are residing abroad, sojourners can assist firms' export marketing activities by acting in an ambassadorial capacity. This strategy is formally termed diaspora marketing (Kumar & Steenkamp, 2013b). However, although this strategy is relevant to the contemporary society, in which international movement is an important feature, there is still a gap

in the knowledge concerning how to target sojourner consumers precisely. This thesis addresses this limitation by studying the influence of relevant and actionable concepts that can be used to segment sojourner consumers. These concepts are nostalgia and ethnocentrism.

An important point for consideration when making practical recommendations is that the two psychological values proposed are found to exert different levels of influence on buying intentions based on the product category involved. For exporters of food products, it is recommended that they should communicate the benefits relating to sojourners' nostalgia value when developing their marketing strategy. This is because sojourners' nostalgia engagement is found to influence their intention to buy food products from their home positively and strongly. In addition, this particular relationship is found to be equivalent across the short- and long-term sojourner groups. As such, exporters of food products can benefit from a potentially larger customer base in targeting both groups of sojourners through their nostalgia engagement.

As shown in the literature review, the use of the nostalgia theme in marketing is gaining traction due to its effectiveness in evoking positive reactions. This is especially relevant when the nostalgic memories being tapped are of personal importance (i.e. personal nostalgia) (Natterer, 2014). Therefore, it is suggested that food exporters highlight the symbolic role that their products play in transporting sojourners back to the familiar setting of their home country. With the recognition that nostalgic memories revolve around one's important personal social connections (Sedikides et al, 2015), the marketing message should include a prototypical image of family and friends that creates relevant mental imagery. In this way, exporters can evoke sojourners' nostalgia engagement of memories from their home country. Through the qualitative finding that such an evocation leads to positive emotions that increase sojourners' well-being in the host country (Brown et al, 2010), exposure to the personal nostalgia theme in exporters' marketing activities can influence sojourners' buying intention in a desirable direction.

Meanwhile, the positive influence of ethnocentrism on sojourners' buying intention towards clothing products represents an important opportunity for the exporters of clothing products. In the home country investigation, it is found that the relationship between ethnocentrism and the buying intention towards clothing products is equivalently strong for short- and long-term sojourners. In the context of this thesis, ethnocentric sojourners are those who re-identify themselves as members of the original ethnic ingroup. This psychological re-identification may occur as a result of direct exposure to the other outgroups in the host country. Subsequently, sojourners may perceive their original ingroup to be superior. In this way, more ethnocentric sojourners are likely to show their commitment by demonstrating their intention to buy products from their home country. This behaviour is based on the belief that their actions help to create jobs for members of their ingroup while helping the home country's economy to develop. Clothing product exporters can benefit from this perception by using an ethnocentrism-themed marketing strategy.

The positive positioning of ethnocentrism in this thesis provides exporters of clothing products with a means to develop a marketing strategy. Specifically, exporters can evoke and build on sojourners' sense of devotion and loyalty by suggesting that the act of buying products coming from the home country benefits one of their own. This goal can be achieved by suggesting that sojourner consumer behaviour contributes directly to the creation of local jobs while also making their home country's economy more competitive, as suggested in the measurement items in CETSCALE by Shimp and Sharma (1987). Consequently, the evocation of sojourners' ethnocentric sentiment will not only help the well-being of these consumers through the re-establishment of psychological connections but also help to improve their future prospects at home. This is based on the argument that supporting the home country's local industry and economy will create a better place to return to for sojourners. In this way, ethnocentrism represents a powerful way for clothing exporters to target co-national sojourners living in a foreign host country.

Nevertheless, the use of ethnocentrism with sojourners comes with an important caveat. As shown in the post hoc analysis of sojourners' demographic influence, it is

found that Asian sojourners are more ethnocentric when considering clothing products. A similar result is also found in the buying intention of clothing products from home. As such, the use of ethnocentrism in a marketing strategy is most relevant to Asian clothing firms that are seeking to instigate their export activity into a Western country where sojourners live. In the particular context of this thesis, the strategy recommended here is of special relevance to firms that are aiming to establish their foreign business activity in the UK's marketplace.

7.6 Host Country and Sojourner Consumer Behaviour

Sojourners seldom engage in foreign travel for economic or political reasons. Instead, they are motivated by the aims of personal development and the broadening of their cultural horizon (Madison, 2006). Due to the difference in travel motivations, sojourners differ from immigrants and refugees. Recognising that their time in the host country is finite, sojourners become involved in a process of rapid cultural learning to make the most of their sojourn (Marginson, 2014). One way in which sojourners are found to acquire knowledge about their host country is through their consumer behaviour. Specifically, Vredeveld and Coulter (2014) found that sojourners deliberately engage with the host country's brands to learn more about the culture and to embrace the identity as part of their learning activity. In this way, sojourners become an interesting group of consumers for the host country's brand marketers. However, to engage with their host country's brands, sojourners must be able to recognise which brands belong to their host country in the first instance. The host country investigation studies this issue by examining sojourners' brand origin recognition accuracy.

The empirical results on sojourners' brand origin recognition accuracy in the host country investigation confirm the argument that consumers possess imperfect brand origin knowledge. On average, sojourners are able to recognise only 40% of the 8 host country's brands in the study. Arguably, this is due to the limitations of humans' cognitive capability for processing brand origin information (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008). Based on this understanding, there is a need for

an empirical study on the antecedents of brand origin knowledge. The findings from such an inquiry will be useful in the development of the understanding of why some sojourners are able to recognise brand origin more accurately than others. This information will also be useful in the segmentation of sojourners by brand marketers. This investigation explores the influence of cosmopolitanism and place attachment as potential drivers of sojourners' brand origin recognition accuracy.

7.6.1 Theoretical Contributions on the Influence of the Host Country on Sojourners

As cosmopolitanism is not found to influence sojourners' brand origin recognition accuracy, the role of the concept in international consumer behaviour is argued to be limited. Coupled with the qualitative findings from Skrbis and Woodward's (2007) study, the empirical evidence indicates that cosmopolitan consumers are not as open as previously conceptualised in different fields of social science. Instead, marketing studies have demonstrated that cosmopolitanism is positively related to foreign product consumption in a domestic context (Cleveland et al, 2009; Riefler et al, 2012). Therefore, cosmopolitanism may capture consumers' desire for otherness (against domestic choices) as opposed to explaining their openness. As such, cosmopolitanism is not found to be a useful psychological value for the segmentation of sojourners.

Importantly, place attachment is found to have a strong influence on sojourners' brand origin recognition accuracy. Conceptualised as a value that captures sojourners' emotional bond to their host country, highly attached sojourners are found to recognise more brands from the host country. Additionally, the relationship pattern is shown to be equivalent for short- and long-term sojourners. These findings make two important contributions to the place attachment literature. First, the results support the ongoing argument by place attachment researchers that mobile individuals are able to develop an attachment to new places despite their short residential stay (e.g. Gustafson, 2013). Second, the equally strong patterns of the relationship between place attachment and brand origin recognition accuracy for short- and long-term sojourners indicate that more recent arrivals can also develop an intense place attachment to a host country. Therefore, the empirical evidence from this

investigation supports the idea that mobile individuals are able to develop a strong attachment to a new place quickly, regardless of their rootedness and ancestral connections. In this way, mobile consumers should not be considered as homeless or placeless individuals. Rather, these individuals are more liable to form new emotional attachments.

From the marketing perspective, the finding that host country attachment influences positive consumer behaviour, through brand origin recognition accuracy, adds to the stream of research on emotional attachment. Although the role of emotional attachment in marketing outcomes has been established (as reviewed by Jimenez & Voss, 2014), the influence of residential place attachment on consumer behaviour is limited to speculation. The finding in this investigation establishes this relationship empirically by showing that sojourners' place attachment to a host country has a strong marketing impact in the form of brand origin recognition accuracy.

Additionally, Papadopoulos et al (2011) argued that place attachment should have a stronger influence on country-based behaviours than mere country liking and positive image evaluation. As shown in Oberecker and Diamantopoulos's (2011) study, a positive country image does not necessarily influence a positive behavioural outcome. Meanwhile, the strong and positive relationship in this investigation suggests that a direct experience, through place attachment, has an important influence on consumer behaviour. Based on the distinction between liking and attachment in the brand attachment literature (Thomson et al, 2005; Park et al, 2010), it is argued that emotional attachment has a stronger positive influence than liking. In this vein, the place attachment concept is put forward as a promising concept for the study of place-related outcomes in an international marketing study.

The analysis of the antecedents of sojourners' brand origin recognition accuracy sheds light on the driver of brand origin knowledge. As concluded by Usunier (2011:p.494), there is a need for a study that investigates the "causes" of brand origin recognition accuracy. The finding that more attached sojourners are more proficient at recognising the host country's brands contributes in this direction. That is, place attachment is

studied as an affect-based driver of brand origin recognition accuracy. The finding suggests that place attachment, as a “hot affect” (Fedorikhin et al, 2008:p.283), improves sojourners’ mental processing of brand origin information when brands from their host country are used as stimuli. As brand origin recognition accuracy is understood as a cognitive function (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008), it is thus summarised that positive affect improves cognitive function, in line with Herr et al’s (2012) finding. In this vein, future brand origin recognition accuracy studies should incorporate positive affect-based concepts, including place attachment, when studying the antecedents of brand origin knowledge.

Alongside the influence of place attachment as a psychological factor, the demographic characteristics of sojourners are found to have an impact. As stipulated, gender plays a role in brand origin recognition accuracy. Specifically, female sojourners are better at recognising brands from the host country than male sojourners. This finding supports the earlier results that consumers’ gender plays a role in brand origin recognition accuracy (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011). Furthermore, a post hoc analysis shows that Asian sojourners perform better in recognising a host country’s brands. Therefore, it is possible to suggest that Asian sojourners pay more attention to brand origin information and that it is important to account for the influence of sojourners’ gender and home country when conducting a study on brand origin recognition with international consumers.

7.6.2 Practical Recommendations on the Influence of the Host Country on Sojourners

A brand does not only serve as a means to differentiate one firm’s offering from another; it also communicates the associated cultural meanings that tie the brand to its origin (Torelli et al, 2010; Torelli & Ahluwalia, 2012). As a result, a favourable linkage between a brand and its origin becomes an important asset. In the context of sojourners, the conveying of congruent brand origin information takes on further importance as these consumers deliberately engage with indigenous brands to learn about the host country (Vredeveld & Coulter, 2014). Subsequently, brands that are seen as authentic representatives of the host country culture can build on this

association as their unique selling point. By communicating such a linkage, brands in a popular host country can build on this strength to target this growing consumer group.

Through the finding that place-attached sojourners are better at recognising brands from the host country, marketers should emphasise the cultural authenticity of their brands, making the association with the host country. In this manner, marketers can leverage the affective ties between sojourners and their host country that influence brand consumption. For example, marketers of food brands in a host country can communicate how the consumption of their brands is an authentic cultural experience that is a crucial part of living in the country. Through a focus on how their brands represent the host country, these marketers can benefit from sojourners' heightened desire to learn about and to engage with the host country.

The culturally symbolic nature of clothing products and their ties with cultural activities lend themselves to the forging of an association with the host country. This is evident in the case of Fred Perry, a brand that is often associated with lawn tennis due to its direct linkage with a former tennis player by name. As tennis is recognised as a traditional British sport, sojourners' emotional association with the UK is likely to increase their interest in the brand. Therefore, marketers of clothing brands can strengthen cultural ties further by developing a marketing campaign that involves well-known co-national celebrities. Fred Perry embraced this strategy by securing a sponsorship deal with Andy Murray, a well-known British tennis player (*The Week*, 2009). Consequently, Fred Perry receives higher average accurate origin recognition among the sojourners in this investigation than other clothing brands from the UK.

With past research showing that accurate brand origin recognition leads to improved brand attitudes (Magnusson et al, 2011a), cultural associations can have positive marketing consequences. In the context of this thesis, other British brands can also benefit from similar explicit associations with Britishness to appeal to attached sojourners. In turn, their strong emotional bond with the host country can lead to positive marketing outcomes.

The above recommendations are likely to be of special interest to brands that target female and Asian sojourners as a group of potential customers. These sojourners are found in the investigation to be better at the brand origin recognition task than male and non-Asian sojourners. In the context of the UK as a host country, female and Asian sojourners also represent the largest segment of the international student sojourner population. Therefore, the recommendations provided are especially relevant to the indigenous brands in the UK in the targeting of the sojourners.

Whilst it is recommended that a host country's brands can benefit from forging a cultural association with the origin country, not all brands can benefit equally from using this strategy. In the current investigation, two types of host country brands in a marketplace are examined: overt and hidden brands. For brands that are described as overt representatives of the host country, the task of forging an authentic association with the culture of origin is most likely to be successful. This is because the linguistic and visual cues of these brands already imply such a connection with the host country. As previous brand origin studies show, brands with stronger linguistic and visual congruency with their origin are more accurately recognised by consumers (Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011). In line with previous studies, overt brands receive significantly higher brand origin recognition accuracy than hidden brands. Thus, the recommendations made are most applicable to the marketers of brands that are considered as overt representatives of the host's culture.

