



Vaasan yliopisto
UNIVERSITY OF VAASA

OSUVA Open
Science

This is a self-archived – parallel published version of this article in the publication archive of the University of Vaasa. It might differ from the original.

The role of consumption orientation in consumer food preferences in emerging markets

Author(s): Salnikova, Ekaterina; Grunert, Klaus G.

Title: The role of consumption orientation in consumer food preferences in emerging markets

Year: 2020

Version: Accepted manuscript

Copyright ©2020 Elsevier Inc. This manuscript version is made available under the Creative Commons Attribution–NonCommercial–NoDerivatives 4.0 International (CC BY–NC–ND 4.0) license, <https://creativecommons.org/licenses/by-nc-nd/4.0/>

Please cite the original version:

Salnikova, E., & Grunert, K. G. (2020). The role of consumption orientation in consumer food preferences in emerging markets. *Journal of Business Research* 112, 147–159. <https://doi.org/10.1016/j.jbusres.2020.03.006>

The Role of Consumption Orientation in Consumer Food Preferences in Emerging Markets

Ekaterina Salnikova (corresponding author)

+4587166234, eks@mgmt.au.dk

MAPP Centre, Aarhus University, Fuglesangs Allé 4, 8210 Aarhus, Denmark

Klaus G. Grunert

MAPP Centre, Aarhus University, Fuglesangs Allé 4, 8210 Aarhus, Denmark

School of Marketing and Communication, University of Vaasa, Wolffintie 34, 65200 Vaasa, Finland

The Role of Consumption Orientation in Consumer Food Preferences in Emerging Markets

Abstract

Global marketers are widely implementing global or local product positioning in an attempt to appeal to consumers in international markets. However, there is no consensus in homogenization versus heterogenization of consumer needs and globalization vs. localization of the marketplace.

This paper examines the relationship between consumption orientation and the use of various extrinsic and intrinsic product attributes by consumers in emerging markets. This paper employs a discrete choice experiment to explore the preferences of consumers with glocal, local, and global orientations from six emerging markets using fresh pork as a stimulus.

We found that consumer orientation impacts consumer preferences for pork products. Product origin was the most important attribute in the evaluation of products across all countries. Local consumers placed higher importance on origin than glocal and global consumers. Glocal consumers were found to be the biggest segment with their own unique blend of preference for products with various attributes.

Keywords: consumption orientation, consumer culture, extrinsic and intrinsic product attributes, country of origin, choice experiment, emerging markets

The Role of Consumption Orientation in Consumer Food Preferences in Emerging Markets

1. Introduction

For over thirty years, marketing literature has highlighted the acceleration of homogeneous consumer needs and desires around the world (Cleveland & Laroche, 2007; Riefler, 2012) and globalization of the marketplace as essential developments facing companies across the globe (Steenkamp & Jong, 2010). However, inconsistencies in marketing literature regarding whether exporting companies should move from traditional multi-domestic approaches towards global products lead to a lack of guidance for companies operating in multiple markets (Kotabe & Helsen, 2010).

The marketing literature has addressed this issue by developing the concept of consumption orientation (Alden, Steenkamp, Batra, 2006; Riefler, 2012; Steenkamp & Jong, 2010; Westjohn, Singh, Magnusson, 2012) rooted in global consumer culture (Arnould & Thompson, 2005, 2018). The global consumption orientation construct, first introduced by Alden et al. (2006), describes global, local, glocal, and disinterested consumer segments. This construct shows consistent effects on certain cognitive, affective, and behavioral consumer responses (Bartsch Riefler, Diamantopoulos, 2016). For example, researchers have found the effect of consumption orientation on preference for globally- versus locally-positioned ads (Akaka & Alden, 2010; Nijssen & Douglas, 2008, 2011; Westjohn, Arnold, Magnusson, Reynolds, 2016) and on attitude toward global versus local brands (Alden et al., 2006; Riefler, 2012; Steenkamp & Jong, 2010).

We identify two major gaps in the literature discussing consumption orientation as a concept that affects successful marketing strategies. First, product attributes play a fundamental role in marketing from two perspectives: the marketer who gets an opportunity to differentiate the

product, and the consumer who uses attributes as the basis for evaluating the products in the marketplace. Consumer preference heavily depends on various information cues about the product (Richardson, Dick, Jain, 1994), or extrinsic and intrinsic attributes (Olson, 1976), making it a multi-attribute choice where consumers trade-off various product attributes in the context of another (Fasolo, McClelland, Todd, 2007; Rokka & Uusitalo, 2008). Marketing literature suggests that individual differences moderate the effect of informational cues on product evaluations (Fandos & Flavian, 2006; Lee & Lou, 1995). However, consumption orientation has yet to be linked to consumer demand for a product consisting of various intrinsic and extrinsic attributes. Consumption orientation may play an important role in evaluating these product attributes by intervening in the decision-making process at the point-of-purchase and by moderating the effects of product attributes in consumer decision-making.

Second, the majority of applied research covering consumption orientation is focused on consumers in developed countries. However, the consumption orientation of consumers in emerging markets is not as well established as in developed countries, making consumption orientation more fluid. For example, according to Strizhakova, Coulter, and Price (2012), local cultural identity is fueled by globalization, and it is especially pronounced in emerging markets. At the same time, consumers in developing countries are increasingly faced with a choice between traditional local options or newer foreign products (Batra, Ramaswamy, Alden, Steenkamp, Ramachander, 2000). Few studies aim to understand how consumers with various orientations make choices between local or foreign products and brands in developing countries (e.g., Batra et al., 2000; Strizhakova & Coulter, 2013). Burgess and Steenkamp (2006) argue that success in emerging markets is pivotal for many multinational companies calling them “paramount for the future of marketing science” (p. 337). The growing importance of emerging markets in

shaping consumption orientation resulted in several calls for more research in emerging markets (Burgess & Steenkamp, 2006, 2013; Steenkamp, 2019a, 2019b).

In light of the research gaps identified, we contribute to globalization and decision-making research by linking individual consumption orientation and the use of product attributes in consumer decision-making. Investigating the role that consumption orientation has in the decision-making process contributes not only to uncovering consumer preferences with the product's global and local positioning in emerging markets but also to understanding consumer decision-making from the perspective of the product attributes.

In this paper, we aim to bridge the gap between the consumption orientation and the use of the product attributes in consumer decision-making. This research addresses how consumers' global, glocal, and local consumption orientation impacts the use of product attributes in the consumers' decision-making in emerging markets.

2. Theoretical Background

2.1. Consumption Orientation

With regard to consumer culture theory, there seem to be three overlapping schools of thought in the global consumer culture debate. Members of the first argue for the existence of homogenization of consumer needs and desires with the American culture of consumerism being a dominant center (Edge, 2006; Ritzer, 1993). The second school of thought, represented by Giddens (2000) and Tomlinson (1999), believes in heterogenization, in which local consumer identities have become more important and strong, from the pressure of globalization (Edge, 2006; Tomlinson, 1999). Members of the third school of globalization theorists, Appadurai (1990) and Robertson (1992), believe that cultural homogenization and heterogenization are

taking place concurrently, creating the phenomenon of “Glocalization,” where global is becoming localized, and local is globalized.

Consequently, some global researchers argue that consumers around the world prefer global products and believe that these products have better quality, reliability, and are associated with progress and efficiency (Alden, Steenkamp, Batra, 1999, 2006; Hassan & Katsanis 1991, 1994; Holton, 2000; Merz, He, Alden, 2008; Yip, 2003). Steenkamp, Batra, and Alden (2003) found a positive relationship between consumer preferences for global products and the perceived degree to which these products are sold around the world. Alden et al. (2006) refer to such consumers as consumers with “global consumption orientation.” We adapt Alden et al.’s (2006) terminology and refer to them as consumers with global consumption orientation, or simply, Global consumers.

Other researchers believe that companies can break through competitive clutter and satisfy consumers by offering local products satisfying the need to maintain local culture (Ger & Belk, 1996; Kotabe & Helsen, 2010). Zhang and Khare (2009) describe a consumer with local identity as one that has “faith in and respect for local traditions and customs and recognizes the uniqueness of local communities” (p.525). Steenkamp and Jong (2010) state that local consumer culture, or the culture of one’s home country, is traditionally the dominant one, and remains “a strong force” in consumers across the globe. Alden et al. (2006) address these consumers as having “local consumption orientation.” Accordingly, we refer to such consumers as having a local consumption orientation, or simply, Local consumers.

There are also controversial positions that consumers have a complex combination of interacting local and global preferences and/or equal preferences for global and local products creating

glocal or hybrid consumption orientation (Alden et al., 2006; Strizhakova, Coulter, Price, 2008).

We identify such consumers as having a glocal orientation and call them Glocal consumers.

Lastly, researchers have found that consumers reject both local and global products altogether, combining a negative attitude towards global products with a negative attitude towards local products, a phenomenon also known as marginalization, identity confusion, or “glalienation” (Steenkamp & Jong, 2010). We label consumers in this segment as “disinterested” (Alden et al., 2006).

2.2. Consumption Orientation and Consumer Decision-making in Emerging Markets

Consumers in emerging markets are exposed to similar globalization processes and multinational business strategies as consumers in developed markets, but consumers in emerging markets have a different socio-economic and cultural development (Strizhakova & Coulter, 2013). Emerging markets are characterized by more rapid socio-economic and political change, a younger population with higher diversity in socio-economic factors like income and living standards, and greater emphasized embeddedness and hierarchy than in high-income markets (Burgess & Steenkamp, 2006).

Literature on emerging markets suggests that multinational companies can compete in these markets, first, by implementing their global marketing strategies if they want to appeal to the elite segment of consumers concentrated in urban areas, and second, by differentiating their strategies for multiple socio-economic strata due to cultural and budget differences (Burgess & Steenkamp, 2006; Kamakura & Mazzon, 2013). Consumers in these countries can use the information about the brand’s country-of-origin not only for determining overall quality but also to determine a brand’s desirability for symbolic, prestige-, and status-enhancing reasons (Batra et

al., 2000; Steenkamp et al., 2003). Batra et al. (2000) found that brands perceived as having a nonlocal origin are associated with a higher status than local products and are attitudinally preferred in developing countries. Global brands are associated with “modernity, future, and dreams of abundance” in emerging markets (Steenkamp, 2019b). Such perception is based on the variety of reasons, such as desirability of nonlocal products due to scarcity and higher price, growth of cosmopolitan elites with the desire to display competence in alien cultures, consumer desire to imitate more affluent Western lifestyle by purchasing brands due to a feeling of insecurity and inferiority, and consumer aspiration to participate in the global consumer community (Batra et al., 2000).

