

# A Systematic Literature Review: Exploring the Dynamics of Global Consumer Culture (Insights from Eastern and Western Experts)

Oos Kosasih\*, Benny Hutahayan, Kadarisman Hidayat, Sunarti

okosasih@student.ub.ac.id

Universitas Brawijaya, Indonesia

**Abstract.** This article comprehensively examines the development of the concept of global consumer culture, shedding light on its emergence driven by a range of factors, including global identity, global branding, global ethnic marketing, global marketing communication, and global supply chain management. Employing the Systematic Literature Review (SLR) methodology, the main objective of this study is to shape and improve international marketing strategies by delving into the intricacies of global consumer behavior. The analysis reveals that the 35 related articles collectively provide a comprehensive perspective on global consumer culture. These articles show the interaction between attributes and ideas contributed by researchers from various corners of the world. As a result, it underscores the imperative need for businesses to prioritize formulating effective international marketing strategies and marketing products to resonate with the global consumer mindset. This becomes a pivotal asset in gaining a competitive edge in the global market landscape.

**Keywords:** systematic literature review, global consumer culture, marketing communication, supply chain management

## 1 Introduction

The issue of globalization and the impact of global marketing that brings global consumer behavior has attracted the attention of many academics and practitioners in the last few decades to discuss it in various articles and research journals, such as [1–7]. The widespread distribution of products and technologies, the widespread migration of people across countries, and, moreover, the increasing exposure to global media coupled with multinational marketing activities have undeniably influenced culture and consumers throughout the world [8].

This paper will systematically present a review of opinions of academics and marketing practitioners regarding global consumer behavior, as well as attributes related to globalization and shaping global consumer culture.

## **2 Literature Review**

### **2.1 Global Consumer Behavior**

Global consumers are consumer segments who idealize the global community and/or have a positive attitude towards various aspects of globalization and tend to use global brands to strengthen their identity in the global world [9]. Global consumers are characterized by a positive view of globalization reflected in having a global identity, a positive attitude towards globalization, and being moderate towards global consumer culture [7].

Within global marketing, consumer behavior is predominantly influenced by self-identity, as individuals select brands that align with their self-conceptualized identity [10]. Those with a strong inclination toward a global identity tend to find global products more appealing than local ones, while individuals who identify more with their local identity are more drawn to local products than global ones. Consequently, it is crucial for companies to position their products consistently in both market segments, catering to both local and global consumer identities [6].

### **2.2 Global Consumer Culture**

Elements associated with the consumption of global cultural information encompass various aspects, as outlined by [11]:

- i. Cultural identification, reflecting the importance attributed to affiliations with diverse cultures, manifested through a sense of identity, including but not limited to ethnic and global affiliations.
- ii. Cultural attitude, signifying the significance attached to multicultural affiliations as expressed through attitudes towards internal and external groups. This may encompass attitudes like ethnocentrism and cosmopolitanism.
- iii. Behavior and culture-informed behaviors, illustrating the significance placed on affiliations with multiculturalism as manifested through actions in work and leisure activities, choices in consumption, and related behaviors.

[11] also attempts to integrate local culture, foreign culture and global culture into a multiaxial conceptualization of various cultures to mark the consumer's individual identity with the following definitions [12]:

- i. Local culture encompasses a collection of values, beliefs, lifestyles, products, and symbols specific to a person's residence. These elements originate from that particular location, separating it from other places.
- ii. Foreign culture, on the other hand, pertains to cultures that either come from or are represented by identifiable cultural sources associated with a different country or group. This can include the culture of one's ancestral origin, a diaspora culture related to ethnic heritage, or any culture unrelated to one's ancestry.
- iii. Global culture refers to a culture that evolves through the amalgamation of knowledge and practices from diverse parts of the world. These shared elements

are present, embraced, and implemented worldwide similarly, symbolizing a sense of global interconnectedness. This connection to the world is irrespective of an individual's place of residence or ancestral background.