For brands belonging to the hidden type, marketers need to be cautious about communicating the origin information in their marketing strategy. This is based on the past literature, which has found that incompatibility between the brand's cues and its origin can result in a deterioration of brand attitudes and intentions (Balabanis & Diamantopoulos, 2011). It is recommended for the marketers of these brands that they should focus on other marketing cues, such as perceived benefits and pricing advantages, as opposed to highlighting origin information that can lead to confusion. In sum, it is recommended that brand marketers in a popular host country can target sojourners effectively by building on the emotional attachment that these consumers have developed with the host country. This aim can be achieved by tailoring a

marketing strategy to communicate directly the cultural authenticity of their brands. Subsequently, more attached sojourners will be able to recognise brands from the host country in the marketplace. Once sojourners can identify which brands belong to the host country, they can then engage with these brands as part of their cultural learning activity. In this way, marketers from sojourners' host country can benefit from the growing trend of increasing consumer mobility.

7.7 Summary of the Contributions

The two investigations in this thesis make several important theoretical contributions. This section outlines these contributions by comparing and contrasting the empirical evidence with past studies. A reflection is then provided on how the findings for each concept add to the respective branch of literature. The following paragraphs assess the contributions to the understanding of each concept.

Nostalgia is established as an important psychological resource against discontinuity. In the home country investigation, it is found that the positive relationship between nostalgia engagement and the buying intention towards products from home is stronger for short-term sojourners. Through this relationship pattern, it is concluded that consumers who have recently experienced discontinuity rely more on their nostalgic memories. This is in line with the current understanding of the nostalgia concept as a psychological resource for coping with discontinuity (Davis, 1979; Sedikides et al, 2014). To this end, this thesis agrees with the perspective that nostalgia is a predominantly positive concept (Batcho, 2013; Sedikides et al, 2015).

As a marketing concept, the empirical evidence from the home country investigation suggests that a discontinuity event is an important antecedent of nostalgia engagement. In this vein, this thesis adds to the literature on nostalgia in marketing by highlighting the role that discontinuity plays in subsequent consumer behaviour. It is therefore proposed that marketing studies investigating the nostalgia influence should focus on consumers' discontinuity experience as opposed to their demographic characteristics. While previous research has shown that only older individuals are

driven by nostalgia (Lambert-Pandraud & Laurent, 2010), this thesis reveals that younger consumers are also strongly influenced by their nostalgic memories. Thus, consumers' involvement with discontinuity is argued to be a better predictor of nostalgia engagement. In turn, nostalgia engagement leads to positive consumer behaviour towards products associated with the memory, as argued by Holbrook and Schindler (2003).

Ethnocentrism represents a socio-psychological concept that captures individuals' loyalty and identification with the ethnic ingroup members. In this thesis, the positive influence of ethnocentrism on consumer behaviour is shown to extend across the national borders into a host country's marketplace. In addition, it is found that long-term sojourners are more driven by their ethnocentric sentiment that is evident in their buying intention towards products from home. These results support the argument that an increase in foreign culture exposure will accentuate the belief that one's ingroup is superior rather than mitigating it (Rosenblatt, 1964; Shankarmahesh, 2006; Cargile & Bolkan, 2013).

In contrast to a growing stream of ethnocentrism study in which immigrant consumers adopt a host country as their new home country (Zarkada-Fraser & Fraser, 2002; Poon et al, 2010; Watchravesringkan, 2011; Zolfagharian et al, 2014), sojourners are found to maintain their allegiance to their original home through their consumer behaviour. This finding adds to the marketing literature by showing that the influence of ethnocentrism is not limited to domestic consumers. As a result, ethnocentrism becomes a relevant marketing concept for studying international consumer behaviour. Furthermore, sojourners' ethnocentrism levels are revealed in the data analysis to differ based on product categories; this thesis concurs with Carpenter et al (2013) in recommending that future ethnocentrism studies should use a product category-specific measurement instead of the general "products" term.

That buying intentions differ based on the product categories being studied also has important implications for the marketing literature. In the home country investigation, nostalgia explains more of the buying intention towards food products from home. On

the contrary, ethnocentrism is more influential on clothing products from home. These results add to the argument that international marketing researchers must consider the role of the product category when studying the value-behavioural intention relationship (Balabanis & Diamantopoulos, 2004; Cleveland et al, 2009).

The non-significant result regarding the relationship between cosmopolitanism and brand origin recognition accuracy in the host country investigation raises an important issue in the understanding of the cosmopolitanism concept. International marketing scholars have shown that cosmopolitan consumers receive foreign brands and products in their domestic setting positively (Cleveland et al, 2009; Riefler & Diamantopoulos, 2009; Riefler et al, 2012). However, the cosmopolitan sojourners in the current study do not recognise more brands from the host country when residing in a foreign marketplace. This finding therefore questions how open cosmopolitan consumers are to direct cultural engagement. Although the openness to receiving foreign cultural ideas is often heralded as the core feature of cosmopolitanism (Cleveland et al, 2014), the result in this thesis supports Skrbis and Woodward's (2007) assertion that this may not always be the case. Instead, cosmopolitans are consumers who prefer the otherness that foreign brands and products bring to their domestic market. As such, this thesis provides empirical evidence against the use of cosmopolitanism as a concept for studying the foreign cultural engagement of international consumers.

The discovery that place attachment is positively and strongly related to sojourners' origin recognition accuracy of the host country's brands lends support to the argument that attachment to new places can be developed quickly during mobility. Building on the recent research perspective of place attachment during mobility (c.f. Gustafson, 2013), this thesis contributes by demonstrating that short-term sojourners are able to develop strong place attachment to their host country despite their recent arrival. Furthermore, the post hoc analysis result indicates that sojourners are able to develop similar levels of place attachment to the host country regardless of their home country background. In this vein, this thesis makes important contributions to the place

attachment research by supporting the contention that sojourners can develop a new attachment to their transient country as a place during international mobility.

As suggested by Papadopoulos et al (2011), place attachment leads to a positive marketing consequence. In this thesis, sojourners' attachment to their host country results in an improvement in their brand origin knowledge of indigenous brands from the host country. This finding contributes to the development of the place attachment concept in the marketing literature by showing that attachment to a residential place (i.e. the host country) can also have a positive impact on consumer behaviour. While the research interest in place attachment in marketing is growing, the current evidence is limited to the emotional relationship that consumers develop with commercial places (Brocato et al, 2014; Debenedetti et al, 2014). Through the empirical finding of the thesis, place is recognised as an important attachment entity in the marketing literature alongside other objects, which include brands (Thomson et al, 2005) and celebrities (Loroz & Braig, 2015). In this way, the host country investigation confirms the importance of emotional attachment as a driver of marketing outcomes.

Past findings on the brand origin recognition accuracy concept have highlighted the needs for a study that examines the drivers of brand origin knowledge. In this thesis, it is found that sojourners are able to recognise 40% of the host country brands on average. This result is comparable to a previous study that differentiated brand origin knowledge into domestic and foreign brands (Samiee et al, 2005). By showing that the brand origin recognition percentages differ significantly among overt and hidden brands, this thesis confirms the past findings that linguistic and visual cues influence brand origin knowledge (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Herz & Diamantopoulos, 2013). As such, future brand origin recognition accuracy studies need to consider this brand-level characteristic when considering consumers' brand origin knowledge.

Through the use of structural equation modelling, in which the potential influences of cosmopolitanism and place attachment are simultaneously modelled, it is found that

sojourners' place attachment influences their brand origin recognition accuracy while cosmopolitanism does not. Since place attachment is conceptualised as an affect-based construct while cosmopolitanism captures sojourners' cognitive openness, it is concluded that positive affect is an important antecedent of brand origin recognition accuracy. This finding is crucial in explaining why some consumers are better than others at recognising brands' origin. As brand origin recognition is understood as a cognitive mental processing task (Samiee et al, 2005; Balabanis & Diamantopoulos, 2008; Martín & Cerviño, 2011), the empirical evidence suggests that consumers' positive affect facilitates this process. In this way, this thesis answers the call of Usunier (2011), who asserted that the next important step in conducting brand origin research is to investigate the antecedents of consumers' brand origin recognition accuracy.

Building on the previous literature on brand origin recognition accuracy, this thesis adds to this research stream by uncovering the consumer-level factors that influence such knowledge. Specifically, place attachment and demographic characteristics are found to influence sojourners' brand origin recognition accuracy. These findings complement the previous research on brand-level antecedents of brand origin knowledge (Martín & Cerviño, 2011). Further research can build on the results of this thesis by investigating the role of other affect-based psychological concepts alongside the factors identified.

7.8 Limitations

In spite of the contributions, there are a number of limitations upon which future studies can improve. The first limitation concerns the use of measurement scales in the two investigations. Although the majority of the measurement scales used in the thesis derived from the existing literature, the exploratory nature of this thesis on sojourner consumer behaviour extends the scales beyond the traditional domestic setting. Therefore, modifications to the scale items were made to suit the sojourners' context. Although efforts were made to ensure that various reliability and validity

criteria are satisfied, further research is needed to verify whether the structure of the scale items in this thesis can be replicated in a different study with other sojourners.

Additionally, the absence of a buying intention scale in the international marketplace setting requires a new measurement scale to be developed for the home country investigation. Although the scale is found to be useful in capturing sojourners' buying intention towards food and clothing products, it was developed on an ad hoc basis for this particular investigation. As such, a separate study that follows a formal and rigorous scale development process (such as the one that was developed by DeVellis, 2011) would be useful for ensuring that this measurement scale is valid and reliable for future studies with international consumers. Thus, a verification study of the buying intention scale developed in the home country investigation represents an interesting direction for future international marketing research.

It is established in the home country investigation that the influence of psychological values on sojourners' buying intention is contingent on the product category being investigated. While the empirical results are useful for theoretical development of the role of the home country and for practical applications, it is questionable how well the specified models can be applied beyond clothing and food products. In a similar vein, the brands in the host country investigation into sojourners' brand origin recognition accuracy were chosen based on their relevance to international student sojourners. Thus, only brands from low involvement, frequently purchased product categories were chosen. Consequently, interpretation and utilisation of the findings from the two investigations need to be undertaken with this limitation in mind.

Another limitation of this thesis is the difficulty of reaching the identified research population. While international students were chosen because of their prominent status as sojourners, the use of a recruitment strategy that was deployed in past studies was unsuccessful for reasons beyond the researcher's control. As such, the lack of access to all international student sojourners in the defined sample frame means that not all sojourners had an equal opportunity to take part in the survey. As such, future replication research for each investigation in this thesis with other international

student sojourners will be useful to determine whether the results in the thesis can be generalised to a different set of the sample from the same population.

On the subject of international students, the findings from the two investigations in this thesis are empirically limited to this group of sojourners. Despite the usefulness of studying the psychological drivers of international students due to their prominence, further knowledge on sojourner consumer behaviour can be developed through an investigation with other sojourner groups. In the marketing literature, the highly mobile group of elite sojourners has already received considerable research attention (e.g. Bardhi et al, 2012; Figueiredo & Uncles, 2014). However, less attention has been paid to other groups, such as expatriates, regarding their consumer behaviour. Due to differences in their travel motivations and the social environment in the host country, it is plausible to suggest that the psychological profile of sojourners from different groups will be dissimilar. Therefore, their consumer behaviour may also differ. As a result, further studies with other sojourner groups may yield interesting results that will be useful in the theoretical development of sojourner consumer behaviour.

Not all sojourners set out to be one. As indicated by Portes and Sensenbrenner (1993), there are also individuals who travel with the intention of becoming immigrants but are forced to return home because of the limited opportunity to remain. At the same time, there are individuals who travel abroad as sojourners but become immigrants for one reason or another (Robertson, 2013). Although these consumer segments are outside the immediate interest of this thesis, consumer behaviour research with these groups would be useful in developing a more comprehensive understanding of the impact of migration circumstances on consumer behaviour.

In the home country investigation, it is found that an alternative mediation model with the inverted relationship between ethnocentrism and nostalgia on buying intention cannot be ruled out completely. This is due to the identical findings for the goodness-of-fit statistics for both the clothing and the food model. Although the proposed model is accepted on the theoretical ground, further research is required to establish the

causal direction between the two concepts. Such a study will be useful in explaining whether nostalgia drives ethnocentrism or vice versa. To establish a causal relationship, an experimental study is recommended as the most appropriate research method.

The final limitation concerns the lack of statistical support for the hypothesis of the relationship between cosmopolitanism and sojourners' brand origin recognition accuracy. The non-significant finding potentially limits the usefulness of the model, as indicated by the R^2 value. Although this statistic is comparable to that in the study by Samiee et al (2005), the relatively small R^2 value suggests that there is a large portion of unexplained variance in the model. Thus, it is possible that there are other influential psychological values that influence sojourners' brand origin recognition accuracy. Further investigations with other host country-related values, alongside place attachment, will be useful for the development of the knowledge on the influence of psychological drivers on international consumers.

7.9 Recommendations for Future Studies

The empirical investigations on sojourners as a group of international consumers in this thesis create an opportunity for future international marketing research. Based on the hybrid identity of sojourners, which combines layers of the home and host country, it is argued that exporters from sojourners' home country and marketers in the host country can both benefit from targeting this consumer group. Subsequently, future marketing studies can build on this argument by investigating a specific situation in which sojourners choose products from one country over those from another. In choosing among the different cultural identities, consumers are known to "switch into the culture that is operational" (Usunier, 2000:p.5). This behaviour is also known as *culture swapping* (Oswald, 1999). To establish when and why this occurs, a qualitative enquiry would be most useful. Through such an investigation, marketers from a relevant country of origin could enhance their marketing strategy to capture the influence of psychological drivers in appropriate situations.

