



THE DEVELOPMENT AND VALIDATION OF A CONSUMER COSMOPOLITANISM SCALE: THE POLAR OPPOSITE OF XENOPHOBIC ATTITUDES

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ABSTRACT

Consumer cosmopolitanism is defined as world citizenship, open interaction with foreigners and the polar opposite of xenophobic attitudes. Although it is the opposite of consumer ethnocentrism, to date, cosmopolitanism has been primarily perceived as the virtue of not seeing foreigners as a threat, not being hateful towards foreigners, and embracing cultural diversity. Based on this conceptualization, our main objective is to develop and test an alternative pilot scale for consumer cosmopolitanism. Fifteen scale items were developed as a result of a literature review and consultation with academic experts. A survey was administered to 484 people in Turkey. Exploratory factor analysis showed that the scale items were grouped in three factors. To measure the validity of this consumer cosmopolitanism scale, Confirmatory Factor Analysis (CFA) indicated that second-order-factor-model was a more rational measurement configuration to determine consumer cosmopolitanism with three factors.

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I. INTRODUCTION

Consumer cosmopolitanism is conceptualized as world citizenship and is described as not being afraid to interact with foreigners and treating everyone equally regardless of culture, nationality, race and religion. Although it is viewed as the opposite of consumer ethnocentrism, the virtue of not seeing foreigners as a threat, not being hateful towards them and regarding them as a cultural asset are much more dominant in the definition of cosmopolitanism. Therefore, cosmopolitanism is much more functional way to measure the polar opposite of xenophobic attitudes. In today's rapidly changing and globalized world, consumers must choose among many products having different features and countries of origin. Similarly there are many factors that affect consumer preferences. One of these factors is consumer attitudes towards their own country and other countries (Suh and Kwon, 2002). These attitudes have a direct influence upon consumer product preference, brands and the companies of foreign countries (Crawford and Lamb, 1982). The investigation of consumer attitudes towards domestic and foreign products and their effects on consumer purchase behavior is amongst the most popular topics in international marketing literature (e.g. Knight, 1999; Shimp and Sharma, 1987). However the positive attitudes towards foreign countries and their products is largely neglected and there is very limited literature on this topic (Crawford and Lamb 1982; Rawwas et al, 1996; Balabanis et al, 2001). Due to the density of the consumers encountering new cultural and consumption styles and the insufficiency of the current literature to explain the tendency to buy foreign products clearly shows that this topic should be investigated in more detail (Riefler and Diamantopoulos, 2009). Attitudes towards foreign products are being conceptualized as the country of origin, consumer ethnocentrism (Shimp and Sharma, 1987), consumer animosity (Klein et al., 1999), consumer world-mindless (Nijssen and Douglas), and consumer affinity (Oberecker et al., 2008). Therefore it is important to determine the place and the difference of the consumer cosmopolitanism conceptual framework in this process.

First, this paper provides a literature review outlining the evolution of cosmopolitanism and providing the conceptual underpinning of the qualitative and quantitative research to follow. The results of a qualitative research with experts in the field conducted in the first stage in terms of preliminary attitudinal measures of cosmopolitanism are provided. The paper then validates the qualitative findings applying principal component of factor analysis and confirmatory factor analysis. Finally, the empirical findings are discussed and recommendations provided.

II. THE EVOLUTION OF COSMOPOLITANISM

Cosmopolitanism in general is considered a favorable attitude towards foreigners (Russell, 2004). The understanding of consumer cosmopolitanism tends to determine consumption patterns of different countries' products (Caldwell et al 2006). In other words the continuous globalization of marketing and the effect of this globalization upon the marketing activities make the investigation of cosmopolitanism as a consumer structure an absolute necessity (Cannon and Yaprak, 2002). The inclination of the consumers towards cosmopolitan values is largely effected by increasing global competition, technological changes, improved communication technologies, and increased consumer consumption expectations (Cannon and Yaprak, 2002).

