

RESEARCH ARTICLE OPEN ACCESS

Consumer Cultural Renaissance: Conceptualisation, Scale Development, and Validation

Richard Lee¹ | Huda Khan^{2,3}  | Jianyao Li⁴ | Muhammad Rashid Saeed⁵

¹Adelaide University, North Terrace, Adelaide, Australia | ²Africa Asia Centre for Sustainability, Business School, University of Aberdeen, Aberdeen, Scotland | ³InnoLab, University of Vaasa, Vaasa, Finland | ⁴Guangdong Ocean University, Guangdong Province, China | ⁵Department of Marketing & Tourism, UQ Business School, University of Queensland, St Lucia, Queensland, Australia

Correspondence: Huda Khan (huda.khan@abdn.ac.uk)

Received: 2 October 2025 | **Revised:** 22 June 2026 | **Accepted:** 10 July 2026

Keywords: Asian culture | consumer cultural renaissance | scale development | self-identity | symbolic associations

ABSTRACT

As incessant globalisation leads to the pervasive erosion of traditional Asian culture by Western consumerism, a recent phenomenon has emerged that allures Asian consumers to reconnect with their traditional culture via consumption. We postulate that this behaviour is rooted in a self-identity, *consumer cultural renaissance* (CCR), that has not been studied empirically. The primary aim of this study is to develop and validate a scale for CCR. With China as context, Study 1 developed a 7-item scale for CCR (CCRSCALE), and Study 2 validated that CCR is distinct from other social identities: ethnic identity, cultural identity and consumer ethnocentrism. Study 3 then demonstrated the influence, as well as the underlying mechanism, of CCR on product evaluation. The findings revealed that consumers with higher CCR dispositions evaluated products that symbolised traditional Chinese culture more favourably. Furthermore, they associated symbolic attributes (closeness, sense-of-belonging, and kinship) with the products. These attributes mediated the influence of CCR on product evaluation. A key theoretical contribution is that CCR extends the boundary of what is currently known about self-identities. The CCRSCALE will facilitate further research, and guide marketers in developing effective strategies to tap this nascent self-identity.

1 | Introduction

From Levi's jeans to Starbucks cafés, there is no escaping the fact that globalisation has led to Western consumerism permeating Asian markets, and reshaping their societal structures, values, and lifestyles (Alden et al. 2006; Khan and Lee 2020; O'Cass and Siahtiri 2013; Zhan and He 2012). However, particularly since the turn of the 21st century, Asian consumers are increasingly demanding that their traditional culture is integral to their consumption experience (Chan 2025; Wang and Lin 2009). Jiang (2024) contended that this phenomenon is fuelled by growing national pride among local citizens. Others suggested that as trust and preference for Western products decline, Asian consumers are shifting their preference to local products (Bartikowski et al. 2021; Chan 2025). This phenomenon

could also just be contemporary fashion trends, such as China chic (Liu et al. 2022) or Hallyu (Korean Wave) (Kim and Hong 2017). Regardless of the plausible causes, globalisation can motivate local people to rediscover values that have been neglected or forgotten in their drive towards modernisation (Shim 2006).

In the current study, we introduce the concept of *consumer cultural renaissance* (CCR) to refer to this phenomenon of a revival of traditional culture from a consumer behaviour perspective. Specifically, we conceptualise CCR as a psychosocial self-identity that reflects consumers' desire to consume products that enable them to reconnect with their traditional culture. Consumers who possess strong CCR identity are more likely to engage in consumption practices that will reinforce their cultural heritage, and vice versa.

This is an open access article under the terms of the [Creative Commons Attribution](https://creativecommons.org/licenses/by/4.0/) License, which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

© 2026 The Author(s). *Psychology & Marketing* published by Wiley Periodicals LLC.

Most foundational theories in self-identities are often grounded in Western ideals such as individualism and materialism (Belk 2015; Holt 1998). By contrast, in Asia, consumption is often not only an act of personal expression, but also a vehicle for fulfilling social obligations, expressing filial piety, or participating in ritualistic traditions (Wong and Ahuvia 1998; Zhou et al. 2021). As Western paradigms inadequately capture the deeply rooted cultural dimension that defines much of Asian consumer behaviour, the re-emergence of traditional cultural values in consumer behaviour requires a recalibration of prevailing Western-centric frameworks to accommodate such indigenous epistemologies.

A major barrier to advancing knowledge in this relatively nascent phenomenon is the absence of a scale for CCR. Yet, self-identities, such as cultural identity (Clark 1990) and consumer ethnocentrism (CET) (Trivedi et al. 2024), have a substantive impact on marketing. Thus, this study aims to develop a scale for CCR that would enable researchers to distil the concept to greater depth. In doing so, we also show that CCR is distinct from other well-established self-identity concepts, particularly ethnic identity (EID), cultural identity, and CET (El Banna et al. 2018; Lee et al. 2017; Schwartz et al. 2008; Shimp and Sharma 1987).

Advancing research into CCR is important because the knowledge will help scholars understand how societies preserve, revive, or even reclaim their cultural identity and values through consumption. For marketers, understanding CCR would reveal deep consumer insights and emerging market trends, thus guiding the development of effective marketing strategies for this nascent segment. CCR research would enable marketers to delve deeper into the structural differences across cultures and not ignore the contextual differences that shape the behaviours and psyche of local consumers (Bai et al. 2021; Taylor and Carlson 2025).

2 | Literature Review

2.1 | Western Consumerism and CCR

Consumerism, the social and economic order that encourages the acquisition of goods and services in ever-increasing amounts, is a defining feature of modern globalised societies (Bauer et al. 2012; Stearns 2006). Particularly in the developed Western world, consumption is viewed as a vehicle for freedom, power, and happiness, all of which lie in the consumers' ability to acquire and enjoy material objects and experiences (Belk 2015; Cleveland et al. 2009). By portraying the Western way of life as modern and desirable, and supported by a rising middle class with disposable income, Asian consumers began adopting Western consumption practices as lifestyle symbols of social status and personal identity (Li et al. 2022; Tafani et al. 2024).

However, amid the pervasive presence of Western consumer culture in Asian societies, recent times have witnessed the phenomenon of cultural renaissance emerging in Asian societies (Chan 2025; Hu 2023; Wang and Lin 2009). Take China, the context of this study. Some authors argued that this phenomenon is due to rising nationalism (Hu 2023; Lin 2024), a

pragmatic quest to build a strong and modern Chinese nation (Zhao 1997), or simply a contemporary fashion trend popularly known as China chic (Liu et al. 2022). This cultural revival is also evident among the younger generation, who increasingly view Confucianism as a source of moral guidance and cultural identity in a rapidly changing society (Fong 2004; Xie et al. 2021).

2.2 | Conceptualising CCR

Drawing on the sociological concept of cultural renaissance, we conceptualise *consumer cultural renaissance* (CCR) as a self-identity that reflects consumers' desire to consume products in order to reconnect with their cultural heritage. Thus, CCR is a psychological dispositional trait that encourages consumers to prefer products associated with their cultural heritage. In this sense, the conceptualisation of CCR from a consumer dispositional perspective is akin to how Shimp and Sharma (1987) distinguished CET from the general concept of ethnocentrism. Similarly, cultural renaissance in a broader sense can manifest through non-consumption behaviours such as language learning or participation in traditional rituals, but CCR is confined to the domain of consumer consumption. Also, CCR does not imply reduced material consumption. Instead, it reflects a preference for consumption experiences that serves as a vehicle for cultural reaffirmation to symbolically reconnect consumers with their cultural heritage.

