

O ETNOCENTRISMO E O PROCESSO DE DECISÃO DE COMPRA: UM ESTUDO DO CONSUMO DE ALIMENTOS POR SOJOURNERS NA ESPANHA

Christian Tirelli ^a, María Pilar Martínez-Ruiz ^b

^a Faculdade de Desenvolvimento do Rio Grande do Sul (FADERGS), Rua General Vitorino, 25, Porto Alegre, RS, CP 90020-171, Brazil, Marketing Professor, and Universidad de Castilla-La Mancha, Ciencias Sociales de Cuenca, Avenida de los Alfares, 44, Cuenca, CP 16071, Spain, PhD Student
e-mail: christian.tirelli@fadergs.edu.br

^b Universidad de Castilla-La Mancha, Ciencias Sociales de Cuenca, Avenida de los Alfares, 44, Cuenca, CP 16071, Spain, Associate Professor
e-mail: mariapilar.martinez@uclm.es

RESUMO

A imigração é um dos fenômenos que caracterizam um crescente mundo globalizado onde a movimentação de pessoas e a adaptação a novas culturas se converte em uma realidade diária. Este tema emerge como uma megatendência em estudos recentes de Marketing. Este trabalho analisou a influência do etnocentrismo sofrida por um grupo de *sojourners* de Castilla-La Mancha (Espanha) no seu processo de decisão de compra de alimentos. O produto foi eleito devido a sua relevância na construção de sua identidade cultural. Foi realizada uma pesquisa quantitativa, com aplicação de um questionário on-line enviado para 139 *sojourners* de Castilla-La Mancha. Os dados coletados foram analisados pelo software SPSS e apresentamos modelos estatísticos diversos: frequências, fatoriais e regressões. Os resultados mostraram como é detectada a influência no processo de decisão de compra de alimentos, dependendo do estágio considerado no estudo. Desta forma, este estudo permite corroborar a importância em aprofundar linhas de pesquisa que avaliem o impacto da cultura no consumo, com atenção especial ao fenômeno de imigração.

Palavras-chave: *sojourners*, consumo, alimentos, processo de decisão de compra, etnocentrismo, Espanha

Área temática: Globalização – Deslocalização e Relocalização

L'ETHNOCENTRISME ET LE PROCESSUS DE DÉCISION D'ACHAT: UNE ÉTUDE DE LA CONSUMMATION ALIMENTAIRE EN ESPAGNE PAR DES *Sojourners*

RESUMMÉ

L'immigration est l'un des phénomènes qui caractérisent un monde toujours plus globalisé où la circulation des personnes et l'adaptation à de nouvelles cultures devient une réalité quotidienne. Ce thème émerge comme une grande tendance dans les études récentes de marketing. Cette étude a examiné l'influence de l'ethnocentrisme subi par un groupe de *sojourners* de Castilla-La Mancha (Espagne) dans son processus de décision d'achat d'aliments. Le produit a été choisi en raison de son importance dans la construction de son identité culturelle. Une enquête quantitative a été réalisée avec un questionnaire envoyé par l'*internet* à 139 *sojourners* de Castilla-La Mancha. Les données recueillies ont été analysées par le logiciel SPSS et présentent plusieurs modèles statistiques: de facteur de fréquence et des régressions. Les résultats ont montré comment l'influence est détectée dans le processus de décision d'achat de nourriture, selon le stade considéré dans l'étude. Ainsi, cette étude permet de corroborer l'importance de nouvelles voies de recherche qui évaluent l'impact de la culture sur la consommation, avec une attention particulière au phénomène de l'immigration.