Future studies on the influence of the home country on sojourner consumer behaviour can expand the research model in this thesis to investigate the influence of other psychological antecedents. Despite the large extent to which nostalgia and ethnocentrism capture sojourners' buying intention towards products from home in this thesis, there are also other possible explanations for their choice of products from home when living in a host country. By studying the influence of other factors alongside nostalgia and ethnocentrism, a better understanding of the role of sojourners' home country in their transient life abroad can be developed. Future studies should also consider using different product categories for studying sojourner consumer behaviour. Through the use of different product categories, more comprehensive knowledge on the influence of home country can be acquired.

Additionally, future studies can be conducted with a specific sojourners' home country. As established in this thesis, Asian sojourners are more ethnocentric when considering clothing products while also showing a stronger inclination to buy products from home. This result represents two avenues for future research. One is to investigate whether sojourners from different Asian countries exhibit different consumer behaviour when residing abroad. The second is to establish the difference between Asian and non-Asian sojourners beyond clothing and food as product categories. These inquiries will be useful in determining the influence of the home country on sojourners' consumer behaviour based on where they originated.

In the host country investigation, brand origin recognition accuracy is established as an important marketing outcome. The brand origin recognition accuracy concept is useful in establishing how well consumers recognise the origin of brands in a marketplace. In the context of sojourner consumer behaviour, it is argued that brand origin knowledge is an important first step in determining sojourners' engagement with indigenous products from their host country. Future studies can extend the finding in this thesis by modelling the subsequent attitudes and behavioural intentions of accurate brand origin recognition. An example of such a study would be to investigate how exactly sojourners engage with brands that they recognise and misrecognise as having come from their host country. The results from the inquiry

would be helpful in determining how brand origin recognition accuracy drives international consumer behaviour.

In the dynamic environment of international business, a brand's country of corporate ownership is not always static. An example of brand whose country of corporate ownership has recently changed Thorntons, a confectionary brand studied as a food brand in the host country investigation. As an overt host country brand of the UK, Thorntons received the highest average recognition rate (52%) when the investigation was conducted in 2014. However, the brand was since acquired by Ferrero, an Italian company, in 2015 (Financial Times, 2015). Although the UK is still considered as Thorntons' brand origin because the brand's original headquarters is retained, it would be interesting to discover whether the recent acquisition influences consumers' perception. That is, if the host country investigation was to be conducted today, would sojourners recognise Thorntons as a UK brand or would it be perceived as an Italian brand? The empirical finding would be useful in determining whether brand origin knowledge is static or dynamic according to market changes.

The finding that place attachment has an important influence on sojourners' brand origin recognition accuracy confirms the earlier postulation that this psychological concept can play an important role in determining marketing outcomes. To develop a deeper understanding of the psychological influence of individuals' important places, future studies with sojourner consumers should assess the potential roles of other concepts related to place attachment. These include concepts such as place identity and place dependence (Hernández et al, 2013). Through empirical inquiry into other place-related concepts alongside place attachment, better knowledge of the psychological role of sojourners' host country in their behaviours can be developed.

Future international consumer behaviour studies can also contribute to the knowledge on sojourner consumer behaviour by introducing potential moderators of place-based relationships. In the home country investigation, it is found that sojourners' length of stay in the host country plays an important role in explaining international students' buying intentions. As such, while sojourners are relatively homogeneous in their

psychological patterns in a host country, the demographic differences between sojourner groups may exert an impact on their subsequent consumer behaviour. Thus, it may be useful for future marketing studies with sojourners to model demographic variables, such as their age, education level, home country and income level, as potential moderators of the relationship between psychological values and consumer behaviour. Such an inquiry will be useful in the development of richer segmentation of sojourners.

The sojourner respondents in both investigations indicate a strong intention to return home once their current sojourn has ended. As sojourners in the host country investigations are found to develop a strong place attachment to the host country, future research should investigate whether place attachment to a foreign host country can have a lasting effect on the consumer behaviour of sojourners who have returned home. Hypothetically, highly recognised brands that sojourners engage with in the host country marketplace can continue to receive favourable evaluations from the same consumers when returned to the home country marketplace. Thus, the international movement of consumers and brands represents an important area for international marketing researchers as well as for marketing practitioners throughout the world.

8. References

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Appendix A: Personal Nostalgia in Advertising and Marketing Studies

Author Journal	Country of Study	Research Aim	Nostalgia Object and Theme	Research Approach and Analysis Method	Sample Size	Finding
Holak & Havlena (1992) <i>Advances in Consumer Research</i>	USA	- To identify common themes and objects that are evoked during nostalgia engagement	- Family - Home - Specific person - Objects - Events - Sights - Smells - Tastes	- Qualitative - Written description of nostalgia experience	62	- Events described as personal and historical nostalgia are both recalled. - Social relationships and home are the most common themes recalled.
Stern (1992) <i>Journal of Advertising</i>	USA	- To analyse nostalgia-related contents that are featured in print advertisements	- Advertisements	- Qualitative - Literary criticism	N/A	- The usage of personal and historical nostalgia in advertisements has different appeals to consumers. - Personal nostalgia is more appropriate for inconspicuous products with comforting characteristics. - Historical nostalgia is more appealing for advertisements of conspicuous products that are used to display consumers' status.
Baker & Kennedy (1994) <i>Advances in Consumer Research</i>	USA	- To examine the idea of context-specific nostalgia and the marketing implications of nostalgic memories	- Printed advertisements	- Quantitative - Attitude towards the ads - Factor analyses	86	- A six-item nostalgia scale is developed to measure nostalgia intensity. - Three types of nostalgia are discussed (but not tested): real, simulated and collective nostalgia.

						<ul style="list-style-type: none"> - Attitudes toward the advertisements strongly correlated with nostalgia, suggesting that nostalgia is evoked only if the individual likes the ads.
Holbrook & Schindler (2003) <i>Journal of Consumer Behaviour</i>	USA	<ul style="list-style-type: none"> - To uncover the role of nostalgia in the context of consumption experience 	<ul style="list-style-type: none"> - Art and entertainment - Breaking away - Creativity - Friendships and loved ones - Gifts of love - Homeland - Performance and competence - Rites of passage - Security - Sensory experience 	<ul style="list-style-type: none"> - Qualitative-based - Subjective personal introspection through ethnographic study 	51	<ul style="list-style-type: none"> - Personal nostalgia is prevalent in nostalgic recollections, especially the memories of social relationships. - Not all memories are nostalgic. Only those that are attached to strong feelings are described as nostalgia. - Objects that are consumed during social events are attached to strong nostalgic bonds regardless of their physical properties (e.g. large or small).
Reisenwitz et al (2004) <i>Marketing Management Journal</i>	USA	<ul style="list-style-type: none"> - To investigate the relationship between nostalgia proneness and intensity - To study the effects of nostalgia on attitudes towards the advertisements 	<ul style="list-style-type: none"> - Ads for food and household cleaning products 	<ul style="list-style-type: none"> - Quantitative - Experimental - Principal axis factoring 	296	<ul style="list-style-type: none"> - A strong, positive relationship is found between nostalgia proneness and nostalgia intensity. - Hypotheses on the positive relationship between nostalgia proneness and intensity towards advertisements and brands are supported.

		themselves and the brand that sponsored the ads				- Female participants are found to be more nostalgically prone than males.
Holak et al (2006) <i>European Advances in Consumer Research</i>	Russia	- To empirically investigate the nature of nostalgia in Russia by using the nostalgia proneness index developed by Holbrook (1993)	- Objects - Individuals - Events	- Mixed methods - Written description of nostalgia engagement - Survey study using the nostalgia index scale - Principal axis factoring	80	- The index of nostalgia proneness is found to be a multidimensional scale consisting of statements relating to both personal and historical nostalgia. - Personal nostalgia is found to be the predominant factor in accounting for consumers' nostalgia.
Holak et al (2007) <i>Journal of Business Research</i>	Russia	- To examine the impact of nostalgia engagement in post-Soviet Russia on consumer behaviour.	- Anniversary cookies - Food - Holiday - Nature - Tea	- Qualitative - Written description of nostalgic experiences	112	- The theme of personal nostalgia dominates over other types of nostalgia when the participants are asked to reflect on the past.
Sierra & McQuitty (2007) <i>Journal of Marketing Theory and Practice</i>	USA	- To study the role of emotional and cognitive factors, based social identity theory, on consumers' intention to purchase nostalgic products	- Artwork - Candy - Clothing - Fireworks - Furniture - Home - Literature - Movies	- Quantitative - Survey - Structural equation modelling	198	- Emotional memories and cognitive attitudes towards the past are both found to be influential toward the intention to purchase nostalgic products.

			<ul style="list-style-type: none"> - Music - Outdoor equipment - Perfume - Sports memorabilia - Technology - Toys - Vehicles 			
Ford & Merchant (2010) <i>Journal of Advertising Research</i>	USA	- To discover whether evoking personal nostalgia can increase consumers' charitable donations	- Charitable donation intention	<ul style="list-style-type: none"> - Quantitative - Survey - ANOVA - MANOVA 	103 (Study 1) 457 (Study 2) 186 (Study 3)	<ul style="list-style-type: none"> - Nostalgic charity appeals evoke higher levels of emotions and donation intention than non-nostalgic appeals. - The above relationships are moderated by consumers' tendency to rely on nostalgic memories. - The effects of nostalgia are stronger when an important nostalgic memory is evoked.
Lambert-Pandraud & Laurent (2010) <i>Journal of Marketing</i>	France	- To investigate the influence of nostalgia, among other constructs, on female consumers' preferences for perfumes that they used during their formative years	- Perfume	<ul style="list-style-type: none"> - Quantitative - Survey - Correlation - Logit analysis 	130,411 (Study 1) 261	- The nostalgic preference for perfumes used during formative years has a limited impact alongside other variables, such as brand attachment and innovativeness.
Loveland et al (2010)	Netherlands	- To examine possible conditions in which consumers are more likely to	Brands of <ul style="list-style-type: none"> - candy - cars 	<ul style="list-style-type: none"> - Quantitative - Experimental 	136 (Study 1a)	- Consumers who feel the need to belong demonstrate a stronger preference for nostalgic products than those who do not.

<i>Journal of Consumer Research</i>		develop an increased preference for nostalgic products	- cookies - crackers - movies - shower gel - soup - TV programmes	- ANOVA - Logistic regression	63 43 94 72 (Study 1b) (Study 2) (Study 3) (Study 4)	- In return, the consumption of nostalgic products satiates consumers' need to belong.
Marchegiani & Phau (2010b) <i>Journal of Research in Interactive Marketing</i>	Australia	- To examine the effect of personal nostalgia intensities on cognition, attitudes and purchase intention	- Camera brand (Kodak)	- Quantitative - Experimental - ANOVA	514	- As the intensity of personal nostalgia increases, the attitudes and purchase intention towards the brand also increases. - An increase in cognitive thinking during advertisement exposure does not have an impact on the ability to recall brand messages.
Muehling & Pascal (2011) <i>Journal of Advertising</i>	USA	- To investigate whether consumers' response to nostalgic cues in an advertisement differs by types of nostalgia (personal vs. historical)	- Digital camera (fictitious brand)	- Quantitative - Experimental - ANOVA - Regression	249	- Advertisement with a personal nostalgia cue outperforms both historical and non-nostalgic variations in term of positive affect and attitudes towards the ads. - However, when the cognitive response is measured (through message recall), non-nostalgic ads performs better than the advertisement with nostalgia cues.

Zhou et al (2012) <i>Journal of Consumer Research</i>	China	- To study the statistical relationships between nostalgia and charitable donations	- Charitable donations	- Quantitative - Experimental - ANOVA - ANCOVA - Bootstrap mediation analysis	43 (Study 1) 71 (Study 2) 40 (Study 3) 64 (Study 4) 108 (Study 5)	- Nostalgia increases volunteer intention, charitable intention and tangible behaviour. - Empathy towards others moderates the intention-behaviour relationship.
Muehling (2013) <i>Journal of Marketing Communications</i>	USA	- To examine the influence of personal and historical nostalgia on consumers' attitudes	- Printed advertisement for a fictitious brand of digital camera	- Quantitative - Experimental - T-tests - Regression analysis	178	- Personal nostalgia is more prominent in the shaping of positive attitudes towards the advertisement and the brand than historical nostalgia.
Marchegiani & Phau (2013) <i>Journal of Marketing Communications</i>	Australia	- To develop a scale for measuring personal nostalgia in advertising research	- N/A	- Quantitative - Scale development - Factor analyses	117 (Study 1) 211 (Study 2) 101 (Study 3)	- A six-item scale based on a seven-point Likert scale is developed. - The measurement scale feature items relating to respondent's formative years (e.g. when I was young) as well as responses to a nostalgic message (e.g. a pleasant reminder of my past).