2.3. The Use of Intrinsic and Extrinsic Attributes in Emerging Markets

There has been an increased interest in understanding consumer motives and preferences with food product selection and purchase decisions (Brečić, Mesić, Cerjak, 2017). Recently, researchers place more considerable attention on product attributes as a construct closely related to food choice motives (Asioli et al., 2017; Espejel, Fandos, Flavián, 2007; Espinoza-Ortega, Martínez-García, Thomé-Ortiz, Vizcarra-Bordi, 2016; Lee & Lou, 2011; Markovina et al., 2015; Steenkamp, 1997). Consumers form a perception of the particular product using an array of product-related cues (Acebrón & Dopico, 2000; Teas & Agarwal, 2000). When evaluating quality, value, and performance of the product, consumers often rely on product attributes as on informational qualitative cues, i.e., stimuli on intrinsic and extrinsic product characteristics (Richardson et al., 1994; Olson, 1976; Olson & Jacoby, 1972)

Intrinsic cues relate to specific physical properties of the product that cannot be changed without changing the physical characteristics of the product itself (Olson & Jacoby, 1972), e.g., color and

texture. Extrinsic cues are related to the product but not physically a part of it, e.g., brand and price (Bernués, Olaizola, Corcoran, 2003).

A manifold of studies shows that the interaction of intrinsic and extrinsic cues is vital in affecting consumer preferences (Asioli et al., 2017; Brečić et al., 2017; Endrizzi et al., 2015; Loebnitz, Schuitema, Grunert, 2015). With the existing plethora of various extrinsic and intrinsic cues, consumers are bound to make a multi-attribute choices trading-off different characteristic in order to achieve the highest individual benefit, or utility (Fasolo et al., 2007; Hall, Viney, Haas, Louviere, 2004; Rokka & Uusitalo, 2008).

Research on consumer preferences for meat products shows that color and leanness, or degree of visible fat, are essential intrinsic cues (Glitsch, 2000; Grunert, Loose, Zhou, Tinggaard, 2015). Additionally, fresh versus frozen appearance of the product has been viewed as an important intrinsic cue in consumer research (Brunsø et al., 2009; Verbeke et al., 2005). Grunert et al. (2015) show that there is a dominating reliance on intrinsic cues in Chinese consumers' preferences for pork ribs, with a smaller segment also relying on extrinsic characteristics. Wang, De Steur, Gellynck, and Verbeke (2015) found that sensory appeal associated with intrinsic cues was positively related to Chinese consumers' purchase intentions for traditional products. The general importance of intrinsic attributes in the Asia-Pacific consumers has been often attributed to the prevalence of wet markets and personal communication with the seller especially when it comes to fresh produce and meat. However, recent studies challenge this assumption due to the increasing role of supermarkets in the daily lives of Asia-Pacific consumers, subsequently giving rise to the importance of extrinsic cues when assessing the food products (Grunert et al., 2015; Gorton, Sauer, Supatpongkul, 2011).

In cases of fresh meat, country of origin, brand, safety, and quality certification have been shown to be important extrinsic cues for consumers (Balestrini & Gamble, 2006; Grunert et al., 2015; Thøgersen, de Barcellos, Perin, Zhou, 2015). With regards to extrinsic cues, research shows somewhat consistent results on the positive effects of foreign country-of-origin and quality, safety, organic, and green certification on the product evaluation by Chinese consumers (Cicia et al., 2016; Grunert et al., 2015; Ortega, Wang, Wu, 2009; Ortega, Wang, Wu, Olynk, 2011; Thøgersen et al., 2015).

Williams, Pehu, and Ragasa (2006) state that consumers in developing countries increasingly demand functional foods. Brazilian and Chinese functional foods markets have been rapidly growing for the past decade (de Barcellos & Lionello, 2011). Consumers in China, Thailand, and Brazil, similarly Western consumers, were shown to have a positive attitude toward organic products and consider them to be healthier and more environmentally friendly (Roitner-Schobesberger, Darnhofer, Somsook, Vogl, 2008; Thøgersen et al., 2015). Multiple food scandals across East Asia have resulted in growing consumer demand for safe and quality certified foods. Thai consumers were found to be willing to pay a premium for “safe” vegetables, which are compliant with the pesticide residue limit (Posri, Shankar, Chadbunchachai, 2006). Mergenthaler, Weinberger, and Qaim (2009) show that Vietnamese consumers on average are willing to pay 60% more for vegetables free-from chemicals.

Product familiarity, involvement, and the relationship between price and quality were identified to activate the differences in utilization of specific intrinsic and extrinsic characteristics (Lee & Lou, 1995). Past studies have also identified consumer patriotism and consumer ethnocentrism affect consumer reliance on extrinsic or intrinsic characteristics (Han, 1988; Shimp & Sharma, 1987). Consumers high in patriotism and ethnocentrism were shown to be more prone to look for

country-of-origin information. Individual consumption orientation, as one of the consequences of ethnocentrism, may play an important role in consumer evaluations of the product based on its intrinsic and extrinsic characteristics. Consumer predisposition to global, local, or glocal orientation may intervene in the decision-making process. For example, locally-oriented consumers might be more driven by intrinsic cues due to the ability to determine the freshness of the product. However, sustainability claims might be more pertinent to the globally-oriented consumer, as they have an elevated environmental concern.

2.4. Consumption Orientation and the Use of Intrinsic and Extrinsic Attributes

2.4.1. Country-of-Origin (COO)

Westjohn et al. (2012) adopt Swann's (1983) self-verification theory in order to explain consumer preferences for globally- versus locally-positioned advertisements based on consumers' global and local identity. The self-verification theory holds that "people are motivated to maximize the extent to which their experiences confirm and reinforce their self-views" (Swann, 2011: p.26), and suggests that consumers seek to reinforce and confirm their identities through their beliefs, attitudes, and behaviors (Westjohn et al., 2012).

Similarly to Westjohn et al. (2012), we base the explanation of the relationship between consumption orientation and preference for product attributes, such as country-of-origin, in self-verification theory. We propose that consumers will have a higher preference for products with a country of origin that reflects their glocal, local, or global consumption orientation. In the context of self-verification theory, the choice of a product with foreign versus domestic origin reinforces the identity of the individual, in this case, an individual's glocal, global, or local orientation. In this paper, we define Global products to be products with a non-domestic origin

and global or foreign brands. We define local products are considered to be comprised of locally-produced goods, and local brands.

Global consumption orientation shows that consumers prefer Global products more often than Local Products. However, we argue that consumers with a global orientation, having more world-mindedness than consumers with a local orientation, do not entirely reject consuming either locally- or domestically- produced products. Placing lower importance on the products country-of-origin, and considering both domestic and foreign products, does not threaten consumers' self-views of being "global." Local consumption orientation indicates that there is a clear distinction between Glocal and Local products in the consumer minds, with Local products being the dominating alternative. We argue that consumers with local orientation tend to have the strongest preference for domestically produced products, almost rejecting the possibility of consuming non-domestically produced products. Only domestic products allow these consumers to confirm their self-view as "local," raising the importance of product origin attribute. This may lead to local consumers attaching the highest value to country-of-origin among the three consumption orientations, making this group have the narrowest product consideration set among the three orientations.

Glocal consumption orientation means that there is no preference for either global or local products, even though the consumer distinguishes between global and local products. As suggested earlier, consumers with glocal orientation might have equal preferences for both global and local products. In addition, Alden et al. (2006) operationalized glocalization as "holding a positive attitude to a mix of home cultural and global cultural consumption choices" (p. 236). This should result in the lowest importance for the country-of-origin attribute, and the preferences towards domestic or foreign origin to be lower than that of local, and higher for

global orientation. In this case, we could also call these glocal consumers to be the most “inclusive” in their preferences among the orientations described.

2.4.2. Sustainability

There seems to be no clearly established relationship between environmental concerns and consumer consumption orientation. There are few examples related to sustainability and possible antecedents of the consumption orientation like cosmopolitanism. For example, Grinstein and Riefler (2015) that cosmopolitan consumers have elevated environmental concerns, have a tendency for sustainable behavior and qualify to be a primary target for messages regarding sustainability and environmental issues compared to a non-cosmopolitan consumer. However, at the same time, cosmopolitan consumers, by definition, behave in a less sustainable way, for example, by traveling and purchasing foreign products and exotic goods from all over the world (Grinstein & Riefler, 2015).

Steenkamp and Jong (2010), looking at consumer-domain specific values, found that people scoring high on environmentalism are more likely to have a positive attitude toward and buy local products. This also goes along with Tomlinson’s (1999) statement on “environmental local fundamentalism” that expresses one’s support of the immediate environment and a lack of interest towards any other areas. However, Nijssen and Douglas (2008) found that globally-oriented consumers are more like to engage in socially and environmentally responsible behavior.

2.4.3. Animal Welfare

There is no research found regarding the attitudes of locally- and globally-oriented consumers towards fair animal treatment. Animal welfare attributes could be considered similar to

environmental concern since both correspond to more altruistic interests with ethical and moral motivations. Especially considering that attention to animal welfare is a two-fold process, including respect for animals and their impact on the environment interdependently (Caracciolo et al., 2016). However, enhanced animal welfare does not always correspond to the reduced environmental impact (Cembalo et al., 2016; Caracciolo et al., 2016).

According to Steenkamp and Jong (2010), attitudes toward global products are negatively related to traditions and conformity. Additionally, Cembalo et al. (2016) found that the tradition and conformity values, associated with local consumption orientation are negatively associated with “animal welfarism” (p. 249). Moreover, Worsley and Lea (2008) propose that those who hold strong egalitarian versus traditional conformity values may be more concerned about animal welfare than others.

Animal welfare is traditionally less of a top-of-mind issue for consumers in emerging markets. For example, consumers in China prefer industrial pig production systems and embrace pig confinement as it secures the safety of the final product, leanness, and consistent quality (de Barcellos et al., 2013). Hence, the animal welfare attribute, related to the general world-mindedness, might be more critical to globally-oriented consumers.