Motsclés: *sojourners*, consommation, aliments, processus de décision d'achat, ethnocentrisme, Espagne

THE ETHNOCENTRISM AND THE BUYING DECISION PROCESS: A STUDY FROM FOOD CONSUMPTION OF SOJOURNERS IN SPAIN

ABSTRACT

Immigration is one of the phenomena which characterize an increasingly global world in where people interchanging and the adaptation to new cultures become as a daily reality, indeed emerging as a megatrend in recent Marketing studies. Using as a sample a specific collective of sojourners from Castilla-La Mancha, Spain, this work analyzed the influence of the ethnocentrism suffered by this group of consumers in their purchase decision process of food, product elected because of its relevance in the construction of their cultural identity. Particularly, a quantitative research was done by applying an on-line survey that was sent to 139 Universidad de Castilla-La Mancha sojourners. Further, data collected were analyzed by SPSS software, taking out various statistics and models which include frequencies, factorials and regressions. Results have shown how, depending on the considered stage study, influence from ethnocentrism in a food buying decision process is detected. Thereby, this study allows to corroborate the importance in deepen research lines that turn around the impact of the culture in the consumption, with a special attention to the immigration phenomenon that is suffered by the world nowadays.

Keywords: sojourners, consumption, food, buying decision process, ethnocentrism, Spain

1. Introduction

The phenomena of the increase in the geographic mobility of people (Januzzi, 1995) relate to the distribution of income, especially because flows of immigrants into populations changes the flows of income and wealth (Costa & Bamossy, 1995). As Friedman suggests (1990), ethnic and cultural fragmentation, together with modern homogenization, are two constitutive trends of the same global reality. Thus immigration has massive relevance, with great interest for academics, consumers, and policy makers (Barber, 1996; Peñaloza 1994; 2001; Sobal, 1998; Sussman, 2000); in turn, many studies include groups of immigrants and explore their cultural adaptation in circumstances characterized by multiculturalism or globalization (Belk, 1992; Belk, & Costa, 1998; Ger & Belk, 1996; Peñaloza, 1994; 2001; Thompson & Tambyah, 1999).

Special attention centers on the purchasing behaviors of immigrants (Peñaloza, 2001; Tambyah & Chng, 2006), though differences in the results emerge, often due to the characteristics of the immigrant group being studied. For example, researchers need to distinguish permanent immigrants—whether legal or not—who live for a prolonged period of time in a foreign country from

people who engage in short-term transactions in a new nation (Pitts, 2009; Tambyah & Chng, 2006). Immigrants of the latter type, also known as sojourners, might include soldiers, businesspeople, diplomats, tourists, and academics (Wang, 2003). Moreover, even within a particular groups of sojourners, behaviors might differ depending on the specific subset being studied (Bachner, Zeuschel & Shannon, 1993). Special mention is required of students, whose mobility to other countries is increasing in the modern global era, resulting in dramatic increases in the number of students who study abroad, sometimes for years (Pitts, 2009; Tafarodi & Smith, 2001). This highly interactive group of sojourners represents perhaps the largest and first group of people to communicate freely with people from all over the world (Wang, 2003).

Sojourners appear to proceed through various stages when buying goods and services (Berkowitz, Crane, Kerin, Hartley, & Rudelius, 2003; Sommers, Barnes, & Stanton, 1995), which researchers often contextualize according to a specific product or service framework. For example, Doran (1994) uses in-depth interviews to illustrate the decision-making process for Chinese consumers in Canada who were buying electronic appliances. Other researchers (Chavez, Sha, Persky, Langeneg, & Pestano-Binghay, 1994; Hroboticky & Kronl, 1984; Sobal, 1998) focus on food products and the phenomenon of food consumption globalization (Langreo Navarro, 2005), largely because of the importance of food consumption processes for showing how migratory flows by people lead to the introduction of new foods to host countries; when people migrate to other countries, they carry with them the eating habits of their country of origin.

In this regard, it is interesting to note that most previous studies analyze consumer decision processes by focusing especially on variables related to culture, such as cultural differences and acculturation processes (Berry, Kim & Boski, 1988; Furnham & Bochner, 1982; Hartwell, Edwards, & Brown, 2011; Peñaloza, 1989, 1994, 2001; Peñaloza & Gilly, 1999; Pitts, 2009). In contrast, relatively few investigations focus on understanding the impact of ethnocentrism variables were made.

