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Attitudes toward LCCP strategies: A comprehensive framework

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ABSTRACT

Within recent years, the choice of whether to employ local culture consumer positioning (LCCP) strategies has gained considerable interest in both international marketing research and practice, particularly due to the recent rise in nationalism around the world. This current research focuses on the individual-level drivers of consumer attitudes toward LCCP strategies by creating a more comprehensive framework of the antecedents of attitudes toward LCCP strategies. Utilizing an institution-based view, social identity, self-verification, and personality trait theories, we develop a framework that encompasses elemental personality traits (agreeableness and need for material resources), perceptions of national identity, international travel, world-mindedness, and national identification as direct and indirect antecedents of attitudes toward LCCP strategies. Within three studies, we test the hypothesized relationships in the proposed framework across two different markets (the US and India) and discover several interesting findings that contribute to understanding in both international consumer marketing theory and practice.

KEYWORDS

National identification; perception of national identity; World-Mindedness; LCCP strategies; social identity theory; self-verification theory

Introduction

In the past two decades, the field of marketing has witnessed a pronounced dichotomy in the strategies employed by firms worldwide, notably between Global Consumer Culture Positioning (GCCP) and Local Consumer Culture Positioning (LCCP) strategies. GCCP strategies are tailored to reach global consumer segments, whereas LCCP strategies are meticulously designed to align with local cultural values, catering to the unique characteristics of individual national communities (Nijssen and Douglas 2011; Hornikx and van Meurs 2017; Kashif and Udunuwara 2021). Remarkably, a substantial 85% of all advertisements worldwide align with either of these cultural positioning strategies (Alden, Steenkamp, and Batra 1999; Westjohn, Singh, and Magnusson 2012).

LCCP strategies involve a marketing approach used by firms to align their brands with local cultural meanings (Westjohn et al. 2012). Such strategies serve to associate brands with local

norms and identities, signaling to national contexts that the brand is not just a product but an integral part of the local cultural fabric, created especially for local consumers (Alden et al. 1999). Examples of LCCP strategies include BMW's sponsorship of Team USA and Budweiser's alignment with the "Made in America" Festival (Archer 2015; Guinyard and Covelman 2014). However, amidst the backdrop of surging nationalism across various countries in Europe, including Italy, Germany, Spain, and France, as evidenced by nationalist parties securing higher scores in European Parliament elections and opinion polls (BBC 2019), the international marketing landscape has become increasingly complex. The surge in right-wing nationalism is not confined to Europe alone; it has also manifested in developing countries such as Brazil, India, South Africa, and Russia. Thus, in the face of the recent surge in nationalism across various countries (Bonifai, Rudra, Boulding, and Moya 2022), international marketing managers face the pressing

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challenge of discerning when and how to deploy LCCP strategies. This study seeks to make a substantial contribution to this understanding by delving into the antecedents of consumer attitudes toward LCCP strategies.

Consumer attitudes toward LCCP strategies are adversely affected by consumer world-mindedness (Nijssen and Douglas 2011). Concurrently, an individual's national identification has a positive influence on their attitude toward LCCP strategies. Moreover, the personality trait of agreeableness plays a significant role in shaping national identification and indirectly affects attitudes toward LCCP strategies (Westjohn et al. 2012). Although previous studies have significantly contributed to our understanding of the factors influencing attitudes toward LCCP strategies, the field of international consumer marketing research still lacks a well-defined framework that elucidates the interconnections between these antecedent constructs and their combined impact on an individual's attitude toward LCCP strategies. Furthermore, the majority of research on attitudes toward LCCP strategies has been confined to individual countries. Although prior studies have explored these attitudes in developed nations such as the U.S. (Westjohn et al. 2012) and the Netherlands (Nijssen and Douglas, 2008; Nijssen and Douglas, 2011), as well as in developing countries like China (Bartikowski and Cleveland, 2017; Liu, Tao, and Tsai, 2017), there is a notable absence of comprehensive and generalizable studies that concurrently consider diverse country environments.

This paper aims to build upon prior research and provide a more comprehensive framework for the nomological network of antecedents related to consumer attitudes toward LCCP strategies. Specifically, our study investigates the relationships among constructs identified as antecedents of attitudes toward LCCP strategies in separate studies and aims to clarify how these constructs collectively contribute to the formation of attitudes toward LCCP strategies. Furthermore, we introduce the novel concept of "perception of national identity" as a contributing factor to the development of an individual's national identification.

Employing an institution-based view, coupled with social identity, self-verification, and personality trait

theories, we develop a framework that integrates an individual's perception of their nation's identity, personality traits, national identification, and level of world-mindedness as antecedents of attitudes toward LCCP strategies. Within this study, we conduct empirical tests of the proposed framework using samples from the United States and India. These countries were chosen due to their representation among the top five economies globally and their classification into distinct market categories: developed (US) and developing (India) (Luo and Tung, 2007). English serves as a common language for business and government in both nations, mitigating concerns related to measurement invariance in cross-cultural research, given the prevalence of English in advertisements and job requirements in India (Joseph, 2011). Additionally, both countries have witnessed a surge in nationalistic sentiments, marked by propaganda efforts steering away from their originally inclusive founding visions (George, 2022). Consequently, the analysis of samples from the United States and India contributes to a more comprehensive understanding of the influences of various antecedents, such as national identification and world-mindedness, on LCCP strategies. The following sections elaborate on the theoretical development and empirical analyses of the proposed framework.

Background and Hypotheses

Since Alden et al.'s (1999) seminal work on consumer culture positioning strategies, international marketing scholars have extensively explored consumer attitudes toward these strategies. While much of this research has examined antecedent identities (e.g. Bartikowski and Cleveland 2017) or personality traits (e.g. Liu, Tao, and Tsai 2017), the literature predominantly suggests that national identification, or how much a consumer identifies as a member of their national community, positively influences attitudes toward LCCP strategies (Bartikowski and Cleveland 2017; Westjohn et al. 2012). Conversely, world-mindedness, or an appreciation of the cultures of people from around the globe, is found to be negatively associated with attitudes toward LCCP strategies (Nijssen and Douglas 2011). Additionally, constructs such as

agreeableness (Westjohn et al. 2012), level of international travel (Nijssen and Douglas 2008), and ethnocentrism (Nijssen and Douglas 2011) have been identified as influencers within the antecedent network of attitudes toward LCCP strategies.

While existing studies have predominantly examined these antecedent constructs in isolation, this study contributes to the research stream by comprehensively investigating these factors within a unified model. Taking a theoretical approach, we incorporate perceptions of national identity (including cultural homogeneity, national heritage, and ethnocentrism) and the need for material resources as integral components of the framework. Moreover, recognizing the differences in institutional norms and values across markets (Peng 2003), our study aims to uncover distinctions in the proposed relationships between developing and developed country markets.

As a result, our research consolidates insights from prior studies and incorporates elements from social identity theory, personality trait theory, self-verification theory, and the institution-based view to present a comprehensive framework for comprehending the development of attitudes toward LCCP strategies.

Conceptual framework

We developed a conceptual framework for our research, drawing from the findings of the literature review and the hypotheses outlined in Figure 1.

The following sections adopt theoretical perspectives and develop hypotheses for the specific relationships in the proposed model.