Global consumer cultural behavior is most prominently exemplified by the multicultural millennial generation [13]. Millennials are known for their racial and ethnic diversity, often growing up in families with mixed backgrounds. They are recognized for their pro-diversity stance, understanding of race and ethnicity, tolerance, open-mindedness, and multicultural perspective. They are well-aculturated to diverse global cultures, often fluent in English, a language that aligns with a global and cosmopolitan identity. The global millennial consumer profile typically reflects a worldly and materialistic orientation, a strong interest in experiences, social interactions, and global media consumption, and a tendency to self-identify as part of the global consumer culture [14].

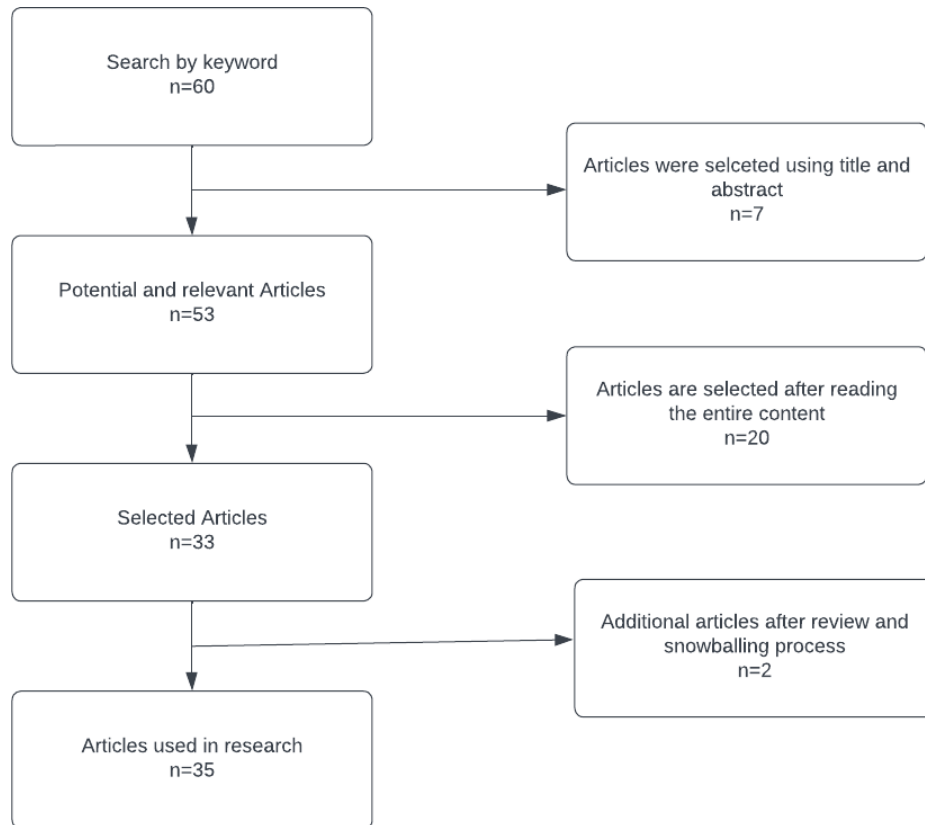
### **3 Research Methods**

This study employs a systematic literature review (SLR) methodology to investigate inquiries formulated through a structured synthesis method [15]. The SLR is a research approach designed to systematically gather, identify, evaluate, and analyze existing research works (such as articles, conference papers, books, and dissertations). It informs readers about the most current research literature on a specific topic [16]. We used a hybrid search strategy, combining an article database search and the snowballing technique, namely a reference search technique in the bibliography of articles previously obtained from database search results [17]. The keywords used are “globalization”, “global consumer behavior”, “global consumer culture”, “global identity”, “global consumer”, “global brand”, “global marketing communication”, “global ethnic marketing”, and “global supply chain management”.