Accordingly, we aim to contribute to this line of research by evaluating the influences of ethnocentrism on the buying decision processes of a specific group of sojourners, namely, university students. University students in international exchange programs offer high volume and potential in economic terms (Pitts, 2009; Tafarodi & Smith, 2001), and also exemplify some specific and interesting characteristics (Wang, 2003).

It is also a fact that the influence of food consumption by immigrants is a phenomenon which incorporates new behavior guidelines (Saralegui, 2005). Besides, there is an empty space in the studies of food consumption behavior by immigrants, which tend to focus in the aspects related to healthy, not to their purchase behavior (Mellin-Olsen & Wandel, 2005). Grunert (2003) suggests that the food election is an area which have attracted different researchers, mainly that one related to Anthropology and Marketing.

Therefore, we next present our conceptual framework, which reflects our in-depth review of relevant literature related to ethnocentrism, food buying process decisions and sojourners. Next we propose several research hypotheses related to the influence of ethnocentrism, as identified in prior research, in the different stages of sojourners' buying decision process. We assess information collected from a sample of 139 foreign university graduate students in Castilla-La Mancha, Spain, using factorial analysis of principal components and linear parametric regression. Findings indicate that ethnocentrism have major influences on the last stage of the decision process; their influence thus should not be underestimated. From these results, we derive several key conclusions and managerial guidelines.

2 Conceptual Framework

2.1 Influence of the Ethnocentrism on the Consumption

Yeganeh & Su (2006) suggests that it is important to represent the culture in the researches using meanings constructs which are easier to represent and measure. The culture in this research was represented by the values and one symbol, the food. The values are invisibles until they are converted in evidence through culture and its hierarchy is a criterion of priority that people use in order to select and justify their actions (Schwartz, 1992).

The identification with a specific ethnicity involves the interpretation of ethnic practices and the way how the individuals are self-defined related to a particular ethnic group (Bond & Smith, 1996). This identity is formed by other two: one cultural, inherited and reasonably stable; other social that are developed with the acculturation process. The cultural identity is formed by race, origin, history, religion and other lines inherited from origin group; the social identity is dynamic, situational and changes according to individual coexistence (Zmud & Arce, 1992).

In their studies, Sussman (2000) have formulated a cultural identity model compound of these following premises: (1) is an authentic aspect of self-concept; (2) its prominence is, for a long part, consequence of cultural transition; (3) is dynamic and can be changed as a consequence of international transitions and self-concept disturbs; and (4) changes in the cultural identity serve as a mediator between cultural adaptation and readaptation experience.

In order to be more adapted to the new cultural environment, the individuals change their cognitions, behaviors and interpretations from others behaviors (Sussman, 2000). After a long period of initial excitation for participating in a new experience, the cultural shock is characterized by confusion and disintegration when confronted with new beliefs, values and behaviors. The final shock stage is the adjustment, where there is an increasing of the acceptance and appreciation of host culture

(Tambyah & Chng, 2006). The acculturation is a double process of cultural and psychological changes which occurs as a result from the contact between two or more cultural groups and from their individual members. This relation can generate conflicts and stress or harmony and effectiveness (Berry, 2005).

As a result of these possible cultural conflicts, the ethnocentrism emerges incorporating the emotional dimension of buying products from abroad (Balabanis, Mueller, & Melewar, 2002). Consumer ethnocentricity is defined as a consumer's beliefs in the superiority of their own country's products, also intended to capture the notion that some consumers believe that it is somehow wrong to purchase foreign made products, because it will cause problems to their origin country (Shimp, 1984).

Table 1 summarizes the studies that consider the influence of ethnocentrism in the buying process for food products; it also highlights some gaps in prior literature. One of the main research gaps pertains to the lack of studies focusing on the influence of ethnocentrism in food purchases by immigrants. Instead, it has tended to investigate its influence on decision processes exhibited by national or local residents.