We further contend that CCR differs from cultural identity, which concerns how individuals regard and interface with others whom they identify as members of their cultural in-group (He and Wang 2015; Schwartz et al. 2008). That is, cultural identity refers to the extent to which individuals in a society share a common set of focal elements that set their culture apart from others (Clark 1990). It operates primarily as a self-reflexive guide that enables individuals to locate themselves within a collective cultural narrative (Askegaard et al. 2005; Schwartz et al. 2008). By contrast, CCR repurposes consumption and intentionally seeks to reconnect with heritage via consumption. In this sense, cultural identity is a latent and abstract sense-of-self, whereas CCR requires deliberate actions.

The distinction between CCR and cultural identity is also aptly supported by Duijker and Frijda (1960)'s work, which proffered that national character—the notion that the people of a nation possess common and enduring characteristics—develops via two approaches: culture-centred and personality-centred. The development of cultural identity is akin to the culture-centred approach, which begins with deductive observations of a culture's structures, fabric, and artifacts before adopting its normative characteristics. By contrast, like the personality-centred approach, the development of CCR is an inductive process that begins with observing and measuring a representative sample of individuals in order to generate evaluations of group character. Thus, the unit of analysis for cultural identity is the collective social/cultural structure, whereas for CCR it is the individual.

CCR is also distinctive from EID, a subconscious self-categorisation (Brumbaugh 2009), typically by virtue of one's place of origin or race (Cleveland et al. 2009; El Banna

et al. 2018). Unrelated to consumption, EID is chronically accessible and can even broadly manifest across attributes, such as language use or religion (Arsel et al. 2021). Via these attributes, EID categorises by the distinctive similarities of intra-group members and the differences across groups (Brumbaugh 2009). Rather than categorical, CCR is a behavioural orientation or motivation to consume products associated with traditional culture.

Finally, CCR differs from CET in that the latter is rooted primarily in outward concerns for a country's economy or prosperity, whereas CCR looks inwardly to establish a personal or emotional reconnection with cultural roots. Both CCR and CET may lead to similar bias towards domestic products. However, CET, a normative belief system that centres on national economic welfare, is not concerned with the product type or nature, so long as consumption aids the local economy (Gürhan-Canli et al. 2018; Trivedi et al. 2024). On the other hand, CCR serves to pursue emotional resonance through culturally meaningful consumption.

A copious volume of literature has clearly established the influence of self-identities on marketing (e.g., see recent reviews by Arsel et al. [2021]; Trivedi et al. [2024]). Given the critical importance of this relatively nascent trend on consumer behaviour, the lack of a CCR scale would hinder researchers from exploring this phenomenon across a wide variety of domains and settings. To address this critical gap, over three studies, this research develops, validates and applies a scale for CCR that would enable researchers to distil the phenomenon to greater depth.

3 | Study 1—Development of CCRSCALE

The primary objective of Study 1 was to develop a scale for CCR (hereafter CCRSCALE). We chose China as the context of this study. As one of the oldest civilisations on earth, China has a rich historical culture that spans several thousand years. Its ancient traditions, particularly Confucianism, have served to inform and guide the deconstruction of marketing strategies and consumer behaviour (Yang and Su 2013; Zhou et al. 2021). Its affluent, sizeable middle-class, as well as the revival of traditions among the younger generation (Fong 2004), make China a suitable context for this study.

3.1 | Initial Item Generation

We followed the guidelines used by other researchers (Sweeney and Soutar 2001; Tan and Lee 2015; Terblanche and Boshoff 2008) to develop CCRSCALE. Consistent with our definition of CCR, we first specified the focal domain as consumers' desire to consume products in order to enable them to reconnect with their traditional cultural heritage.

To generate an initial set of items, we conducted a series of in-depth interviews using a semi-structured approach to encourage an integrative process (Brod et al. 2009; Tan and Lee 2015). An author of this study first recruited six university colleagues (male $n = 3$; no incentives) for in-depth interviews,

each lasting about 30 min. The six Chinese participants, all with over 10 years of experience in Marketing academic or managerial roles, served as domain experts. At the start of the interview, the concept of CCR was explained, and the participants then interpreted it to ensure their understanding of CCR was consistent with our definition; no issues were found. As CCR is a psychological trait, the interview questions were framed from an individual dispositional perspective. The questions probed the interviewees' opinions regarding whether they perceive a revival of traditional Chinese culture, the reasons behind the revival, and how it might be manifested by Chinese consumers. Specifically, the interviewer probed the participants for possible scale items, including their wordings. The process was non-iterative in that each interview was independent and did not inform the next interview. This would ensure that as many distinct items as possible were generated. By the sixth interview, no semantically unique information was incrementally offered, and consensus was deemed achieved. Consistent with Brod et al. (2009), no coding was carried out because the purpose was not to classify the generated statements into sub-domains or categories, or for subsequent quantitative analyses.

The interviews generated an initial pool of 65 items. Next, content validity was assessed to ensure the clarity and relevance of these initial items. Similar to the procedures of other researchers (Mirbagheri and Najmi 2019; Sweeney and Soutar 2001), the authors of this study examined the items closely to ensure that they were relevant to and consistent with the definition of CCR. Where necessary, the item wordings were grammatically edited to ensure no vague, leading or biased questions. Based on consensual agreement, eight items deemed redundant were removed. Another four were removed because they were irrelevant to our conceptualisation of CCR. This step reduced the pool to 53 items, which were used for the next phase of this study.

3.2 | Scale Purification

An online survey containing the 53 items was developed in Chinese following the common back-translation procedure (Craig and Douglas 2005). The items were randomly ordered to minimise potential response bias. Data collection took place using a snowballing approach, where an author of this study first emailed eleven colleagues in a Chinese university to complete the online survey, followed by a request to share the survey link with others. Seven days after the initial emails, as completions had tapered to less than 10, the survey was closed. In total, 223 responses were recorded. Participants rated each item on a seven-point Likert-type scale (strongly disagree to strongly agree). To improve data quality, an attention check question (*If you are attentive, then please select the "somewhat disagree" option*) appeared mid-way through the survey to screen out participants who failed to correctly answer it (Paolacci et al. 2010; Smith et al. 2016). After deleting cases that failed the attention check or had incomplete responses, the final sample was 161 responses.

Next, an exploratory factor analysis (EFA) using maximum likelihood was conducted. (Kaiser-Meyer-Olkin [KMO]

index = 0.946; Bartlett's test of sphericity $\chi^2 = 8628$, $df = 1378$, $p < 0.001$). For EFA, researchers had suggested a sample size of 100–250 (Comrey and Lee 1973; Hogarty et al. 2005). Hogarty et al. (2005) contended that for a sample of less than 200, the communalities should be at least 0.8 in order to reduce the effect of the sampling error and obtain a quality and stable EFA solution. Similarly, MacCallum et al. (1999, p. 96) specifically suggest that communality should be higher than 0.7 to avoid overestimation (also see Costello and Osborne 2005). Following this relatively stringent guideline, we deleted all items with communalities < 0.8 . This reduced the item-set from 53 to 29 items, making the item-set more tractable (Bagozzi and Yi 1988).