The first step of the hybrid search strategy in SLR is selecting the Scopus journal index, namely Q1 (research articles) and minimum Q2 (proceedings) with an article time span during the period 2012 – 2023, to obtain the latest (updated) article results. Searching for articles was conducted across multiple databases, including Emerald, Taylor & Francis, and Elsevier. Articles were selected from high-quality journals. Next, a snowballing technique (a combination of forward and backward snowballing) was carried out to identify findings related to the topic under study, namely global consumer culture and validate the search process [17].

The initial sample was 60 scientific articles based on previously determined keywords. We found 53 relevant empirical studies from the title and abstract of the article. Among the 53 empirical studies, 33 meet the research criteria. By referring to [17], we reviewed the selected articles and added articles from references using snowballing techniques to increase the validity and reliability of the research. A total of 2 relevant articles were obtained, and the total number of articles used in this systematic literature review was 35 empirical research articles related to global consumer culture.

Of the 35 articles, it was found that the number of articles discussing the attributes of global identity, global consumer behavior, global brand, and global ethnic marketing in relation to global consumer culture was quite even (above 20%); this shows sufficient academic focus to discuss the four global consumer attributes. However, there is still a gap in developing research that discusses global marketing communication and global supply chain management because the number of articles is still limited.



**Figure 1:** Literature Search and Selection Process

Source: Research Data (2023)

**Table 1:** Article Grouping Based on Concept

Relationship between Concepts	Number of Articles	% of Articles
Global Identity with Global ConsumerCulture	7	20%
Global Customer Behavior with Global Consumer Culture	9	26%
Global Brand with Global ConsumerCulture	7	20%
Global Ethnic Marketing with Global Consumer	8	23%

Culture		
Global Marketing Communication with Global Consumer Culture	1	3%
Global Supply Chain Management with Global Consumer Culture	3	8%
Total	35	100%

Source: Research Data (2023)

**Table 2:** Recapitulation of Scientific Journals

Ranking according to Scimago in 2022	Journal Name	Number of Articles
Q1	Journal of International Marketing	3
Q1	Journal of Business Research	13
Q1	Journal of Global Scholars of Marketing Science	1
Q1	International Journal of Research in Marketing	6
Q1	Journal of Marketing Management	1
Q1	International Marketing Review	3
Q2	Procedia Manufacturing	1
Q2	Procedia CIRP	1
Q1	Consumption Markets and Culture	1
Q1	Journal of Purchasing & Supply Management	1
Q1	International Journal of Production Economics	1
Q1	Journal of International Business Studies	1
Q1	Journal of Consumer Research	1
Q1	Psychology and Marketing	1
Number of Articles		35

Source: Research Data (2023)

**Table 3.** Empirical Research Used in Systematic Literature Studies

No.	Author(s) and Year	Topic	Research Focus
1	[18]	Global Consumer Behavior	Exploring consumer attitude orientation towards globality and identification of consumer behavior towards global brands
2	[19]	Global Consumer Behavior	Investigating the tendency of global consumers to consider global brands as identifying symbols when making purchasing decisions
3	[20]	Global SupplyChain	Assess critical stages/phases of global

No.	Author(s) and Year	Topic	Research Focus
		Management	supply chain resilience in the event of disruptions
4	[1]	Global Consumer Behavior	Investigating consumers' views of the globalization process
5	[14]	Global Consumer Behavior	Investigating the profile of global millennial consumers who are always "worldly oriented and materialistic", flexible, having high social interaction, and global-minded
6	[21]	Global Consumer Culture	Exploring the positive impact of consumer views on globalization and cultural change as potential predictors of global consumer behavior
7	[22]	Global Consumer Culture	Investigating the influence of different and varied cultural backgrounds, affiliations, symbolism, on the acculturation process of global consumer culture
8	[23]	Global Identity	Examining global identity in influencing global consumer ethnicity when advocating for brands within and outside their country of origin
9	[24]	Global Consumer Behavior	Exploring global consumer behavior in paying higher prices for global brands, including the influence of consumers' prestige needs
10	[25]	Global Consumer Behavior	Exploring the role of cultural associations in global consumer consumption decisions
11	[26]	Global Ethnic Marketing	Exploring multicultural markets and their attributes from an international marketing and consumer research perspective
12	[2]	Global Ethnic Marketing	Presents a strategic framework for acculturation and ethnic mix of consumers from a multicultural market perspective
13	[27]	Global Supply Chain Management	Exploring alternative strategies for stock optimization and manufacturing production capacitation in optimizing the global supply chain.
14	[28]	Global Brands	Exploring the identification and influence of global consumer orientation towards global brands in