National identification

National identification represents an individual's sense of belonging and shared identity within their national community (Cleveland, Laroche, and Takahashi 2015; Westjohn et al. 2012). It captures the degree of “belongingness” within one's nation (Grinstein and Nisan 2009; Shoham and Gavish 2016) and indicates a high level of psychological investment in their national community. This construct is an integral part of an individual's collective self, as it is based on self-categorization within a symbolic group, rather than on interpersonal relationships (Sedikides and Brewer 2001). The collective self is rooted in social identity and self-categorization theories (Abrams and Hogg 1988; Turner et al. 1987) and

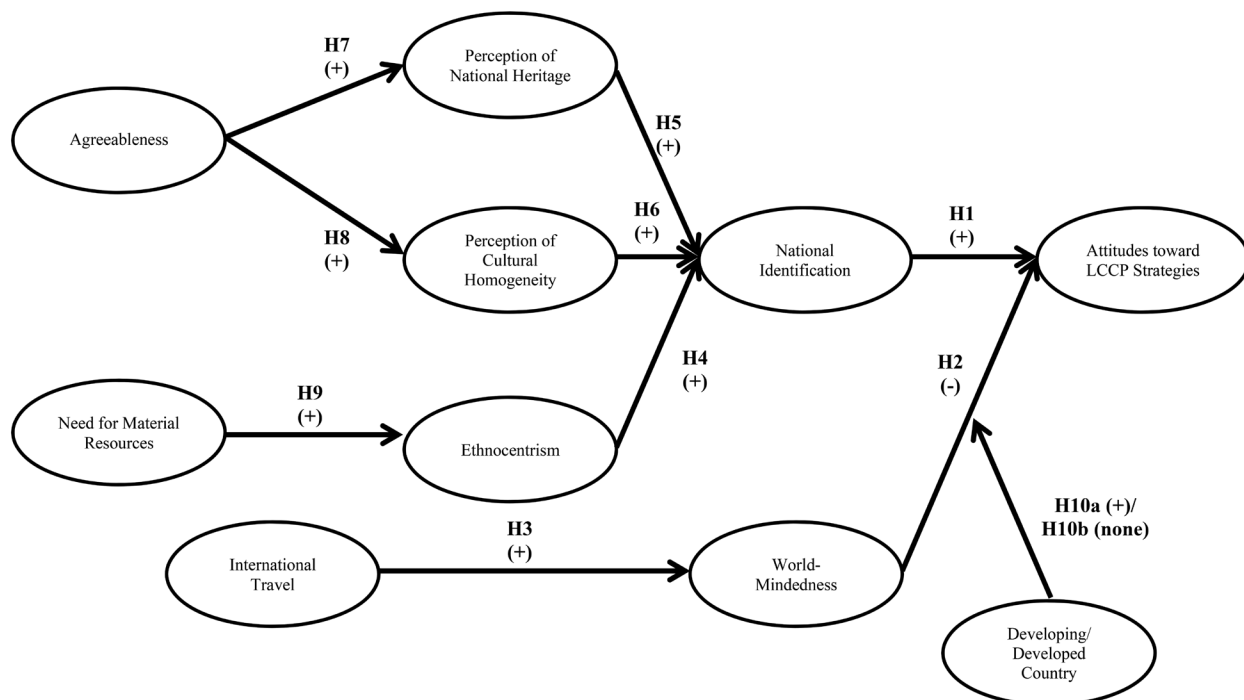


Figure 1. Conceptual model of the antecedents of attitudes toward LCCP strategies.

revolves around an individual's self-evaluation within group prototypes.

Collective identity emphasizes a sense of belonging, empathy, and shared identity with a specific community (Sampson and Smith 1957). In line with social identity (Turner et al. 1987), collective identity is a depersonalized association based on an individual's membership in a symbolic group or social category that does not require interpersonal relationships (Brewer and Yuki 2007).

We use self-verification theory to propose that national identification positively influences attitudes toward LCCP strategies. Self-verification theory is founded on the premise that individuals seek to protect and uphold the stability of their self-identities (Swann 1983). Swann (2011) highlights that individuals prefer to reinforce their self-views, even if those self-views happen to be negative. This inclination toward self-verification stems from the belief that self-verifying evaluations render the world more coherent and predictable (Swann 2011; Swann 1983).

Individuals engage in behaviors such as acquiring signs and symbols, joining groups, and forming attitudes consistent with a group to validate and self-verify their collective identities (Swann et al. 2004). This serves to enhance coherence and stability within the self (Swann 1983). From a self-verification theoretical standpoint, this study posits that individuals with high levels of national identification are more inclined to self-verify their identities and consequently form more positive attitudes toward LCCP strategies. From a self-verification perspective, we posit that national identification positively influences attitudes toward LCCP strategies.

Previous studies identified a significant link between national identification and attitudes toward LCCP strategies (Westjohn et al. 2012). However, these studies were limited to the context of one country (e.g. the United States). The current paper extends prior research by proposing that the self-verification of national identification holds true across different market contexts. As such, national identification positively influences attitudes toward LCCP strategies. Our first hypothesis is thus formulated:

Hypothesis 1: Across different types of markets, national identification positively influences attitudes toward LCCP strategies.

Consumer world-mindedness

Along with national identification, we propose that consumer world-mindedness significantly impacts attitudes toward LCCP strategies. World-minded consumers are characterized by their interest in and appreciation of the cultures of people from around the globe. Furthermore, they exhibit a heightened openness to products and brands from different countries, a willingness to experiment with products from various cultures, a strong desire to acquire knowledge about the consumption habits of people from different regions, an active interest in international events, and a tendency to establish robust international networks (Nijssen and Douglas 2008; Nijssen and Douglas 2011).

Prior studies demonstrated a negative relationship between consumer world-mindedness and attitudes toward LCCP strategies (Nijssen and Douglas 2011). Individuals with higher levels of world-mindedness, who possess positive attitudes toward the world and global culture, are likely to harbor negative attitudes toward LCCP strategies. These strategies are perceived by these consumers as reflecting a parochial worldview (Cannon and Yaprak 2002; Nijssen and Douglas 2011). Yet again, this relationship was tested only in the context of a single country (e.g. the Netherlands). We aim to extend the applicability of this finding by positing that consumer world-mindedness negatively influences attitudes toward LCCP strategies across different types of markets.

Hypothesis 2: Across different types of markets, consumer world-mindedness negatively influences attitudes toward LCCP strategies.

Consumer world-mindedness and national identification are hypothesized to directly influence attitudes toward LCCP strategies. However, to provide a more comprehensive understanding of the factors shaping attitudes toward LCCP strategies, we investigate the antecedents of consumer world-mindedness and national identification.

International travel

International travel exposes individuals to diverse cultures, products, lifestyles, and people (Nijssen and Douglas 2008). This exposure enhances familiarity with various customs, habits, and artifacts, thereby influencing the individual's likelihood to respect and remain open to products, brands, and cultures from different countries. Thus, we posit that international travel has a positive influence on consumer world-mindedness. While prior research provided support for the relationship (Nijssen and Douglas 2008), it has only been tested in the context of developed countries. To establish the generalizability of this relationship, we hypothesize that it persists across different types of markets.

Hypothesis 3: Across different types of markets, international travel positively influences consumer world-mindedness.