2.4.4. Food Safety

The issue of food safety has appeared in political agendas and public discourse in both developed and developing countries over the last few decades (Worsley & Lea, 2008). Several papers have investigated consumer perception of food safety, and factors that affect consumer attitudes toward product attributes expressing food safety (e.g., Cicia et al., 2016; Ortega et al., 2009,

2011). However, there seems to be a lack of knowledge on the impact of consumption orientation regarding consumers' preference for food safety.

From a general values perspective, people that have strong traditional conformity values and that have positive attitudes toward local products (Steenkamp & Jong, 2010) seem to be more concerned with food safety issues and regulations (Worsley & Lea, 2008). Locally-oriented consumers might also be more aware of domestic food safety issues as they are more likely to follow local events and be connected with the local community (Zhang & Khare, 2009).

2.4.5. Extrinsic versus Intrinsic Attributes

Intrinsic attributes, like color, texture, and overall appearance, often serve as search attributes at the point-of-sale, indicating the quality and freshness of the product, thus providing value to the consumer (Grunert et al., 2015; Aqueveque, 2006). Locally-oriented consumers might place more emphasis on intrinsic cues due to their preference of short supply chains and direct contact with sellers in emerging markets, Attachment of globally-oriented consumers to the world as a whole and their tendency to know global events, news, and trends (Zhang & Khare, 2009), might lead to a higher significance of extrinsic attributes, like branding and labeling, in the decision-making process.

3. Materials and Methods

In cooperation with a global marketing research agency, 6,011 consumers from countries with emerging markets in Asia (China, Vietnam, Singapore, and Thailand) and in South America (Brazil and Colombia) were recruited to participate in an online questionnaire for this study. Participants were provided with an opportunity to respond in either English or the national language of the country, in which the questionnaire was administered. All questions were

rigorously translated to native languages of the six tested countries using a backward-double translating process.

The questionnaire included: measurement instrument for global consumption orientation, discrete choice experiment (DCE) on consumer preference for fresh pork products, and general behavioral and sociodemographic measures.

Food is one of the essential consumption domains, which significantly varies across the globe and has strong ties with ethnic traditions almost everywhere (Cleveland, Laroche, Papadopoulos, 2015). Besides its primary purpose of maintaining life and satisfying hunger, food serves secondary, not less important, goals, such as: facilitating family time, bringing people together, cooking and serving as self-expression, experimenting with exotic foods and meals, and a way of identifying one's culture of origin. Food as a category is especially suited for our purpose because of consumers' need to make choices between the products from the global food chain on the one hand, and short local chains on the other, on a daily basis.

Fresh meat is one of the most prominent food categories, which also is not characterized by the presence of strong brands, thus eliminating the problem of distinguishing the brand effect versus country-of-origin effect. In fact, meat origin is usually clearly stated, and often, even reinforced by law. Fresh meat products do not drastically differ between countries, which makes comparison easier. Additionally, pork products, specifically in Asian countries, not only lack strong brand recognition, but also, more importantly, are not associated with any specific country-of-origin and by default considered to be local.

3.1. Measurement of Consumption Orientation

Consumption orientation in this study was measured using the instrument of consumption orientation first introduced by Alden et al. (2006) followed by the development of additional consumption-related domains by Steenkamp and Jong (2010). We included three such domains: lifestyle, brands, and food. For each of the three consumption-related domains, each respondent had to select one statement out of four that would best describe his/her feelings and matches his/her relative preferences for the four types of orientation: 1) preference for global alternative; 2) preference for localized alternative; 3) preference for a glocal or hybrid alternative; and 4) lack of interest in either product, and/or consumption domain as a whole (Alden et al., 2006; Steenkamp & Jong, 2010; Rielfer, 2012).

3.2. Discrete Choice Experiment

This study included a discrete choice experiment (DCE) in order to investigate consumer preferences for food product attributes based on consumer consumption orientation. DCE has been widely used in marketing to investigate consumer preferences for products and related services (Langen, 2011; Moskowitz, Beckley, Resurreccion, 2012; Silayoi & Speece, 2004; Van Wezemaal, Caputo, Nayga Jr, Chryssochoidis, Verbeke, 2014). DCE asks respondents to make repeated choices from sets of product descriptions, consisting of various combinations of product attributes according to a pre-specified factorial design. Based on these choices, utilities for each individual level of these attributes and the overall importance of each product attribute can be calculated (Louviere, Hensher, Swait, 2000).

Product attributes and levels included in the DCE were developed based on the theoretical background, expert interviews with Danish pork manufacturers, and consumer focus groups in the same countries.

To uncover the preferences of these consumer segments for various product attributes, we focus on exploring the preferences for other intrinsic and extrinsic product attributes for consumers with glocal, local, and global consumption orientation. Therefore, DCE design included eight product attributes with various levels (see Table 1):

- 1) Extrinsic: origin, sustainability, food safety, animal welfare, and price;
- 2) Intrinsic: color, degree of visible fat, and meat type.

Origin included three levels: a) domestically produced pork, b) pork from major supplier of imported pork, c) pork from Denmark. Domestically produced pork was chosen in order to investigate preferences for local products. Pork from major supplier of imported pork represented imported products with a well-known origin. Danish origin was chosen as a foreign, but a less known origin.

Product descriptions were generated using an orthogonal fractional factorial design with ten choice sets presented to each respondent, and consisting of three profiles.

3.3. Other Measures

A direct measure of the perception of products with different origins was also included. The respondents were asked to evaluate the pork produced in their own country and in three foreign countries with regards to their perception of safety, quality, healthiness, tenderness, and taste. Respondents had to respond to four 7-point Likert scales with poles Not Safe/Safe, Bad

Quality/Good Quality, Unhealthy/Healthy, Tough/Tender, and Bad Taste/Good Taste. This allows us to compare the results of the choice experiment to direct measures.

In addition, several behavioral and socio-demographic measures were collected, such as gender, age, income, employment status, marital status, size of the household, children under 16 living in the household, city of residence, and frequency of pork purchase and consumption.

3.4. Data Analysis

First, following Alden et al. (2006), Multiple Correspondence Analysis (MCA) (Hoffman & Franke, 1986) was used to examine the dimensional structure of the consumption orientation data and to determine whether consumers' consumption orientations are consistent across the three tested consumption related domains (i.e., lifestyle, brands, food). After that, Latent Class Analysis (LCA) was performed on the consumption orientation measurement instrument in order to create a latent variable for consumers with global, glocal, and local orientations across different consumption-related domains.

Finally, DCE was performed with these latent classes as a covariate in order to understand the preferences of consumers with different consumption orientations, and the importance they place on various extrinsic and intrinsic product attributes.

Both MCA and LCA were performed using SAS JMP 13. For DCE, a conditional ordered logit model was estimated using Latent Gold Choice 5.1. Glocal, local, and global consumption orientation was included as a known-class division (Fenger, Aschemann-Witzel, Hansen, Grunert, 2015).

3.4.1. MCA of Consumption Orientation

MCA was performed to analyze the dimensional structure of the data, and to check for consistency across the product domains used in this study (lifestyle, brands, food).

First two dimensions explained 38.03% of the variance, with the first dimension accounting for 19.54% with dimension inertia $\lambda=0.59$, and the second – for 18.49% with $\lambda=0.56$. Canonical correlation or dimension inertia (λ) indicates the strength of the relationship between the respondents and the product-consumption domain and can be used as a reliability measure for MCA (Aden et al., 2006). Both measures are sufficiently robust for further analysis.

First dimension supports our expectations that global and local consumption orientations are polar opposites. Also, confirming our expectations, glocal and disinterested orientations, being both hybrid alternatives, are situated in between. Disinterested consumers are located right in between global and local consumption orientations leading one to determine that the brands domain is closer to global, and the food domain is closer to local, expressing a possible inconsistency in the responses across the three product consumption domains. The second dimension contrasts glocal consumption orientation with others.

Based on the visual analysis of the biplot, all three product domains are presented with a high response density within the clusters. This indicates that respondents' orientations were consistent across three consumption domains: lifestyle, brands, and food. Responses from consumers with global, local, and glocal consumption orientation are showing higher response density, while the disinterested respondents are showing much lower response density.

The analysis was repeated on each individual country level, and the results were confirmed across all six countries.

5.2.1. *LCA of Consumption Orientation*

LCA was performed to find four classes of consumers based on their previous answers to the consumption orientation instrument. The final model from the LCA for four clusters resulted in BIC=39627.1 compared to the models with three and five clusters with BIC equaling to 39882.7 and 39695.2, respectively.

The largest cluster is Glocal, followed by Local and Global, with Disinterested being the smallest amongst the four. These results are consistent with other studies looking into the distribution of such clusters (i.e., Cleveland, Aschemann-Witzel, Hansen, Grunert, 2011). Following the procedure from Westjohn et al. (2016), respondents from the disinterested group were removed from further analysis for the following reasons. Based on the MCA, the disinterested cluster has a low response intensity, and could partially overlap with the global and local clusters. In addition, disinterested consumer preferences toward global and local products are not the focus of this paper.

4. Results

The general model for the aggregated dataset includes eight product attributes characterizing the choice alternatives, six countries as covariates, and latent variable grouping respondents into global, local, and glocal segments based on LCA. Given the complexity of the model, and inclusion of the known-class variable from outside of DCE, the model fit is satisfactory with $R^2=0.09$ ($p < .001$).

Table 1 reports the class sizes, choice probabilities, and betas of all attributes for each segment of consumers in the overall model along with relevant p-values and covariate probabilities for each

of the countries. The p-value for Wald(=) statistics indicates heterogeneity in preferences for all tested product attributes except for meat color. This shows that parameters are significantly different between the consumption orientation classes. The meat color attribute showed no significant p-value(Wald=)0.200; therefore the model was adjusted, and the effect of the meat color attribute was merged by fixing the coefficients across all clusters. The country covariate showed significance within the model ($p < .001$).

There were no significant differences between the three classes in terms of demographic characteristics.

- *Insert Table 1 about here* -

The relative importance in Table 2 reports a re-scaled effect of all attributes for each of the classes summing up to 100%. These effects can be used to compare the relative importance of the attributes across latent classes.