No.	Author(s) and Year	Topic	Research Focus
			developed and developing countries
15	[3]	Global Ethnic Marketing	Providing the concept of a multicultural market for foreign products in other countries (case study of responses of Mexican immigrants in England to authentic Mexican food)
16	[4]	Global Brands	Identifying global consumer multiculturalism and its influence on global brands
17	[11]	Global Identity	Exploring global consumer identity including consumer identity segmentation in multicultural markets
18	[5]	Global Consumer Behavior	Explore the attributes related to globalization and shaping global consumer culture as follows: global identity, global brands, global ethnic marketing, global marketing communications, and global supply chain management
19	[13]	Global Ethnic Marketing	Analyzing the challenges and opportunities of global ethnic marketing from the perspective of millennial consumers
20	[29]	Global Supply Chain Management	Investigating how companies manage sustainability initiatives in the context of global supply chain management, from a consumer perspective.
21	[30]	Global Brands	Exploring the interaction between global and local brands and global brand perceptions of local icons
22	[31]	Global Ethnic Marketing	Exploring the depiction of social groups and representation of ethnicity in advertising.
23	[10]	Global Brands	Exploring consumer behavior driven by their concept of self-identity.
24	[32]	Global Brands	Identify the universal relevance of global brands and the benefits of global brands as a source of competitive advantage.
25	[33]	Global Supply Chain Management	Explore responsive global supply chain strategies in contemporary global complexity that implement socio-relational integration with global suppliers and consumers.
26	[34]	Global Ethnic	Investigating ethnocentric consumers

No.	Author(s) and Year	Topic	Research Focus
		Marketing	who represent economic and cultural justifications in cross-cultural validation.
27	[8]	Global Ethnic Marketing	Analyzing the influence of globalization and global integration in accelerating cultural convergence throughout the world which simultaneously influences consumer behavior, national identity and culturalization (mixing of national and global cultures)
28	[12]	Global Brands	Investigate global brand relationships with specific types of consumer segments and create enterprise value.
29	[9]	Global Identity	Investigating the influence of globalization on the young generation in developed countries as well as the tendency for the young generation's local cultural identity to fade while strengthening global identity.
30	[35]	Global Identity	Exploring consumer orientation towards globality as identification with global communities, global identity, and global connectivity.
31	[6]	Global Identity	Exploring the combination of local-global product segmentation in a local - global identity perspective
32	[7]	Global Identity	Examining the influence of consumer preferences in the perspective of forming accessible local and global identities
33	[36]	Global Ethnic Marketing	Investigating the role of bilingual (Chinese and English) global consumers
34	[37]	Global Consumer Culture	Exploring globalization attitudes <i>towards</i> individual beliefs regarding the economic consequences and vulnerabilities of global consumer culture.
35	[38]	Global Marketing Communications	Investigating the influence of advertising images that do not match local culture and consumers' evaluative responses to global advertising (China case study)

Source: Research Data (2023)



## **4 Results and Discussion**

[5] have summarized the attributes related to globalization and shaping global consumer culture, including global identity, global brand, global ethnic marketing, global marketing communications, and global supply chain management. All of these attributes will be discussed in more detail.