Antecedents of national identification

National identification, as a psychological investment an individual has to his or her national community, is a vital construct in international consumer research, particularly in relation to consumer attitudes toward positioning strategies. Understanding the development of an individual's national identification carries significant implications for international marketing practitioners aiming to target diverse consumer bases. From a social identity perspective, we propose that an individual's perception of their nation's identity influences their national identification. We envision perception of national identity to stem from the concept of national identity.

National identity

National identity has been defined as the "extent to which a given culture recognizes and identifies with a set of focal elements that set it apart from other cultures by exhibiting greater complexity and variation in the institutions of those aspects than others" (Cui and Adams 2002, p. 638). Within each culture, there are specific elements that set it apart and make it unique (Clark 1990; Huntington 1997). At an individual level, national identity is made up of four components: belief

structure, national heritage, cultural homogeneity, and ethnocentrism (Keillor et al. 1996).

Belief structure relates to the role of religion and beliefs in cultural solidarity, potentially fostering cultural participation, conflict resolution, or reducing psychological tensions (Spiro 1967; Keillor and Hult 1999). National heritage relates to the significance of historical figures within a culture and the culture's sense of its own history (Keillor et al. 1996; Huntington 1997; Keillor and Hult 1999). Cultural homogeneity relates to the cultural uniqueness of a given society (Keillor and Hult 1999). Finally, ethnocentrism relates to the extent to which individuals and societies make cultural evaluations using their own culture as a reference point (Shimp and Sharma 1987; Keillor et al. 1996). Within national identity, ethnocentrism represents the importance placed on culturally-centered values and behaviors (Keillor and Hult 1999). From a social identity perspective, we posit that components of an individual's perception of their nation's identity affect their national identification.

Social identity theory is rooted in the idea that individuals identify themselves within social groups (Ashforth and Mael 1989; Turner et al. 1987). This identification occurs when individuals categorize themselves within groups where they feel a sense of belonging (Ashforth and Mael 1989). We propose that an individual's positive perceptions of their nation's identity positively influence their identification with the national community group. In line with social identity theory, we hypothesize that positive perceptions of national identity, particularly regarding the nation's heritage, cultural uniqueness, and the level of ethnocentrism, positively influence an individual's national identification.

Ethnocentrism is considered a component of national identity because it reflects the extent to which an individual adheres to culturally centered values and behaviors (Keillor and Hult 1999). It involves viewing one's own culture as the focal point and interpreting other social units through the lens of one's own group (Shimp and Sharma 1987). Drawing on social identity theory, we hypothesize that ethnocentrism positively impacts an individual's identification with their national community. Specifically, individuals with

higher levels of ethnocentrism are likely to have stronger national identification.

Hypothesis 4: Ethnocentrism positively influences national identification.

National heritage centers on historical figures and events, embodying a culture's sense of its unique history (Huntington 1997; Keillor and Hult 1999). This component of national identity underscores the role of historical events and figures in shaping the distinctiveness of a particular national community group. Perceiving one's nation as unique in terms of its heritage is expected to impact an individual's identification with their national community. Through the lens of social identity theory, we argue that an individual's positive perception of their nation's heritage increases the perception of their national community group's uniqueness and, therefore, is likely to strengthen the individual's identification with their national community social group. We formalize the hypothesis that the perception of national heritage positively affects national identification.

Hypothesis 5: Perception of national heritage positively influences national identification.

Cultural homogeneity represents the uniqueness of a specific culture (Keillor and Hult 1999). While the perception of national heritage is associated with the uniqueness attributed to a national community group in terms of historical figures and events, cultural homogeneity pertains to the perception of the uniqueness of the cultural composition within the national community group. Applying social identity theory, we propose that an individual's perception of the uniqueness of their national culture positively influences their identification with their national community.

Hypothesis 6: Perception of cultural homogeneity positively influences national identification.

Contrary to the other components shaping an individual's perception of national identity, we do not propose that belief structure influences national identification. There is no theoretical premise to support a relationship between beliefs and national identification. For instance, some countries have declared themselves as Islamic states, emphasizing the Islamic faith as the

official state religion, while others, like Sweden and the Czech Republic, exhibit lower levels of religiosity among their citizens. However, we do not hypothesize a relationship between belief structure and national identification, as there is no theoretical grounding to suggest that belief structures significantly affect an individual's identification with their national community.

Within our framework, we draw upon social identity theory to propose that the perception of national identity influences national identification. Additionally, we employ self-verification theory to propose that national identification subsequently impacts attitudes toward LCCP strategies. However, previous research has also shown that personality traits can influence collective identification. Westjohn et al. (2012) specifically find that agreeableness affects national identification. Therefore, using personality trait theory, we contend that personality traits influence perceptions of national identity, indirectly affecting national identification. This underlines the complex interplay of psychological factors in shaping individuals' identification with their national communities and their subsequent attitudes toward marketing strategies.

Personality traits

Drawing from research on personality traits, we posit that specific genetically inherited traits have influences on how individuals perceive their nation's identity. Marketing researchers have found that certain uni-dimensional, genetically inherited elemental traits serve as predispositions of individuals, influencing perceptions, attitudes, and behaviors (Mowen 2000; Mowen and Carlson 2003). These elemental traits encompass agreeableness, neuroticism, openness to experience, extraversion, conscientiousness, need for arousal, need for material resources, and need for body resources (Mowen 2000).

Agreeableness has been found to directly influence national identification (Westjohn et al. 2012). However, we argue for an indirect effect through components of perceptions of national identity. Agreeableness characterizes individuals as appreciative, forgiving, generous, kind, sympathetic, and trusting (McCrae and John 1992). This trait

fosters reciprocal alliances, group harmony, and affiliative inclinations (Roberts and Robins 2000). Individuals high in agreeableness tend to prioritize interpersonal relationships, emphasizing in-group harmony and cultural alignment (Lun and Bond 2006). Thus, this research posits that individuals high in agreeableness are likely to perceive their nation as having a stronger national heritage, reflecting their tendency to seek group harmony and cultural alignment.

Hypothesis 7: Agreeableness positively influences perception of national heritage.

Individuals with high levels of agreeableness, seeking group company and harmony, are more likely to be accommodating to their in-group culture (Lun and Bond 2006; Westjohn et al. 2012). Therefore, those high in agreeableness are expected to perceive their in-group culture as unique compared to others.

Hypothesis 8: Agreeableness positively influences perception of cultural homogeneity.

Unlike perceptions of national heritage and cultural homogeneity, ethnocentrism is not hypothesized to be affected by agreeableness. Instead, we propose that ethnocentrism is influenced by the need for material resources (NFMR) trait.

Individuals with high levels of NFMR tend to be materialistic and desire valuable possessions (Mowen 2000). This materialism can serve as a substitute for unsatisfying interpersonal relationships, increasing the sense of belonging (Rindfleisch, Burroughs, and Denton 1997). Materialism, characterized by elements of possessiveness, non-generosity, and envy, is also associated with ethnocentrism, which exhibits similar traits (Belk 1984; Ford 2000; Shankarmahesh 2006). Therefore, we hypothesize that individuals with a high need for material resources are more likely to have high levels of ethnocentrism.

Hypothesis 9: Need for material resources positively influences ethnocentrism.

The following sections discuss the methodological procedures taken to empirically examine the hypothesized relationships.