- *Insert Table 2 about here* -

Origin is the most important attribute for all three segments, followed by Fat Content, Meat Color, Meat Type, and Safety, although in a different order for the three classes. The least important attributes for all three segments were Sustainability, Price, and Pig Production. The calculations were repeated at the individual country level to identify whether the pattern is consistent across countries.

4.1. Exploring Preferences of Glocal, Global, and Local Consumers to Country-of-Origin Attribute

The relative importance of the Origin attribute for the overall model and individual countries was calculated. As can be seen in Table 2, Origin is the most important attribute for all segments,

with the Local segment placing the highest importance on the Origin attribute (28.5%). It was found that Local consumers are most likely to choose the domestic product with the highest drop in the probability of choosing either of the two other levels of origin corresponding to foreign production. The relative importance of the Origin attribute is also graphically presented in Figure 1.

- *Insert Figure 1 about here* -

This pattern regarding the Origin attribute, where Local segment placing the highest and Global segment placing the lowest importance with the Glocal segment situating itself in between, is similar across most of the countries. The only exceptions are Vietnam and China where the Global segments place slightly higher importance on the Origin attribute than the Glocal segments.

The Glocal segment places higher importance on country-of-origin than the Global segment. Based on these results, one can conclude that consumers with Global orientation place the lowest importance on country-of-origin, which suggests that these consumers are the most inclusive consumers when it comes to the choice between domestic and foreign origin.

Choice probabilities for the Origin attribute levels in the overall model and at individual country level were calculated and are presented in Figure 2. All countries have a p-value(Wald=) $<.001$. The pattern of choice probabilities for country-of-origin stayed the same for all of the tested countries.

- *Insert Figure 2 about here* -

Based on our results, the Global segment is more likely to choose products produced in their home country than any other origin but has a higher likelihood of choosing products with foreign

origin than the other two segments. In addition, the Global segment does not have as steep a change of choice probability from the choice of domestic production to a non-domestic.

The Local segment shows the strongest preference for domestic origin among all consumer segments. This supports our expectations of local consumers to have an almost exclusive preference for domestic production. The global segment does not have as much differentiation between different origins, which could be a sign of the global segment being more open and inclusive in their preference for product origins. Preferences of Glocal consumers are located right in between Glocal and Local consumers.

When respondents were asked to evaluate domestic pork versus foreign pork independently from the DCE, first, consumer responses to questions regarding imported pork products were tested using ANOVA. There was a statistically significant difference between Glocal, Local, and Global groups ($F(2,5530)=30.02, p<.001$). A Tukey post hoc test revealed that respondents with Global orientation evaluated imported pork products significantly higher than respondents with Glocal orientation ($p=0.120$) and with Local orientation ($p<.001$). Respondents with Glocal orientation also showed a significantly higher evaluation of imported pork products than respondents with Local orientation ($p<.001$).

The same analysis was conducted regarding the perception of domestically produced pork. As expected, there was a statistically significant difference between Glocal, Local, and Global groups in this case as well ($F(2,5530)=20.40, p<.001$). A Tukey post-hoc test revealed that respondents with Local orientation evaluated domestically produced pork products statistically significantly higher than respondents with Glocal orientation ($p<.001$), and with Global orientation ($p<.001$). Respondents with Glocal orientation also showed a significantly higher evaluation of imported pork products than respondents with Global orientation ($p<.001$).

These results support the findings described above. Consumers with Local orientation tend to evaluate domestically produced pork higher than consumers with Glocal and Global orientation, respectively. And consumers with Global orientation tend to evaluate imported pork higher than consumers with Glocal and Local orientation.

4.2. Exploring Preferences of Glocal, Global, and Local Consumers to Other Product Attributes

The relative importance levels are calculated for all the attributes from the DCE for the overall model, as shown in Table 1. The results from the total sample reveal that Meat Color did not show a significant difference across the segments. However, exploring other intrinsic characteristics reveal that Glocal and Global segments appear to place higher importance on Fat Content (17.34% and 16.64% respectively), while the Local segment has the highest importance score in Meat Type (12.23%) attribute. The relative importance of intrinsic attributes for both an aggregated sample and individual country are shown in Figure 3.

- *Insert Figure 3 about here* -

The relative importance levels suggest that segments of consumers with Glocal orientation place higher importance on the Sustainability (9.30%) attribute than consumers with Local (6.54%) and Global (4.77%) orientations. Figure 4 shows the relative importance of extrinsic attributes by individual countries.

- *Insert Figure 4 about here* -

Global segment was the highest in preference (5.77%) for the Pig Production attribute among the three segments, with the highest probability of choosing the level “Large scale farm with high-

level animal welfare” (.35), compared to “Large scale industrial farm” (.34) and “Small family farm” (.31), within the segment as shown in Figure 1. Safety attribute was the most important (16.79%) for the Glocal segment, closely followed by Global (14.79%), and Local as the least sensitive (11.35%) to Safety attribute. Regarding price sensitivity, Local was the most price-sensitive segment (11.08%), followed by Global (8.91%) and Glocal (8.26%) segments (see Figure 4).

5. Discussion

Companies use different strategies to communicate their products, services, and business practices on a daily basis. However, multinational global and domestic local companies often do not have clear guidance on how to interpret the effect of ongoing globalization on consumer needs and desires, and how to adapt their business practices accordingly (Steenkamp & Jong, 2010). While prior research shows that globalization can impact consumer cultural self-identities, product preferences, and brand choices (Arnett, 2002; Alden et al., 2006; Strizhakova et al., 2008, 2012; Yang et al., 2011; Zhang & Khare, 2009), it is unclear how it can alter consumer response to business practices beyond their reactions to global/local brand positioning. This work concentrates on the role of consumption orientation in consumer food preferences and in the decision-making process when selecting food. Specifically, we investigate the impact that consumption orientation has on consumer response to a product’s country-of-origin, together with other extrinsic and intrinsic attributes of fresh pork products in emerging markets. This work explores how companies can more effectively communicate their food product attributes in a globalized market to consumers with different consumption orientations. Therefore, the overall

goal of this research is to address how global, local, and glocal consumption orientation impacts the use of product attributes in the decision-making process for consumers in emerging markets.

5.1. Theoretical Implications

This work provides further insights and addresses research gaps in the globalization, culture, and consumer decision-making literature. First, we contribute to the globalization and culture streams of literature by showing that the glocal consumer segment is the result of a complex co-development and co-existence of global and local cultural discourse.

As a result of globalization, individuals around the world have the opportunity to make individual choices regarding the values they want to adopt and the identities they want to embrace (Arnett, 2002). From the perspective of a consumer, globalization is more of a “state of mind” (Friesen, 2003: p. 22), where consumers can take various stances from pro- to anti-globalization (Dimofte et al., 2008), resulting in consumer segments that are more globally- or more locally-oriented, (Strizhakova et al., 2012; Strizhakova & Coulter, 2013). However, consumers in many cultures start to “glocalize,” absorbing global ideas and bonding them with local traditions and customs (Cleveland et al., 2011). The international marketing literature often treats Glocal consumers as consumers whose needs and desires fall somewhere in between global and local orientations (Zhang & Khare, 2009). While this may be true to a certain extent, one should consider Glocal consumers to have not just as a blend of preferences that are in between Global and Local, but as a separate group of consumers with different mindsets, own preferences, and self-views, even though related to the other two segments. For example, Glocal consumers place the highest importance on the Sustainability attribute among the three studied consumer segments. These consumers combine Local’s environmental fundamentalism and

Global's inclusivity of preferences and choices creating a segment most concerned with companies' efforts to reduce the impact on the environment. In our study, consumers with Glocal orientation are the largest segment of consumers. This supports views of the third school of globalization theorists that believe that phenomena of "globalizing the local" and "localizing the global" are happening at the same time (Appadurai, 1990; Robertson, 1992).

Second, this work contributes to the literature by applying the notion of consumption orientation to the distinct domains of food-related consumer behavior. Previous research has mostly focused on the effect of consumption orientation on consumer preferences for globally- (vs. locally-) positioned ads (Nijssen & Douglas, 2008, 2011; Westjohn et al., 2016) and global (vs. local) brands (Alden et al., 2006; Riefler, 2012; Steenkamp & Jong, 2010). Whereas prior research has started to tap into the role of global orientation in consumer attitudes toward general brand messaging (Grinstein & Riefler, 2015; Ng & Batra, 2017; Strizhakova & Coulter, 2019; Westjohn et al., 2016), this work focuses on the role of consumption orientation in the effectiveness of particular food product attributes available for decision-making at the point-of-purchase.

Further, we contribute to country-of-origin and food marketing research by investigating the impact that consumption orientation has on consumer preference for the origin attribute of fresh pork. We show that consumption orientation is an important variable affecting consumer preferences for food products. Food significantly varies across the globe and has strong ties with ethnic traditions almost everywhere (Cleveland et al., 2015). Both local and global cultures play an important role when it comes to consumer food preferences and choice; yet, there is only limited research investigating the effect that globalization has on consumer food preferences (Balabanis & Diamantopoulos, 2016; Cleveland et al., 2015).

Consumer preferences for food products are increasingly more affected by the emergent consumer ideology of locavorism, i.e., strong dominant consumer preference for local food products (Reich et al., 2018). Locavorism can be triggered by the distrust of the global long-distance food system and anti-corporatism (Thompson & Arsel, 2004). However, consumers in emerging markets can associate global food production with higher safety and quality standards than that of their local counterparts. We argue that there is no uniform consumer preference for food product origin in emerging markets, but rather a combination of various consumer profiles whose preferences depend on their consumption orientation.

Our empirical investigation, performed with DCE, reveals that consumption orientation has a significant influence on consumer preferences for a product's country-of-origin. These results validate Westjohn et al.'s (2012) findings that consumers prefer a global or local positioning of products based on their global and local identity. It also offers support to self-verification theory (Swann, 1983), with consumers favoring a product's origin in a way that is congruent with their self-view, and which corresponds to their glocal, local, or global orientation. Local consumers have a significantly stronger preference for local product origin than for non-domestic products, which is consistent with their self-view of "feeling local" and "being the locavore." On the other hand, consumers with global orientation seem to be much more open to different domestic and non-domestic product origins and are willing to choose local options as well as foreign ones, which is consistent with their self-concept of being global and world-minded.