				<ul style="list-style-type: none"> - Multitrait - multimethod matrix - Structural Equation Modelling - Regression analysis 	204 (Study 4) 228 (Study 5)	
Merchant et al (2013) <i>Journal of Advertising Research</i>	USA	<ul style="list-style-type: none"> - To develop a personal nostalgia scale for use in advertising research 	<ul style="list-style-type: none"> - Printed advertisements - Television advertisements 	<ul style="list-style-type: none"> - Mixed methods - Focus groups - Scale development - Survey - Factor Analyses - Structural equation modelling 	20 (Items development) 58 (Study 1) 143 (Study 2) 145 (Study 3) 166 (Study 4)	<p>- Results show that personal nostalgia, evoked through advertisements, comprises four unique dimensions: past imagery, positive emotion, negative emotion and physiological reaction.</p> <p>- Personal nostalgia creates a bond between the individual and the brand. The relationship developed is influential towards the subsequently choice of brand.</p>
Holak (2014) <i>Consumption Markets and Culture</i>	USA	<ul style="list-style-type: none"> - To qualitatively explore the personal relationship between Russian immigrants and food-related nostalgia 	<ul style="list-style-type: none"> - Food 	<ul style="list-style-type: none"> - Qualitative - Blog content analysis 	6 blogs	<p>- Russian immigrants' consumption of food is strongly related to their yearning to their former home country.</p> <p>- Personal nostalgia is the most prevalent type of nostalgia in blog contents. Interpersonal and cultural nostalgia</p>

						narratives of Eastern European's past are also featured in the contents to smaller extents.
Muehling et al (2014) <i>Journal of Advertising</i>	USA	- To explore how consumers' past involvement with a brand influences their response to nostalgia-themed advertisement of the same brand in the present day	- Toothpaste (Crest brand)	- Quantitative - Experimental - T-tests	180	<ul style="list-style-type: none"> - A nostalgia-themed ad is favourably received by consumers who are exposed to the brand when they were younger. This results in positive brand attitude and purchase intention. - Nostalgic advertisement produces a more positive response than non-nostalgic type. This is regardless of consumers' past brand association.
Natterer (2014) <i>International Journal on Media Management</i>	Germany	- To simultaneously investigate the roles of personal and historical nostalgia on intentions towards entertainment media	- Films - Music - Video games	- Quantitative - Survey - Factor analyses - Correlation analysis - Regression analysis	440 (Study 1) 119 (Study 2)	<ul style="list-style-type: none"> - Personal nostalgia, that is triggered by the exposure to nostalgic media, is positively related to buying intention and word-of-mouth recommendation. - When compared with one another, personal nostalgia is found to positively influence word-of-mouth and buying intention. Meanwhile, no significant relationship is found for historical nostalgia.

Appendix B: Ethnocentrism in Marketing Studies

Author Journal	Country of Study	Research Aim	Product	Research Approach and Analysis Method	Sample Size	Findings
Shimp & Sharma (1987) <i>Journal of Marketing Research</i>	USA	<ul style="list-style-type: none"> - To introduce the concept of consumer ethnocentrism, an economic form of ethnocentrism - To develop a measurement scale for studying consumers' ethnocentrism 	<ul style="list-style-type: none"> - Apparel and consumer goods - Cars 	<ul style="list-style-type: none"> - Quantitative - Survey - Scale development (CETSCALE) - Factor analyses - Pearson correlations 	<ul style="list-style-type: none"> 1535 (Study 1) 417 (Study 2) 2000+ (Study 3) 145 (Study 4) 	<ul style="list-style-type: none"> - The 17-item CETSCALE is developed for measuring consumers' level of ethnocentrism. - Ethnocentrism is positively related to ownership and purchase intention of domestic products. - Ethnocentrism is negatively related to attitudes towards imported products. - Ethnocentrism is stronger country regions that are perceived to be more affected by foreign competitions (e.g. Detroit for cars).
Netemeyer et al (1991) <i>Journal of Marketing Research</i>	France Germany Japan USA	- To check whether CETSCALE is applicable beyond the USA context, where it was developed	<ul style="list-style-type: none"> - Cars - General products - TVs 	<ul style="list-style-type: none"> - Quantitative - Survey - Structural equation modelling 	<ul style="list-style-type: none"> 70 (France) 73 (Germany) 76 (Japan) 71 (USA) 	<ul style="list-style-type: none"> - CETSCALE is valid and reliable across four different national contexts. - Ethnocentrism is positively related to consumers' attitudes towards domestic products and the belief on the importance of buying domestic products. - Ethnocentrism is negatively related to attitudes towards and the belief about the quality of imported products.

							- The relationship between ethnocentrism and domestic product preference is stronger when specific product categories are used than for a general product category.
Herche (1992) <i>Journal of the Academy of Marketing Science</i>	USA	- To test CETSCALE's predictive validity of the evaluation of imported products	- Cars - Computers	- Quantitative - Survey - Regression analysis	100		- Ethnocentrism is negatively related to the purchase of imported products for both categories. - Ethnocentrism is found to be a better predictor of purchase behaviour than demographic characteristics.
Sharma et al (1995) <i>Journal of the Academy of Marketing Science</i>	Korea	- To identify the socio-psychological antecedents and moderators of ethnocentrism - To investigate the relationship between demographic attributes and ethnocentrism - To study ethnocentrism's influence on imported products	Products are grouped on their necessity. (Necessary) - Medicine - Beef - PCs - Kitchenware (Unnecessary) - Bananas - Golf clubs - Insurance - Jewellery - Liquor - Refrigerators	- Quantitative - Survey - Structural equation modelling	1,500 (Mail sample) 700 (School sample)		- Ethnocentrism is negatively related to cultural openness. - Ethnocentrism is positively related to patriotism and conservatism. - Female consumers are more ethnocentric. Education and income are negatively related to ethnocentrism. However, there is no relationship between age and ethnocentrism. - Strong negative attitudes are exhibited towards imported products that are perceived as a threat to the local economy, especially those that are deemed to be unnecessary.

Steenkamp & Baumgartner (1998) <i>Journal of Consumer Research</i>	Belgium Great Britain Greece	- To test for the measurement invariance of CETSCALE	- General products	- Quantitative - Survey - Structural equation modelling	990 (Belgium) 1,153 (Great Britain) 974 (Greece)	- CETSCALE is found to be consistent across three countries, with 27 out of 30 loadings over .6 (the lowest is .48). - Belgian consumers are less ethnocentric than those in Great Britain and Greece. Meanwhile, Greece is the most ethnocentric country of the three. - The error variance in the Greek sample is smaller than those of Belgium and Great Britain, suggesting that Greek consumers have a firmer opinion on ethnocentrism.
Klein et al (1998) <i>Journal of Marketing</i>	China	- Ethnocentrism is studied alongside the concept of consumer animosity towards another country.	- General products from Japan	- Quantitative - Survey - Structural equation modelling	244	- Ethnocentrism and animosity are two distinct concepts as demonstrated by their discriminant validity result. - Ethnocentrism is negatively related to product judgement and willingness to buy Japanese products. However, no relationship is found with actual product ownership. This finding suggests that animosity is a stronger concept when a specific country foreign is mentioned.
Watson & Wright (2000) <i>European Journal of Marketing</i>	New Zealand	- To investigate the influence of ethnocentrism on consumers' attitudes towards imported products when a domestic choice is not available.	(Domestic products available) - Refrigerators	- Quantitative - Survey - T-tests	421	- When a domestic choice is available, highly ethnocentric consumers evaluate their domestic product as being the best. They also demonstrate the strongest willingness to buy the local choice.

			(No domestic products available) - TVs and cameras			- When a domestic choice is not available, products from culturally similar countries are often preferred.
Balabanis et al (2001) <i>Journal of International Business Studies</i>	Czech Republic Turkey	- To study the role of patriotism, nationalism and internationalism as antecedents to ethnocentrism	- General products	- Quantitative - Survey - Hierarchical regression	480 (Czech Republic) 303 (Turkey)	- The impacts of patriotism and nationalism differ between the two countries. Ethnocentrism in Turkey is driven by patriotism, while nationalism accounts for more ethnocentric attitudes in the Czech Republic sample. - The relationship between internationalism and ethnocentrism is non-significant for both countries.
Supphellen & Rittenburg (2001) <i>Psychology & Marketing</i>	Poland	- To study the influence of ethnocentrism in an Eastern European context	- Petrol station	- Quantitative - Survey - MANOVA	218	- Ethnocentrism is positively related to attitudes and quality evaluation of domestic brands. - No relationship is found between ethnocentrism and imported brands' evaluation. - Ethnocentrism has a strong impact on post-purchase evaluation (experience qualities) but not on the pre-purchase stage (search qualities).
Kaynak & Kara (2002)	Turkey	- To investigate relationship between ethnocentrism and	- General products	- Quantitative - Survey	275	- Ethnocentric consumers are more community-oriented.

<i>European Journal of Marketing</i>		consumers' lifestyle dimensions		- Cluster analysis - ANOVA		<ul style="list-style-type: none"> - Less ethnocentric consumers are characterised by the "opinion leaders" orientation. - Highly ethnocentric consumers are very religious, traditional and low in consumer sophistication.
Suh & Kwon (2002) <i>International Marketing Review</i>	Korea USA	- To empirically investigate whether there is an evidence to support the claim of global consumer culture.	- General products	- Quantitative - Survey - Structural equation modelling	128 (Korea) 120 (USA)	<ul style="list-style-type: none"> - A negative relationship between global openness and ethnocentrism is found for the US consumers. - A negative relationship between ethnocentrism and judgement of imported products is found for the Korean consumers. - Ethnocentric consumers, who demonstrate a reluctance to buy imported products, are found in both samples. - The authors disputed the claim for global consumer culture by concluding that there are still large cultural differences among consumers from different countries.
Zarkada-Fraser & Fraser (2002) <i>International Journal of Retail &</i>	Australia	- To study the role of ethnocentrism in native consumers' and immigrants' patronage of supermarkets in Australia	- Supermarkets of Australian and American origin	- Quantitative - Survey - Pearson correlations	300	- Ethnocentrism towards Australia is negatively related to attitudes towards the potential opening of an American supermarket in the local area.

<i>Distribution Management</i>							<ul style="list-style-type: none"> - Ethnocentric consumers are less likely to visit and recommend an American supermarket in Australia if it is to open. - Australian natives are more ethnocentric than Greek migrants living in Australia. However, assimilated Greeks are more ethnocentric than those who had not adopted the Australian identity.
Balabanis & Diamantopoulos (2004) <i>Journal of the Academy of Marketing Science</i>	UK	- Ethnocentrism is studied on whether it has a uniform impact on the preference for products from different categories.	- Cars - DIY equipment - Fashion wear - Food products - Furniture - TV - Toiletries - Toys	- Quantitative - Survey - Multidimensional unfolding analysis - Ordered logit analysis	465		<ul style="list-style-type: none"> - Ethnocentrism is positively related to the preference for domestic products and negatively for imported products. - Ethnocentrism is a more consistent predictor of the preference for home products than for the avoidance of imported products. - The impact of ethnocentrism differs based on product categories. Food products and fashion wear are the most affected by the ethnocentrism value.
Nijssen & Douglas (2004) <i>International Journal of Research in Marketing</i>	Netherlands	- To investigate the influence of ethnocentrism in a country where not many local brands are available	- Cars - Televisions	- Quantitative - Survey - Structural equation modelling	219		<ul style="list-style-type: none"> - Ethnocentrism is related to the reluctance towards buying imported products for both cars and televisions. - Ethnocentrism is positively related to the evaluation of German TVs, even though consumers are reluctant to buy them. This finding suggests that ethnocentrism is

						<p>more strongly related to the purchase behaviour than to general evaluations.</p> <p>- The youthful nature of the respondents in this study suggests that younger consumers can also be very ethnocentric.</p>
Samiee et al (2005) <i>Journal of International Business Studies</i>	USA	- To explore the role of ethnocentrism towards consumers' brand origin recognition accuracy.	84 brands from 10 product categories (domestic /imported) - Appliances - Apparel - Beverages - Cameras - Consumer electronics - Health and beauty aids - Packaged foods - Shoes - Sports equipment - Watches	- Quantitative - Survey - Structural equation modelling	480 (Study 1) 51 (Study 2)	<p>- Ethnocentrism is negatively related to consumers' origin knowledge of imported brands.</p> <p>- However, no relationship is found between ethnocentrism and the origin knowledge of the domestic brands.</p>
Kwak et al (2006)	India Korea USA	- To conduct a study on whether ethnocentrism has an impact on attitudes towards imported products and non-domestic websites	- General products - Website usage	- Quantitative - Survey	271 (India) 221 (Korea)	<p>- Ethnocentrism is negatively related to attitudes towards imported products.</p> <p>- Nevertheless, positive attitudes towards advertisements from abroad and</p>

<i>Journal of the Academy of Marketing Science</i>				- Structural equation modelling	611 (USA, Study 1) 307 (USA, Study 2)	consumers' global mindset can mitigate the negative influence of ethnocentrism. - Ethnocentrism is negatively related to the usage of non-domestic websites for online shopping. However, receiving e-mail communications from the firm can reduce such an effect.
Klein et al (2006) <i>International Marketing Review</i>	China Russia	- To evaluate the impact of ethnocentrism in countries where imported products are often preferred to domestic choices	- General products	- Quantitative - Survey - Structural equation modelling	231 (China) 200 (Russia)	- The ethnocentrism value is found among consumers in both China and Russia despite the contention that consumers in both countries would prefer imported products. - Consumers in China behave in a similar manner to consumers from more economically developed countries. - CETSCALE is found to be invariant across student/non-student samples.
Thelen et al (2006) <i>Journal of Business Research</i>	Russia	- To explore whether ethnocentrism is equally applicable across different consumer subcultures within a single country - Nostalgia is investigated as a potential antecedent of CET	- General products	- Quantitative - Survey - Structural equation modelling	494	- Nostalgia is found to be an important antecedent to ethnocentrism for consumers from all four different regions of Russia. - CETSCALE is found to be invariant across the country in measuring consumers' level of ethnocentrism.