The cosmopolitan consumer concept is essentially the same as the "world citizen" concept (Cannon and Yaprak, 2002). Metron (1957) explained this concept as individuals capable of adapting concepts beyond their local cultures. Gouldner (1957) stressed the fact that the cosmopolitan individuals in an organizational structure equate themselves to their occupations rather than the environment where they work. The cosmopolitanism concept is defined by Metron (1957) and Gouldner (1957) as a factor which has been frequently used as an explanatory variable in the literature of innovativeness (Helsen et al 1993), information diffusion (Gatignon et

al 1989), organizational orientation (Robertson and Wind 1983) and consumer behavior. Cosmopolitanism can also be described as an explanatory variable in consumer purchasing decisions (Klein et al 1998).

The first emergence of consumer cosmopolitanism in marketing literature was the contingency model of cross-national segmentation studies (Cannon and Yaprak, 1993). This study related cosmopolitanism as a sociological concept to consumer behavior (Yoon et al, 1996). It depicted cosmopolitan consumers as the people who are open to innovations and evaluate products solely based on their functionality, free from local effects and traditions. Consumer cosmopolitanism was used as transnational classification criterion (Yoon, 1998). He compared the cosmopolitanism values of American and Korean consumers in his multi cultural study and found that open-mindedness and extensive traveling were common to both societies, while ability and positive thinking were more dominant in Korean society. On the other hand, the possession of trendy tastes and wealthy lifestyles were more specific to American society. Beckmann et al. (2001) compared the viewpoints of three different cultures on cosmopolitanism. The study revealed that the participants related cosmopolitanism to the adaptation of different cultural structures and acting freely beyond their boundaries. Thompson and Tambyah (1999) showed that Singapore expatriates were trying to acquire a cosmopolitan identity on one hand and continue their ties with their national traditions while buying the imported products of their own countries on the other hand. Cadwell et al. (2006) focused upon the masculine and feminine features of cosmopolitan consumer orientation. Vida et al. (2005) mentioned the relationship between consumer cosmopolitanism and consumer ethnocentrism in an empirical study. Similarly, Tillery et al. (2011) investigated the relationship amongst world open-mindedness, consumer cosmopolitanism and consumer ethnocentrism.

The presence of the various studies measuring the effect of consumer cosmopolitanism upon purchasing behavior (Cannon and Yaprak, 1993; Beckman et al, 2001; Vida et al, 2005; Jaffe and Ebelzahl 2006) does not change the fact that the studies in this field are mostly conceptual and there is an urgent need for empirical studies. As seen from the previously mentioned examples, the studies which use consumer cosmopolitanism as an explanatory variable in an empirical study are very limited. In the literature related to consumer behavior, different authors attributed consumer cosmopolitanism to different dimensions of consumer behavior. Hannerz (1990) stated that cosmopolitans mostly purchased international media, books and films while Holt (1997) proved that cosmopolitans preferred exotic food and music and sought diversity and sophistication in consumer products. Another important finding was the fact that the cosmopolitans are amongst the minority who adopt innovations first (Rogers, 2004). Cosmopolitanism as an extension of the modernity creates a social class due to its self-orienting features (Skrbis et al, 2004). Cosmopolitanism mostly relates to globalization and a universal human community (Delanty, 2006) and related to consumer experiences (Caldwell, 2006).

III. COSMOPOLITANISM AS A POLAR OPPOSITE OF XENOPHOBIC ATTITUDES

Cosmopolitanism is conceptualized as consumers' openness to cultural products and their variations (Woodward et al 2008). Global consumerism is defined as a culture sub element (Cleveland and Laroche, 2007). Cosmopolitanism coincides with liberal thinking is considered an opposite dimension of xenophobic attitudes (Money, 1999). It is claimed that the reverse structure of the xenophobic attitudes can be evaluated as cosmopolitanism. The basic logical conceptualization of this study is that cosmopolitanism is the opposite of the xenophobic structure based upon out-group hostility. Xenophobia is generally conceptualized with dislike and hatred. The concept of hatred is used as an alternative phobia against foreigners and a reluctance to communicate with them (Pedahzur and Yishai, 1999). The cultural synonym of such