Methodology

Study 1

Study 1 is designed to assess H1, H2, and H3. To empirically validate these proposed relationships, we gathered data through a survey questionnaire conducted in two distinct market types: the United States and India. The selection of these two countries is based on several considerations. First, the United States and India represent different market categories, with India being recognized as an emerging market in the literature (Luo and Tung 2007), while the United States is considered a well-established developed market. Second, English serves as a common language for business and government in both India and the United States. Even regarded by many in India as the primary national language, English has a predominant presence in Indian business and government circles. A significant portion of advertisements in India are in English, and many job requirements include proficiency in the English language (Joseph 2011). This linguistic commonality between the two nations reduces the potential for issues related to measurement invariance in cross-cultural research, which is why we conducted our study in the US and India.

Within these selected markets, we proceeded to develop measures for attitudes toward LCCP strategies. The following sections outline the specifics of the measures created for assessing attitudes toward LCCP strategies, the sampling process, the constructs used for measurement, the analytical methods applied, and the findings obtained from the two market studies.

Measuring attitudes toward LCCP strategies

In our study, we employed a method commonly used by previous researchers (e.g. Alden et al. 1999; Nijssen and Douglas 2011) to measure attitudes toward LCCP strategies. We selected eight real-world advertisements to represent attitudes toward LCCP strategies in the two markets, with four ads chosen for the US and four for India. We deliberately picked advertisements that clearly demonstrated a local positioning strategy. These eight advertisements were presented to respondents from both the US ($n=26$) and India ($n=36$). Respondents were asked to assess each

advertisement on Likert-type scales, in line with the approach adopted by Alden et al. (1999) and Nijssen and Douglas (2011). They were requested to categorize each ad as having a local, foreign, or global positioning. Additionally, respondents were asked to provide demographic information, including their country of citizenship, to ensure that they represented the respective markets. Within each market, we identified the top three advertisements that best represented local positioning. It is worth noting that the advertisements chosen for the US market were distinct from those selected for the Indian market. Specifically, the three ads for the US market represented LCCP strategies tailored for the US market, while the three ads for the Indian market represented LCCP strategies tailored for the Indian market.

Construct measures

To construct the survey questionnaire for each market, we incorporated previously established scales to measure each construct. To measure attitudes toward LCCP strategies, we presented the three validated advertisements to respondents. We used a seven-point semantic differential scale, a methodology adapted from Nijssen and Douglas (2011), to assess attitudes toward each ad's LCCP strategy. Specifically, the participants were asked to assess attitudes toward each ad's LCCP strategy based on five items: Unattractive/Attractive, Uninteresting/Interesting, Boring/Fascinating, Not Worth Looking At/Worth Looking At, and Unpleasant/Pleasant. This method of measuring attitudes toward ads was established by Nijssen and Douglas (2011) regarding the domain of attitudes toward ads representing positioning strategies, which includes items drawn from Wells's (1964) scale for emotional quotient. This measures the respondent's emotional reaction after exposure to an ad (Nijssen and Douglas 2011). The semantic differential scale is advantageous in that it allows the presentation of multiple related survey items where respondents are exposed to different components of a latent variable (attitude toward the ad) (Funke and Reips 2012).

To measure national identification, we employed Der-Karabetian and Ruiz's (1997) seven-point Likert-type scale, which was implemented in both

markets. The scale was anchored by strongly disagree = 1 and strongly agree = 7. Examples of items are, "Being American/Indian plays an important role in my life"; "Nowadays, I consider being an American/Indian a special privilege." To measure world-mindedness, we utilized a five-point Likert-type scale originally derived from Sampson and Smith (1957) and previously employed by Rawwas, Rajendran, and Wuehrer (1996). The scale was anchored by strongly disagree = 1 and strongly agree = 5. Examples of items are, "I find imported goods more desirable than domestically produced goods"; "It would be better to be a citizen of the world than of any particular country." Finally, we assessed international travel by asking each respondent "I travel abroad ___ trips (on average per year)". The possible answers were: 0; 1-2; 3-4; 5-6; and ≥ 7 . This question allowed us to quantify their international travel experiences.

Sample

Data for this study were gathered through online survey questionnaires administered to two distinct non-student samples, one from the United States and the other from India. Both samples were obtained using the services of an international survey data collection firm. Respondents from both countries received compensation for their participation through the platform of this data collection firm.

The data collection process initially resulted in samples of $n=127$ from the US and $n=130$ from India. After excluding cases with missing data, the final sample consisted of $n=123$ usable responses from the US and $n=126$ from India. Table 1 presents the demographics of the two samples including gender, age, and education of the participant. These samples are diverse and represent a wide range of demographic variables in each country. In India, 60% of the respondents were male, while in the US, 49% of the respondents were male.

Common methods and measurement invariance

To mitigate the potential threat of common methods bias, we implemented precautions at the survey design level and subsequently conducted a

Table 1. Demographics.

	US	India
Study 1 for US ($N=123$) and India ($N=126$)		
Gender		
Female	51%	40%
Male	49%	60%
Age		
Mean	36.16	30.75
Std. Deviation	11.68	8.16
Education		
High School	10%	4%
Some college	39%	6%
Bachelor's degree	45%	48%
Graduate degree	6%	42%
Study 3 for US ($N=150$) and India ($N=175$)		
Gender		
Female	51%	38%
Male	49%	62%
Age		
Mean	32.01	33.21
Std. Deviation	12.39	9.69
Education		
High School	9%	1%
Some college	23%	5%
Bachelor's degree	41%	48%
Graduate degree	27%	46%

post hoc analysis to demonstrate that common methods were not a significant concern in both samples. To address this issue at the design level, we organized the survey items in reverse causal order. We then conducted a post hoc test for common methods bias based on the approach recommended by Lindell and Whitney (2001), MacKenzie and Podsakoff (2012), and Podsakoff et al. (2003). To further confirm that common methods bias did not significantly affect our results, we employed Harmon's single-factor test method. Confirmatory factor analyses (CFA) conducted in SPSS showed that no single factor accounted for the majority of the variance in either sample. These results provide substantial assurance that common methods bias made only a minimal contribution to our data.

In cross-cultural research, the threat of measurement invariance is a pertinent concern (Steenkamp and Baumgartner 1998). To address this concern and ensure the generalizability of our measurements across both samples, we performed multi-group analyses in AMOS 18.0. These analyses provided strong evidence for configural invariance.

Analyses and results

To evaluate the hypothesized relationships, we employed a 2-stage analysis for both of our

samples. The first stage focused on assessing the measurement model, while the second stage involved evaluating the actual relationships. We utilized partial least squares (PLS) and performed these analyses using SmartPLS 2.0 (Ringle, Wende, and Will 2005). In the assessment of the measurement model, we examined factor loadings, composite reliability (CR), and average variance extracted (AVE). Table 2 presents the measurement scales with AVE, composite reliability (CR), and loadings for the study. The factor loadings determine how well each item loads onto the underlying latent construct, the CR value measures the internal consistency of the scale items, and the AVE measures the variance captured by the construct in relation to error. We followed the guidelines from the previous research which indicates that CR should be above .70 and AVE should be above .50 (Randrianasolo and Arnold 2020). In Study 1, the AVE of all constructs was greater than .50, and the CR exceeded .70, thus ensuring that the measurement model is adequate. Any items with low factor loadings were eliminated from the model, following the guidelines proposed by Carmines and Zeller (1979). Table 3 presents correlations, means, and standard deviation of the constructs after the items were eliminated.