Balabanis and Diamantopoulos (2008) <i>Journal of International Marketing</i>	UK	- Ethnocentrism is investigated as a possible antecedent of consumers' ability to recognise brands' origin accurately.	- Microwave ovens	- Quantitative - Survey - T-tests - ANOVA - Multiple regression analysis	193	- Ethnocentrism is negatively related to UK consumers' ability to recognise the origin of imported brands.
Vida & Reardon (2008) <i>Journal of Consumer Marketing</i>	Slovenia	- Ethnocentrism is studied alongside patriotism with regard to the consumption of domestic products.	- General products	- Quantitative - Survey - Structural equation modelling	714	- Ethnocentrism is a strong predictor of consumption preference towards domestic products. - When evaluated alongside patriotism, ethnocentrism has a stronger influence on domestic consumption preference. - Ethnocentrism, as an emotional evaluation, is found to be a stronger predictor of domestic consumption preference when compared with the cognitive judgement of product quality.
Cleveland et al (2009) <i>Journal of International Marketing</i>	Canada Chile Greece Hungary India Korea Mexico	- Ethnocentrism is investigated as part of a value-based consumer study, alongside cosmopolitanism and materialism.	- Food and beverages - Apparel - Appliances - Consumer electronics	- Quantitative - Survey - Structural equation modelling	241 (Canada) 192 (Chile) 317	- Ethnocentrism is negatively related to cosmopolitanism. However, this is evident only in Canada, Korea ($p<.10$), Hungary, India and Sweden samples. - Ethnocentrism is positively related to age and negatively related to income (only in

	Sweden	<ul style="list-style-type: none"> - Demographic antecedents (sex, age, income, education) to ethnocentrism are compared among consumers from different country contexts. 	<ul style="list-style-type: none"> - Communication devices - Luxury products 		<ul style="list-style-type: none"> (Greece) 332 (Hungary) 236 (India) 137 (Korea) 231 (Mexico) 329 (Sweden) 	<p>the Mexican sample) and the level of educational attainment (only in the Greek and Swedish samples). However, ethnocentrism is not found to relate to gender.</p> <p>- Ethnocentrism is positively and strongly related to the consumption behaviour of food and clothing products.</p>
Poon et al (2010) <i>Journal of Consumer Marketing</i>	Australia	<ul style="list-style-type: none"> - To compare the influence of ethnocentrism on native and immigrant consumers toward imported products. - A comparison is made between Australian, Asian-born and Western-born consumers. 	<ul style="list-style-type: none"> - Business suits - Computers - Medicines - Televisions - Wine 	<ul style="list-style-type: none"> - Quantitative - Survey - ANOVA 	206	<ul style="list-style-type: none"> - Asian-born immigrants are less ethnocentric than Australian consumers and those born in Western countries. - For Western-born immigrants, male consumers are more ethnocentric. - For immigrants, the number of years lived in a host country is positively related to ethnocentrism towards Australia - The relationship between ethnocentrism and the preference for Australian products is stronger for Australian consumers than for immigrants.

Urbonavicius et al (2010) <i>Transformation in Business & Economics</i>	Lithuania	- To investigate the influence of ethnocentrism alongside nostalgia and country animosity in a new Eastern Bloc country	- General products	- Quantitative - Survey - Regression - T-tests	306	- Contrary to the authors' expectation, nostalgia is strongly and positively related to ethnocentrism. This finding confirms the earlier result of Thelen et al (2006). - Ethnocentrism is positively related to animosity towards Russia. However, it is not found to affect subsequent product evaluation.
Josiassen et al (2011) <i>International Marketing Review</i>	Australia	- To examine the role of demographic characteristics on ethnocentrism and purchase intention	- General products	- Quantitative - Survey - Structural equation modelling	361	- Ethnocentrism is positively related to the willingness to buy domestic products. - Older consumers are more ethnocentric when compared to younger consumers. - However, the relationship between ethnocentrism and the willingness to buy domestic products is stronger for younger consumers. - Female consumers are more ethnocentric than males.
Watchravesringkan (2011) <i>International Journal of Consumer Studies</i>	USA	- To examine the impact of perceived ethnicity (Asian/Asian American) on immigrants' level of acculturation and ethnocentrism towards the USA.	- Automobile brands manufactured in US/non-US countries	- Quantitative - Survey - ANOVA	185	- Ethnocentrism is positively related to the level of acculturation. - The ethnocentrism level of immigrant consumers is positively related to attitudes and purchase intention towards automobiles manufactured in the US.

						- Asian immigrants who see themselves as Asian American are more ethnocentric towards the USA than those who see themselves as Asian.
Carpenter et al (2013) <i>Journal of Marketing Management</i>	USA	- The ethnocentrism value is investigated as a consequence of consumers' acculturation to the global consumer culture.	- Fashion retailers - Food retailers	- Quantitative - Survey - Multiple regression	492	- Ethnocentric consumers are less cosmopolitan in their orientation. - Ethnocentric consumers are less inclined to engage in social interactions with other outgroups. - However, ethnocentric consumers are not opposed to the idea of identification with the global consumer culture.
Guo (2013) <i>Journal of International Marketing</i>	China India	- Ethnocentrism is investigated on its relationship with consumers' evaluation of global brands and global consumer identity.	- Global brands from more developed countries - Global brands from developing countries	- Quantitative - Survey - Structural equation modelling	147 (Study 1, China) 119 (Study 2, China) 124 (Study 3, China) 443 (Study 4, India)	- A negative relationship is found between ethnocentrism and attitudes towards global brands from more developed countries for both the Chinese and Indian samples. A similar relationship is not found for global brands from developing countries. - Ethnocentrism is more influential towards consumers' attitudes to global brands when their global consumer identity is low.

Jin Lee et al (2013) <i>Journal of Fashion Marketing and Management: An International Journal</i>	Australia	- To determine whether attitudes towards underwear brands differ between high and low ethnocentric consumers on domestic and imported goods	- Underwear brands from Australia and the USA (made in Australia, China and the USA)	- Quantitative - Survey - ANOVA - T-tests	260	- More ethnocentric consumers view underwear brands from Australia as being of better quality than imported choices. - Even if the brand is from another country, more ethnocentric consumers would still prefer the product if it is made in Australia.
Zolfagharian et al (2014) <i>Journal of Consumer Marketing</i>	Mexico USA	- To study ethnocentrism in the context of first-generation immigrants, who may identify with two or more countries, in relation to the evaluation of products' country of origin	- Microwave ovens	- Quantitative - Experiment - T-tests	210 (Mexico) 240 (USA)	- Ethnocentric immigrants prefer products manufactured in their former home and their host country in relation foreign products. - Less ethnocentric immigrants prefer microwaves manufactured in the more economically advanced countries. - If the former home and the host country differ on economic development levels, products from the more developed economy are preferred.
Zeugner-Roth et al (2015) <i>Journal of International Marketing</i>	Austria Slovenia	- To investigate the influence of ethnocentrism, alongside cosmopolitanism and national identity, towards product judgement and willingness to buy domestic products	- Austrian products (Study 1) - Slovenian products (Study 2) - Italian products (imported)	- Quantitative - Survey - Structural equation modelling	411 (Austria) 405 (Slovenia)	- Ethnocentrism is positively related to domestic products' judgement and the subsequent willingness to buy in both country samples.

Appendix C: Cosmopolitanism in Marketing Studies

Author Journal	Country of Study	Research Aim	Product Category	Research Approach and Analysis Method	Sample Size	Finding
Cleveland & Laroche (2007) <i>Journal of Business Research</i>	Canada	- To develop a measurement scale for studying consumers' acculturation to the global consumer culture	- N/A	- Quantitative - Scale development - Exploratory factor analysis - Confirmatory factor analysis	162	- An 11-item cosmopolitanism measurement scale is developed as a dimension of the acculturation to the consumer culture concept.
Cleveland et al (2009) <i>Journal of International Marketing</i>	Canada Chile Greece Hungary India Mexico South Korea Sweden	- To examine the similarities and differences among consumers from eight different countries	- Appliances - Clothing apparel - Consumer electronics - Communication devices - Food and beverages - Luxury products	- Quantitative - Survey - Structural equation modelling	241 (Canada) 192 (Chile) 317 (Greece) 332 (Hungary) 236 (India) 137 (Korea)	- The concept of cosmopolitanism is found to be cross-culturally applicable in different national contexts. - The influence of cosmopolitanism on consumer behaviour varies by country and product category. Cosmopolitanism is found to predict the consumption of appliances, clothing, consumer electronics and communication devices, as well as food and beverages. - Cosmopolitanism is negatively related to ethnocentrism

					231 (Mexico) 329 (Sweden)	
Cleveland et al (2011a) <i>Journal of Business Research</i>	Canada Turkey	- To investigate the cross-cultural applicability of the cosmopolitanism concept - To examine the relationship between cosmopolitanism and cultural value models	- N/A	- Quantitative - Survey - Factor analyses - T-tests - MANCOVA	511 (Canada) 327 (Turkey)	- Cosmopolitanism is found to be cross-culturally applicable in contexts investigated. - Cosmopolitanism is more strongly related to Schwartz's individual and cultural values than Hofstede's cultural dimensions and demographic characteristics. - Consumers can develop a cosmopolitan orientation without having engaged in foreign travel.
Cleveland et al (2011b) <i>International Marketing Review</i>	Canada Chile Greece Hungary India Mexico South Korea Sweden	- To examine whether cosmopolitanism can co-exist with a strong ethnic identity - To empirically examine the role of cosmopolitanism towards consumer behaviour in different national contexts	- Appliances - Consumer electronics - Communication devices - Local/global clothing and food products - Luxury products - Personal care	- Quantitative - Survey - Stepwise multiple linear regressions	241 (Canada) 192 (Chile) 317 (Greece) 332 (Hungary) 236	- Cosmopolitanism is found to be compatible with the possession of a strong local ethnic identity. Consumers are found to complement their traditional identity with an openness to foreign cultures. - Results on the relationships between cosmopolitanism and product consumption are from the same sample as Cleveland et al's (2009) study.

					(India) 137 (Korea) 231 (Mexico) 329 (Sweden)	
Grinstein and Wathieu (2012) <i>International Journal of Research in Marketing</i>	USA	- To study the cultural adjustment behaviour of expatriates in relations to their cosmopolitan identity	-N/A	- Quantitative - Survey - Structural equation modelling	260	- More cosmopolitan expatriates expecting a shorter sojourn adjust more to the local conditions than their longer-term counterparts. - Less cosmopolitan expatriates expecting longer sojourns are found to adjust more to their local conditions.
Riefler et al (2012) <i>Journal of International Business Studies</i>	Austria Singapore	- To develop a new scale (C-Cosmo) for measuring cosmopolitanism level of consumers. - To investigate the influence of cosmopolitanism on consumer behaviour	- Clothing - Food - Global brands - Television programmes	- Quantitative - Scale development - Survey - Exploratory factor analysis - ANOVA	147 (Study 1a, Austria) 392 (Study 1b, Austria) 429 (Study 2, Austria) 222	- Cosmopolitanism is negatively related to ethnocentrism. - Younger consumers tend to be more cosmopolitan. - Cosmopolitanism is positively related to consumers' level of education. - Cosmopolitanism is found to be positively related to the length of international stays, albeit weakly.

				<ul style="list-style-type: none"> - Test-retest correlation - Structural equation modelling 	<ul style="list-style-type: none"> (Study 3, Austria) 43 (Study 4, Austria) 206 (Study 5, Singapore) 	<ul style="list-style-type: none"> - Cosmopolitanism positively influences the consumption of foreign products and the willingness to buy foreign products and global brands. - Cosmopolitan consumers are more interested in obtaining country-of-origin information.
Cleveland et al (2014) <i>Journal of Business Research</i>	Canada Japan Lebanon Turkey	- To validate the five-item version of the cosmopolitanism scale developed by Cleveland and Laroche (2007) in the international contexts	- N/A	<ul style="list-style-type: none"> - Quantitative - Survey - Structural equation modelling 	<ul style="list-style-type: none"> 511 (Canada) 308 (Japan) 392 (Lebanon) 327 (Turkey) 	<ul style="list-style-type: none"> - Results from the study show that the five-item cosmopolitanism scale is applicable to different international contexts. - Cosmopolitanism positive correlates with attitudes and experience towards foreign travel. However, a cluster analysis revealed that not all travellers are necessarily cosmopolitan.
Zeugner-Roth et al (2015) <i>Journal of International Marketing</i>	Austria Slovenia	- To study the role of cosmopolitanism, alongside ethnocentrism and national identity, in foreign products judgement and willingness to buy	<ul style="list-style-type: none"> - Austrian products - Slovenian products - Italian products (foreign) 	<ul style="list-style-type: none"> - Quantitative - Survey - Structural equation modelling 	<ul style="list-style-type: none"> 411 (Austria) 405 (Slovenia) 	<ul style="list-style-type: none"> - Cosmopolitanism is positively related to foreign product judgement (Austrian sample) and willingness to buy (Slovenian sample). - Cosmopolitanism is found to have a different influence on consumers from different national context.