Following typical practice in scale development Sweeney and Soutar (2001); (Terblanche and Boshoff 2008), a second EFA (KMO = 0.95; Bartlett's test of sphericity $\chi^2 = 4923$, $df = 406$, $p < 0.001$) was carried out on the remaining 29; this step further reduced the item-set to eight, after removing all items with communalities below 0.80. The CCRSCALE factor after these purification steps contained the eight items shown in Table 1. The removal of large numbers of items during the scale development process is typical (for examples, see Brakus et al. (2009); Double (2025)). Similarly, researchers have contended that short scales reduce demand effects, and improve parsimony and usability (Brakus et al. 2009; Richins 2004).

Correlations among all eight CCR items ranged from 0.455 to 0.873, below the threshold level of 0.9, suggesting that none of the items were likely to pose any multicollinearity problems (Hair et al. 2006). All items loaded onto a single factor (Eigenvalue = 64.2%; (KMO = 0.902; Bartlett's test of sphericity $\chi^2 = 1120$, $df = 28$, $p < 0.001$) with satisfactory reliability (Cronbach's $\alpha = 0.935$) (Peter 1979). A minimum average partial (MAP) test (O'Connor 2000) further confirmed that the eight items all loaded onto one single factor (smallest average squared partial correlation = 0.043). Collectively, these results confirmed that the CCRSCALE was psychometrically sound.

4 | Study 2—Validation of CCRSCALE

To validate the CCRSCALE scale, Study 2 conducted an online survey containing the 8-item CCRSCALE developed in Study 1. To determine CCRSCALE's discriminant validity, we also measured cultural identity (CUD) (He and Wang 2015) and CET (Shimp and Sharma 1987), each with four items. Table 1 lists these constructs and their items. Although EID, by virtue of one's race or place of origin, is straightforward, some authors suggest that the strength of this identity may influence consumer behaviour (El Banna et al. 2018; Wooten 1995). Hence, we included a single item for EID, adapted from El Banna et al. (2018). We also included an unrelated variable (satisfaction with the last restaurant visited) to serve as a marker variable to test common method bias (Lindell and Whitney 2001; Podsakoff et al. 2003).

Similar to Study 1, data collection occurred via a snowballing approach, where an author of this study first asked three acquaintances to complete the survey before requesting them to

share the survey link with others. The items were randomly ordered, and participants rated each item on a seven-point Likert-type scale (strongly disagree to strongly agree), with the same attention check question in the middle of the survey. After deleting 31 cases for failing the attention check or incomplete responses, the survey yielded 225 responses.

An EFA with maximum likelihood with Promax rotation (KMO index = 0.883; Bartlett's test of sphericity $\chi^2 = 3187$, $df = 136$, $p < 0.001$) revealed three distinct factors. However, CCR7 loaded onto CET instead of CCR, while CUD3 had inadequate factor loading (0.332) compared to the commonly accepted threshold of 0.6 (Bagozzi and Yi 1988). These two items were deleted from subsequent analyses. The final items, together with their descriptive statistics, are shown in Table 1.

The single-item EID measure (EID, mean = 6.7, SD = 0.58) did not load onto any factor and did not correlate with CCR ($r = 0.075$; $p = 0.262$). To test the psychometric properties of the three constructs (i.e., CCR, CUD and CET), we ran the following tests. First, the maximum variance inflation factor (VIF) was 1.239, well below the threshold of 10 (Hair et al. 2010), indicating no multicollinearity problems among the constructs. Cronbach's α 's all exceeded 0.9, thereby supporting the constructs' reliability (Peter 1979). The variance extracted for each construct was higher than the corresponding squared inter-construct correlations, thus supporting discriminant validity (Fornell and Larcker 1981). The HTMT test further confirmed the discriminant validity as all HTMT ratios between any two constructs were below the 0.85 threshold (Henseler et al. 2015). These results are reported in Table 2. Discriminant validity was also supported by a measurement model with all three constructs (CFI = 0.97; IFI = 0.963; RMSEA = 0.074; $\chi^2 = 163.788$; $df = 74$; $p < 0.001$). The marker variable (restaurant satisfaction) did not significantly relate to any of the constructs (all $p > 0.454$) (Lindell and Whitney 2001; Podsakoff et al. 2003). Next, following Lindell and Whitney (2001), the lowest correlation between the marker variable and another construct ($r = 0.05$ between the marker variable and CCR) was used to adjust the correlations between any two main constructs. All significant correlations before the adjustments remained significant after the adjustments, thus suggesting no problems with common method bias.

5 | Study 3—Application OF CCRSCALE

Having developed and validated CCRSCALE in Studies 1 and 2, this study applied the scale to examine the effect of CCR on consumer preference for products that portray or symbolise traditional culture and the underlying mechanism of this effect. We drew on studies that established that visual images can influence consumer perceptions of products by conveying symbolic meaning beyond their literal pictorial illustration (Ilicic et al. 2015; Jeong 2008; Lyu and Huang 2024). Specifically, research has shown that visual images can increase the salience of self-identities (Mikhailitchenko et al. 2009; Tavassoli and Han 2002; Teng et al. 2014). Thus, when marketers use visual images in their products or messages, they must be cognisant of how consumers may interpret the images.

TABLE 1 | Scales and their items in Studies 1 and 2.

Factor	Item	Factor loading
Consumer cultural renaissance (CCR) $\alpha = 0.953$	CCR1: I prefer products that are related to traditional Chinese culture because it is more important than ever to preserve traditional Chinese culture.	0.83
	CCR2: More than ever before, I consume products that are associated with traditional Chinese culture.	0.838
	CCR3: Compared to the past, I prefer to consume products that are associated with traditional Chinese culture.	0.877
	CCR4: Consuming products that are associated with traditional Chinese culture is important to me.	0.896
	CCR5: Nowadays, I prefer products that incorporate traditional Chinese cultural elements.	0.896
	CCR6: These days, I favour products that are rooted in traditional Chinese culture.	0.874
	CCR7: Chinese people should be more responsible in supporting products that represent traditional Chinese culture. ^a	−0.022
	CCR8: I prefer products that are related to traditional Chinese culture because preserving traditional Chinese culture is more important now than ever before.	0.824
Consumer ethnocentrism (CET) $\alpha = 0.924$	CET1: Only those products that are available in China should be imported.	0.658
	CET2: Chinese people should not buy foreign products, because this hurts Chinese business and causes unemployment.	0.931
	CET3: Chinese people who purchase products made in other countries are responsible for putting their fellow Chinese people out of work.	0.942
	CET4: Chinese people should always buy China-made products.	0.94
Cultural identity (CUD) $\alpha = 0.929$	CUD1: Chinese are proud of their nationality.	0.919
	CUD2: A Chinese possesses certain cultural attributes that other people do not possess.	0.856
	CUD3: Chinese feel that they come from a common historical background. ^b	0.473
	CUD4: China has a strong historical heritage.	0.949
Ethnic identity (EID)	EID1: I feel very much a part of Chinese ethnicity.	—

^aThis item was omitted in Study 2 for loading onto CET instead of CCR;

^bThis item was omitted in Study 2 for factor loading less than 0.6.

TABLE 2 | Descriptive statistics of scales in Study 2.