Table 4 presents the PLS-SEM results for the relationships where attitudes toward LCCP strategies is an outcome variable. The use of PLS with the statistical tool SmartPLS 2.0 was appropriate for assessing the hypothesized relationships. This approach allowed for simultaneous testing of structural paths, accommodated variations in indicator weights toward the latent variables, and was applicable to our relatively smaller sample sizes (US $n=123$ /India $n=126$) (Hair, Hult, Ringle, and Sarstedt 2013). The results of testing the hypothesized relationships provided strong support for Hypothesis 1. Specifically, in the US market, national identification was found to have a positive influence on attitudes toward LCCP strategies for advertisements 1 ($\beta = .53, p < .001$), 2 ($\beta = .52, p < .001$), and 3 ($\beta = .42, p < .001$). Similarly, in the Indian market, national identification positively affected attitudes toward LCCP strategies for advertisements 1 ($\beta = .36, p < .001$), 2 ($\beta = .51, p < .001$), and 3 ($\beta = .45, p < .001$). Hypothesis 3 received support in both markets,

Table 2. Measurement scales with AVE, composite reliability (CR), and loadings for Study 1.

Construct/Items	US		India	
	AVE/CR	Loadings	AVE/CR	Loadings
Ad 1 semantic scale from Nijssen and Douglas (2011)	.79/.95		.78/.94	
Unattractive/Attractive		0.86		0.85
Uninteresting/Interesting		0.91		0.89
Boring/Fascinating		0.88		0.90
Not Worth Looking At/Worth Looking At		0.92		0.87
Unpleasant/Pleasant		0.90		0.89
Ad 2 semantic scale from Nijssen and Douglas (2011)	.85/.97		.82/.96	
Unattractive/Attractive		0.93		0.92
Uninteresting/Interesting		0.94		0.91
Boring/Fascinating		0.91		0.91
Not Worth Looking At/Worth Looking At		0.94		0.88
Unpleasant/Pleasant		0.90		0.87
Ad 3 semantic scale from Nijssen and Douglas (2011)	.89/.98		.81/.96	
Unattractive/Attractive		0.95		0.90
Uninteresting/Interesting		0.96		0.90
Boring/Fascinating		0.93		0.93
Not Worth Looking At/Worth Looking At		0.96		0.89
Unpleasant/Pleasant		0.93		0.90
National Identification likert-type scale from Der-Karabetian and Ruiz's (1997)	.71/.95		.71/.95	
Being American/Indian plays an important role in my life		0.89		0.85
Nowadays, I consider being an American/Indian a special privilege		0.87		0.90
My destiny is closely connected to the destiny of the US/India		0.86		0.90
I see my future closely tied to the future of humankind in the US/India		0.86		0.84
My fate and future are bound with that of the American/Indian people		0.83		0.83
One of my most important duties as an American/Indian is loyalty to the US/India		0.87		0.81
If a stranger were to meet me and mistake me for a non-American/non-Indian, I would correct their mistake and tell them that I am American/Indian		0.72		0.81
If I were to be born all over again, I would wish to be born American/Indian		0.83		0.80
World-Mindedness likert-type scale from Rawwas et al. (1996)	.58/.85		.64/.88	
I find imported goods more desirable than domestically produced goods		0.79		0.84
It would be better to be a citizen of the world than of any particular country		0.72		0.79
My quality of life would improve if more imported goods were available		0.82		0.79
America/India should permit foreigners to immigrate here even if it lowers our standard of living		0.72		0.78

Table 3. Construct correlations, means, and standard deviation for US (n = 123)/India (n = 126).

Construct	1	2	3	4	5	6
1. Ad1	–					
2. Ad2	0.55***/.58***	–				
3. Ad3	0.50***/.46***	0.69***/.56***	–			
4. International Travel	.16/.11	0.13/.21	0.13/.12	–		
5. National Identification	0.47***/.49***	0.39***/.55***	0.52***/.59***	0.02/.23***	–	
6. World-Mindedness	–0.13/.46***	–0.12/.38***	0.19sig1/.37***	0.20*/.35***	0.41***/.30***	–
Mean	4.98/5.98	3.81/5.97	4.39/5.85	1.46/2.1	4.83/5.82	2.75/3.89
Standard Deviation	1.34/1.11	1.78/1.23	1.87/1.22	.63/.9	1.46/1.13	0.81/1.80

* $p < .05$, ** $p < .01$, *** $p < .001$.

Table 4. PLS-SEM results for Study 1.

Hypothesized Relationships	US (n = 123)		India (n = 126)		Hypothesis
	β	t-value	β	t-value	
National Identification to Attitude toward LCCP (Ad 1)	0.53	6.48***	0.36	3.95***	H1: S
National Identification to Attitude toward LCCP (Ad 2)	0.52	5.84***	0.51	6.14***	H1: S
National Identification to Attitude toward LCCP (Ad 3)	0.42	4.86***	0.45	4.32***	H1: S
World-mindedness to Attitude toward LCCP (Ad 1)	0.02	0.24	0.34	3.97***	H2: NS
World-mindedness to Attitude toward LCCP (Ad 2)	0.08	0.78	0.22	2.99**	H2: NS
World-mindedness to Attitude toward LCCP (Ad 3)	0.04	0.37	0.25	2.70**	H2: NS
International Travel to World-mindedness	0.22	2.03*	0.38	4.92***	H3: S

$p < .05$, ** $p < .01$, *** $p < .001$.

as international travel was demonstrated to have a positive impact on world-mindedness in both India ($\beta = .38$, $p < .001$) and the US ($\beta = .22$, $p < .05$).

However, Hypothesis 2 was not supported. Specifically, world-mindedness did not significantly influence attitudes toward LCCP strategies

in the US. In contrast, a positive relationship was found in the Indian market, as evidenced by the results for ad 1 ($\beta = .34, p < .001$), ad 2 ($\beta = .22, p < .01$), and ad 3 ($\beta = .25, p < .01$).

Discussion

The findings from Study 1, which demonstrated that national identification positively influences attitudes toward LCCP strategies in both the US and India, provide compelling evidence for the generalizability of this relationship across these two distinct markets. However, the lack of support for Hypothesis 2, which proposed a negative relationship between world-mindedness and attitudes toward LCCP strategies, suggests that this particular negative relationship may not hold consistently. To explore this further, Study 2 delves deeper into the relationship between world-mindedness and attitudes toward LCCP strategies.

Study 2

The goal of Study 2 is to explore the contingencies surrounding the relationship between world-mindedness and attitudes toward LCCP strategies. One potential factor is the home country of the firm implementing the positioning strategy. Previous research (Nijssen and Douglas 2011) has found a negative correlation between world-mindedness and attitudes toward LCCP strategies. However, this negative relationship was not evident in either the US or Indian samples in Study 1.

A possible explanation for this discrepancy lies in the concept of *Admiration of Economically Developed Countries* (AEDC) within less developed areas. Research suggests that consumers in less developed markets often favor products and lifestyles from economically developed countries (Batra et al. 2000; Randrianasolo 2018). This admiration may be attributed to higher poverty levels in less developed countries, which can lead to reduced consumption adequacy, lower life satisfaction, and increased social comparison with more affluent nations (Kasser 2002; Hill et al. 2012). Social comparison encompasses both upward and

downward comparisons, with upward social comparison occurring when individuals evaluate themselves against socially superior peers (Hill et al. 2012).