Appendix D: Attachment (to Object and Place) in Marketing Studies

Author Journal	Country of Study	Research Aim	Object of Attachment	Research Approach and Analysis Method	Sample Size	Finding
Hill & Stamey (1990) <i>Journal of Consumer Research</i>	USA	- To develop a better understanding on how homeless individuals survive in a society through consumption and possessions	- Possessions	- Qualitative - Ethnography	100+	<ul style="list-style-type: none"> - Homeless individuals are found to develop an attachment to their own shelter even if it is not permanent. - Despite the finding that shelters are made of discarded materials, residents appear to develop pride in their place while welcoming others to visit.
Ball & Tasaki (1992) <i>Journal of Consumer Psychology</i>	USA	<ul style="list-style-type: none"> - To develop a measurement scale for studying attachment to objects - To examine the relationship between self-concept and attachment 	<ul style="list-style-type: none"> - Two objects from the following list are used for each respondent: - Car - Collectibles - Family home - Jewellery - Living room decoration - Shoes - Souvenirs - Televisions - Wallets - Watches 	<ul style="list-style-type: none"> - Quantitative - Scale development - Survey - Factor analyses - ANOVA 	331	<ul style="list-style-type: none"> - A 9-item Likert scale is developed to measure attachment. - Consumers develop an attachment to objects that are congruent with their identity at the time of ownership. - Attachment is not found to correlate with social desirability and is only slightly related to materialism. - Consumers are more likely to develop an attachment to objects that contain personal meanings. - Conspicuous objects that are more reflective of consumers' identity are found contain higher attachment level (e.g.

						homes, personally collected items, cars and jewellery).
Schouten & McAlexander (1995) <i>Journal of Consumer Research</i>	USA	- To introduce the concept of a consumption-based subculture by investigating a biker community	- Motorcycle (Harley-Davidson brand)	- Qualitative - Ethnography	Not stated	<ul style="list-style-type: none"> - Bikers are found to develop a strong attachment to their Harley-Davidson motorcycle. - Through their attachment with motorcycles, bikers organise and communicate their collective identity.
Ahluwalia et al (2001) <i>Journal of Marketing Research</i>	USA	- To test the role of commitment (attachment) to brands and its impact on consumers' beliefs about attributes that are not mentioned in an advertisement (spillover effect)	- Sports shoe brands (fictional/non-fictional)	- Quantitative - Experimental - ANOVA	59 (Study 1) 390 (Study 2) 120 (Study 3)	<ul style="list-style-type: none"> - For respondents who are committed to the brand, the spillover effect of negative messages are minimised. - Positive information spills over more freely towards the beliefs on product attributes when the respondents are more committed to the brand.
Thomson et al (2005) <i>Journal of Consumer Psychology</i>	USA	<ul style="list-style-type: none"> - To develop a measurement scale for studying brand attachment - To validate the scale by studying consumers' brand commitment and levels of investment 	- Respondent-specified brands	<ul style="list-style-type: none"> - Quantitative - Scale development - Survey - Structural equation modelling 	68 (Study 1) 120 (Study 2) 65 (Study 3) 184 (Study 4)	<ul style="list-style-type: none"> - A 10-item Likert scale for measuring brand attachment is developed and tested. The scale consists of three dimensions: which are affection, connection, and passion. - Strong brand attachment is positively related to consumers' commitment and investment in a brand.

					179 (Study 5)	
Thomson (2006) <i>Journal of Marketing</i>	USA	- To investigate the influence of attachment to celebrities on subsequent consumer behaviour	- Celebrities	- Mixed methods - Survey - MANOVA - Correlation analysis - Structural equation modelling - Interviews	164 (Study 1) 25 (Study 2) 107 (Study 3)	- The respondents are found to develop a strong attachment to celebrities who make them feel empowered, related, and competent. - The results from the interviews show that attachments to celebrities are laden with affect towards these individuals.
Fedorikhin et al (2008) <i>Journal of Consumer Psychology</i>	USA	- To investigate the influence of brand attachment towards a response to the brand's extension activity	- Consumer electronic brands (fictional and real brands)	- Quantitative - Experimental	70 (Study 1a) 58 (Study 1b) 62 (Study 2a) 56 (Study 2b)	- The more attached consumers respond positively to brand extension efforts when a high level of congruence with the parent brand is perceived. - Extensions that are perceived to be a poor fit with the parent brand are not recognised as an extension and are poorly received by the attached consumers.
Park et al (2010)	USA Europe	- To develop a new measurement scale for studying brand attachment	- Brands from various categories:	- Quantitative	108 (Study 2, USA)	- An 11-item brand attachment scale is developed as a second-order construct

<i>Journal of Marketing</i>		<ul style="list-style-type: none"> - To distinguish the concept of brand attachment from brand attitudes 	<ul style="list-style-type: none"> - Bank - Consumer electronic - Food - Sports shoes - University 	<ul style="list-style-type: none"> - Scale development - Survey - Structural equation modelling 	<ul style="list-style-type: none"> 141 (Study 3, USA) 697 (Study 4, Europe) 	<p>with self-connection and brand prominence as first-order dimensions.</p> <ul style="list-style-type: none"> - Consumers develop a stronger attachment to a brand that is congruent with their self-concept. - Brand attachment is strongly related to separation distress in the event that the brand is discontinued. - Brand attachment is conceptually distinct from brand attitudes. Brand attachment signifies a stronger relationship with the brand in comparison with mere liking. - Strong brand attachment is positively related to intention and behaviours. However, brand attitudes predict attitudes and intentions but not the actual purchase behaviour.
Malär et al (2011) <i>Journal of Marketing</i>	Switzerland	<ul style="list-style-type: none"> - To investigate the role of consumers' self-identity in relation to brand personality and attachment 	<ul style="list-style-type: none"> - 167 brands from different industries (one for each respondent) 	<ul style="list-style-type: none"> - Quantitative - Survey - Structural equation modelling 	<ul style="list-style-type: none"> 1329 (Study 1) 890 (Study 2) 	<ul style="list-style-type: none"> - Brands that are perceived to be more congruent with respondents' actual-self receive stronger attachment than brands that are compatible with the ideal self. - Higher levels of product involvement, self-esteem, and public self-consciousness increase the positive effect of actual self-congruence on brand attachment.

<p>Schmalz & Orth (2012) <i>Psychology and Marketing</i></p>	<p>Germany</p>	<p>- To evaluate the impacts of a brand's unethical behaviour on the reactions of consumers who are attached to the brand</p>	<p>- Food brands</p>	<p>- Quantitative - Experimental - Structural equation modelling</p>	<p>157 (Study 1) 240 (Study 2)</p>	<p>- Strong brand attachment leads to more ambivalent emotions about the brand's action. - Brand attachment leads to a lower impact of unethical behaviour on brand purchase intention. - Strong brand attachment is only helpful when the unethical behaviour is deemed to be moderate and not extreme.</p>
<p>Debenedetti et al (2014) <i>Journal of Consumer Research</i></p>	<p>France</p>	<p>- To develop an understanding of how consumers become attached to a commercial setting</p>	<p>- Wine bar</p>	<p>- In-depth interviews</p>	<p>63</p>	<p>- An attachment to the wine bar is developed through the homeliness narrative where patrons develop a personal social environment in the commercial place. - Stronger attachment leads to positive behaviours. They include repeated visits, the recommendation to friends and performing an action on behalf of the place.</p>
<p>Jimenez & Voss (2014) <i>Psychology and Marketing</i></p>	<p>USA</p>	<p>- To develop a new measurement scale for studying consumers' emotional attachment to objects</p>	<p>- Cars - Brands (self-identified)</p>	<p>- Quantitative - Scale development - Survey - Experimental</p>	<p>165 (Study 2) 111 (Study 3)</p>	<p>- A unidimensional, 4-item emotional attachment scale is developed. - The finding shows that emotional attachment and self-concept maintenance are positively related. When brands are related to consumers' self-concept, consumers develop a stronger attachment.</p>

				<ul style="list-style-type: none"> - Factor analyses - Linear regression analysis 		<ul style="list-style-type: none"> - Emotional attachment is positively related to consumers' willingness to pay, especially when the goal of self-concept maintenance is low (i.e. when congruency between the brand and consumer is high).
Brocato et al (2015) <i>Journal of the Academy of Marketing Science</i>	USA	<ul style="list-style-type: none"> - To investigate consumers' level of place attachment to a service firm based on personal experience in the place - To examine consumers' attachment to a commercial place and its impact on subsequent behaviours 	<ul style="list-style-type: none"> - Bars and clubs - Restaurants 	<ul style="list-style-type: none"> - Quantitative - Survey - Structural equation modelling 	196 (Study 1) 907 (Study 2)	<ul style="list-style-type: none"> - Place attachment is found to positively relate to word-of-mouth recommendation and negatively to switching intention. - Place attachment is found to be a strong predictor even when cognitive evaluation (service quality) is considered.
Loroz & Braig (2015) <i>Psychology & Marketing</i>	USA	- To investigate the role of consumers' attachment to human brands and its influence on consumer behaviour	- Celebrity (Oprah Winfrey)	<ul style="list-style-type: none"> - Mixed methods - Interviews - Survey - Regression analysis 	20 (Study 1) 138 (Study 2)	<ul style="list-style-type: none"> - Emotional attachment to a celebrity positively influence loyalty towards the human brand. In turn, the attachment drives consumers' purchase intention towards products recommended by the celebrity. - Brand personality appeal moderates the relationship between consumers' human brand attachment and marketing outcomes. Brand loyalty and purchase intention are higher when the brand personality appeal is strong.

Appendix E: Brand Origin Recognition Accuracy Studies

Author Journal	Country of Study	Research Aim	Product Category (Brands)	Brand Origin Recognition Accuracy Score	Sample Size	Finding
Thakor & Lavack (2003) <i>Journal of Product and Brand Management</i>	Not reported	- To compare the influence of brand origin perception against the country of manufacture information on consumers' quality perception	- Luxuries - Printers	- 9% (Epson) - 15% (Mont Blanc)	34 (Study 1) 77 (Study 2)	<ul style="list-style-type: none"> - Brand origin and country of manufacture are both related to consumers' perception of quality. - However, brand origin information is found to be a stronger driver of quality perception than the information on country of manufacture.
Paswan & Sharma (2004) <i>Journal of Product and Brand Management</i>	India	- To examine the relationship between consumers' brand origin knowledge and countries' image perception	- Beverages - Food	- 57% (KFC) - 80% (Pepsi) - 66% (McDonald's) - 84% (Coca-Cola)	695	<ul style="list-style-type: none"> - The accuracy of brand origin knowledge is only weakly related to country image evaluation. - Consumers with strong brand origin knowledge accuracy possess a weaker knowledge about a competitor brand. - Familiarity with the USA has a positive relationship with the origin knowledge of food brands but not beverage brands from the country. - The level of education and socio-economic class are positively related to brand origin knowledge.

						- Consumers with more extensive travel experience possess higher brand origin knowledge.
Samiee et al (2005) <i>Journal of International Business Studies</i>	USA	<ul style="list-style-type: none"> - To examine consumers' level of brand origin recognition accuracy - To investigate the potential antecedents of consumers' brand origin recognition accuracy 	<ul style="list-style-type: none"> - Appliances - Apparel - Beverages - Cameras - Consumer electronics - Health and beauty - Packaged foods - Shows - Sports equipment - Watches <p>(84 domestic and foreign brands)</p>	<ul style="list-style-type: none"> - 49% (40 domestic brands) - 22% (44 foreign brands) 	<p>480 (Study 1)</p> <p>51 (Study 2)</p>	<ul style="list-style-type: none"> - Social status, age and gender (female) are positively related to the brand origin recognition accuracy score of US brands. - Social status, age and international experience are positively related to brand origin recognition of foreign brands. Male consumers are better at recognising foreign brands than females. Ethnocentrism is negatively related to foreign brands origin recognition. - The second study found that consumers' brand origin recognition accuracy is determined by the congruency between the brand's linguistic cue and the language associated with its origin.
Balabanis & Diamantopoulos (2008) <i>Journal of International Marketing</i>	UK	- To investigate the extent to which consumers can accurately recognise brand origin of a durable product category	- Microwave ovens	<ul style="list-style-type: none"> - 27% average (13 foreign and domestic brands) - Individual scores range from 1.6% (Tricity) to 76% (Sanyo) 	193	<ul style="list-style-type: none"> - The low recognition scores suggest that consumers only possess limited origin knowledge for a durable product category. - Female and older consumers are better at recognising correct brand origin. - Ethnocentrism is negatively related to brand recognition accuracy.