Variables	Mean (S.D)	AVE	2	3
1. CCR	5.52 (1.12)	0.744	0.124, $p = 0.063$ (0.79)	0.241, $p < 0.001$ (0.78)
2. CET	2.79 (1.38)	0.768	—	−0.031, $p = 0.647$ (0.74)
3. CUD	6.187 (1.21)	0.675		—

Note: Squared correlations are reported in italics. HTMT ratios are reported within brackets, next to the squared correlations.

Abbreviations: CCR, consumer cultural renaissance; CET, consumer ethnocentrism; CUD, cultural identity.

Since the mere presentation of a visual cue may trigger symbolic associations and consequently influence consumer behaviour, it implies that the symbolic associations arising from a visual cue would *mediate* the relationship between the cue

presentation and its effects on consumer behaviour. Consistent with this postulation, studies have demonstrated that cues related to one's culture could trigger affective associations such as feelings of sense of belonging and closeness (Khan and

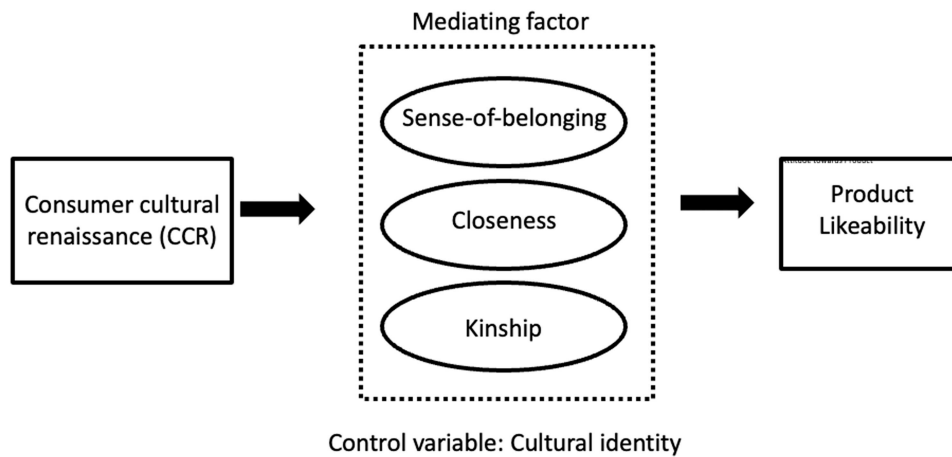


FIGURE 1 | Conceptual model.



FIGURE 2 | Stimuli for pretest (Sets A–D). Set-C was selected for the main experiment.

Lee 2020; Krishna and Ahluwalia 2008; Pera et al. 2022). Likewise, visual images are integral to the formation and strengthening of cultural memory by sustaining symbolic representations of cultural beliefs and practices, such as rituals, traditional costumes, and architecture (Assmann and Czaplicka 1995). These visual images remind individuals of their cultural heritage and trigger a reaffirmation of cultural identity and belonging. Figure 1 illustrates the conceptual model of this study.

5.1 | Design

We chose Hong Kong as the contextual country. Unlike China, Hong Kong was once a British colony and has been a part of China since 1997. Hence, Hong Kong residents are well exposed to both Chinese and Western cultural nuances, thereby potentially leading to greater variance in CCR scores among participants.

5.1.1 | Pretest

We considered the graphic artworks on dining sets as visual cues for symbolic cultural associations (see Figure 2). Before the main survey, a pretest was conducted to ascertain the suitability of digitally created dining sets, and to determine the symbolic cultural attributes associated with the artwork designs.

Respondents in Hong Kong ($n = 40$), recruited via a consumer panel (male = 55%; age mean = 36.3, SD = 10.5), were shown the pictures of dining sets, and asked to select the set that they believed best showcased traditional Chinese culture. For the selected set, they then answered the five questions, three of which measured the symbolic associations with the visual motifs in the set (see Table 3). Drawing on studies that associated product cues with symbolic attributes (Khan and Lee 2020; Krishna and Ahluwalia 2008), we used three attributes (sense of belonging, closeness, kinship) to measure symbolic associations with traditional Chinese cultural images.

The results showed that Set-C was selected by most of the respondents (38 out of 40). Importantly, the participants also perceived Set-C as representative of traditional Chinese culture. As shown in Table 3, the scores for all three attributes were also significantly higher than the mid-point (3.5 on a 7-point scale). Hence, Set-C and the three attributes for symbolic associations were used for the main experiment.

5.1.2 | Main Experiment

We used experimental manipulations to prime consumers' CCR self-identity. The aim of the manipulations was not to alter participants' underlying CCR dispositions. Rather, consistent with identity salience research (Chattaraman et al. 2010; Escalas 2013; Ma-Kellams 2021; Reed 2004), the manipulations

TABLE 3 | Results of pretest in Study 3.

	Mean (std. dev)	One-sample t-set (vs midpoint of 3.5)
FUN: This dining-set is useful for serving guests.	5.75 (0.84)	$t = -16.95$; $df = 39$; $p < 0.001$
CLO: The design of this dining-set gives me a sense of closeness towards traditional Chinese culture.	5.45 (1.01)	$t = -12.19$; $df = 39$; $p < 0.001$
SOB: The design of this dining-set gives me a sense of belonging towards traditional Chinese culture.	5.43 (1.08)	$t = -11.24$; $df = 39$; $p < 0.001$
KIN: The design of this dining-set gives me a sense of kinship towards traditional Chinese culture.	5.5 (0.934)	$t = -13.55$; $df = 39$; $p < 0.001$

Abbreviations: CLO, closeness; FUN, functional; KIN, kinship; SOB, sense of belonging.

TABLE 4 | Scale and their items in Study 3.

Construct	Item	Factor Loading
Consumer cultural renaissance (CCR) $\alpha = 0.937$ AVE = 0.611	CCR1: I prefer products that are related to traditional Chinese culture because it is more important than ever to preserve traditional Chinese culture.	0.601
	CCR2: More than ever before, I consume products that are associated with traditional Chinese culture.	0.748
	CCR3: Compared to the past, I prefer to consume products that are associated with traditional Chinese culture.	0.736
	CCR4: Consuming products that are associated with traditional Chinese culture is important to me.	0.986
	CCR5: Nowadays, I prefer products that incorporate traditional Chinese cultural elements.	0.669
	CCR6: These days, I favour products that are rooted in traditional Chinese culture.	0.652
	CCR7: I prefer products that are related to traditional Chinese culture because preserving traditional Chinese culture is more important now than ever before.	0.985
Cultural identity (CUD) $\alpha = 0.887$ AVE = 0.729	CUD1: Chinese are proud of their nationality.	0.899
	CUD2: A Chinese possesses certain cultural attributes that other people do not possess.	0.848
	CUD3: China has a strong historical heritage.	0.812
Symbolic attributes (SYM) $\alpha = 0.735$ AVE = 0.655	CLO: The design of this dining-set gives me a sense of closeness towards traditional Chinese culture.	0.8
	SOB: The design of this dining-set gives me a sense of belonging towards traditional Chinese culture.	0.824
	FML: The design of this dining-set gives me a sense of kinship towards traditional Chinese culture.	0.804

Note: α = Cronbach's alpha.

Abbreviation: AVE, average variance extracted.

served to experimentally increase the accessibility of cultural-revival thoughts in consumers. The main experiment used a two-group design, with one group primed with a scenario to enhance the salience of CCR, while the second group served as a control condition. In the primed group, participants were instructed to imagine going to a department store to buy a dining set to entertain guests at home. On the way, they passed by the clothing area and saw that many of the clothing designs showcased traditional Chinese culture. They also noticed that other customers were sharing memories related to traditional Chinese culture. In the control group, participants similarly

imagined going to a department store to buy a dining set. They saw many items of normal streetwear fashion and noticed that other customers were discussing and sharing various sales promotions they had seen online.