a conclusion is dissimilarity (Starks, 2003). The main reason for foreigner phobia is that "the foreigners are exploiting our resources and they are inferior"(Gotsbachner, 2001). Phobias against foreigners are based upon segregation and even deportation (Banton, 1996). The reason for adapting such a behavior can be explained to prevent the damage which may be caused by the foreigners, and protect the integrity of the original group, and maintain a high level dissimilarity (Van Der Dennen 1985). Generally foreign phobia includes "otherization". *"Other may be distinguished on any of a number of dimensions: in terms of skin color or other biological characteristics, their institutions (economic, political, family), cultural patterns (norms, values, rituals), their territory or the place they live, their orientations to one's collective "self", the history of one collective "self" compared to the other."* (Burns et al., 2001). This "otherization" can occur naturally or by institutional characterization. At this point, cultural acculturation, which states that having minimum contact with foreigners (segregation), adaptation to the host culture and complete participation in host life community (assimilation), exclusion and integration in order to protect one's own cultural values, should not be ignored (Florack et al., 2003).

Xenophobia is a type of attitude based on sentimental and behavioral prejudice. It is founded upon nativism and depends on fear and bias, and has a multi dimensional structure. It is related to ethno-centrism with regards to the national superiority and the hostility towards other countries (Yakushko, 2009). Foreign phobia appears as neglecting non-natives from birth (Georg and van der Tuin, 2008). Leyens et al. (2000) stated that having more humanly attitudes to those in his or her group becomes really important. Those who are loyally bound to their groups tend to exclude people outside the group (Guimond and Dambrun, 2002). Foreign phobia focuses on nativism and there is a hostile attitude and behavior against non natives (Yakushko, 2009). Foreign phobia is central to right wing fundamentalism and right wing thoughts and strengthens intolerance and increases the tendency to use violence (Hermann, 1997).

IV. COSMOPOLITANISM SCALES

There are several scales reported in the literature which measures the structure of cosmopolitanism. The local cosmopolitanism scale developed by Dye (1963) tries to distinguish cosmopolitans from local people. Jennings (1966) takes the orientation of people into account while Robinson and Zill (1997) are focused on cultural issues. The basic research issue is the presence of validity problems with all of three scales. Earle and Cvetkovich (1997) developed cosmopolitanism in the framework of risk management, which is not suitable for marketing applications. In Jain and Etgar's scale (1977) cosmopolitanism is measured by the use of key features of retail innovators. CYMYC scale developed by Cannon et al. (1994) is the only scale which attempts to functionalize cosmopolitanism in the framework of marketing. The authors later investigated the validity of CYMYC scale on various international samples including Korean, Ukrainian and Turkish consumers. In these different international samples the number of factors varied between two to four with eleven to twenty items for the model (Riefler and Diamantapoulos, 2009).

The qualitative analysis of the scale items reveal three basic dimensions of CYMYC scale; protection of current situation of consumer (ex. I don't like experimenting with things I don't enjoy), proximity to others (ex. I like to have contact with people from different cultures) and attitudes towards foreigners (ex. Foreigners often leave me uncomfortable). From this point of view we assume the concept of xenophobia in our study is covering all these dimensions.

Consumers, who scored highly on this scale are likely to try cultural diversity and are open to other cultures and their cultural products (Klein et al 1998). The related scale was tested with different samples to confirm validation (Yoon et al. 1996; Yoon 1998). Yoon et al. (1996)

typologically evaluated consumers as pure-local and pure-cosmopolitan. Cannon and Yaprak (2002) defined this typology based on purchasing criteria as global cosmopolitans and local cosmopolitans. Global cosmopolitans reject local culture and make purchases according to global standards while local cosmopolitans make purchases according to local standards.

Table 1 presents a summary of different scales reviewed, compared and utilized in the process of developing a consumer cosmopolitan scale for this research.