### **4.1 Global Identity**

Consumer alignment with globality involves a connection to the worldwide community, rooted in social identity theory [35]. [18] support that a consumer's orientation toward globalization positively influences attitudes and identification with global brands. Global identity and connectivity guide segmentation strategies [35]. [5] propose a model linking consumer behavior to national identity, impacting global consumer behavior.

Consumer acculturation is evolving into 'consumer multiculturalization', capturing the complexity of cultural identities formed by native and immigrant consumers [4]. [26] define multicultural markets as settings where various cultures converge. [3] emphasize intercultural dynamics, expanding consumer multiculturalization theory. [11] provide theories and models for understanding identity dynamics influenced by various cultural factors.

Further exploration is needed into emerging cultural identity configurations and consumer multiculturalization mechanisms within specific contexts. Research on cultural associations in global consumer consumption decisions reveals that consumers' willingness to purchase products from specific cultures varies among segments [25]. High cultural importance consistently leads to more favorable evaluations of global products and brands.

### **4.2 Global Branding**

Consumers use brand symbolism in global consumer culture to express affiliation and distinctiveness [7]. Global brands are vital for identifying global consumers, necessitating effective tools for marketers entering this market [30].

In developing countries, Western and global brands blend with traditional values and local identity [38]. Balancing local and global identity is complex. Global consumers consider global brands as symbols of global consumer culture, influencing their purchasing decisions [10,19]. Positive sentiment strengthens group identification, but true ownership demands direct brand identification.

Consumer views on globalization predict behavior and global brand identification [21]. Research explores global brand ownership, attitude, and purchase intentions [28,32]. "Perceived brand globalness" shapes purchase intentions, mediated by quality and prestige perceptions, moderated by consumer ethnocentrism [24]. The desire for global brands and willingness to pay more stem from unique brand perceptions—quality drives choice, while prestige motivates premium pricing [24].

Local-global product segmentation enhances brand positioning, especially for global consumers [6]. Today's global consumers demand both global and local products simultaneously, examining foreign goods through a local lens. Some consumers' critical attitudes toward globalization raise questions about the universal relevance of global brands [32]. While global

brand perception positively influences preferences [12,30], it remains uncertain whether this translates into higher price acceptance, but evidence suggests it does [24].

Cultural identity profoundly influences consumer preferences, a critical aspect of international marketing segmentation [24]. As cultural diversity grows, marketers must navigate diverse cultural backgrounds, affiliations, and symbolism to position brands effectively [22]. Consumers with multicultural affiliations respond differently to brands with local, foreign, or global meanings, reflecting the trend towards cultural fusion in brand strategies [11]. Understanding and engaging with cultural complexity has become essential for brands to remain competitive and socially responsible in today's diverse global marketplace.

### **4.3 Global Ethnic Marketing**

Ethnocentric consumers prioritize domestic brands due to economic and cultural reasons, viewing global brands as imbued with their country's culture and heritage. These global brands are seen as local icons and a source of pride for consumers from the country of origin [30]. Marketing strategies for products with strong national or ethnic identity, such as traditional food and local crafts, often need to adapt to local preferences [8]. For categories like personal care products and household equipment, a hybrid approach that combines local and global brand elements is essential [8].

In global ethnic marketing, marketing communications hold socio-cultural significance and can validate the identities of ethnic minorities, recognizing them not just as consumers but as integral community members [31]. [1] found that Chinese ethnic identity directly influences global consumer cultural identification among ethnic Chinese populations in Canada. Canadian identity indirectly affects this identification through a cosmopolitan spirit. Additionally, there is a positive relationship between ethnic identity and advocacy for global brands from one's country of origin.

[13] involves multi-ethnic millennial consumers in the UK, which revealed that global marketing messages targeting all multi-ethnic groups were more effective than marketing aimed at specific ethnic targets in a multicultural millennial society. This study sheds light on the experiences of millennial consumers in multicultural markets, the sociocultural significance of ethnic advertising, and the challenges and opportunities in reaching diverse audiences while promoting social welfare and reducing inter-ethnic prejudice.