Other than the manipulation scenario, the questionnaire was identical for both groups. First, questions measured participants' CCR and cultural identity (CUD); the latter was included as a control variable. All items were randomly ordered and used a 7-point Likert scale, anchored on strongly disagree to strongly agree (see Table 4). Next, the participants were told that after

much consideration, they had decided to buy a dining set (Set-C), with its picture displayed to them. Then, they responded to questions about product functionality, product likability, and the three symbolic-association attributes. They also reported their age and gender. Finally, satisfaction with the restaurant they last visited was used as a marker variable for testing potential common method bias (Lindell and Whitney 2001; Podsakoff et al. 2003).

Similar to Study 1, an attention check question midway through the survey screened out participants who failed to answer it correctly (Paolacci et al. 2010; Smith et al. 2016). We used the same panel as the pretest for the main experiment. After deleting 22 cases for failing the attention check or incomplete responses, the final sample was 157 responses.

5.2 | Results

First, age (mean = 37.4; SD = 12.41) and gender (male = 50%) did not differ significantly between the experimental group ($n = 84$) and control group ($n = 73$). As shown in Table 4, all three factors possessed adequate reliability (Cronbach's $\alpha > 0.734$). The average variance extracted (all > 0.611), HTMT ratios (all < 0.244), and fits of a measurement model (CFI = 0.946; IFI = 0.947; RMSEA = 0.095; $\chi^2 = 139.892$; $df = 58$; $p < 0.001$) supported discriminant validity. The marker variable (restaurant satisfaction) did not significantly relate to any of the constructs (all $p > 0.168$) (Lindell and Whitney 2001; Podsakoff et al. 2003). Next, following Lindell and Whitney (2001), the lowest correlation between the marker variable and another construct ($r = 0.057$ between the marker variable and cultural identity) was used to adjust the correlations between any two main constructs. Rerunning the correlations after the adjustments revealed no change in any significant correlations before the adjustment. These results provided evidence for the lack of common method bias.

We expected that CCR would be higher in the experimental group than in the control group. The manipulation was successful as CCR was higher in the experimental group (mean = 4.492; SD = 1.223) than in the control group (mean = 4.159; SD = 1.24; $t = 1.689$, $df = 155$, one-tailed $p = 0.047$; Cohen's $d = 1.23$). Perceived function did not differ between the two groups (mean difference = -0.026; std error difference = 0.18; $t = -0.147$, $df = 155$, one-tailed $p = 0.442$).

To test the mediation model shown in Figure 1, we ran the PROCESS macro (Model 4) with CCR as the independent variable, symbolic associations (SYM) as the mediator, cultural identity (CUD) as the covariate, and product likeability (PLK) as the dependent variable. As Table 5 shows, the direct effect of

CCR on PLK was insignificant. However, the indirect effect of CCR on PLK via SYM was significant (standardised $\beta = 0.063$; SE = 0.028; LLCI = 0.015; ULCI = 0.123). Collectively, these results supported a mediation of SYM on the relationship between CCR and PLK. It is also noteworthy that the covariate, cultural identity (CUD), was not significant.

6 | Discussion

A large body of research has identified different forms of socio-cultural identities, such as cultural identity and CET, and demonstrated their influence on marketing (e.g., see Cleveland et al. 2009; El Banna et al. 2018; Lee et al. 2017; Schwartz et al. 2008; Shimp and Sharma 1987). As a new or at least previously dormant self-identity, the conceptualisation of CCR pushes the boundary of what we currently know about the different self-identities and their influence on consumer behaviour. It also means that marketers need to be more attuned than ever to how to tap into the different consumers' socio-cultural psyches. Thus, the primary theoretical contribution of this study is the development and validation of the CCR scale (CCRSCALE). CCRSCALE would now facilitate researchers to gain deeper insights into CCR and its influence on marketing. In developing CCRSCALE, this study also contributes to theory development by melding theories from multiple disciplines, particularly anthropology, social psychology, consumer behaviour, and marketing.

Social identities, such as CET or cultural identity, differ from CCR, and each identity type is underpinned by different motivations. The CCRSCALE would enable researchers to tease out the nuances among these self-identities, thus advancing research on these related but distinct concepts in identity theories. The CCR construct contributes to identity theory by showing how self-identity can be actively reconstructed in response to cultural loss due to Westernisation. It positions consumption as a medium for personal and cultural meaning-making, thereby extending research into symbolic consumption (e.g., see Bakar et al. 2013; Khan and Lee 2020; Subodh and Srinivas 1998). Similarly, Study 3 has provided initial evidence that the mere visual presence of traditional cultural images can activate different self-schemas, which subsequently impact product evaluation.

CCR provides theoretical grounding for understanding how and why traditional cultural symbols gain renewed commercial appeal by informing research on the authenticity and cultural legitimacy of products. The concept also adds to the literature on consumer culture theory by highlighting how consumers negotiate hybrid cultural identities and illustrates that traditional cultural elements can be re-appropriated in modern market

TABLE 5 | Results of PROCESS macro (Model 4) in Study 3.

Equation; Dependent variable	CCR	SYM	CUD
1. Product Likeability (PLK)	0.056, $p = .679$; SE = 0.135	0.386, $p = 0.035$; SE = 0.13	0.032, $p = 0.809$; SE = 0.131
2. Symbolic Associations (SYM)	0.265, $p = .013$; SE = 0.081	—	0.071, $p = 0.384$; SE = 0.08

Note: Bold indicates statistically significant

Abbreviations: CCR, consumer cultural renaissance; CUD, cultural identity; SE, standard error.

settings. In general, the CCRSCALE has extensive applications across various statistical analyses, including as a covariate in experiments that manipulate brand attributes, or as a predictor variable on consumer attitudes and buying behaviour.

There are numerous applied implications arising from this study. From a marketing perspective, the size of many of these Asian markets would entice Western brands to develop a strong foothold in the markets. The CCR reveals that Asian consumers are not passive recipients of Western cultural imports. Instead, they are cultural agents, selecting, rejecting, and reinterpreting symbols and values in ways that reflect a deeply rooted sense of belonging and identity. Thus, our findings would inform and guide Western brand managers on developing appropriate strategies that align with the different dispositional traits of consumers in the markets.

CCRSCALE can also be applied to help brands develop effective strategies for Asian markets. For example, cultural renaissances often bring a surge of interest in specific aesthetics, values, and traditions. Devising strategies around CCR would allow marketers to tap into these trends early—whether it's in fashion, music, or other products. Similarly, Western brands can appeal to consumers with CCR tendencies by aligning themselves with meaningful cultural narratives. Marketers can also tap the CCR context to inspire new product ideas. To gain customer loyalty, brands can develop marketing campaigns that support or uplift cultural renaissances by aligning with purpose-driven causes, such as cultural preservation, and the CCRSCALE would enable the testing of such campaigns.