Regarding the country-specific results of the impact that consumption orientation has on origin importance, there is little to no variation between tested countries with emerging markets. The only exception is Vietnam, where one can see the highest importance of the origin attribute in general with the highest preference for domestic and the lowest preference for foreign origins for

all three consumption orientations among all studied countries. This could be explained by the fact that Vietnamese consumers, unlike consumers in other countries in this study, are the least familiar with imported foods and foreign and/or global brands, at least in the food category. Finally, as the majority of applied research dealing with consumption orientation is focused on consumers in developed countries, we contribute to the globalization literature by expanding the scope to consumers in countries with emerging markets.

5.2. Managerial Implications

The overall goal of this work is to provide insights into how multinational global and domestic local companies can interpret the results of ongoing globalization and adapt their business practices to different consumption orientations in a globalized market. There were three types of consumption orientations discussed in this paper: glocal, local, and global. The main result of this research is that consumption orientation plays an important role in understanding consumer response to extrinsic and intrinsic food product attributes at the point-of-purchase. Therefore, when developing a product positioning for international markets, global managers should take into account the effect of globalization that drives consumer choices. They can, therefore, segment consumers in order to create more effective strategies for both new and existing products.

5.2.1. General implications

Our exploration of preferences for extrinsic and intrinsic attributes among consumers with various consumption orientations in emerging markets has led us to a better understanding of their preference profiles when buying food products, here fresh pork.

Product origin turned out to be the most essential attribute of fresh pork for consumers in this study. For all three segments of consumers, i.e., consumers with glocal, local, and global orientation, products with a local origin had a higher probability of being chosen when presented next to a non-domestic product. Except for origin, consumers in emerging markets appear to base their choice more on intrinsic rather than extrinsic attributes. Meat color, the degree of visibility of fat, and meat type are among the most important attributes that drive consumer choice of pork in all three segments of consumers. Trust in intrinsic attributes is explained by the cultural characteristics and long-lived traditions of consumers in emerging markets. These consumers, especially in Asian markets, are used to purchasing fresh meat in open markets that lack branding, safety, and quality claims, guiding their choice by the look of the product, and trust in the seller. Another important attribute across all segments was food safety, which can also be easily explained by widespread food quality scandals and consumers' lack of trust in the food chain. In addition, preference profiles for the three segments can be characterized as follows.

Glocal consumer. Glocal consumers rely on a wide range of extrinsic and intrinsic cues when purchasing a product, with the exception of production scale, and animal welfare. Origin, fat content, and safety dominate in relative importance, closely followed by meat color, meat type, sustainability, and price.

Local consumer. Local consumers use local origin as the single primary cue in purchasing decisions. They take intrinsic cues, the safety of the product, and the price in consideration, but place little importance on sustainability, scale of production, and animal welfare.

Global consumer. Global consumers place equally high importance on origin, meat color, fat content, and safety, followed by the meat type, and price. However, global consumers showed to be the least concerned about the domestic origin amongst the three segments.

5.2.2. Positioning strategies

Local companies with domestic production can take advantage of the consumer segment with local consumption orientation, whose choice is driven predominantly by the product origin and the intrinsic attributes of the products. Local companies have an advantage in combining these product characteristics since domestic product origin can go hand in hand with most preferred visual characteristics of meat, i.e., color or appearance of pork that has just been cut by a butcher. Local companies are closer both to consumers and to the upstream part of the value chain, which enables them to bring about a better match between intrinsic product attributes and consumer preferences. In addition, local firms have access to local channels of distribution, including those outside mainstream retailing channels, which may be better in promoting intrinsic product attributes over mainstream supermarkets, where most products are pre-packed.

Consumers with global orientation are the primary targets of *global companies*. Although the origin is still the most essential attribute, consumers with global consumption orientation pay the least attention to the origin attribute among the three segments of consumers. Global consumers seem to convey greater open-mindedness and are willing to consume products from both local and global origins. However, these consumers are most likely to choose a product based on the intrinsic characteristics of the product like meat color and degree of visible fat. This could be a challenge for exporting companies that sell meat products of foreign origin when the intrinsic characteristics are more difficult to adapt to local preferences, as these companies usually serve multiple markets based on the same input stream of raw materials. In this case, a global manager could place more emphasis on extrinsic attributes, most notably on the safety of their offerings. For example, they can use front-of-package claims like “government inspected and controlled,” “guaranteed disease-free,” and “highest quality guaranteed.” Additional examples of displaying

food safety through package claims could be “organic,” “raised without the use of antibiotics,” and “no additives, supplements, and artificial ingredients.”

Consumers with a glocal consumption orientation could potentially be an even more attractive target group for global companies that are willing to include a mix of exported products, brands with foreign origins, and locally-produced items in their product portfolios. These consumers successfully combine globally recognized values with their local way of life and express a desire for products with both local and global origins. Glocalized consumers rely on a wide range of product characteristics when purchasing pork products, including intrinsic attributes along with food safety and environmental friendliness of the production method, and the sustainability focus of the company in general.

5.2.3. Online and social media marketing

Online selling and social media marketing are rapidly developing in emergent markets. China is among the leading countries worldwide both in terms of volume of online sales of fresh groceries and in terms of growth rates, but also in Thailand and Vietnam growth is considerable (Harris, 2017). Online selling and social media provide unique opportunities when addressing consumer target groups based on their consumption orientation and, ensuingly, their preference for specific intrinsic and extrinsic product attributes.

Online shopping prevents physical inspection of products before purchase, but in turn, provides extended possibilities for communicating extrinsic product attributes beyond the constraints of the product label. In addition, online communication is not hampered by physical distances (Whitelock, Cadogan, Okazaki, Taylor, 2013), which makes it an obvious choice for global companies trying to address global consumers by emphasizing extrinsic attributes like safety and

sustainability (Jin, Li, Li, 2017). At the same time, social media allows community building across national boundaries, and global companies can support this by linking it to the process of building a global brand image.

Local companies addressing consumers with a local consumption orientation can use online selling as a low-cost alternative to traditional retailing. Additionally, they can combine online selling with social media for local community building for merging online bonding with physical meeting places and for directing consumers to sales locations that emphasize local products (Elghannam, Escribano, Mesias, 2017).

5.3. Limitations and Future Research

The paper attempts to make a contribution to the relationship that consumption orientation has with consumer preferences for product origin and other product attributes. However, it is based on one product category only. This research could be replicated not only for other food categories but also for other fast-moving consumer goods.

Similar research needs to be performed in other parts of the world. For example, it would be interesting to see the difference between Asian, European, and North American consumers, including discussion of individualistic versus collectivistic societies. Further research is needed to study glocal consumption orientation, and Glocal consumers as these have often been neglected in behavioral studies that focus on global versus local identities and consumption orientations.

References

- Acebrón, L. B., & Dopico, D. C. (2000). The importance of intrinsic and extrinsic cues to expected and experienced quality: an empirical application for beef. *Food Quality and Preference*, 11(3), 229-238.
- Akaka, M. A., & Alden, D. L. (2010). Global brand positioning and perceptions: International advertising and global consumer culture. *International Journal of Advertising*, 29(1), 37-56.
- Alden, D. L., Steenkamp, J.-B. E., & Batra, R. (1999). Brand positioning through advertising in Asia, North America, and Europe: The role of global consumer culture. *The Journal of Marketing*, 75-87.
- Alden, D. L., Steenkamp, J.-B. E., & Batra, R. (2006). Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. *International Journal of Research in Marketing*, 23(3), 227-239.
- Appadurai, A. (1990). Disjuncture and difference in the global cultural economy. *Theory, Culture & Society*, 7(2), 295-310.
- Aqueveque, C. (2006). Extrinsic cues and perceived risk: the influence of consumption situation. *Journal of Consumer Marketing*, 23(5), 237-247.
- Arnett, J. J. (2002). The psychology of globalization. *American Psychologist*, 57(10), 774.
- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868-882.
- Arnould, E. J., & Thompson, C. J. (Eds.). (2018). *Consumer Culture Theory*. Sage.
- Asioli, D., Varela, P., Hersleth, M., Almli, V. L., Olsen, N. V., & Naes, T. (2017). A discussion of recent methodologies for combining sensory and extrinsic product properties in consumer studies. *Food Quality and Preference*, 56, 266-273.
- Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. *Journal of the Academy of Marketing Science*, 32(1), 80-95.
- Balestrini, P., & Gamble, P. (2006). Country-of-origin effects on Chinese wine consumers. *British Food Journal*, 108(5), 396-412.
- Bartsch, F., Riefler, P., & Diamantopoulos, A. (2016). A taxonomy and review of positive consumer dispositions toward foreign countries and globalization. *Journal of International Marketing*, 24(1), 82-110.
- Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J.-B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of Consumer Psychology*, 9(2), 83-95.
- Bernués, A., Olaizola, A., & Corcoran, K. (2003). Extrinsic attributes of red meat as indicators of quality in Europe: an application for market segmentation. *Food Quality and Preference*, 14(4), 265-276.