Table 1. Previous studies considering ethnocentrism in food consumption

Authors	Focus	Sample (immigrants vs. non-immigrants)	Main findings
Jamal (1998)	Food consumption among ethnic minorities: British-Pakistanis in Bradford, UK	Immigrants (long-term): 37 British-Pakistani informants, mostly male, belonging to the first generation of British-Pakistanis, and coming from a working-class background.	Exploring how British-Pakistanis perceive both their food and English food in the UK, the authors found some important generational and gender differences: (1) the first generation of British-Pakistanis perceive their own food to be traditional and tasty but oily and problematic and the English foods as foreign, bland, and healthy; (2) younger generations increasingly consume mainstream English foods while also consuming traditional Pakistani food.
Laroche et al. (1999)	Italian ethnic identity and its relative impact on the consumption of convenience and traditional foods	Immigrants (long-term): A random sample of Italian-Canadians residing in various districts of the Greater Montreal area.	Using an area sampling procedure for reasons of expediency and cost, the analyses revealed that ethnic identity constituted a three-dimensional process: Italian social interaction and participation, Italian language use with family members, and Catholicism. Consistent with previous findings, they obtained significant negative correlations between some ethnic identity and acculturation dimensions. They empirically established the discriminated validity of ethnic identity

			with respect to acculturation.
Luque-Martínez et al. (2000)	Consumer ethnocentrism measurement	Non-immigrants: 476 individuals living in the province of Granada (Spain).	The authors proved that the CETSCALE is a reliable and valid measure of Spanish consumers' ethnocentric tendencies. Companies should connect their strategies with the level of ethnocentrism of their customers.
Verbeke and Lopez (2005)	Ethnic food attitudes and behavior among Belgians and Hispanics living in Belgium	Immigrants (long-term) and non-immigrants: 119 Belgian and 127 Hispanic participants.	The overall opinion and satisfaction of the Belgian sample toward ethnic food were favorable. Latin-American food consumption and attitude of Belgians are negatively correlated with food neophobia, which is significantly higher among urban and older consumers, but it is positively correlated with openness to new cultures. Taste and appearance were key attributes determining Belgians' preference for ethnic foods. Hispanics' general perception of Belgian mainstream food was favorable. Barriers to maintaining Latin-American food habits were availability and time constraints. Hispanics' adoption of traditional Belgian cuisine is correlated positively with time of residence in Belgium and negatively with maintenance of native social interaction and language use. Food neophobia does not emerge as a determinant of Hispanics' dietary acculturation.
Chambers et al. (2007)	Local, national and imported foods; qualitative study	Non-immigrants: 33 residents living in Reading and its surrounding areas (40 miles west of London)	Younger participants discussed food origins in terms of helping poorer countries and fair trade products, which helps explain the impact of ethnocentrism on consumption. Four focus groups were held, with a total of 33 participants.
Camarena-Gómez et al. (2011)	Influence of ethnocentrism and neophobia on ethnic food consumption in Spain	Non-immigrants: 270 consumers with the following features: older than 18 years; in the city of Zaragoza (Spain); of Spanish origin (i.e., not of immigrant descent); regular food shoppers; and had eaten out at	Ethnocentricity has an important impact on the decision to consume ethnic foods. The results support the possibility of a strong positive cohort effect among young consumers as they mature and maintain their relatively positive views of ethnic foods.