Ethnic marketing communications can bring forth one's ethnic identity even without direct attention to embedded ethnic information, influencing individuals' awareness of their background [31]. These communications become a source of social capital, shaping consumers' understanding of their role in society, social relationships, and status [13]. [13] also emphasizes millennial consumers' perceptions of ethnic marketing communications in multicultural markets, highlighting their open-mindedness, global identity, and aversion to stereotypes and exoticization. These consumers interpret advertising beyond its surface meaning, making multi-ethnic (global) marketing communications a preferred way to convey messages to this generation.

#### **4.4 Global Marketing Communication**

Balancing global and local consumer culture is a challenge for international companies. [38] examines the impact of cultural mismatches in advertising images on consumer responses, focusing on clashes between global advertising and local culture. They explore how incongruity affects Chinese consumers, considering the “culture of origin of the product,” where products are associated with specific cultures.

[38] reveal a contemporary consumption ideology blending global and local perspectives in China’s complex cultural landscape. Western influences coexist with traditional and contemporary values. Their study shows that culturally incongruent advertising images lead to less favorable attitudes toward advertising and heightened consumer scepticism. Achieving a balance between global and local appeals is essential, particularly for products with strong stereotypes, to avoid negative reactions [38].

#### **4.5 Global Supply Chain Management**

Numerous studies emphasize the pivotal role of global supply chain management in supporting successful global marketing [20,27,29,33]. The supply chain acts as a network linking suppliers, manufacturers, distribution centers, and customers, with various supply chain models in play. These models include local market production, regional/global product specialization, and global concentrated production, each influenced by logistical factors like manufacturing, warehousing, and transportation, along with cross-functional drivers like information, source, and price [27].

[33] advocate for a responsive global supply chain strategy that fosters socio-relational integration with global suppliers and consumers. Traditional supply chain strategies focused solely on cost efficiency and stability face formidable challenges in today's consumer-centric global business landscape. Instead, a responsive supply chain strategy is proposed, enhancing adaptability to rapidly changing global consumer demands while improving supply chain efficiency and driving product innovation.

[20] outline four stages of global supply chain resilience, particularly in the face of disruptions like COVID-19:

- i. The company’s plan anticipates potential disruptions and prepares follow-up plans.
- ii. Quick response (adsorb) immediately after a disturbance occurs
- iii. Recovery returns to normal conditions
- iv. Adjustment (adapt) after normal

Several strategies are suggested to maintain global supply chain resilience, including strategic stock, multi-sourcing, global distribution, flexible transportation, and product standardization for prevention. Reactive strategies encompass supplier backups, re-routing, make-or-buy decisions, substitutions, revenue management, and urgent planning [20]

Furthermore, [29] delves into how companies manage sustainability initiatives within global supply chain management, addressing the evolving business landscape where vertically integrated companies give way to global supply chains. This research acknowledges the increasing accountability of companies for their global supply chain operations and practices,

focusing on institutional distance as a factor influencing global buyer-supplier relationships [29].

## 5 Conclusion

A Systematic Literature Review (SLR) study will make it easier for practitioners and academics to formulate and expand international marketing strategies by exploring global consumer behavior and attributes related to global consumer culture, consisting of global identity, global brands, ethnic marketing global, global marketing communications to global supply chains. By formulating the right international marketing strategy, the product being marketed will slowly become top of mind for global consumers, becoming an important asset in winning the competition.

## 6 Limitations and Research Gaps

Some limitations in this SLR paper to be discussed further in future studies are related to other aspects that may influence global consumer culture, including social media, religion, innovation, and entrepreneurship. It is also necessary to review cultural attributes and other global marketing strategies more comprehensively, such as bilingual global consumers, global pricing, global industry or manufacturing, and business-to-business issues.