7 | Conclusion and Future Research

Given that this is the seminal study in proffering the concept of CCR and its scale, there are ample avenues for future research to proliferate this topic. Here are just some examples. The most obvious extension is simply to extend the CCRSCALE to other regions. We have confined our scope specifically to mainland China and Hong Kong. The CCRSCALE can be replicated across regions, such as Africa, the Middle East or Latin America, where strong cultural identities among their nationalities may exist (Lee et al. 2017; Shoham and Gavish 2016). The replication can also be executed in Western countries with a sizeable population of ethnic minorities (e.g., see Gopinath and Glassman 2008). Similarly, our study is confined to the use of the Chinese language, and language may influence consumer perceptions and behaviour (Khan and Lee 2020; Krishna and Ahluwalia 2008); thus, future studies should investigate the effects of language on CCR.

Research into cultural identities often involves non-Western countries serving as stark contrasts to Western culture (e.g., the studies cited in the preceding paragraph). Although some researchers have contended that the force of economic globalisation has led to Western culture being regarded as “global” (e.g., Magu 2015), others support a Western cultural identity that is characteristically unique (Rossellini 2018; Storck 2008). The CCRSCALE can be used to determine the extent of a cultural identity, albeit from a consumption perspective, in traditional Western nations.

While the context of our Study 3 was product visuals, future studies can investigate the differential effects of localising marketing-communications elements, such as ethnic models, languages, etc. Future marketing topics can also test whether product types (e.g., hedonic vs utilitarian), consumption situations (e.g., conspicuous vs inconspicuous) or country status (e.g., developed vs developing vs underdeveloped) would have differential effects on the conceptual model of this study.

Some authors have asserted that patriotic and ethnocentric tendencies are reflexively stable traits (Kinder and Kam 2010; Lee et al. 2017; Lee and Mazodier 2015). By contrast, others (Chan 2025; Hu 2023; Lin 2024) suggest that the relatively recent onset of CCR is plausibly triggered by, or at least happened in parallel with, a country's ascent on the global stage in terms of economic and political power. It would be interesting to track CCR longitudinally and see if it, like ethnocentrism, is also enduring regardless of the home country's global status. While Study 2, as well as other studies (Cleveland et al. 2009; Lee et al. 2014; Lee and Mazodier 2015), have established discriminant validity among them, it would be interesting to test the contexts or conditions under which specific self-identity may become more (or less) salient.

While CCR emphasises the revival and reappropriation of traditional cultural meanings through consumption behaviour, it is plausible that consumers simultaneously identify with global consumer culture while maintaining attachment to local cultural traditions. For example, studies on cosmopolitanism (e.g., Riefler and Diamantopoulos 2009) and global consumer culture (e.g., Cleveland et al. 2011) suggest that consumers can simultaneously like products from different cultures. CCR differs from both constructs in that it specifically captures consumers' active desire to reconnect with cultural heritage through consumption. Thus, an ensuing question for future research is whether, or to what extent, CCR can coexist with these other global-local identities.

Some reasons (e.g., national pride, brand trust) have been proffered as underpinning CCR; another interesting avenue for future research is to uncover these antecedents. Future research can also strengthen validation efforts by examining whether CCR predicts consumption behaviours, such as purchase intentions, willingness to pay premiums for culturally symbolic products, or even long-term consumption patterns.

To conclude, the effects of Western consumer culture on Asian societies are complex and multifaceted, encompassing cultural, economic, societal, and environmental dimensions. While Western consumerism has spurred modernisation and economic growth and created new opportunities in Asia, it has also challenged its traditional values and strained its social fabric. As Asian nations strive to balance prosperous development with cultural preservation, the phenomenon of CCR is likely to play a key role in how Western brands can maintain a strong foothold in these markets.

Funding

The authors have nothing to report.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

The authors have nothing to report.

References

- Alden, D. L., J.-B. E. M. Steenkamp, and R. Batra. 2006. "Consumer Attitudes Toward Marketplace Globalization: Structure, Antecedents and Consequences." *International Journal of Research in Marketing* 23, no. 3: 227–239.
- Arsel, Z., D. Crockett, and M. L. Scott. 2021. "Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda." *Journal of Consumer Research* 48, no. 5: 920–933.
- Askegaard, S., E. J. Arnould, and D. Kjeldgaard. 2005. "Postassimilationist Ethnic Consumer Research: Qualifications and Extensions." *Journal of Consumer Research* 32, no. 1: 160–170.
- Assmann, J., and J. Czaplicka. 1995. "Collective Memory and Cultural Identity." *New German Critique*, no. 65: 125–133.
- Bagozzi, R. P., and Y. Yi. 1988. "On the Evaluation of Structural Equation Models." *Journal of the Academy of Marketing Science* 16, no. 1: 74–94.
- Bai, H., J. McColl, and C. Moore. 2021. "Luxury Fashion Retailers' Localised Marketing Strategies in Practice—Evidence From China." *International Marketing Review* 39, no. 2: 352–370.
- Bakar, A., R. Lee, and C. Rungie. 2013. "The Effects of Religious Symbols in Product Packaging on Muslim Consumer Responses." *Australasian Marketing Journal* 21, no. 3: 198–204.
- El Banna, A., N. Papadopoulos, S. A. Murphy, M. Rod, and J. I. Rojas-Méndez. 2018. "Ethnic Identity, Consumer Ethnocentrism, and Purchase Intentions Among Bi-Cultural Ethnic Consumers: "Divided Loyalties" or "Dual Allegiance"?" *Journal of Business Research* 82: 310–319.
- Bartikowski, B., F. Fastoso, and H. Gierl. 2021. "How Nationalistic Appeals Affect Foreign Luxury Brand Reputation: A Study of Ambivalent Effects." *Journal of Business Ethics* 169, no. 2: 261–277.
- Bauer, M. A., J. E. B. Wilkie, J. K. Kim, and G. V. Bodenhausen. 2012. "Cuing Consumerism: Situational Materialism Undermines Personal and Social Well-Being." *Psychological Science* 23, no. 5: 517–523.
- Belk, R. W. 2015. "Culture and materialism." In *Handbook of culture and consumer behavior*, edited by S. Ng and A. Y. Lee, 299–323. Oxford University Press.
- Brakus, J. J., B. H. Schmitt, and L. Zarantonello. 2009. "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" *Journal of Marketing* 73, no. 3: 52–68.
- Brod, M., L. E. Tesler, and T. L. Christensen. 2009. "Qualitative Research and Content Validity: Developing Best Practices Based on Science and Experience." *Quality of Life Research* 18, no. 9: 1263–1278.
- Brumbaugh, A. M. 2009. "Why Do I Identify with Thee? Let Me Count Three Ways: How Ad Context Influences Race-Based Character Identification [Article]." *Psychology & Marketing* 26, no. 11: 970–986.
- Chan, D. S. W. 2025. "International Norms Clash With China's Consumer Nationalism." *Pacific Review* 38, no. 5: 937–962.
- Chattaraman, V., S. J. Lennon, and N. A. Rudd. 2010. "Social Identity Salience: Effects on Identity-Based Brand Choices of Hispanic Consumers." *Psychology and Marketing* 27, no. 3: 263–284.
- Clark, T. 1990. "International Marketing and National Character: A Review and Proposal for An Integrative Theory." *Journal of Marketing* 54, no. 4: 66–79.
- Cleveland, M., M. Laroche, and N. Papadopoulos. 2009. "Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes." *Journal of International Marketing* 17, no. 1: 116–146.
- Cleveland, M., M. Laroche, F. Pons, and R. Kastoun. 2009. "Acculturation and Consumption: Textures of Cultural Adaptation." *International Journal of Intercultural Relations* 33, no. 3: 196–212.
- Cleveland, M., N. Papadopoulos, and M. Laroche. 2011. "Identity, Demographics, and Consumer Behaviors: International Market Segmentation Across Product Categories." *International Marketing Review* 28, no. 3: 244–266.
- Comrey, A. L., and H. B. Lee. 1973. *A First Course in Factor Analysis*. Academic Press.
- Costello, A. B., and J. Osborne. 2005. "Best Practices in Exploratory Factor Analysis: Four Recommendations for Getting the Most From Your Analysis." *Practical Assessment, Research, and Evaluation* 10, no. 1: 7. <https://doi.org/10.7275/jyj1-4868>.
- Craig, C. S., and S. P. Douglas. 2005. *International Marketing Research* (3rd ed. John Wiley & Sons).
- Double, K. S. 2025. "Survey Measures of Metacognitive Monitoring Are Often False." *Behavior Research Methods* 57, no. 3: 97.
- Duijker, H. C. J., and N. H. Frijda. 1960. *National Character and National Stereotypes: A Trend Report Prepared for the International Union of Scientific Psychology*. North-Holland Publishing Company.
- Escalas, J. 2013. "Self-Identity and Consumer Behavior." *Journal of Consumer Research* 39, no. 5: xv–xviii.
- Fong, V. 2004. "Filial Nationalism Among Chinese Teenagers With Global Identities." *American ethnologist* 31, no. 4: 631–648.
- Fornell, C., and D. F. Larcker. 1981. "Evaluating Structural Equation Models With Unobservable Variables and Measurement Error." *Journal of Marketing Research* 18, no. 1: 39–50.
- Gopinath, M., and M. Glassman. 2008. "The Effect of Multiple Language Product Descriptions on Product Evaluations [Article]." *Psychology & Marketing* 25, no. 3: 233–261.
- Gürhan-Canli, Z., G. Sarial-Abi, and C. Hayran. 2018. "Consumers and Brands Across the Globe: Research Synthesis and New Directions." *Journal of International Marketing* 26, no. 1: 96–117.
- Hair, J. F., W. Black, B. Babin, R. E. Anderson, and R. L. Tatham. 2006. *Multivariate Data Analysis* (2006). Pearson Education Inc.
- Hair, J. F. J., W. C. Black, B. J. Babin, and R. E. Anderson. 2010. *Multivariate Data Analysis* (7th ed. Pearson Prentice Hall).
- He, J., and C. L. Wang. 2015. "Cultural Identity and Consumer Ethnocentrism Impacts on Preference and Purchase of Domestic Versus Import Brands: An Empirical Study in China." *Journal of Business Research* 68, no. 6: 1225–1233.
- Henseler, J., C. M. Ringle, and M. Sarstedt. 2015. "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling." *Journal of the Academy of Marketing Science* 43: 115–135.
- Hogarty, K. Y., C. V. Hines, J. D. Kromrey, J. M. Ferron, and K. R. Mumford. 2005. "The Quality of Factor Solutions in Exploratory Factor Analysis: The Influence of Sample Size, Communality, and Overdetermination." *Educational and Psychological Measurement* 65, no. 2: 202–226.
- Holt, D. B. 1998. "Does Cultural Capital Structure American Consumption?" *Journal of Consumer Research* 25, no. 1: 1–25.
- Hu, Y. 2023. *The Rising Tide of 'Imperial Han' Nationalism in China*. The Diplomat. <https://thediplomat.com/2023/12/the-rising-tide-of-imperial-han-nationalism-in-china/>.
- Ilicic, J., S. Baxter, and A. Kulczynski. 2015. "Names Versus Faces: Examining Spokesperson-Based Congruency Effects in Advertising." *European Journal of Marketing* 49, no. 1/2: 62–81.