Consumers in less developed countries tend to engage in upward social comparison due to their exposure to higher poverty levels (Batra et al. 2000). According to this theoretical perspective, increased poverty reduces consumption adequacy, leading to lower life satisfaction, which, in turn, results in more frequent upward social comparison and heightened AEDC among consumers from less developed countries.

We propose that the level of AEDC within the institutional environments of less developed markets may influence world-minded consumers to develop favorable attitudes toward the LCCP strategies of MNEs from developed countries. Given that world-minded consumers are generally interested in and open to lifestyles and products from various cultures, as well as eager to develop international networks (Nijssen and Douglas 2008, 2011), we argue that the presence of AEDC in less developed markets could positively influence world-minded consumers' attitudes toward the LCCP strategies of MNEs from developed countries. Therefore, we formally hypothesize:

Hypothesis 10a: Within less developed countries, world-mindedness positively influences attitudes toward the LCCP strategies of firms from more developed countries.

In Study 1, we observed that world-mindedness positively influences attitudes toward LCCP strategies in a less developed market (India), while no significant relationship was found between world-mindedness and attitudes toward LCCP strategies in a developed market (the United States). This unexpected finding challenges the perspective put forth by Nijssen and Douglas (2011), who argue that higher world-mindedness leads to negative attitudes toward LCCP strategies due to the perception that these strategies reflect a parochial view of the world.

This perspective assumes that world-mindedness and constructs such as national identification are situated at opposite ends of a spectrum. However, previous research has suggested that individuals

can simultaneously possess high levels of both global and national identification, and these identifications can interpenetrate (Robertson 1992; Westjohn et al. 2012). From this perspective, we posit that world-mindedness may not necessarily have a negative influence on attitudes toward LCCP strategies. It is possible that individuals with high levels of world-mindedness can form positive attitudes toward locally positioned brands and products, just as they can form negative attitudes. Therefore, we hold that world-mindedness may not affect attitudes toward LCCP strategies.

Furthermore, it is essential to consider that upward social comparison, which results from poverty, is less likely to be prevalent in highly developed countries such as the United States. In such contexts, the relationship between world-mindedness and attitudes toward LCCP strategies may not be significantly influenced by admiration for other countries, as theorized for less developed countries. Based on the perspective that world-mindedness and support for LCCP strategies may not be polar opposites along a spectrum, we hypothesize that in developed countries such as the United States, world-mindedness does not have an effect on attitudes toward LCCP strategies.

Hypothesis 10b: Within developed countries, world-mindedness has no influence on attitudes toward LCCP strategies.

To test Hypotheses 10a and 10b, two independent non-student samples were collected from India and the United States. The following sections describe the methodological procedures that were undertaken to examine these hypotheses.

Sample

The data for Study 3 was collected using online survey questionnaires administered to two independent samples from India and the United States, following a similar approach to Study 1. A total of 80 respondents from India and 70 respondents from the US were initially obtained. After removing cases with missing data, the Indian sample consisted of $n=75$ usable responses, while the US sample yielded $n=60$ usable responses.

Measures

As in Study 1, world-mindedness was measured using the scale from Rawwas et al. (1996). Attitudes toward LCCP strategies were assessed using a seven-point semantic differential scale adopted from Nijssen and Douglas (2011), with a different advertisement employed compared to those used in Study 1, ensuring robustness and generalizability. This advertisement was from a developed country. Additionally, national identification (Der-Karabetian and Ruiz 1997) was measured within this study to provide robustness for hypothesis 1 and maintain consistency by testing the direct predictors of attitudes toward LCCP strategies simultaneously across different markets.

Analyses and results

Multiple regression analyses were conducted for both samples to predict attitudes toward LCCP strategies based on world-mindedness. National identification was included as a predictor variable, following the procedure used in Study 1. For the Indian sample, a significant regression equation was found [$F(2, 73) = 39.30, p < .001$], with an R^2 of .52. In this equation, both national identification ($\beta = .45, p < .001$) and world-mindedness ($\beta = .43, p < .001$) were significant predictors of consumer attitudes toward LCCP strategies. For the US sample, a significant regression equation was found [$F(2, 58) = 2.77, p < .10$], with an R^2 of .09. Within this equation, national identification ($\beta = .22, p < .05$) was a significant predictor of consumer attitudes toward LCCP strategies, while world-mindedness ($\beta = .28$) was not. These results provide support for both Hypotheses 10a and 10b and further support Hypothesis 1.

Discussion

The findings of Study 3 provide evidence that the relationship between world-mindedness and attitudes toward LCCP strategies is not universally applicable across different types of markets. In a developed country, this relationship was found to be nonsignificant, while in a less developed country, the relationship was positive. The theoretical contributions and managerial implications of these findings are discussed in the general

discussion section. Study 3 investigates the antecedents of national identification.

Study 3

Study 3 investigates hypotheses 4-9, which represent the antecedents of national identification. To test the proposed model and hypothesized relationships, data was collected at the individual level of analysis. Similar to Study 1, two non-student independent samples were collected from the US and India.

Sample

Data for this study were collected by administering online survey questionnaires to two independent samples from the United States and India. The survey data collection firm's services were employed to gather responses, and participants from both countries were compensated for their participation. The initial US sample included 231 respondents. After excluding non-US citizens and cases with missing data, the final sample consisted of 150 usable responses. In India, the initial sample yielded 194 respondents, and after eliminating cases with missing data and outliers, the final Indian sample included 175 usable responses. Table 1 presents the demographics of the two samples including gender, age, and education of the participant.

Measures

For both the US and Indian samples, established scales were utilized to measure the perceptions of national identity, agreeableness, extraversion, conscientiousness, and national identification. Perceptions of national heritage and cultural homogeneity were measured using seven-point Likert-type scales developed by Keillor et al. (1996). The scales were anchored by strongly disagree = 1 and strongly agree = 7. Examples of items for perception of national heritage are, "Important people from the country's past are admired by people today"; "The US/India has a strong historical heritage". Examples of items for perception of cultural homogeneity are, "Indians/Americans are proud of their nationality"; "People frequently engage in activities that identify them as Indian/American". Ethnocentrism was measured

using a seven-point Likert-type Shimp and Sharma's (1987) CET scale. The scale was anchored by strongly disagree = 1 and strongly agree = 7. Examples of items are, "American/Indian people should always buy American/Indian-made products instead of imports"; "Purchasing foreign-made products is un-American/Indian". Five-point Likert-type scales from Mowen (2000) and Steenkamp and De Jong (2010) were utilized to measure agreeableness and the need for material resources. The scales were anchored by strongly disagree = 1 and strongly agree = 7. Examples of items for agreeableness are, "Is helpful and unselfish with others"; "Is considerate and kind to almost everyone". Examples of items for the need for material resources are, "Enjoy buying expensive things"; "Enjoy owning luxurious things". National identification was measured using Der-Karabetian and Ruiz's (1997) scale.

Analyses and results

Hypotheses 4-9 were tested using partial least squares (PLS) with the statistical tool SmartPLS 2.0, as in Study 1. The analyses for each sample were conducted in two stages. The first stage assessed the validity and reliability of the constructs, while the second stage examined the proposed relationships in the full structural model. Table 5 presents the measurement scales with AVE, CR, and loadings for the study. In Study 2, the AVE of all constructs was greater than .50, and the CR exceeded .70, thus ensuring that the measurement model is adequate. Any items with low factor loadings were eliminated from the model. Table 6 presents correlations, means, and standard deviation of the constructs after the items with low loadings were eliminated.