		least once during the two months prior survey.	
Liu & Chang (2011)	Keeping up with the Joneses, consumer ethnocentrism, and optimal taxation	Non-immigrants: A theoretic sample of national residents	To keep a social view desirable, the government has to set higher tariffs on imported goods to remove two distortions caused by keeping up with the Joneses and consumer ethnocentrism.
Chryssochoidis et al. (2007)	Ethnocentric beliefs and country-of-origin effect. Impact of country, product, and attributes on Greek consumers' evaluation of food products	Non-immigrants: 274 Greek consumers was used.	Younger Greek consumers (around 35 years) are much less ethnocentric. Their ethnocentric beliefs are activated at the country level, so a successful marketing strategy would focus on the Greek origin of products. However, in the case of non-ethnocentric consumers, such a strategy will not be effective, because the superiority of Greek products is limited to specific attributes in each product category. The study did not focus on the impacts on final purchasing behavior.
Schnettler et al. (2011a)	Importance of origin in the purchase of chicken meat in central-southern Chile	Non-immigrants: local consumers.	The usual buyers in the Chilean cities of Temuco and Los Angeles give greater importance to the country attribute than to the presentation and price in the choice of chicken meat.
Schnettler et al. (2011b)	Relationship between the degree of ethnocentrism and typologies of food purchase in supermarkets in central-southern Chile	Non-immigrants: local consumers.	This study presented a lower proportion of participants aged under 35 years and a higher proportion of self-declared conservatives. The most important reason for rejecting the purchase of imported foodstuffs was their perceived lower quality. In line with the country-of-origin effect, consumers use origin as an attribute related to product quality.
Mostafa (2010)	Structural equation analysis of the animosity model of foreign product purchase in Egypt	Non-immigrants: 713 consumers in Egypt, collected by local collaborators using the mall intercept survey technique.	In the proposed model, both consumer animosity and consumer ethnocentrism affected consumers' foreign purchase behaviors.
Rajshekhar et al. (2005)	Application of consumer ethnocentrism model to French consumers	Non-immigrants: data collected from a consumer sample in France.	Ethnocentric consumers may have a more positive attitude toward purchasing imported products they deem necessary as opposed to unnecessary products, such as luxury items. Patriotism, conservatism, and individualism/collectivism have

			significant positive relationships with ethnocentrism; cultural openness was not significant in decreasing consumer ethnocentrism.
Siemieniako et al. (2011)	National and regional ethnocentrism; beer consumers in Poland	Non-immigrants: 10 university students	The results covered two main categories: national and regional ethnocentrism. The findings point to the relative importance of brand image local brands as contributors to local identities, forms of expression, and moral obligations to buy local brands.
Romo and Gil (2012)	Ethnic identity and dietary habits among Hispanic immigrants in Spain	Immigrants (long-term): 300 Latin-American immigrants in Barcelona (Spain)	The higher the level of ethnic identity and feeling of belonging among immigrants in Catalonia, the greater the persistence of dietary habits from the country of origin.

2.2 The Sojourners

Some societies are accepting the cultural diversity and the pluralism as an immigration result, but it is important to be careful about social and psychology effects suffered by the immigrants when arriving in their destination (Peñaloza, 1989). In the study of assimilation of the host culture, the sojourners would act in different ways. The students, for example, could be perceived in one extreme – high assimilation – and the militaries in other extreme – a limited contact with the host culture – (Pitts, 2009). This assimilation power can also be incorporated to the habits that take place during your stay, as the act of consuming food (Navara & James, 2002).

According to Pitts (2009), through time, the sojourners develop interaction patterns more successful and participate of experiences with less stress. It means that the time is an important issue in this immigrant group adaptation. Analyzing a specific group of sojourners, American expatriated in Lausana, Switzerland, Chatwin (1991) concluded that the adaptation to a new culture could be detected through the adjustment pattern of behaviors related to food.

The expectations of the students' sojourners had linked to the concerns before their exit and from the characteristics of the sojourner, as sex, previous experience before the trip and the foreign destination (Babiker, Cox, & Miller, 1980). Generally, those with positive expectations and with previous experience abroad have bigger easiness of adjustment, bigger satisfaction and less stress than those which do not have it (Martin & Rohrlich, 1991). This implies to tell that the sojourner historical also impacts in their adaptation. Studies from Masgoret (2006) corroborate these findings, because they suggest that the linguistic ability, the previous intercultural experience, the motivation to do labor activities in order to acquire international contacts and the expectation that someone will work

properly in a new society, were related to the sociocultural adjustment from sojourners at the end of their accommodation abroad.