- Brečić, R., Mesić, Ž., & Cerjak, M. (2017). Importance of intrinsic and extrinsic quality food characteristics by different consumer segments. *British Food Journal*, *119*(4), 845-862.
- Brunso, K., Verbeke, W., Ottar Olsen, S., & Fruensgaard Jeppesen, L. (2009). Motives, barriers and quality evaluation in fish consumption situations: Exploring and comparing heavy and light users in Spain and Belgium. *British Food Journal*, *111*(7), 699-716.
- Burgess, S. M., & Steenkamp, J. B. E. (2006). Marketing renaissance: How research in emerging markets advances marketing science and practice. *International Journal of Research in Marketing*, *23*(4), 337-356.
- Burgess, S. M., & Steenkamp, J. B. E. (2013). Introduction to the special issue on marketing in emerging markets. *International Journal of Research in Marketing*, *30*(1), 1-3.
- Caracciolo, F., Cicia, G., Del Giudice, T., Cembalo, L., Krystallis, A., Grunert, K. G., & Lombardi, P. (2016). Human values and preferences for cleaner livestock production. *Journal of Cleaner Production*, *112*, 121-130.
- Cembalo, L., Caracciolo, F., Lombardi, A., Del Giudice, T., Grunert, K. G., & Cicia, G. (2016). Determinants of individual attitudes toward animal welfare-friendly food products. *Journal of Agricultural and Environmental Ethics*, *29*(2), 237-254.
- Cicia, G., Caracciolo, F., Cembalo, L., Del Giudice, T., Grunert, K. G., Krystallis, A., ... & Zhou, Y. (2016). Food safety concerns in urban China: Consumer preferences for pig process attributes. *Food Control*, *60*, 166-173.
- Cleveland, M., & Laroche, M. (2007). Acculturaton to the global consumer culture: Scale development and research paradigm. *Journal of Business Research*, *60*(3), 249-259.
- Cleveland, M., Laroche, M., & Papadopoulos, N. (2015). You are what you speak? Globalization, multilingualism, consumer dispositions and consumption. *Journal of Business Research*, *68*(3), 542-552.
- Cleveland, M., Papadopoulos, N., & Laroche, M. (2011). Identity, demographics, and consumer behaviors International market segmentation across product categories. *International Marketing Review*, *28*(3), 244-266.
- de Barcellos, M. D., & Lionello, R. L. (2011). Consumer market for functional foods in south Brazil. *International Journal on Food System Dynamics*, *2*(2), 126-144.
- de Barcellos, M. D., Grunert, K. G., Zhou, Y., Verbeke, W., Perez-Cueto, F. J., & Krystallis, A. (2013). Consumer attitudes to different pig production systems: a study from mainland China. *Agriculture and Human Values*, *30*(3), 443-455.
- Dimofte, C. V., Johansson, J. K., & Ronkainen, I. A. (2008). Cognitive and affective reactions of US consumers to global brands. *Journal of International Marketing*, *16*(4), 113-135.
- Edge, J. (Ed.). (2006). *(Re-) locating TESOL in an Age of Empire*. Springer.
- Elghannam, A., Escribano, M., & Mesias, F. (2017). Can social networks contribute to the development of short supply chains in the Spanish agri-food sector? *New Medit*, *16*(1), 36-42.

- Endrizzi, I., Torri, L., Corollaro, M. L., Demattè, M. L., Aprea, E., Charles, M., ... & Gasperi, F. (2015). A conjoint study on apple acceptability: Sensory characteristics and nutritional information. *Food Quality and Preference*, *40*, 39-48.
- Espejel, J., Fandos, C., & Flavián, C. (2007). The role of intrinsic and extrinsic quality attributes on consumer behaviour for traditional food products. *Managing Service Quality: An International Journal*, *17*(6), 681-701.
- Espinoza-Ortega, A., Martínez-García, C. G., Thomé-Ortiz, H., & Vizcarra-Bordi, I. (2016). Motives for food choice of consumers in Central México. *British Food Journal*, *118*(11), 2744-2760.
- Fandos, C., & Flavián, C. (2006). Intrinsic and extrinsic quality attributes, loyalty and buying intention: an analysis for a PDO product. *British Food Journal*, *108*(8), 646-662.
- Fasolo, B., McClelland, G. H., & Todd, P. M. (2007). Escaping the tyranny of choice: When fewer attributes make choice easier. *Marketing Theory*, *7*(1), 13-26.
- Fenger, M. H., Aschemann-Witzel, J., Hansen, F., & Grunert, K. G. (2015). Delicious words—Assessing the impact of short storytelling messages on consumer preferences for variations of a new processed meat product. *Food Quality and Preference*, *41*, 237-244.
- Friesen, G. B. (2003). Globalization It's just another state of mind. *Consulting to Management*, *14*(2), 19.
- Ger, G., & Belk, R. W. (1996). Cross-cultural differences in materialism. *Journal of Economic Psychology*, *17*(1), 55-77.
- Giddens, A. (2000). The Second Globalization Debate'. *The Third Culture*.
- Glitsch, K. (2000). Consumer perceptions of fresh meat quality: cross-national comparison. *British Food Journal*, *102*(3), 177-194.
- Gorton, M., Sauer, J., & Supatpongkul, P. (2011). Wet markets, supermarkets and the “big middle” for food retailing in developing countries: evidence from Thailand. *World Development*, *39*(9), 1624-1637.
- Grinstein, A., & Riefler, P. (2015). Citizens of the (green) world? Cosmopolitan orientation and sustainability. *Journal of International Business Studies*, *46*(6), 694-714.
- Grunert, K. G., Loose, S. M., Zhou, Y., & Tinggaard, S. (2015). Extrinsic and intrinsic quality cues in Chinese consumers' purchase of pork ribs. *Food Quality and Preference*, *42*, 37-47.
- Hall, J., Viney, R., Haas, M., & Louviere, J. (2004). Using stated preference discrete choice modeling to evaluate health care programs. *Journal of Business Research*, *57*(9), 1026-1032.
- Han, C. M. (1988). The role of consumer patriotism in the choice of domestic versus foreign products. *Journal of Advertising Research*, *2*, 25-32.
- Harris, B. (2017). Which countries buy the most groceries online? World Economic Forum, . [online] Retrieved from <https://www.weforum.org/agenda/2017/12/south-koreans-buy-the-most-groceries-online-by-far/> [15.07.2019]

- Hassan, S. S., & Katsanis, L. P. (1991). Identification of global consumer segments: a behavioral framework. *Journal of International Consumer Marketing*, 3(2), 11-28.
- Hassan, S. S., & Katsanis, L. P. (1994). *Global Market Segmentation Strategies and Trends* (pp. 47-62). New York: International Business Press.
- Hoffman, D. L., & Franke, G. R. (1986). Correspondence analysis: graphical representation of categorical data in marketing research. *Journal of Marketing Research*, 23(3), 213-227.
- Holton, R. (2000). Globalization's cultural consequences. *The Annals of the American Academy of Political and Social Science*, 570(1), 140-152.
- Jin, S., Li, H., & Li, Y. (2017). Preferences of Chinese consumers for the attributes of fresh produce portfolios in an e-commerce environment. *British Food Journal*, 119(4), 817-829.
- Kamakura, W. A., & Mazzon, J. A. (2013). Socioeconomic status and consumption in an emerging economy. *International Journal of Research in Marketing*, 30(1), 4-18.
- Kotabe, M. M., & Helsen, K. (2009). *Global Marketing Management*. Wiley Global Education.
- Langen, N. (2011). Are ethical consumption and charitable giving substitutes or not? Insights into consumers' coffee choice. *Food Quality and Preference*, 22(5), 412-421.
- Lee, M., & Lou, Y. C. (1995). Consumer reliance on intrinsic and extrinsic cues in product evaluations: a conjoint approach. *Journal of Applied Business Research*, 12(1), 21.
- Loebnitz, N., Schuitema, G., & Grunert, K. G. (2015). Who buys oddly shaped food and why? Impacts of food shape abnormality and organic labeling on purchase intentions. *Psychology & Marketing*, 32(4), 408-421.
- Louviere, J. J., Hensher, D. A., & Swait, J. D. (2000). *Stated Choice Methods: Analysis and Applications*. Cambridge university press.
- Markovina, J., Stewart-Knox, B. J., Rankin, A., Gibney, M., de Almeida, M. D. V., Fischer, A., ... & Frewer, L. J. (2015). Food4Me study: Validity and reliability of Food Choice Questionnaire in 9 European countries. *Food Quality and Preference*, 45, 26-32.
- Mergenthaler, M., Weinberger, K., & Qaim, M. (2009). Consumer valuation of food quality and food safety attributes in Vietnam. *Review of Agricultural Economics*, 31(2), 266-283.
- Merz, M. A., He, Y., & Alden, D. L. (2008). A categorization approach to analyzing the global consumer culture debate. *International Marketing Review*, 25(2), 166-182.
- Moskowitz, H. R., Beckley, J. H., & Resurreccion, A. V. (2012). *Sensory and Consumer Research in Food Product Design and Development*. John Wiley & Sons.
- Ng, S., & Batra, R. (2017). Regulatory goals in a globalized world. *Journal of Consumer Psychology*, 27(2), 270-277.
- Nijssen, E. J., & Douglas, S. P. (2008). Consumer world-mindedness, social-mindedness, and store image. *Journal of International Marketing*, 16(3), 84-107.

- Nijssen, E. J., & Douglas, S. P. (2011). Consumer world-mindedness and attitudes toward product positioning in advertising: An examination of global versus foreign versus local positioning. *Journal of International Marketing*, 19(3), 113-133.
- Olson, J. C. (1976). *Price as an Informational Cue: Effects on Product Evaluations* (No. 43). College of Business Administration, Pennsylvania State University.
- Olson, J. C., & Jacoby, J. (1972). Cue utilization in the quality perception process. *ACR Special Volumes*.
- Ortega, D. L., Wang, H. H., & Wu, L. (2009). Food safety and demand: Consumer preferences for imported pork in urban China. *Journal of Food Distribution Research*, 40(856-2016-57813), 52.
- Ortega, D. L., Wang, H. H., Wu, L., & Olynk, N. J. (2011). Modeling heterogeneity in consumer preferences for select food safety attributes in China. *Food Policy*, 36(2), 318-324.
- Posri, W., Shankar, B., & Chadbunchachai, S. (2006). Consumer attitudes towards and willingness to pay for pesticide residue limit compliant “safe” vegetables in Northeast Thailand. *Journal of International Food & Agribusiness Marketing*, 19(1), 81-101.
- Reich, B. J., Beck, J. T., & Price, J. (2018). Food as ideology: Measurement and Validation of Locavorism. *Journal of Consumer Research*, 45(4), 849-868.
- Richardson, P. S., Dick, A. S., & Jain, A. K. (1994). Extrinsic and intrinsic cue effects on perceptions of store brand quality. *Journal of Marketing*, 58(4), 28-36.
- Riefler, P. (2012). Why consumers do (not) like global brands: The role of globalization attitude, GCO and global brand origin. *International Journal of Research in Marketing*, 29(1), 25-34.
- Ritzer, G. (1993). McDonaldization. *The Blackwell Encyclopedia of Sociology*, 1-3.
- Robertson, R. (1992). *Globalization: Social Theory and Global Culture* (Vol. 16). Sage.
- Roitner-Schobesberger, B., Darnhofer, I., Somsook, S., & Vogl, C. R. (2008). Consumer perceptions of organic foods in Bangkok, Thailand. *Food Policy*, 33(2), 112-121.
- Rokka, J., & Uusitalo, L. (2008). Preference for green packaging in consumer product choices—do consumers care?. *International Journal of Consumer Studies*, 32(5), 516-525.
- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal of Marketing Research*, 280-289.
- Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106(8), 607-628.
- Steenkamp, J. B. (2019a). Reflections on defining global brands, fragmentation and segmentation, and the emergence of richer brandscapes. *International Marketing Review*.
- Steenkamp, J. B. (2019b). The uncertain future of globalization: implications for global consumer culture and global brands. *International Marketing Review*.