- Jeong, S. H. 2008. "Visual Metaphor in Advertising: Is the Persuasive Effect Attributable to Visual Argumentation or Metaphorical Rhetoric?" *Journal of Marketing Communications* 14, no. 1: 59–73.
- Jiang, M. Y. 2024. *Consumer Nationalism in China: Examining Its Critical Impact on Multinational Businesses*. Anthem Press.
- Khan, H., and R. Lee. 2020. "A Sociolinguistic Perspective of the Effects of Packaging Language in Bilingual Markets." *Journal of Brand Management* 27, no. 2: 130–142.
- Kim, N., and L. Hong. 2017. "The Power of Culture in Branding: How the Korean Wave Can Help Global Brands Thrive in Asia." *Journal of brand strategy* 6, no. 3: 293–307.
- Kinder, D. R., and C. D. Kam. 2010. *Us against Them*. University of Chicago Press.
- Krishna, A., and R. Ahluwalia. 2008. "Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals Versus Local Firms." *Journal of Consumer Research* 35, no. 4: 692–705.
- Lee, K.-T., Y.-I. Lee, and R. Lee. 2014. "Economic Nationalism and Cosmopolitanism: A Study of Interpersonal Antecedents and Differential Outcomes." *European Journal of Marketing* 48, no. 5/6: 1133–1158.
- Lee, R., K.-T. Lee, and J. Y. Li. 2017. "A Memory Theory Perspective of Consumer Ethnocentrism and Animosity." *European Journal of Marketing* 51, no. 7/8: 1266–1285.
- Lee, R., and M. Mazodier. 2015. "The Roles of Consumer Ethnocentrism, Animosity, and Cosmopolitanism in Sponsorship Effects." *European Journal of Marketing* 49, no. 5/6: 919–942.
- Li, R., M. Laroche, M.-O. Richard, and X. Cui. 2022. "More Than a Mere Cup of Coffee: When Perceived Luxuriousness Triggers Chinese Customers' Perceptions of Quality and Self-Congruity." *Journal of Retailing and Consumer Services* 64: 102759.
- Lin, J. C. 2024. "The Rising China Is Not a 'Sick Man' Anymore: Cultural Nationalism in the Xi Jinping Era." *Journal of Contemporary China* 33, no. 145: 83–100.
- Lindell, M. K., and D. J. Whitney. 2001. "Accounting for Common Method Variance in Cross-Sectional Research Designs." *Journal of Applied Psychology* 86, no. 1: 114–121.
- Liu, H., C. Guo, and B. Zhang. 2022. "Attractiveness Consumption, Personality Traits and Sustainability: Construction and Empirical Application of Evaluation Indicators for Attractive Attributes of China-Chic T-Shirt Products." *Frontiers in Psychology* 13: 1101978.
- Lyu, M., and Q. Huang. 2024. "Visual Elements in Advertising Enhance Odor Perception and Purchase Intention: The Role of Mental Imagery in Multi-Sensory Marketing." *Journal of Retailing and Consumer Services* 78: 103752.
- MacCallum, R. C., K. F. Widaman, S. Zhang, and S. Hong. 1999. "Sample Size in Factor Analysis." *Psychological Methods* 4, no. 1: 84.
- Magu, S. 2015. "Reconceptualizing Cultural Globalization: Connecting the 'Cultural Global' and the 'Cultural Local.'" *Social Sciences* 4, no. 3: 630–645.
- Ma-Kellams, C. 2021. "Using True Experiments to Study Culture: Manipulations, Measurement Issues, and the Question of Appropriate Control Groups." *Methods in Psychology* 4: 100046.
- Mikhailitchenko, A., R. G. Javalgi, G. Mikhailitchenko, and M. Laroche. 2009. "Cross-Cultural Advertising Communication: Visual Imagery, Brand Familiarity, and Brand Recall." *Journal of Business Research* 62, no. 10: 931–938.
- Mirbagheri, S., and M. Najmi. 2019. "Consumers' Engagement With Social Media Activation Campaigns: Construct Conceptualization and Scale Development." *Psychology & Marketing* 36, no. 4: 376–394.
- O'Cass, A., and V. Siahtiri. 2013. "In Search of Status Through Brands From Western and Asian Origins: Examining the Changing Face of Fashion Clothing Consumption in Chinese Young Adults." *Journal of Retailing and Consumer Services* 20, no. 6: 505–515.
- O'Connor, B. P. 2000. "Spss and Sas Programs for Determining the Number of Components Using Parallel Analysis and Velicer's MAP Test." *Behavior Research Methods, Instruments, & Computers* 32, no. 3: 396–402.
- Paolacci, G., J. Chandler, and P. G. Ipeirotis. 2010. "Running Experiments on Amazon Mechanical Turk." *Judgment and Decision Making* 5, no. 5: 411–419.
- Pera, R., S. Quinton, and G. Baima. 2022. "The Use of Embedded Visual Methods in Unveiling Consumers' Values: A Digital Ethnography Perspective." *Psychology & Marketing* 39, no. 2: 309–319.
- Peter, J. P. 1979. "Reliability: A Review of Psychometric Basics and Recent Marketing Practices." *Journal of Marketing Research* 16, no. 1: 6–17.
- Podsakoff, P. M., S. B. MacKenzie, J.-Y. Lee, and N. P. Podsakoff. 2003. "Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies." *Journal of Applied Psychology* 88, no. 5: 879–903.
- Reed, A. 2004. "Activating the Self-Importance of Consumer Selves: Exploring Identity Salience Effects on Judgments." *Journal of Consumer Research* 31, no. 2: 286–295.
- Richins, M. L. 2004. "The Material Values Scale: Measurement Properties and Development of a Short Form." *Journal of Consumer Research* 31, no. 1: 209–219.
- Riefler, P., and A. Diamantopoulos. 2009. "Consumer Cosmopolitanism: Review and Replication of the CYMYC Scale." *Journal of Business Research* 62, no. 4: 407–419.
- Rossellini, I. 2018. *Know Thyself: Western identity From classical Greece to the Renaissance*. Doubleday.
- Schwartz, S. J., B. L. Zamboanga, and R. S. Weisskirch. 2008. "Broadening the Study of the Self: Integrating the Study of Personal Identity and Cultural Identity." *Social and personality psychology compass* 2, no. 2: 635–651.
- Shim, D. 2006. "Hybridity and the Rise of Korean Popular Culture in Asia." *Media, culture & society* 28, no. 1: 25–44.
- Shimp, T. A., and S. Sharma. 1987. "Consumer Ethnocentrism: Construction and Validation of the CETSCALE." *Journal of Marketing Research* 24, no. 3: 280–289.
- Shoham, A., and Y. Gavish. 2016. "Antecedents and Buying Behavior Consequences of Consumer Racism, National Identification, Consumer Animosity, and Consumer Ethnocentrism." *Journal of International Consumer Marketing* 28, no. 5: 296–308.
- Smith, S. M., C. A. Roster, L. L. Golden, and G. S. Albaum. 2016. "A Multi-Group Analysis of Online Survey Respondent Data Quality: Comparing a Regular USA Consumer Panel to MTurk Samples." *Journal of Business Research* 69, no. 8: 3139–3148.
- Stearns, P. N. 2006. *Consumerism in World History: The Global Transformation of Desire*. Routledge.
- Storck, T. 2008. "What Is Western Cultural Identity? Three Examples, Three Disputes." *New Blackfriars* 89, no. 1019: 88–101.
- Subodh, B., and K. R. Srinivas. 1998. "Symbolic and Functional Positioning of Brands." *Journal of Consumer Marketing* 15, no. 1: 32–43.
- Sweeney, J. C., and G. N. Soutar. 2001. "Consumer Perceived Value: The Development of a Multiple Item Scale." *Journal of Retailing* 77, no. 2: 203.
- Tafari, E., F. Vigneron, A. Azoulay, S. Crener, and A. Zahid. 2024. "The Influence of Culture and Gender in Luxury Brand Consumption: A Comparison Across Western and Eastern Culture Consumers." *Journal of International Marketing* 32, no. 4: 58–80.