## References

1. Cleveland M, Laroche M, Takahashi I, Erdoğan S. Cross-linguistic validation of a unidimensional scale for cosmopolitanism. *J Bus Res.* 2014 Mar;67(3):268–77.
2. Dey BL, Alwi S, Yamoah F, Agyepong SA, Kizgin H, Sarma M. Towards a framework for understanding ethnic consumers' acculturation strategies in a multicultural environment. *International Marketing Review.* 2019 Sep 9;36(5):771–804.
3. Ibarra-Cantu C, Cheetham DF. Consumer multiculturalization in multicultural marketplaces: Mexican immigrants' responses to the global consumer culture construction of Tex-Mex as Mexican food. *J Bus Res.* 2021 Sep;134:70–7.
4. Kipnis E, Broderick AJ, Demangeot C. Consumer multiculturalization: consequences of multi-cultural identification for brand knowledge. *Consumption Markets & Culture.* 2014 May 4;17(3):231–53.
5. Laroche M, Teng L. Understanding the global consumer culture: Views from eastern and western scholars, an introduction to the special issue. *J Bus Res.* 2019 Oct;103:219–21.
6. Tu L, Khare A, Zhang Y. A short 8-item scale for measuring consumers' local–global identity. *International Journal of Research in Marketing.* 2012 Mar;29(1):35–42.
7. Zhang Y, Khare A. The Impact of Accessible Identities on the Evaluation of Global versus Local Products. *Journal of Consumer Research.* 2009 Oct 1;36(3):524–37.
8. Sobol K, Cleveland M, Laroche M. Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers. *J Bus Res.* 2018 Jan;82:340–53.
9. Strizhakova Y, Coulter RA, Price LL. The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace. *International Journal of Research in Marketing.* 2012 Mar;29(1):43–54.

10. Reed A, Forehand MR, Puntoni S, Warlop L. Identity-based consumer behavior. *International Journal of Research in Marketing* [Internet]. 2012;29(4):310–21. Available from: <https://www.sciencedirect.com/science/article/pii/S0167811612000663>
11. Kipnis E, Demangeot C, Pullig C, Broderick AJ. Consumer Multicultural Identity Affiliation: Reassessing identity segmentation in multicultural markets. *J Bus Res* [Internet]. 2019;98:126–41. Available from: <https://www.sciencedirect.com/science/article/pii/S0148296318306106>
12. Steenkamp JB. How global brands create firm value: the 4V model. *International Marketing Review*. 2014 Feb 4;31(1):5–29.
13. Licsandru TC, Cui CC. Ethnic marketing to the global millennial consumers: Challenges and opportunities. *J Bus Res*. 2019 Oct;103:261–74.
14. Cleveland M, Laroche M, Papadopoulos N. You are what you speak? Globalization, multilingualism, consumer dispositions and consumption. *J Bus Res*. 2015 Mar;68(3):542–52.
15. Briner RB, Denyer D. Systematic Review and Evidence Synthesis as a Practice and Scholarship Tool. In: *The Oxford Handbook of Evidence-Based Management*. Oxford University Press; 2012. p. 112–29.
16. Dixit S, Mandal SN, Thanikal J V., Saurabh K. Evolution of studies in construction productivity: A systematic literature review (2006–2017). *Ain Shams Engineering Journal*. 2019 Sep;10(3):555–64.
17. Wohlin C, Kalinowski M, Romero Felizardo K, Mendes E. Successful combination of database search and snowballing for identification of primary studies in systematic literature studies. *Inf Softw Technol*. 2022 Jul;147:106908.
18. Bartsch F, Riefler P, Diamantopoulos A. A Taxonomy and Review of Positive Consumer Dispositions toward Foreign Countries and Globalization. *Journal of International Marketing*. 2016 Mar 1;24(1):82–110.
19. Bartsch F, Diamantopoulos A, Paparoidamis NG, Chumpitaz R. Global brand ownership: The mediating roles of consumer attitudes and brand identification. *J Bus Res*. 2016 Sep;69(9):3629–35.
20. Bret L, Dussud M, Metral L, Ladier AL, Trilling L. Towards a model assessing supply chain resilience strategies. *Procedia CIRP*. 2021;103:14–9.
21. Cleveland M, Rojas-Méndez JJ, Laroche M, Papadopoulos N. Identity, culture, dispositions and behavior: A cross-national examination of globalization and culture change. *J Bus Res*. 2016 Mar;69(3):1090–102.
22. Cleveland M. Acculturation to the global consumer culture: Ten years after and agenda for the next decade. *Journal of Global Scholars of Marketing Science*. 2018 Jul 3;28:257–71.
23. Cleveland M, Bartikowski B. Cross-national consistency of place-related identity dispositions as antecedents of global brand advocacy among ethnic Chinese at home and abroad. *J Bus Res*. 2023 Jan;155:113405.
24. Davvetas V, Sichtmann C, Diamantopoulos A. The impact of perceived brand globalness on consumers' willingness to pay. *International Journal of Research in Marketing*. 2015 Dec;32(4):431–4.
25. Demangeot C, Sankaran K. Cultural pluralism: Uncovering consumption patterns in a multicultural environment. *Journal of Marketing Management*. 2012 Jul;28(7–8):760–83.
26. Demangeot C, Broderick AJ, Craig CS. Multicultural marketplaces. Catherine Demangeot Professor C. Samuel Craig Dr PAJB, editor. *International Marketing Review* [Internet]. 2015 Jan 1;32(2):118–40. Available from: <https://doi.org/10.1108/IMR-01-2015-0017>
27. Fryman B, Suer GA, Jiang J. Alternative Strategies for Dealing with Idle Capacity in Global Supply Chains. *Procedia Manuf*. 2019;39:1724–33.