- Steenkamp, J. B. E. (1997). Dynamics in consumer behavior with respect to agricultural and food products. In *Agricultural Marketing and Consumer Behavior in a Changing World* (pp. 143-188). Springer, Boston, MA.
- Steenkamp, J. B. E., Batra, R., & Alden, D. L. (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*, 34(1), 53-65.
- Steenkamp, J.-B. E., & de Jong, M. G. (2010). A global investigation into the constellation of consumer attitudes toward global and local products. *Journal of Marketing*, 74(6), 18-40.
- Strizhakova, Y., & Coulter, R. A. (2013). The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity. *International Journal of Research in Marketing*, 30(1), 69-82.
- Strizhakova, Y., & Coulter, R. A. (2019). Spatial distance construal perspectives on cause-related marketing: the importance of nationalism in Russia. *Journal of International Marketing*, 27(1), 38-55.
- Strizhakova, Y., Coulter, R. A., & Price, L. L. (2008). Branded Products as a Passport to Global Citizenship: Perspectives from Developed and Developing Countries. *Journal of International Marketing*, 16(4), 57-85.
- Strizhakova, Y., Coulter, R. A., & Price, L. L. (2012). The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace. *International Journal of Research in Marketing*, 29(1), 43-54.
- Swann Jr, W. B. (1983). Self-verification: Bringing social reality into harmony with the self. *Social Psychological Perspectives on the Self*, 2, 33-66.
- Swann Jr, W. B. (2011). Self-verification theory. *Handbook of Theories of Social Psychology*, 2, 23-42.
- Teas, R. K., & Agarwal, S. (2000). The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. *Journal of the Academy of Marketing Science*, 28(2), 278-290.
- Thøgersen, J., de Barcellos, M. D., Perin, M. G., & Zhou, Y. (2015). Consumer buying motives and attitudes towards organic food in two emerging markets: China and Brazil. *International Marketing Review*, 32(3/4), 389-413.
- Thompson, C. J., & Arsel, Z. (2004). The Starbucks brandscape and consumers'(anticorporate) experiences of glocalization. *Journal of Consumer Research*, 31(3), 631-642.
- Tomlinson, J. (1999). *Globalization and Culture*. University of Chicago Press.
- Van Wezemael, L., Caputo, V., Nayga Jr, R. M., Chryssochoidis, G., & Verbeke, W. (2014). European consumer preferences for beef with nutrition and health claims: A multi-country investigation using discrete choice experiments. *Food Policy*, 44, 167-176.
- Verbeke, W., De Smet, S., Vackier, I., Van Oeckel, M. J., Warnants, N., & Van Kenhove, P. (2005). Role of intrinsic search cues in the formation of consumer preferences and choice for pork chops. *Meat Science*, 69(2), 343-354.

- Wang, O., De Steur, H., Gellynck, X., & Verbeke, W. (2015). Motives for consumer choice of traditional food and European food in mainland China. *Appetite*, 87, 143-151.
- Westjohn, S. A., Arnold, M. J., Magnusson, P., & Reynolds, K. (2016). The Influence of Regulatory Focus on Global Consumption Orientation and Preference for Global Versus Local Consumer Culture Positioning. *Journal of International Marketing*, 24(2), 22-39.
- Westjohn, S. A., Singh, N., & Magnusson, P. (2012). Responsiveness to global and local consumer culture positioning: A personality and collective identity perspective. *Journal of International Marketing*, 20(1), 58-73.
- Whitelock, J., Cadogan, J. W., Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: theoretical challenges and future directions. *International Marketing Review*, 30, 56-71.
- Williams, M., Pehu, E., & Ragasa, C. (2006). Functional foods: opportunities and challenges for developing countries. [online] Retrieved from <https://openknowledge.worldbank.org/bitstream/handle/10986/9594/376830Note191FunctionalFoods01PUBLIC1.pdf?sequence=1> [14.03.2019]
- Worsley, A., & Lea, E. (2008). Consumer concerns about food and health: examination of general and specific relationships with personal values and demographics. *British Food Journal*, 110(11), 1106-1118.
- Yang, D. Y. J., Chiu, C. Y., Chen, X., Cheng, S. Y., Kwan, L. Y. Y., Tam, K. P., & Yeh, K. H. (2011). Lay psychology of globalization and its social impact. *Journal of Social Issues*, 67(4), 677-695.
- Yip, G. S. (2003). Total global strategy II, 2. Aufl., Upper Saddle River.
- Zhang, Y. L., & Khare, A. (2009). The Impact of Accessible Identities on the Evaluation of Global versus Local Products. *Journal of Consumer Research*, 36(3), 524-537.

Table 1

Choice probability for aggregated 3-known-class (Glocal, Local, and Global consumption orientation) model from DCE

Class	Class 1: Glocal			Class 2: Local			Class 3: Global			p-value (Wald=)
	Choice prob.	Beta		Choice prob.	Beta		Choice prob.	Beta		
Class size (%)	61.59			24.36			14.05			
<i>Meat Color</i>										
pale pinkish to white	.25	.01	ns	.25	-.01	ns	.25	-.05	*	
reddish pink	.30	.19	***	.30	.18	***	.30	.17	***	.20
red	.24	-.03	*	.24	-.03	ns	.24	-.01	ns	
dark red	.21	-.17	***	.21	-.14	***	.21	-.12	***	
<i>Fat Content</i>										
almost no visible fat	.38	.14	***	.37	.12	***	.37	.11	***	<.001
some visible fat	.39	.17	***	.37	.11	***	.36	.08	***	
a lot of visible fat	.24	-.31	***	.26	-.23	***	.27	-.19	***	
<i>Safety</i>										
no info	.24	-.30	***	.28	-.18	***	.28	-.17	***	<.001
government inspected and controlled	.39	.17	***	.37	.11	***	.35	.07	***	
guaranteed disease free	.37	.12	***	.36	.08	***	.37	.10	***	
<i>Pig Production</i>										
small family farm	.32	-.04	***	.33	-.02	ns	.31	-.07	***	<.05
large scale industrial farm	.33	-.02	**	.33	-.02	ns	.34	.03	‡	
large scale farm with high level of animal welfare	.35	.06	***	.35	.04	**	.35	.04	*	
<i>Sustainability</i>										
no focus on reducing environmental impact	.29	-.15	***	.30	-.09	***	.32	-.05	**	<.001

low to medium environmental impact	.34	.03	***	.34	.01	ns	.34	.02	ns	
hardly any negative environmental impact	.37	.12	***	.36	.08	***	.34	.03	‡	
<i>Origin</i>										
home country	.45	.34	***	.51	.48	***	.39	.18	***	<.001
Denmark	.30	-.07	***	.26	-.20	***	.34	.03	ns	
major import	.25	-.27	***	.24	-.28	***	.27	-.21	***	
<i>Meat Type</i>										
freshly cut by the butcher	.39	.15	***	.39	.17	***	.36	.09	***	<.001
precut and chilled	.33	-.01	ns	.32	-.02	ns	.33	-.01	ns	
frozen	.29	-.15	***	.29	-.14	***	.31	-.08	***	
<i>Price</i>										
market price - 20%	.36	.08	***	.37	.12	***	.36	.08	***	<.001
market price	.36	.07	***	.34	.04	*	.33	.00	ns	
market price + 20%	.28	-.15	***	.28	-.16	***	.31	-.08	***	
<i>Covariates</i>										
<i>Country</i>										
Vietnam	.18	.10	***	.15	-.12	***	.16	.02	ns	
Thailand	.16	-.03	*	.18	.06	***	.17	-.04	*	
Singapore	.17	.06	***	.14	-.10	***	.17	.04	**	<.001
Brazil	.15	-.15	***	.19	.08	***	.19	.07	***	
Colombia	.17	.02	ns	.19	.14	***	.14	-.16	***	
China	.17	.00	ns	.16	-.07	***	.18	.07	***	

Note. Class size is the overall class probability $P_b(x)$. Covariate probability is the probability of being in particular covariate level (b) given that one belongs to latent class x.

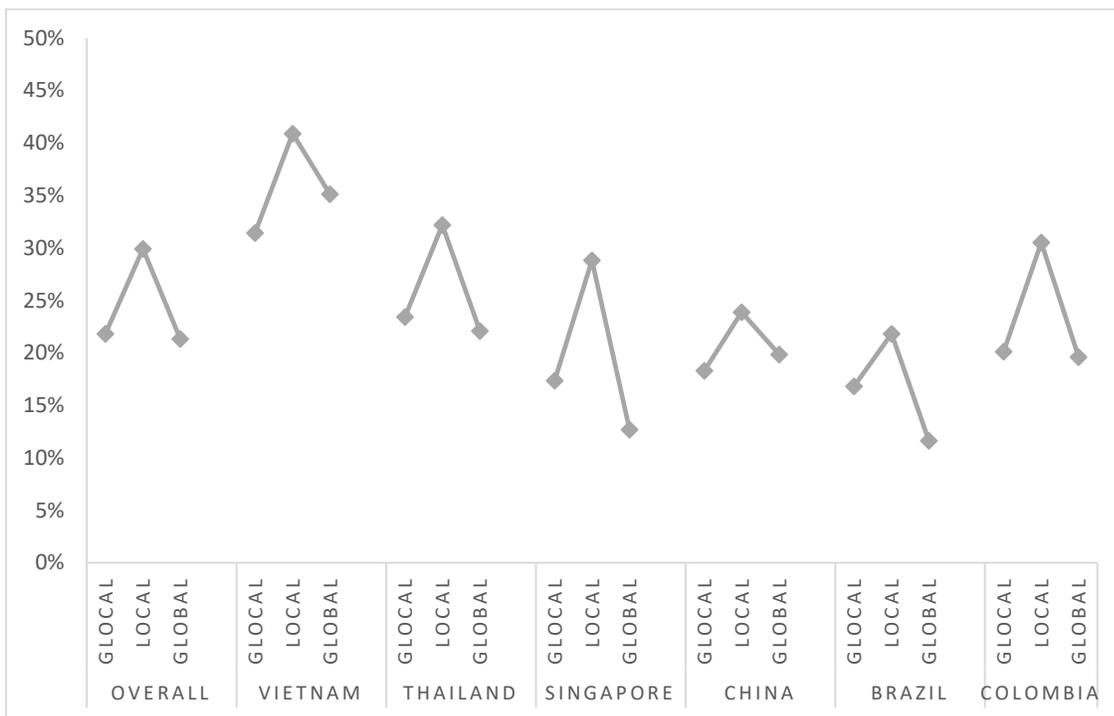
ns $p > .05$; ‡ $p \leq .10$; * $p \leq .05$; ** $p \leq .01$; *** $p \leq .001$