To address common method bias, techniques were employed at the design and analysis levels, similar to those used in Study 1. Items were placed in reverse causal order at the design level to minimize predictability between variables. At the analysis level, Harmon's post-hoc single factor test was conducted to ensure that common method variance did not distort the results.

Table 7 presents the PLS-SEM results for the relationship proposed in H4-H9. In the second stage of the analysis, full structural models were employed to assess the hypothesized relationships.

Table 5. Measurement scales with AVE, composite reliability (CR), and loadings for Study 3.

Construct/Items	US		India	
	AVE/CR	Loadings	AVE/CR	Loadings
National Identification <i>likert-type scale from Der-Karabetian and Ruiz's (1997)</i>	.67/.93		.64/.92	
Being American/Indian plays an important role in my life		0.82		0.78
Nowadays, I consider being an American/Indian a special privilege		0.87		0.84
My destiny is closely connected to the destiny of the US/India		0.81		0.80
I see my future closely tied to the future of humankind in the US/India		0.81		0.85
My fate and future are bound with that of the American/Indian people		0.84		0.82
One of my most important duties as an American/Indian is loyalty to the US/India		0.81		0.72
If I were to be born all over again, I would wish to be born American/Indian		0.75		0.76
Ethnocentrism <i>likert-type scale from Shimp and Sharma (1987)</i>	.73/.96		.64/.94	
American/Indian people should always buy American/Indian-made products instead of imports		0.85		0.76
Purchasing foreign-made products is un-American/Indian.		0.86		0.85
It is not right to purchase foreign products.		0.91		0.84
A real American should always buy American/Indian-made products.		0.89		0.77
It is always best to purchase American/Indian products.		0.88		0.86
There should be very little trading or purchasing of goods from other countries unless out of necessity.		0.80		0.82
Curbs should be put on all imports.		0.86		0.74
Foreigners should not be allowed to put their products on our markets.		0.83		0.77
Foreign products should be taxed heavily to reduce their entry into the US/India.		0.84		0.80
Perception of National Heritage <i>likert-type scale from Keillor et al. (1996)</i>	.64/.84		.62/.83	
Important people from the country's past are admired by people today		0.73		0.77
One of the USA/India's strengths is that it emphasizes events of historical importance		0.85		0.82
The US/India has a strong historical heritage		0.82		0.76
Perception of Cultural Homogeneity <i>likert-type scale from Keillor et al. (1996)</i>	.55/.83		.52/.81	
An Indian/American possesses certain cultural attributes that other people do not possess		0.73		0.55
Indians/Americans in general feel that they come from a common historical background		0.59		0.71
Indians/Americans are proud of their nationality		0.79		0.74
People frequently engage in activities that identify them as Indian/American		0.83		0.86
Agreeableness <i>likert-type scale from Jensen-Campbell et al. (2010)</i>	.62/.83		.58/.80	
Is helpful and unselfish with others		0.85		0.56
Is considerate and kind to almost everyone		0.77		0.82
Likes to cooperate with others		0.74		0.86
Need for Material Resources <i>likert-type scale from Mowen (2000)</i>	.83/.95		.68/.90	
Enjoy buying expensive things		0.92		0.85
Enjoy owning luxurious things		0.92		0.89
Acquiring valuable things is important to me		0.88		0.73
Like to own nice things more than most people		0.91		0.83

Table 6. Construct correlations, means, and standard deviation for US ($n=150$)/Indian ($n=175$) samples for Study 3.

Construct	1	2	3	4	5	6
1. National Identification	–					
2. Ethnocentrism	.44***/.43***	–				
3. Perception of Cultural Homogeneity	.56***/.57***	.42***/.37***	–			
4. Perception of National Heritage	.57***/.51***	.37***/.18*	.65***/.72***	–		
5. Agreeableness	.27**/.33***	0.01/.02	.35***/.35***	.31***/.36***	–	
6. Need for Material Resources	.18*/.08	.36***/.43***	.16*/.19*	.12/.02	.07/–0.02	–
Mean	5.03/5.83	3.53/4.77	3.67/4.12	3.86/4.19	3.97/4.03	2.86/3.48
Standard Deviation	1.27/.92	1.48/1.26	.68/.56	0.72/.56	.63/.58	1.18/.88

* $p < .05$, ** $p < .01$, *** $p < .001$.**Table 7.** PLS-SEM results for Study 3.

Hypothesized Relationships	US ($n=150$)		India ($n=175$)		Hypothesis
	β	t -value	β	t -value	
Ethnocentrism to National Identification	0.19	2.31*	0.24	2.92**	H4: S
Perception of National Heritage to National Identification	0.29	3.62***	0.18	1.71 [†]	H5: S
Perception of Cultural Homogeneity to National Identification	0.28	2.94**	0.39	3.57***	H6: S
Agreeableness to Perception of National Heritage	0.32	2.92**	0.37	4.92***	H7: S
Agreeableness to Perception of Cultural Homogeneity	0.38	3.62***	0.39	5.24***	H8: S
Need for Material Resources to Ethnocentrism	0.35	4.80***	0.42	7.11***	H9: S

[†] $p < .10$, $p < .05$, ** $p < .01$, *** $p < .001$.

The results supported Hypotheses 4 through 9. Ethnocentrism was found to positively influence national identification in both the Indian ($\beta = .24, p < .01$) and US ($\beta = .19, p < .05$) samples. Similarly, agreeableness in India ($\beta=.18, p<.10$) and the US ($\beta=.29, p<.001$), extraversion in India ($\beta=.39, p<.001$) and the US ($\beta=.28, p<.01$), conscientiousness in India ($\beta=.37, p<.001$) and the US ($\beta=.32, p<.01$), need for material resources in India ($\beta=.39, p<.001$) and the US ($\beta=.38, p<.001$), and national identification in India ($\beta=.42, p<.001$) and the US ($\beta=.35, p<.001$) were all found to positively influence national identification in both samples.

General discussion

The present paper aims to accomplish two primary objectives: (1) to establish a more comprehensive framework for understanding the factors that influence an individual's attitude toward LCCP strategies, based on insights from prior research, and (2) to provide the generalizability of the relationships within this proposed framework by empirically examining them across different market contexts. In pursuit of these objectives, we have made several noteworthy findings. The relationship between national identification and attitudes toward LCCP strategies is generalizable across two distinct market types. However, the relationship between world-mindedness and attitudes toward LCCP strategies is not consistent across different market types. An individual's perceptions of their nation's identity, which include factors like national heritage, cultural homogeneity, and ethnocentrism, positively influence the individual's level of national identification. Agreeableness has a positive influence on perceptions of national heritage and cultural homogeneity. The need for material resources positively influences ethnocentrism. International travel positively influences an individual's level of world-mindedness.