28. Guo X. Living in a Global World: Influence of Consumer Global Orientation on Attitudes toward Global Brands from Developed versus Emerging Countries. *Journal of International Marketing*. 2013 Mar 1;21(1):1–22.
29. Omar A, Kirchoff JF, Russo I, Gligor DM. Understanding the dynamics of global supply chain sustainability initiatives: The role of institutional distance from the buyer's perspective. *Journal of Purchasing and Supply Management*. 2022 Oct;28(4):100792.
30. Özsomer A. The Interplay between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness. *Journal of International Marketing*. 2012 Jun 1;20(2):72–95.
31. Peñaloza L. Ethnic marketing practice and research at the intersection of market and social development: A macro study of the past and present, with a look to the future. *J Bus Res*. 2018 Jan;82:273–80.
32. Riefler P. Why consumers do (not) like global brands: The role of globalization attitude, GCO and global brand origin. *International Journal of Research in Marketing*. 2012 Mar;29(1):25–34.
33. Roh J, Hong P, Min H. Implementation of a responsive supply chain strategy in global complexity: The case of manufacturing firms. *Int J Prod Econ*. 2014 Jan;147:198–210.
34. Sharma P. Consumer ethnocentrism: Reconceptualization and cross-cultural validation. *J Int Bus Stud*. 2015 Apr 21;46(3):381–9.
35. Strizhakova Y, Coulter RA. The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity. *International Journal of Research in Marketing*. 2013 Mar;30(1):69–82.
36. Zhang C, Laroche M, Richard MO. The differential roles of verbs, nouns, and adjectives in English and Chinese messages among bilingual consumers. *J Bus Res*. 2017 Mar;72:127–35.
37. Zhou L, Teng L, Poon PS. Susceptibility to global consumer culture: A three-dimensional scale. *Psychol Mark*. 2008 Apr 13;25(4):336–51.
38. Zhou L, Poon P, Wang H. Consumers' reactions to global versus local advertising appeals: A test of culturally incongruent images in China. *J Bus Res*. 2015 Mar;68(3):561–8.