						<ul style="list-style-type: none"> - Country familiarity positively predicts brand origin recognition accuracy. - Consumers who are able to associate a brand with an origin, even if it is inaccurate, tend to possess a more positive view of the brand than those who cannot. - Brand with a name that is congruent with its origin is more likely to be accurately recognised.
Zhuang et al (2008) <i>International Marketing Review</i>	China	- To investigate the potential consequences of brand origin confusion	- Beer - Clothing - Mobile phones - Shampoo - Shoes - Toothpaste - Water	- Inaccuracy ranges from a low of 1% (Nike) to 76% (Jasonwood)	400	<ul style="list-style-type: none"> - When Chinese consumers misjudge a Chinese brand as a foreign brand, their purchase preference increases. - When a foreign brand is mistaken for a Chinese brand, the purchase preference decreases. - When consumers' knowledge of brand origin increases, the effect of brand origin confusion decreases.
Balabanis & Diamantopoulos (2011) <i>Journal of International Marketing</i>	UK	- To investigate the consequence of brand origin misclassification towards brand image evaluation and purchase intention	- Microwave ovens	- 43% for strong brands - 19% for weak brands	193	<ul style="list-style-type: none"> - Misclassification and non-classification have negative impacts on brand evaluation and purchase intention. - Favourable misclassification does not increase brand evaluation or purchase intention.

				- Individual scores range from 2.1% (Hinari) to 76% (Sanyo)		
Magnusson et al (2011a) <i>International Marketing Review</i>	USA	- To empirically investigate consumers' brand origin recognition accuracy and its influence on consumers' brand perceptions	- Cars - Fashion - Television	- 54% average for all brands (35 domestic and foreign brands) - Individual scores range from 8.08% (Philips) to 97.25% (Dodge)	544	- Accurate brand origin recognition is positively linked with brand attitudes across all product types. - When consumers misclassify a brand, their attitude changes when the correct origin information is provided. - Ethnocentrism is not found to influence brand origin recognition accuracy.
Martín & Cerviño (2011) <i>International Marketing Review</i>	60 countries	- To develop an integrative framework of antecedents of brand origin recognition accuracy	- Banks - Beverages - Cars - Clothing - Consumer electronics - Food - Mobile phones - Perfumes - Retailers - Snacks - Spirits - Sports - Travel	- 68.2% for all brands (109 domestic and foreign brands) - Individual scores range from 0% (Mentos) to 97% (McDonald's)	891	- Consumers with higher levels of education are better at recognising brand origins. - Males and older consumers score higher in the brand origin recognition task. - Brand origin recognition accuracy is significantly higher for domestic brands when compared to foreign brands. - Brand names that are more congruence with their origin receive more accurate classifications. - Brands with higher brand equity receive more accurate classifications.

						<ul style="list-style-type: none"> - Brands that belong to product categories with higher involvement (e.g. cars) receive more accurate classifications than brands from lower involvement categories. - Brands from categories with a similar level of involvement are found to receive an equivalent level of recognition on average.
Herz and Diamantopoulos (2013) <i>Journal of International Marketing</i>	Austria	<ul style="list-style-type: none"> - To explore how consumers use country-specific associations on their consumer behaviour - Dual-coding theory of rational and emotional associations is used to study consumers' associations. 	<ul style="list-style-type: none"> - Airlines - Cars - Clothing - Soft drinks - Retailers 	<ul style="list-style-type: none"> - 78% average for domestic brands - 70% average for foreign brands 	115	<ul style="list-style-type: none"> - Consumers draw on both rational and emotional country-specific associations when responding to brand stimuli. - Participants who make country-specific associations in the qualitative stages of data collection are found to possess a higher brand origin recognition score.
Parts (2013) <i>International Journal of Business and Social Research</i>	Estonia Slovenia	- To investigate cosmopolitanism (defined as worldmindedness) as a psychological antecedent of brand origin recognition, ethnocentrism and foreign product purchase	<ul style="list-style-type: none"> - Alcohol - Clothing - Furniture <p>(12 domestic and foreign brands)</p>	- Not reported	<p>261 (Estonia)</p> <p>271 (Slovenia)</p>	<ul style="list-style-type: none"> - No direct relationship is found between cosmopolitanism and brand origin recognition. - However, brand origin recognition is positively related to the level of foreign product purchase.

Appendix F: Standardised Residual Covariances Matrices (Home Country Investigation)

HOMEC Model's Residual Covariances

	HOMEC5	HOMEC4	HOMEC3	HOMEC2	HOMEC1	CETC1	CETC2	CETC3	CETC4	NOS1	NOS2	NOS3	NOS4	NOS5
HOMEC5	.000													
HOMEC4	.180	.000												
HOMEC3	-.227	-.064	.000											
HOMEC2	-.341	-.053	.346	.000										
HOMEC1	-.032	-.051	-.001	.192	.000									
CETC1	.544	-.145	.195	-.227	-.348	.000								
CETC2	.533	-.031	.164	-.128	-.313	.007	.000							
CETC3	.442	-.405	-.564	.194	-.331	.156	-.153	.000						
CETC4	1.004	.311	.431	.674	.355	-.021	-.023	.000	.000					
NOS1	.011	-.321	-1.169	-.258	-.637	-.845	-.088	-.311	-.629	.000				
NOS2	.761	.428	-.478	.254	.348	-.014	.651	.338	.401	.262	.000			
NOS3	-.037	-.443	-1.519	-.219	-.737	-.396	.208	-.279	-.745	-.052	-.040	.000		
NOS4	.922	.669	-.259	1.031	.459	.381	1.213	.272	-.278	-.136	-.264	.082	.000	
NOS5	1.529	1.350	.080	1.188	.899	.101	.721	.028	.340	-.237	-.467	.250	.737	.000

HOMEF Model's Residual Covariances

	HOMEF5	HOMEF4	HOMEF2	HOMEF1	CETF1	CETF2	CETF3	CETF4	NOS1	NOS2	NOS3	NOS4	NOS5
HOMEF5	.000												
HOMEF4	.003	.000											
HOMEF2	-.037	.042	.000										
HOMEF1	-.046	.031	.000	.000									
CETF1	.250	-.200	-2.169	-1.046	.000								
CETF2	.070	-.021	-1.667	-1.183	.013	.000							
CETF3	1.702	1.734	.674	1.077	.161	-.132	.000						
CETF4	1.577	1.230	-.321	.188	-.031	-.022	.000	.000					
NOS1	-.327	-.470	.715	.579	-1.061	-.193	-.455	.816	.000				
NOS2	-.386	-.029	.870	.925	-.027	.529	.125	1.480	.272	.000			
NOS3	-.219	-.659	.621	.449	-.844	-.110	-.496	.543	-.051	-.033	.000		
NOS4	.833	.423	1.310	.899	.220	.463	.324	1.172	-.143	-.265	.072	.000	
NOS5	1.379	.695	.905	.732	-.168	.494	.072	1.363	-.243	-.468	.240	.721	.000

Appendix G: Sojourners' Home Country (Home Country Investigation)

Country	Frequency	%	Country	Frequency	%
Algeria	1	.6	Slovenia	1	.6
Armenia	1	.6	South Africa	1	.6
Australia	4	2.4	Spain	3	1.8
Austria	1	.6	Syria	1	.6
Brazil	2	1.2	Thailand	33	20.0
Brunei	1	.6	Trinidad and Tobago	1	.6
Canada	4	2.4	Turkey	2	1.2
Chile	1	.6	Uganda	1	.6
China	24	14.5	Ukraine	1	.6
Cyprus	3	1.8	Tanzania	1	.6
Czech Republic	2	1.2	USA	7	4.2
France	1	.6	Vietnam	2	1.2
Germany	3	1.8	Total	165	100
Greece	4	2.4			
Hong Kong	2	1.2			
India	16	9.7			
Iran	2	1.2			
Italy	6	3.6			
Kazakhstan	1	.6			
Kenya	1	.6			
Malaysia	5	3.0			
Mexico	2	1.2			
Netherlands	1	.6			
New Zealand	1	.6			
Nigeria	7	4.2			
Norway	3	1.8			
Pakistan	2	1.2			
Peru	1	.6			
Portugal	3	1.8			
Korea	1	.6			
Romania	2	1.2			
Russia	1	.6			
Saudi Arabia	2	1.2			

Appendix H: Post Hoc Analyses (Home Country Investigation)

Independent Samples T-Tests (Sojourners' Comparison Based on Gender)

Group Statistics						
	Gender	N	Mean	Std. Deviation	Std. Error Mean	
NOS_MEAN	Male	56	4.0964	1.56739	.20945	
	Female	109	3.5642	1.29982	.12450	
CETC_MEAN	Male	56	2.8616	1.72542	.23057	
	Female	109	2.7018	1.26814	.12147	
CETF_MEAN	Male	56	3.3259	1.69553	.22657	
	Female	109	3.0367	1.40963	.13502	
HOMEC_MEAN	Male	56	2.9543	1.62262	.21683	
	Female	109	2.5385	1.47133	.14093	
HOMEF_MEAN	Male	56	4.0536	1.71671	.22940	
	Female	109	3.9197	1.58803	.15211	

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
NOS_MEAN	Equal variances assumed	3.051	.083	1.883	163	.061	.43221	.22950
	Equal variances not assumed			1.774	94.711	.079	.43221	.24366
CETC_MEAN	Equal variances assumed	10.997	.001	.675	163	.500	.15977	.23655
	Equal variances not assumed			.613	85.376	.541	.15977	.26061
CETF_MEAN	Equal variances assumed	3.166	.077	1.163	163	.246	.28920	.24862
	Equal variances not assumed			1.095	94.903	.276	.28920	.26375
HOMEC_MEAN	Equal variances assumed	1.215	.272	1.300	163	.195	.32575	.25057
	Equal variances not assumed			1.260	102.011	.211	.32575	.25860
HOMEF_MEAN	Equal variances assumed	.195	.659	.499	163	.619	.13385	.26842
	Equal variances not assumed			.486	103.775	.628	.13385	.27525

One-way Analysis of Variance (Sojourners' Comparison Based on Age Group)

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
NOS_MEAN	18-25	77	3.8468	1.19556	.13625	3.5754	4.1181	1.00	6.80
	26-35	64	3.9000	1.61737	.20217	3.4960	4.3040	1.00	7.00
	36-45	21	3.5714	1.49437	.32610	2.8912	4.2517	1.00	6.00
	46-55	3	2.6667	.57735	.33333	1.2324	4.1009	2.00	3.00
	Total	165	3.8109	1.40665	.10951	3.5947	4.0271	1.00	7.00
CETC_MEAN	18-25	77	2.7955	1.45419	.16572	2.4654	3.1255	1.00	7.00
	26-35	64	2.8281	1.46850	.18356	2.4613	3.1949	1.00	6.50
	36-45	21	2.4524	1.30772	.28537	1.8571	3.0476	1.00	5.00
	46-55	3	2.3333	1.52753	.88192	-1.4612	6.1279	1.00	4.00
	Total	165	2.7561	1.43639	.11182	2.5353	2.9769	1.00	7.00
CETF_MEAN	18-25	77	3.1104	1.47540	.16814	2.7755	3.4453	1.00	7.00
	26-35	64	3.2734	1.61511	.20189	2.8700	3.6769	1.00	7.00
	36-45	21	2.9048	1.38401	.30202	2.2748	3.5348	1.00	5.50
	46-55	3	2.4167	1.37689	.79495	-1.0037	5.8371	1.50	4.00
	Total	165	3.1348	1.51378	.11785	2.9022	3.3675	1.00	7.00
HOMEC_MEAN	18-25	77	2.7403	1.47508	.16810	2.4055	3.0751	1.00	6.20
	26-35	64	2.7906	1.65440	.20680	2.3774	3.2039	1.00	6.80
	36-45	21	2.6571	1.44657	.31567	1.9987	3.3156	1.00	5.20
	46-55	3	2.7333	1.13725	.65659	-.0917	5.5584	1.80	4.00
	Total	165	2.7491	1.52726	.11890	2.5143	2.9839	1.00	6.80
HOMEF_MEAN	18-25	77	4.0942	1.57595	.17960	3.7365	4.4519	1.00	7.00
	26-35	64	4.0195	1.72649	.21581	3.5883	4.4508	1.00	7.00
	36-45	21	3.4881	1.52167	.33206	2.7954	4.1808	1.00	5.75
	46-55	3	2.8333	1.04083	.60093	.2478	5.4189	2.00	4.00
	Total	165	3.9652	1.62884	.12681	3.7148	4.2155	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
NOS_MEAN	Between Groups	5.739	3	1.913	.966	.410
	Within Groups	318.761	151	1.980		
	Total	324.500	154			
CETC_MEAN	Between Groups	2.925	3	.975	.468	.705
	Within Groups	335.444	151	2.084		
	Total	338.369	154			
CETF_MEAN	Between Groups	3.934	3	1.311	.568	.637
	Within Groups	371.878	151	2.310		
	Total	375.812	154			
HOMEC_MEAN	Between Groups	.295	3	.098	.041	.989
	Within Groups	382.238	151	2.374		
	Total	382.532	154			
HOMEF_MEAN	Between Groups	10.093	3	3.364	1.274	.285
	Within Groups	425.019	151	2.640		
	Total	435.112	154			

Independent Samples T-Tests (Sojourners' Comparison Based on Home Country)

Home Country Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	97	58.8	58.8	58.8
	Non-Asian	68	41.2	41.2	100.0
	Total	165	100.0	100.0	