Table 2

The relative importance of the attributes across all countries

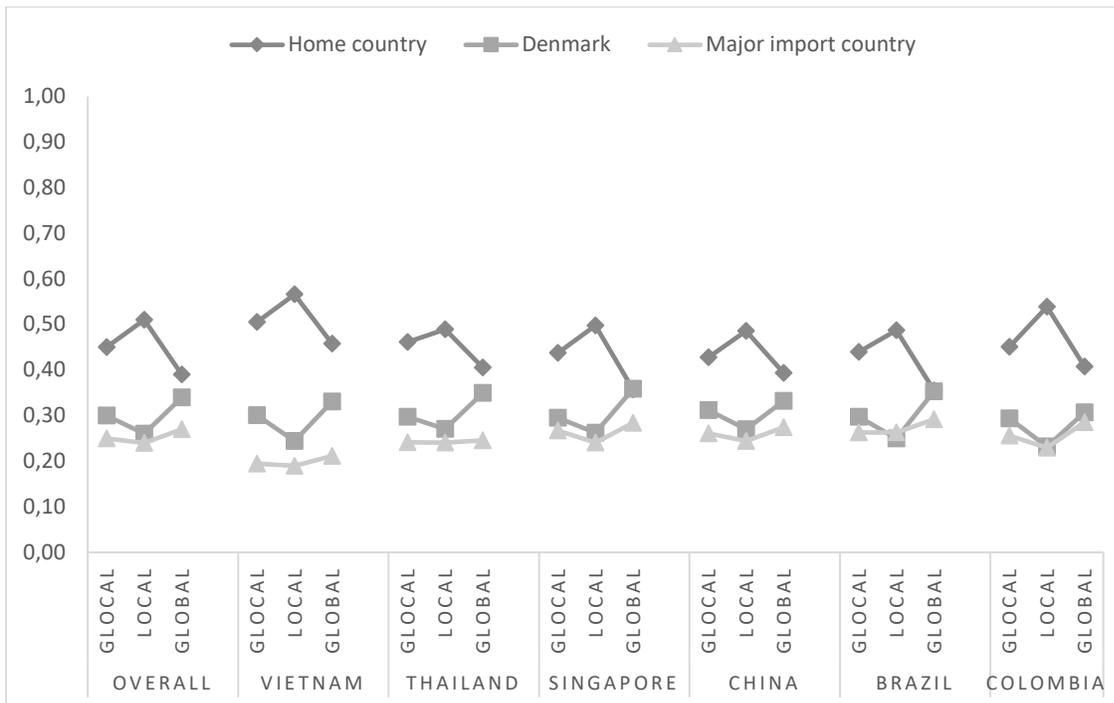
Class	Class1	Class2	Class3
Group name	Glocal	Local	Global
<i>Relative importance (%)</i>			
Meat Color	12.06	13.25	18.60
Fat Content	17.34	13.41	16.64
Safety	16.79	11.35	14.79
Pig Production	3.66	2.27	5.77
Sustainability	9.30	6.54	4.77
Origin	21.83	29.94	21.33
Meat Type	10.75	12.23	9.19
Price	8.26	11.02	8.91
Total, %	100	100	100

Figure 1. The relative importance of Origin attribute by segments and individual countries from DCE



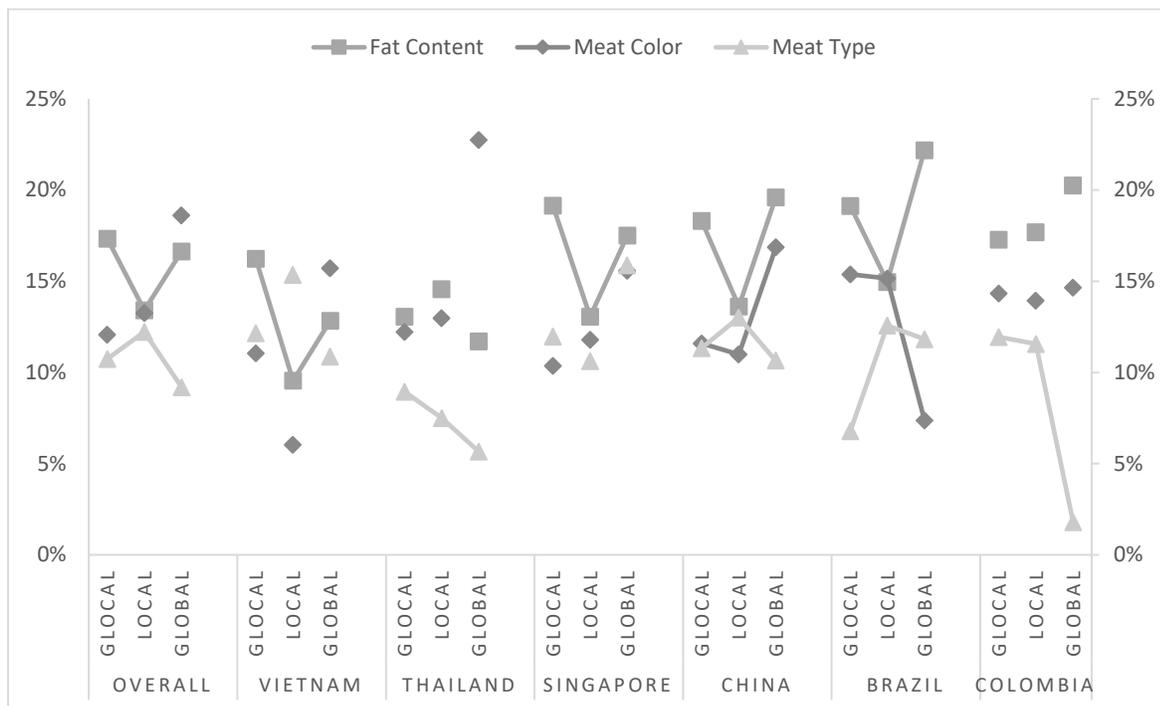
Note. The differences between segments were significant for both overall sample and individual countries ($p(\text{Wald}) < .001$)

Figure 2. The choice probabilities for Origin attributed levels by segments and individual countries from DCE



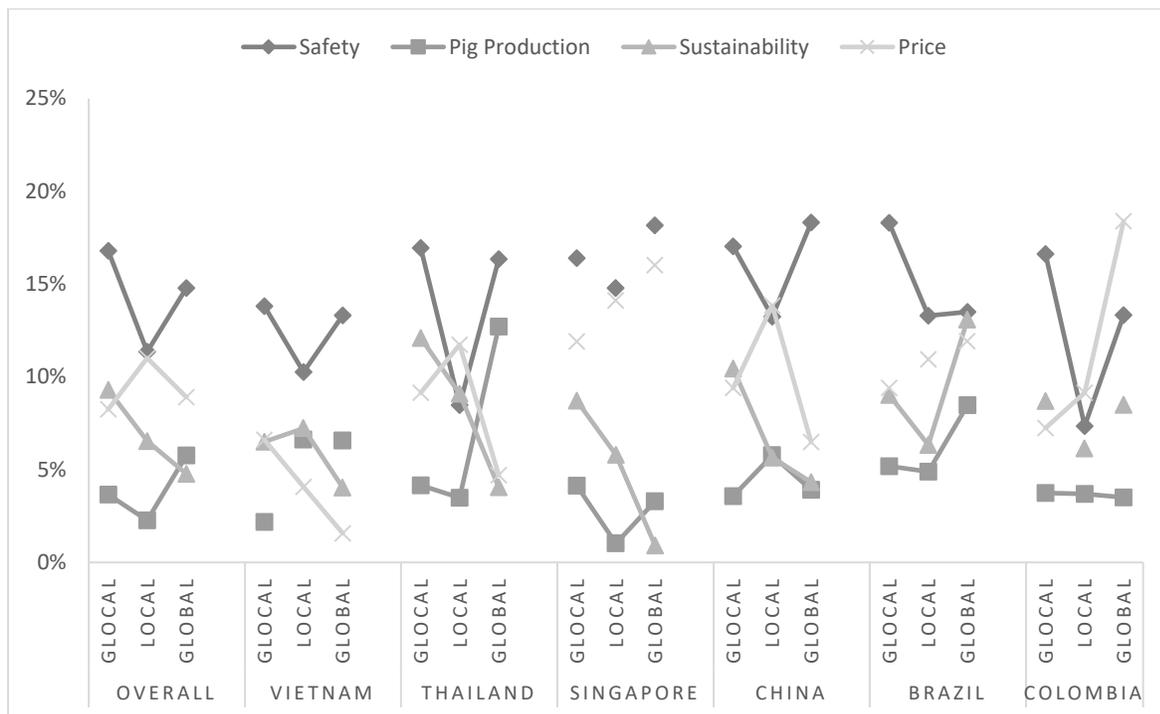
Note. The differences between segments were significant for each level of both overall sample and individual countries ($p(\text{Wald}) < .001$)

Figure 3. The relative importance of intrinsic attributes by segments and individual countries from DCE



Note. Dots with connecting lines indicate attributes with significant differences between the segments (p(Wald) < .05)

Figure 4. The relative importance of Extrinsic attributes by segments and individual countries from DCE



Note. Dots with connecting lines indicate attributes with significant differences between the segments (p(Wald) < .05)