According to Spradley (1980), students from abroad work as ethnographers, doing a compilation from empirical evidence about their culture and local mores. According to Brislin (1981), tolerance of ambiguity had been frequently identified as one of the key characteristics from a successful and well adapted sojourner. Torbiorn (1982) adds that the sojourners which relate constantly with their hosts tend to be more satisfied than those which spend most of their time with fellow.

One of the results from the research from Leong and Ward (2000) shows that bigger contact with hosts is also associated with bigger identity conflict. It means that can happen an identity problem if the immigrants and, particularly the sojourners, are less connected to the person from their country-origin. In order to reaffirm a conflicting identity, these consumers start to consume products related to their culture. Inside sojourner literature is supposed that the cross-cultural replacements generate stress on the individuals and their families (Navara y James, 2002), which corroborate Leong and Ward (2000) studies.

Related to the expectations, Pitts (2009) shows that the students internalize them, in a combination of representation meanings, trip histories from previous sojourners and school books presentations. However, the majority of the expectations were put in the students which become from external fonts. It happens because the co-students celebrate the expectations from each other, as to take the same classes together, making the same friends, enjoying the same foods and the same socialization. It shows the importance of this reference group in the sojourners consumption (Pitts, 2009).

Next we present the hypotheses that were contrasted based on the previous framework.

Hypotheses 1) The ethnocentrism significantly influence the evaluation of alternatives that sojourners conduct in the consideration stage.

Hypotheses 2) The ethnocentrism significantly influences the choice stage in the food purchase decision process for sojourners.

Hypotheses 3) The ethnocentrism significantly influences sojourners' post-purchase satisfaction with food products.

The rest of the paper is structured as follows: Method and Results section presents the design of the research and summarizes the analytical framework; in Discussion section, the empirical application and results are discussed; and finally, some Conclusions and Implications are shown.

3. Method and Results

3.1. Sample Selection and Data Description

As we noted previously, the sojourners we study include foreign university students, for whom increased cross-national mobility and the liberalization of tertiary education in the past half-century has encouraged more people to pursue academic degrees in countries other than their own (Tafarodi & Smith, 2001). The sample of sojourners for this study is composed of foreign university students enrolled in Spain's University of Castilla-La Mancha during the second half of the 2010–2011 academic year. This university is centrally located in Spain, between the capital, Madrid, and the Mediterranean coast.

Moreover, the region in which the university is located is representative of the average characteristics of the Spanish population (e.g., no second official language, as exists in other regions near the east Mediterranean edges or on the north; population is representative of the average population). To select the specific sample, we followed a probabilistic sampling procedure. In line with the conventional use of questionnaires to examine eating practices, food patterns, and nutritional outcomes to observe how immigrants become socialized into a new culture (Chavez *et al.*, 1994; Hroboticky & Kronl, 1984; Khan, Sobal, & Martorell, 1997; Lee, 1997; Schultz, Soindler, & Josephson, 1994), we collect the pertinent study information using online questionnaires. In Table 2 we outline the technical details.

Table 2 - Research Details

Universe	683 students registered with University of Castilla-La Mancha during the second semester of the 2010–11 school year ^a
Geographical scope	Castilla-La Mancha region (Spain)
Sample size	139 valid questionnaires
Confidence level	95%; Z=1.96; p=q=0.5;
Error	7.45%
Sampling procedure	Probabilistic sampling
Method of information collecting	Online questionnaire
Dates of the fieldwork	28 March to 10 April 2011 (both included)

^a Data obtained from the International Relations Office of the UCLM, January 2011.