TABLE 1- LITERATURE SUMMARY FOR DIFFERENT SCALES RELATED TO CONSUMER COSMOPOLITANISM CONCEPTUALIZATION

SCALE	Author(s)	Main Conceptualization
Consumer Animosity	Klein, 1998	Anger, hate dislike and unforgiveness towards some countries.
Economic Nationalism	Baughn and Yaprak,1996	Consumer behavior priority depends on home country industries.
Nationalism Scale	Kosterman and Feschbach, 1989	Priority for home country expediency benefits
Patriotism Scale	Kosterman and Feschbach, 1989	Establish a bond of loyalty for ones country,
Economic Threat Perception	Watts(1996)	Foreigner threat for economic development.
Economic Threat Scale	Sharma et al. (1995)	Competition from foreign companies and the effect on economic development.
Integrated Threat Theory	Stephan et al., 2000	Foreigners are threat to the home country.
Universal Orientation Scale	Phillips ST; Ziller RC(1997)	Similarity between people and not their differences
Consumer Affinity	Oberecker et al. 2008	Establish a relationship outside of the country.
Xenophilia Scale	Perlmutter 1954	Sympathetic to foreigners and strangers.
Social Dominance Orientation Scale	Pratto et al. 1994	The effect of equality between people within the country
Consumer World-Mindness Scale	Nijssen and Douglas 2008	Bias and prejudice towards foreign products and tendency to try foreign products
Subtle and Blatant Prejudice Scale	Pettigrew and Meertens, 1995	Openness and prejudicial or hidden attitudes towards foreigners.

Source: Authors

V. METHODOLOGY

The research was divided into two main phases. In the first phase a literature research was conducted to determine consumer cosmopolitanism attitudinal measures based on interviews with various academic experts. These experts were selected based on their demonstrated interest in the area of international marketing and political science. Based on this qualitative research thirty-one preliminary attitudinal measures - items were identified. These thirty-one attitudinal measurements were presented to five colleagues. Each colleague evaluated the original pool of variables for readability, conceptual significance, and consumer cosmopolitanism in existing academic literature. Any variable that was characterized by experts as failing to meet these standards was removed from the item pool. The variables were eliminated due to unclear wording, poor grammar, superfluous and redundant phrasing and/or not relating to consumer cosmopolitanism concept. Based on this evaluation, the item pool was reduced from thirty-one to fifteen variables.

In the second phase, a quantitative survey was conducted. This survey was based on random sampling and analyzed by the principal components of factor analysis (PCA), and Confirmatory Factor Analysis (CFA). Then three measurement models were tested and compared for uni-dimensionality, multi-dimensionality(first order) and second order.

A. Survey and Participants

The first part of the survey consisted of respondent demographic information. The second part assessed constructs included in the model. All measures for these constructs used in this study were derived from first phase of the research methodology and the previous studies mentioned in the literature review. A five-point Likert Scale (5=strongly agree through 1=strongly disagree) was used for this part of the survey.

The data for this study was collected from face to face interviews with 484 respondents. Participants were residents of capital city of Ankara, Turkey. Ankara is a metropolitan city of four million residents surrounded by eight districts containing rural, small town, and suburban jurisdictions (Cankaya Municipality, 2010). A large number of participants were young (less than 30 years old), university students, or professional government employees. It is worth noting that the characteristics of this sample reflect the demographic characteristics of the city.

To provide a better insight concerning the participants, respondent demographic variables including age gender, income, education, urbanization level, and foreign language proficiency were recorded. Detailed participant demographic data is seen in Table 2. Gender composition consists of fifty four percent male respondents versus forty six percent females. Eighty five percent of the respondents are in the age range of 17-26. Seventy five percent of respondents had at least a bachelor degree or more. Eleven percent of the respondents had monthly household incomes less than 1000 TL (Turkish Lira, 1 TL= 1.75 USD), fifteen percent between 4501-6000TL, and approximately eight percent with monthly incomes over 6000TL. In terms of urbanization, a majority of the respondents (sixty three percent) resided in metropolitan areas. With regard to foreign language proficiency, beginners accounted for nine percent, elementary: 22 percent, intermediate: 35 percent and upper intermediate: 27 percent and advanced: 7 percent.