- Tan, J. C. K., and R. Lee. 2015. "An Agency Theory Scale for Financial Services." *Journal of Services Marketing* 29, no. 5: 393–405.
- Tavassoli, N. T., and J. K. Han. 2002. "Auditory and Visual Brand Identifiers in Chinese and English." *Journal of International Marketing* 10, no. 2: 13–28.
- Taylor, A., and J. Carlson. 2025. "Comparing Who We are to Who We Could Be: How Future Self-Images Influence Consumer Choices." *Psychology & Marketing* 42, no. 6: 1623–1639.
- Teng, L., N. Ye, Y. Yu, and X. Wu. 2014. "Effects of Culturally Verbal and Visual Congruency/Incongruity Across Cultures in a Competitive Advertising Context." *Journal of Business Research* 67, no. 3: 288–294.
- Terblanche, N. S., and C. Boshoff. 2008. "Improved Scale Development in Marketing." *International Journal of Market Research* 50, no. 1: 105–119.
- Trivedi, S. D., T. A. Vinod, and P. Dharmani. 2024. "A Systematic Literature Review of the Relationship Between Consumer Ethnocentrism and Product Evaluation." *Journal of International Consumer Marketing* 36, no. 1: 41–61.
- Wang, C. L., and X. Lin. 2009. "Migration of Chinese Consumption Values: Traditions, Modernization, and Cultural Renaissance." *Journal of Business Ethics* 88: 399–409.
- Wong, N. Y., and A. C. Ahuvia. 1998. "Personal Taste and Family Face: Luxury Consumption in Confucian and Western Societies." *Psychology & Marketing* 15, no. 5: 423–441.
- Wooten, D. B. 1995. "One-of-a-Kind in a Full House: Some Consequences of Ethnic and Gender Distinctiveness." *Journal of Consumer Psychology* 4, no. 3: 205–224.
- Xie, T., J. Zhou, J. H. Liu, and C.-c. Liao. 2021. "How Does a Historical System of Meaning Weigh on the Present? Social Representations of Confucianism and Their Role in Young Chinese Lives in the People's Republic of China." *Psychology and Developing Societies* 33, no. 1: 73–102.
- Yang, Z., and C. Su. 2013. "Understanding Asian Business Strategy: Modeling Institution-Based Legitimacy-Embedded Efficiency." *Journal of Business Research* 66, no. 12: 2369–2374.
- Zhan, L., and Y. He. 2012. "Understanding Luxury Consumption in China: Consumer Perceptions of Best-Known Brands." *Journal of Business Research* 65, no. 10: 1452–1460.
- Zhao, B. 1997. "Consumerism, Confucianism, Communism: Making Sense of China Today." *New Left Review* 222: 43–59.
- Zhou, W., Z. Yang, and M. R. Hyman. 2021. "Contextual Influences on Marketing and Consumerism: An East Asian Perspective." *International Marketing Review* 38, no. 4: 641–656.