Our research contributes to the advancement of the understanding of LCCP strategies in two significant dimensions. Firstly, the supported comprehensive model underscores the imperative consideration of a network of relationships when contemplating the implementation of LCCP strategies. This highlights that consumer attitudes

toward this strategy are influenced by multiple direct and indirect antecedents, thereby extending beyond the scope of prior studies predominantly centered on personality (Liu, Tao, and Tsai 2017) or identity constructs (Bartikowski and Cleveland 2017). Secondly, the identification of an inconsistency in the impact of world-mindedness on attitudes toward LCCP strategies deviates from previous research (Nijssen and Douglas (2011), which established a negative direct association. Contrary to this, our findings reveal that within a developed market, world-mindedness lacks a significant influence on attitudes toward LCCP strategies, while in a developing market, its impact is positive rather than negative. The subsequent sections provide a detailed exposition of the theoretical contributions and managerial implications stemming from these discerning results.

Theoretical contributions

The first significant contribution lies in the generalizability of the relationship between national identification and attitudes toward LCCP strategies. This finding strengthens the self-verification perspective, emphasizing that an individual's collective identity has a substantial impact on consumer evaluations, particularly attitudes toward international marketing positioning strategies.

Second, the finding that world-mindedness does not uniformly influence attitudes toward LCCP strategies across different market types, points to the potential moderating role of institutional environments. Institutional norms regarding social comparisons between cultural groups may influence how world-mindedness affects attitudes toward LCCP strategies from different nations. The positive influence of world-mindedness on attitudes toward LCCP strategies in India, as opposed to its non-significant relationship in the developed US, aligns with the theory that upward social comparisons are more relevant in less developed countries.

A third theoretical contribution involves distinguishing between the concepts of "national identity" and "national identification." Some scholars have used the term "national identity" to represent the cultural environment of a nation (Keillor et al. 1996), while others have used it to refer to

an individual's identification with their national group (Westjohn et al. 2012). This research calls for a clear distinction between these concepts, with "national identity" referring to external national-level cultural environments and "national identification" representing an individual-level collective identification with a national community.

Fourth, this study makes a significant contribution by empirically exploring the relationship between an individual's perception of national identity and their national identification. It provides a theoretical foundation for understanding how perceptions of external environmental macro factors influence an individual's self-identification and identification with their national group.

Fifth, the support for the influence of elemental personality traits on consumer perceptions of national identity adds to our understanding. This finding aligns with the notion that genetically inherited elemental personality traits form the basis of motivation, perception, and behavior (Mowen 2000). Furthermore, the influence of personality traits like agreeableness and the need for material resources on perceptions of national identity, which subsequently affect national identification, supports the social identity perspective, emphasizing that individuals self-identify with groups with which they feel a sense of belongingness.

Finally, the study contributes to theory by demonstrating that the level of international travel affects consumer world-mindedness. This finding underscores that not only elemental traits but also individual experiences play a role in shaping constructs like world-mindedness and downstream constructs such as attitudes toward LCCP strategies.

In sum, the studies in this research provide evidence for a more dynamic and comprehensive network of the antecedents of attitudes toward LCCP strategies. These findings not only advance our theoretical understanding of the relationships surrounding attitudes toward LCCP strategies but also have important managerial implications, which will be discussed in the following section.

Managerial implications

In an increasingly interconnected global marketplace, effective marketing strategies are essential

for reaching diverse consumer segments around the world (Katsikeas, Samiee, and Theodosiou 2006; Steenkamp and De Jong 2010; Westjohn et al. 2012). The emergence of a global consumer culture (Alden, Steenkamp, and Batra 1999) further complicates the decision-making process for international marketing managers, who must choose between strategies that position their brands as symbols of global culture (GCCP) or associate them with local cultural meanings (LCCP).

This study offers a valuable framework for managers aiming to assess levels of national identification within their target markets, helping them determine the appropriate use of LCCP strategies. The findings highlight the impact of consumer perceptions of national identity on national identification, enabling managers to gain a deeper understanding of their target consumers' national identification, which, in turn, influences the choice of consumer strategies. International marketing managers can make informed decisions about implementing LCCP strategies based on the environmental context of the markets in which their brands are promoted.

Furthermore, this research contributes to managerial implications by demonstrating that national identification influences attitudes toward LCCP strategies. This finding reinforces the idea that individuals express and validate their collective identities through their purchasing decisions. Therefore, international marketing managers can benefit from implementing LCCP strategies in regions characterized by strong perceptions of national identity, as these perceptions impact national identification and have practical attitudinal effects on consumers.

The results also suggest that managers can better segment consumer groups based on personality traits, given the influence of agreeableness and the need for material resources on perceptions of national identity, which subsequently affect national identification and attitudes toward LCCP strategies. This implies that managers can tailor their strategies to consumer groups more likely to form favorable attitudes toward LCCP strategies based on their personality traits.

Finally, the findings in this study emphasize the need for managers to implement different

strategies in various markets based on the relationship between world-mindedness and attitudes toward LCCP strategies. Specifically, the study supports the idea that world-minded consumers in less developed countries are likely to have favorable attitudes toward the LCCP strategies of firms from developed countries, whereas this relationship is non-significant in developed countries. Therefore, managers from developed countries seeking to implement LCCP strategies in less developed countries should target world-minded consumers.

Limitations and future research

While this study contributes to our understanding of the antecedents of attitudes toward LCCP strategies in international marketing, there are several limitations that present opportunities for future research. First, the scope of the empirical analyses of this study is limited to 2 market types: developed (US) and emerging (India). We therefore encourage future researchers to investigate these relationships in our model in various market types, including transition economies and bottom-of-the-pyramid (BOP) markets. This broader exploration will enhance the generalizability of the proposed framework.

Second, cultural dimensions (e.g. as outlined by Hofstede) and institutional differences within both developed and developing economies could introduce variations in attitudes toward LCCP strategies. Our study does not account for nor investigate these potential variations. Therefore, we encourage future research to test our model across diverse cultural and institutional contexts.

Third, the finding that world-mindedness was not a significant predictor of attitudes toward LCCP strategies in a developed country and that it was a positive predictor in a developing country, which contradicts prior research (Nijssen and Douglas 2011) presents an opportunity for future research to further investigate this relationship. Specifically, AEDC and upward social comparison may be important constructs to consider in this dynamic in developing countries, and we encourage future research to further investigate.

Finally, this study tested the relationship between world-mindedness and attitudes toward

LCCP strategies from developed countries entering less developed countries. However, the relationship between world-mindedness and attitudes toward LCCP strategies from less developed countries was not examined. Future research should address this gap by investigating attitudes toward LCCP strategies across diverse market entries, encompassing firms from different market types entering various market contexts.

Conclusion

The studies conducted in this research provide a more comprehensive understanding of the antecedents of attitudes toward LCCP strategies in international marketing. The findings reveal that the relationship between national identification and attitudes toward LCCP strategies is generalizable across different market types, but the relationship between world-mindedness and attitudes toward LCCP strategies is dependent on the host-country market type and the origin of the firm. Additionally, this research establishes that an individual's perception of their nation's identity, which includes national heritage, cultural homogeneity, and ethnocentrism, positively influences national identification. It highlights the influence of elemental personality traits on perceptions of national identity and the impact of international travel experiences on world-mindedness. These results contribute to a more dynamic framework of individual-level constructs that can be influenced by external institutional environments. Future research should build upon these findings by exploring a wider range of market types and delving into the complexities of attitudes toward LCCP strategies in different contexts. These opportunities will further advance our understanding of international marketing and consumer behavior.

Ethical approval

An Institutional Review Board, Saint Louis University

Disclosure statement

No potential conflict of interest was reported by the author(s).

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