TABLE 2 - PARTICIPANT DEMOGRAPHICS

Age	Frequency	Percent	Income (TL) (*)	Frequency	Percent
17-20	201	42	Below 1000	51	11
21-26	206	43	1001-1500	118	24
27-35	31	6	1501-3000	141	29
36-45	25	5	3001-4500	63	13
46-55	17	4	4501-6000	72	15
55 +	4	1	Above 6000	39	8

Gender	Urbanization Classes				
Female	223	46	Rural	17	4
Male	261	54	Small Town	11	2
			Suburb	71	15
			City	82	17
			Metropolis	303	63

Education	Foreign Language Proficiency				
Elementary	27	6	Complete	43	9
			Beginner		
High School	90	19	Elementary	107	22
Bachelor degree or more	367	75	Intermediate	167	35
			Upper Intermediate	132	27
			Advanced	35	7

(*) 1 US dollar=1.75TL

Source: Authors

B. Exploratory Factor Analysis for Consumer Cosmopolitanism

An exploratory factor analysis was carried out to identify the constructs of the consumer cosmopolitanism scale. The principal components of factor analysis (PCA), varimax orthogonal rotation were employed to reduce 15 scale items to a more focused set of dimensions and identify possible independent variables. Selection criteria for the variables were: eigenvalues greater than 1.0; and Cattell's scree test. The Kaiser-Meyer-Olkin (KMO) measure of sampling

adequacy was 0.945, which suggests that the data were suitable for factor analysis. We conducted a principal components analysis (PCA) with orthogonal rotation to identify the number of factors to be extracted. PCA yielded three factors with eigenvalues greater than 1. The scree test also indicated a substantial eigenvalue discontinuity for factor 3. On the basis of these findings, we extracted three factors. Items with factor loadings of less than 0.50 were not included in factor groups as factors. The three-factor orthogonal solution accounted for 51 percent of the variance in the data. These three factors include 15 variables, with each factor explained below (Table 3).

Table 3 summarizes the results of the exploratory factor analysis. Common method bias was examined using Harman's one factor test and was found to be inconsistent. Before applying factor analysis Cronbach's alpha was employed to investigate the reliability of the factors. The results of exploratory factor analysis revealed values of Cronbach's alpha were higher or equal 0.70. A satisfactory value of alpha is greater than 0.6 (Malhotra, 2002, and Hair, 1998). Also according to Nunnally (1978), a Cronbach's Alpha score of 0.70 or higher is considered to show proof of internal consistency. As shown in the Table 3, acceptable reliability is demonstrated for each of the factors: .692, .759 and .736. Three factor dimensions were held in this condition and the explained total variance was greater than 50%.

C. Measurement Model

Confirmatory factor analysis and then structural model were conducted on the consumer cosmopolitanism scale in order to develop the best measurement model. Three models were tested: uni-dimensionality, three factor models correlated and second order model (all three factors were loaded to one dimension as consumer cosmopolitanism construct). All results of the CFA indicate that second order factor model has a good fit level between three models (Table 4). As seen in table 4, for the second-order consumer cosmopolitanism model, the measures of fit were same to the values of the first-order model. The second order model was preferred over the first order model by examining target coefficient (Marsh and Hocevar, 1985; Lala et al. 2009), which interpreted as the percent of variation in the first-order factors that can be explained by the second-order construct (Doll et al., 1995, p.181). The T coefficient for comparing the first and second order models was 1.00 (177/177) that means the second order explains 100% of the covariances between first order factors. Furthermore support for the second-order factor model was found in the magnitude and the significance of the estimated parameters (Roy 2008, Sam, 2010); the loadings of the each of the first-order factors onto the second order factor of consumer cosmopolitanism were high, respectively .88, .90 and .89 and three factors loaded significantly on latent variable as a second-order. This magnitude level of the factor loadings also supported to approve the second order factor model for consumer cosmopolitanism. Furthermore, the second-order model would be more conforming with conceptualization of consumer cosmopolitanism construct. Collectively, these results (fit indexes, target coefficient and magnitude of factor loadings and conceptualization) approved the validity of a second-order model to design consumer cosmopolitanism construct.