Group Statistics

	Home Country Group	N	Mean	Std. Deviation	Std. Error Mean
NOS_MEAN	Asian	97	3.8536	1.41112	.14328
	Non-Asian	68	3.7500	1.40845	.17080
CETC_MEAN	Asian	97	2.9588	1.35625	.13771
	Non-Asian	68	2.4669	1.50677	.18272
CETF_MEAN	Asian	97	3.1907	1.44418	.14663
	Non-Asian	68	3.0551	1.61548	.19591
HOMEC_MEAN	Asian	97	2.9835	1.54345	.15671
	Non-Asian	68	2.4147	1.45019	.17586
HOMEF_MEAN	Asian	97	4.1830	1.56729	.15913
	Non-Asian	68	3.6544	1.67568	.20321

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference			
								Lower	Upper		
NOS_MEAN	Equal variances assumed	.238	.626	.465	163	.643	.10361	.22301	-.33676	.54397	
	Equal variances not assumed										
CETC_MEAN	Equal variances assumed	.643	.424	2.190	163	.030	.49185	.22460	.04835	.93535	
	Equal variances not assumed										
CETF_MEAN	Equal variances assumed	.954	.330	.565	163	.573	.13557	.23992	-.33818	.60933	
	Equal variances not assumed										
HOMEC_MEAN	Equal variances assumed	.352	.554	2.388	163	.018	.56880	.23816	.09852	1.03908	
	Equal variances not assumed										
HOMEF_MEAN	Equal variances assumed	1.337	.249	2.072	163	.040	.52858	.25507	.02491	1.03225	
	Equal variances not assumed										

Appendix I: Standardised Residual Covariances Matrix (Host Country Investigation)

BORA Model's Residual Covariances

	Gender	BORA	COS1	COS2	COS3	COS4	COS5	PA2	PA4	PA6	PA7	PA8	PA9
Gender	.000												
BORA	.000	.000											
COS1	.075	-.171	.000										
COS2	.585	.346	.342	.000									
COS3	.254	-.828	.054	-.006	.000								
COS4	-.514	.194	-.080	-.142	-.035	.000							
COS5	-.295	.206	-.614	-.322	.000	.620	.000						
PA2	.360	.723	.023	.123	.326	.371	1.236	.000					
PA4	-.166	.811	-.166	-.886	.065	-.429	-.388	1.913	.000				
PA6	.783	-.091	-.279	.579	.372	-.237	1.668	-.475	-.033	.000			
PA7	-.012	.103	1.801	1.447	1.606	.937	2.124	.421	-.359	-.319	.000		
PA8	-.862	-.068	-.095	.774	.899	-.080	1.913	.272	-.669	-.025	.572	.000	
PA9	-.299	-.526	-2.834	-1.509	-2.456	-3.112	-1.286	-.349	.186	.608	-.720	-.313	.000

Appendix J: Sojourners' Home Country (Host Country Investigation)

Country	Frequency	%	Country	Frequency	%
Algeria	2	.5	Malta	1	.3
Argentina	1	.3	Mexico	3	.8
Australia	1	.3	Netherlands	1	.3
Azerbaijan	1	.3	New Zealand	1	.3
Bahrain	2	.5	Nigeria	7	1.8
Belarus	1	.3	Norway	8	2.0
Belgium	2	.5	Pakistan	4	1.0
Bolivia	1	.3	Poland	5	1.3
Brazil	4	1.0	Portugal	4	1.0
Bulgaria	6	1.5	Korea	6	1.5
Canada	1	.3	Romania	3	.8
Chile	3	.8	Russia	8	2.0
China	47	12.0	Saudi Arabia	2	.5
Colombia	1	.3	Singapore	1	.3
Cyprus	1	.3	Slovenia	2	.5
Dominican Republic	1	.3	South Africa	2	.5
Egypt	1	.3	Spain	5	1.3
France	3	.8	Sri Lanka	1	.3
Germany	10	2.6	Sweden	1	.3
Greece	7	1.8	Switzerland	2	.5
Guatemala	1	.3	Taiwan	8	2.0
Hong Kong	14	3.6	Thailand	124	31.6
India	17	4.3	Trinidad and Tobago	1	.3
Indonesia	9	2.3	Turkey	1	.3
Iran	2	.5	Uganda	1	.3
Iraq	2	.5	Ukraine	1	.3
Italy	5	1.3	USA	11	2.8
Japan	6	1.5	Uruguay	1	.3
Jordan	1	.3	Venezuela	1	.3
Kazakhstan	2	.5	Viet Nam	2	.5
Kenya	1	.3	Total	392	100
Latvia	2	.5			
Lebanon	1	.3			
Libya	1	.3			
Lithuania	3	.8			
Malaysia	11	2.8			

Appendix K: Post Hoc Analyses (Host Country Investigation)

Independent Samples T-Tests (Sojourners' Comparison Based on Gender)

Group Statistics						
	Gender	N	Mean	Std. Deviation	Std. Error Mean	
COS_MEAN	Male	129	5.9411	.89736	.07901	
	Female	263	6.0577	.85827	.05292	
PA_MEAN	Male	129	4.2532	1.27034	.11185	
	Female	263	4.1553	1.17015	.07215	
BORA (UK Brands)	Male	129	35.9496	21.59452	1.90130	
	Female	263	41.8251	25.13695	1.55001	

Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
							95% Confidence Interval of the Difference	
COS_MEAN	Equal variances assumed	.823	.365	-1.352	390	.177	-.12660	.09366
	Equal variances not assumed							
PA_MEAN	Equal variances assumed	1.055	.303	.757	390	.449	.09797	1.2941
	Equal variances not assumed							
BORA (UK Brands)	Equal variances assumed	5.154	.024	-2.274	390	.023	-5.87548	2.58321
	Equal variances not assumed							

One-way Analysis of Variance (Sojourners' Comparison Based on Age Group)

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
COS_MEAN	18-25	236	6.0458	.82241	.05353	5.9403	6.1512	2.00
	26-35	142	6.0085	.94467	.07928	5.8517	6.1652	3.20
	36-45	13	5.8615	1.00792	.27955	5.2525	6.4706	3.40
	46-55	1	6.0000	.	.	.	6.00	6.00
	Total	392	6.0260	.87221	.04405	5.9394	6.1125	2.00
PA_MEAN	18-25	236	4.1794	1.18614	.07721	4.0273	4.3315	1.00
	26-35	142	4.2042	1.25075	.10496	3.9967	4.4117	1.67
	36-45	13	4.1154	1.10215	.30568	3.4494	4.7814	2.00
	46-55	1	4.6667	.	.	.	4.67	4.67
	Total	392	4.1875	1.20329	.06078	4.0680	4.3070	1.00
BORA (UK Brands)	18-25	236	41.3665	21.97707	1.43059	38.5481	44.1849	.00
	26-35	142	38.6444	27.32556	2.29311	34.1110	43.1777	.00
	36-45	13	25.9615	22.51246	6.24383	12.3574	39.5657	.00
	46-55	1	50.0000	.	.	.	50.00	50.00
	Total	392	39.8916	24.15988	1.22026	37.4925	42.2907	.00

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
COS_MEAN	Between Groups	.488	3	.163	.213	.888
	Within Groups	296.966	388	.765	.	.
	Total	297.455	391	.	.	.
PA_MEAN	Between Groups	.352	3	.117	.081	.971
	Within Groups	565.783	388	1.458	.	.
	Total	566.135	391	.	.	.
BORA (UK Brands)	Between Groups	3359.075	3	1119.692	1.932	.124
	Within Groups	224867.567	388	579.556	.	.
	Total	228226.642	391	.	.	.

Independent Samples T-Tests (Sojourners' Comparison Based on Education Level)

Group Statistics						
	Current Education Level	N	Mean	Std. Deviation	Std. Error Mean	
COS_MEAN	Undergraduate degree	164	5.9829	.89014	.06951	
	Postgraduate degree (Masters, MBA, PhD)	228	6.0570	.85972	.05694	
PA_MEAN	Undergraduate degree	164	4.2470	1.19609	.09340	
	Postgraduate degree (Masters, MBA, PhD)	228	4.1447	1.20926	.08009	
BORA (UK Brands)	Undergraduate degree	164	40.7774	23.03899	1.79904	
	Postgraduate degree (Masters, MBA, PhD)	228	39.2544	24.96568	1.65339	

Independent Samples Test										
	Levene's Test for Equality of Variances			t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
COS_MEAN	Equal variances assumed	.164	.686	-829	.390	.407	-.07409	.08934	-.24974	.10156
	Equal variances not assumed			-.825	343.935	.410	-.07409	.08985	-.25082	.10263
PA_MEAN	Equal variances assumed	.182	.670	.829	390	.407	.10221	.12325	-.14011	.34454
	Equal variances not assumed			.831	353.560	.407	.10221	.12303	-.13975	.34418
BORA (UK Brands)	Equal variances assumed	2.549	.111	.615	390	.539	1.52305	2.47568	-3.34429	6.39040
	Equal variances not assumed			.623	366.757	.533	1.52305	2.44341	-3.28180	6.32791

Independent Samples T-Tests (Sojourners' Comparison Based on Home Country)

Group Statistics						
	Home Country Group	N	Mean	Std. Deviation	Std. Error Mean	
COS_MEAN	Asian	263	5.9155	.86881	.05357	
	Non-Asian	129	6.2512	.83825	.07380	
PA_MEAN	Asian	263	4.1933	1.18582	.07318	
	Non-Asian	129	4.1757	1.24082	.10925	
BORA (UK Brands)	Asian	263	41.8251	24.60947	1.51748	
	Non-Asian	129	35.9495	22.80435	2.00781	

	Levene's Test for Equality of Variances			t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
COS_MEAN	Equal variances assumed	.054	.816	-3.635	390	.000	-.33557	.09232	-.51709	-.15405
	Equal variances not assumed			-.3680	252.781	.000	-.33557	.09120	-.51515	-.15500
PA_MEAN	Equal variances assumed	.840	.360	.136	390	.892	.01757	.12951	.23704	.27219
	Equal variances not assumed			.134	244.588	.894	.01757	.13149	.24143	.27558
BORA (UK Brands)	Equal variances assumed	1.430	.232	2.274	390	.023	5.87548	2.58321	.79572	10.95424
	Equal variances not assumed			2.335	272.550	.020	5.87548	2.51676	.92073	10.83024

Appendix L: Scores from Sojourners' Brand Origin Recognition Task (Raw Scores and Percentages)

	Abercrombie & Fitch		Fred Perry		French Connection		H&M		Jack Wills		McVities	
Brand Origin	USA		United Kingdom		United Kingdom		Sweden		United Kingdom		United Kingdom	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Australia	12	3.1	9	2.3	0	0	0	0	7	1.8	7	1.8
China	0	0	1	0.3	0	0	0	0	1	0.3	1	0.3
France	3	0.8	14	3.6	159	40.6	3	0.8	0	0	3	0.8
Germany	6	1.5	1	0.3	1	0.3	11	2.8	2	0.5	3	0.8
India	1	0.3	0	0	0	0	0	0	0	0	0	0
Italy	3	0.8	5	1.3	1	0.3	10	2.6	1	0.3	3	0.8
Japan	0	0	2	0.5	1	0.3	1	0.3	0	0	2	0.5
Norway	5	1.3	1	0.3	1	0.3	6	1.5	2	0.5	0	0
Sweden	1	0.3	1	0.3	1	0.3	159	40.6	3	0.8	2	0.5
Switzerland	0	0	0	0	1	0.3	10	2.6	1	0.3	3	0.8
United Kingdom	15	3.8	184	46.9	129	32.9	85	21.7	179	45.7	157	40.1
USA	261	66.6	51	13	28	7.1	70	17.9	47	12	30	7.7
Don't know	85	21.7	123	31.4	70	17.9	37	9.4	149	38	181	46.2
Total	392	100	392	100	392	100	392	100	392	100	392	100

	Paul		Pot Noodle		Pret-a-Manger		Superdry		Thorntons		Werther's Original	
Brand Origin	France		United Kingdom		United Kingdom		United Kingdom		United Kingdom		Germany	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Australia	6	1.5	4	1	3	0.8	1	0.3	8	2	4	1
China	0	0	65	16.6	1	0.3	7	1.8	0	0	1	0.3
France	59	15.1	0	0	84	21.4	0	0	2	0.5	1	0.3
Germany	2	0.5	1	1	5	1.3	1	0.3	5	1.3	34	8.7
India	1	0.3	0	0	2	0.5	0	0	0	0	0	0
Italy	4	1	1	0.3	14	3.6	0	0	4	1	2	0.5
Japan	1	0.3	27	6.9	1	0.3	120	30.6	1	0.3	1	0.3
Norway	2	0.5	2	0.5	2	0.5	3	0.8	2	0.5	2	0.5
Sweden	2	0.5	2	0.5	1	0.3	1	0.3	2	0.5	5	1.3
Switzerland	1	0.3	1	0.3	2	0.5	1	0.3	10	2.6	17	4.3
United Kingdom	87	22.2	79	20.2	142	36.2	179	45.7	202	51.5	77	19.6
USA	26	6.6	27	6.9	12	3.1	23	5.9	10	2.6	22	5.6
Don't know	201	51.3	183	46.7	123	31.4	56	14.3	146	37.2	226	57.7
Total	392	100	392	100	392	100	392	100	392	100	392	100