TABLE 3 - FACTOR LOADINGS BASED ON A PRINCIPLE COMPONENTS ANALYSIS WITH VARIMAX ROTATION FOR 15 ITEMS (N = 484)

Scale Items	Factor 1 Cultural Acceptance	Factor 2 Diversity	Factor 3 One-World Consciousness
It is more important for oneself to her/his contribution to the world than which country he/she lives in. <i>CONT</i>			.717
I believe that world is a common nation of humanity. <i>NAHUM</i>			.617
Humanistic principles and consciousness are more important than which country I live in. <i>HUMCON</i>			.717
Every person should be treated as equal. <i>EQUAL</i>			.489
Every person must reinforce their own experiences and learn things with other cultures. <i>EXPER</i>	.515		
I belong to the world. <i>BELONG</i>	.704		
It needs to learning from a culture not insult it. <i>INSULT</i>	.460		
People should learn from a culture rather than insult it. <i>UNDERS</i>	.668		
I believe that every country can develop by seeing differences as a wealth of their country. <i>WEALTH</i>	.523		
I believe in equal distance to every culture. <i>DISTAN</i>	.659		
I believe that every different cultural experience develops me. <i>CULEXP</i>		.734	
The most important thing is to make an intra-congruency of differences. <i>CONGR</i>		.647	
Every person has to balance their own values with the world. <i>BALANC</i>		.523	
Interaction with differences is more important than stereotypes and habits. <i>INTERAC</i>		.652	
To experience multiculturalism is a useful attribute. <i>MULTI</i>		.594	
% Variance	18	17	16
Cronbach's alpha	.692	.759	.736

Source: Authors' calculation

TABLE 4 - INDEPENDENT CFA FOR CONSUMER COSMOPOLITANISM

	RMSEA	GFI	CFI	NFI	χ^2/df	RMRS
Uni-dimensionality	0.07	.98	.99	.97	312/90	.04
Three-factor model	0.04	.99	1.00	.98	177/87	.03
Three-factor and one second order factor model	0.04	.99	1.00	.98	177/87	.03

Source: Authors' calculation

The constructs of the general model are unobservable (latent) variables: global openness, consumer cosmopolitanism and consumer xenophobia. The latent variables and their related observable variables used in the structural model are shown in Table 4. Figure 1 outlines the design of the model in this study. The factors: cultural acceptance, diversity and one-world consciousness found in the previous section represent consumer cosmopolitanism.

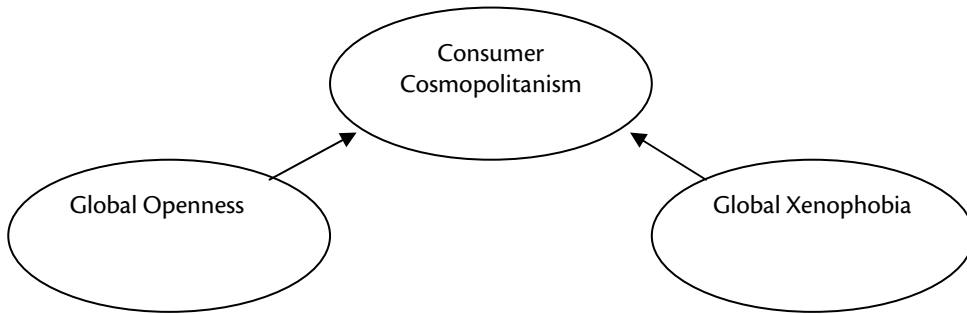


Figure 1: General Model of Consumer Cosmopolitanism

Source: Authors

Next, the relationships among the constructs were analyzed using structural equation modeling (SEM) James et. al. (1982) two-step approach. The first step involved analyzing measurement models to assess psychometric elements. The second step was to define the structural model by specifying direct and indirect relations among the latent variables. In this stage, the general measurement model was tested with three constructs (GLOP, CONCOS and XENO) and then construct, convergent and discriminant validities were evaluated. All fit indices and other criteria are at expected levels. (GFI=.97; CFI=.97; FI=.95, NNFI=.96; SRMR=.05; RMSR=.06; Chi-square/df =3.2). These results indicate good construct validity. Convergent validity was evaluated by analyzing the AVE (average variance extracted) values for the construct, especially CONCOS. It should be noted that convergent validity is based on the correlation between responses obtained by maximally different methods of measuring the same construct (Peter, 1981).

TABLE 5 - LATENT VARIABLES OF THE GENERAL MODEL

Global Openness (GLOP) (Suh and Kwon,2002)(Latent Variable)
G1. It is necessary to make an effort to understand other cultures' perspectives and integrate them into my own way of thinking
G2. Living and working in a foreign country may be an influential developmental experience of my own life.
G3. I have a real interest in other cultures or nations.
G4. I enjoy being with people from other countries to learn their unique views and approaches.
Consumer Xenophobia (XENOP)(Latent Variable)
X1. I hate foreign products and brands
X2. I feel a deep dislike toward foreign products and brands.
X3. My country should not have trade agreements with foreign countries.
X4. If I had the chance, I would destroy all foreign products and brands.
X5. Foreign products should be eliminated from the country.
Consumer Cosmopolitanism (CONCOS)(Latent Variable)
Factor 1.Cultural acceptance
Factor 2.Diversity
Factor 3.One- World Consciousness

Source: Authors

The average variance extracted (AVE) as suggested by Fornell and Larcker (1981), Hair et al. (1998), and Chau and Lai (2003) was used to assess convergent validity. Higher variance extracted values denote that the indicators are truly representative of the latent construct. Guidelines suggest that the average variance extracted value should exceed 0.50 for a construct (Hair et al., 1998; Bagozzi and Yi, 1988). AVE values of construct ranged from 0.98 to 0.99, exceeding the 0.50 threshold value. As such, the convergent validity was not a problem (see Table 6).

To assess the discriminant validity, the average variance extracted (AVE) for each construct must be greater than the squared correlations between the construct and all other constructs in the model. There is high discriminant validity between each pair of constructs. The discriminant validity matrix can be seen in Table 7.

TABLE 6 - CONFIRMATORY FACTOR ANALYSIS OF CONSTRUCTS

Construct	Variables	Standardized Loadings	Item Reliability	Composite Reliability	AVE
Concos	F1	.79	.80	.78	.58
	F2	.99			
	F3	.87			
Glop	G1	.69	.75	.73	.76
	G2	.70			
	G3	.83			
	G4	.64			
Xenop	X1	.72	.90	.80	.65
	X2	.80			
	X3	.88			
	X4	.87			
	X5	.77			

*All factor loadings are significant at p=0.05.

a Composite reliability $(\sum \text{Standardized loadings})^2 / [(\sum \text{Standardized loadings})^2 + \sum e_j]$.

b Average variance extracted (AVE) = $\sum (\text{Standardized loadings}^2) / [\sum (\text{standardized loadings}^2) + \sum e_j]$, where e_j is the measurement error

Source: Authors

TABLE 7 - DISCRIMINANT VALIDITY MATRIX

	Concos	Glop	Xenop
Concos	(.58)		
Glop	.10	(.76)	
Xenop	.56	.12	(.65)

Parentheses are AVE values

Source: Authors

VI. MODEL TESTING

A structural model was then developed. The latent model exhibits acceptable fit with a chi-square/d.f= 3.17 and an insignificant p -value, indicating that the data fits the model. The standardized RMR is 0.08, while both GFI and CFI exceed the recommended 0.90 level, thus indicating that the data acceptably fits the model. As expected, the Concos construct had a negative effect on xenophobia and positive effect on global openness as expected.

TABLE 8: STRUCTURAL MODEL

		Standardized	t-value
		Coefficient	
Concos	→ Xeno	-.13	14.80
Concos	→ Glop	.74	41.03
CFI= .97; GFI=.97; AGFI=.97; RMRS= .06; NFI=.94; AIC= 890.44; RMSEA=. 06 Chi-square /df = 3.17(784/247)			

Source: Authors

VII. DISCUSSIONS

Cosmopolitanism relates closely to the principles of global openness and treating foreigners equally, while xenophobia is mainly based on ethnocentrism and not treating all foreigners equally. Cosmopolitanism acts according to the principles of diffusing openness into the world and treating foreigners equally, while xenophobia is based on out-group hostility. All the items were subjected to a factor analysis but it was not possible to carry out any multi dimensional conceptualization. Therefore, uni-dimensionality was accepted as the appropriate model. The reverse of the cosmopolitan scale items states the basic features of consumer cosmopolitanism. The first attitude is that the foreign products do not culturally colonize a country. The second attitude is that foreign brands and products do not cause any cultural erosion. Instead the existence of foreign products is seen as an element for the development of the country.

The additional preposition based on the factors are: foreign goods do not effect life styles, they should be sold in domestic markets, are not a threatening factor, they must be viewed without bias, the consumption of foreign products may make the consumer happy, the multiculturalism is more important than native cultures and it should not be ignores, the use of foreign names for domestic brands is not an issue, foreigners must be treated tactfully and the use of foreign products does not mean that consumers are obliged to purchase them. The findings also indicate that cosmopolitanism features are in good accordance with the statements appreciating other cultures, an ironical alienation from the local culture, giving importance to the integrity of the cultures (Turner, 2002). Globalization does not facilitate the mutual understanding of cultures but provides a view point to understand the differences between various cultures (Held, 2003). Cosmopolitan consumerism is unprejudiced in its understanding of the differences between cultures.

When aesthetic cosmopolitanism (i.e. the desire to experience the other cultures traditions) is taken into account it becomes apparent that cosmopolitan consumers are trying to merge the differences with other cultures into their own (Regev, 2007). This suggests that cosmopolitan consumers develop a liking towards foreign products. When the cosmopolitan scale items are examined from a more general point of view, it is apparent that cosmopolitan consumers adopt a general openness to foreign products, do not view them as a treating and think that they are harmonious with domestic products. Cosmopolitan consumers do not exclude foreign products and they see them as culturally enhancing due to their global perspective. The scale items which differentiate consumer cosmopolitanism from general cosmopolitanism were well defined in terms practical contribution. When cosmopolitanism is evaluated with respect to consumers, attitudes towards foreign products become more apparent. However, if the opposite of these scale items is used sharper attitudes beyond ethnocentrism will be better understood.

Some of the limitations of this study were the relatively small sample size and the demographic characteristics as being very young and highly educated. Therefore these issues as well as links with other possible cosmopolitan measurement scales should be addressed in future research.

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RAZVOJ I POTVRĐIVANJE SKALE KOZMOPOLITIZMA POTROŠAČA: POTPUNA SUPROTNOST OD KSENOFOBIČNIH STAVOVA

Sažetak: Potrošački kozmopolitizam definiše građanstvo, otvorena interakcija sa strancima i potpuna suprotnost ksenofobičnih stavova. Iako je suprotno od etnocentrizma potrošača, do danas, kozmopolitizam se prvenstveno doživljava kao vrhina nedoživljavanja stranaca kao prijatelja, neimanja osjećaja mržnje prema strancima te obuhvaćajući kulturnu raznolikost. Temeljem navedene konceptualizacije, naš glavni cilj je razvoj i testiranje alternativne pilot skale za kozmopolitizam potrošača. Petnaest jedinica skale je razvijeno kao rezultat pregleda literature i konzultacija akademskim stručnjacima. Istraživanje je obuhvaćalo 484 osobe u Turskoj. Eksploratorna faktorska analiza pokazala je da su jedinice skale grupirane u trifaktora. Za mjerenje valjanosti ove skale za kozmopolitizam potrošača, potvrđna faktorska analiza (CFA) je pokazala da je faktorski model drugoga reda racionalnije konfiguracije za mjerenje s ciljem utvrđivanja kozmopolitizma potrošača u trifaktora.

Ključne riječi: Kozmopolitizam potrošača, ksenofobični stavovi