Assessing acculturation is often problematic, previous efforts use simple measures, such as language used or number of generations since migration (Freedman & Grivetti, 1984; Khan et al., 1997), as well as more complex acculturation scales that employ multiple factors (Lee, 1997). We preferred to use scales that had been fully validated in prior literature. Therefore, for the stages of the buying decision process, we adopted a modified purchase decision involvement scale from Mittal

(1995). Mittal developed this scale by comparing four prominent involvement measures: the personal involvement inventory (PII) from Zaichkowsky (1985), the consumer involvement profile (CIP) of Laurent and Kapferer (1985), the Foote, Cone & Belding (FCB) involvement grid of Ratchford (1987), and the purchase decision involvement (PDI) measure that Mittal (1989) had previously proposed.

By comparing the modified scales empirically, in terms of their unidimensionality, convergent and discriminant validity, and nomological validity, Mittal (1995) confirmed that the modified PDI had high construct validity and captured variance. For the ethnocentrism attributes, we used the ethnocentrism scale from Shrimp and Sharma (1987). Finally, a block of questions related to respondents' profiles. The questionnaire was available in both Spanish and English, accessed through an e-mail sent by managers in charge of the International Relations Office at the University of Castilla-La Mancha. It is important to highlight that in the questionnaire there was a question which asked "From the food listed below, which is the one that you eat the most? Check just one option", and then, the other questions were introduced by the information "Besides, keep in mind the food that you checked in the previous question". It explained how people from sample thought about the food before answer the questions.

3.2 Empirical Analysis and Hypotheses Contrast

Before the development of models, we calculated a series of descriptive frequencies, which provide a general idea of the features of the sample analyzed. The sample thus has an important feature, in that the majority of informants were women, which is consistent with previous studies in this setting (Mora, Espinoza, Schnettler, Echeverría, Predieri, & Infante, 2011).

To test our hypotheses, we conducted factorial analyses of the main components of the exogenous variables, with varimax rotation using SPSS 19. This methodology enables us to identify a reduced set of factors that are not correlated and explain the greatest possible degree of variability in the results. This methodology also has been used by previous studies, such as in analyses of the influence of various attributes of the commercial establishment on consumer satisfaction at the point of sale in grocery settings (Gómez, McLaughlin, & Wittink, 2004; Martínez-Ruiz, Jiménez Zarco, & Yusta, 2010). Prior to the factorial analysis, we needed to analyze sampling adequacy, for which we apply the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy; at 0.927, its value is superior to the established limit of 0.5. In addition, Bartlett's sphericity test takes a high value (significance level = 0.000), so we can reject the hypothesis that the correlation matrix is an identity matrix, which would indicate the inappropriateness of the factor model (George & Mallery, 1995).

We show the factor loadings for the two-factor solutions in Table 3. The two factors account for 64.1% of the variation in the 17 attributes. The "Economy support reasons (ESR)" factor comprises information related to the economy issues, which accounts for 52.4% of the variance. A

second factor, “Nationalism (NT)” includes information about food production and economy details, and it accounts for 11.7% of variance. Internal consistency, both for all attributes and each factor, was assessed with Cronbach's alpha. We find support for the internal consistency of all attributes (Cronbach's alpha = 0.942), as well as for factor 1 (Cronbach's alpha = 0.924) and factor 2 (Cronbach's alpha = 0.917). The acceptable alpha level usually is set at 0.70 or higher (Nunally, 1978).

Table 3 – Factor Composition and Description

Factor	Cronbach's Alpha, all variables	Cronbach's Alpha, individual factors	Attributes	Factor loadings
Economy Support Reasons (ESR)	0.942	0.924	Ethnocentrism 16	0.816
			Ethnocentrism 6	0.803
			Ethnocentrism 12	0.785
			Ethnocentrism 11	0.777
			Ethnocentrism 14	0.758
			Ethnocentrism 9	0.718
			Ethnocentrism 13	0.699
			Ethnocentrism 17	0.697
Nationalism (NT)		0.917	Ethnocentrism 3	0.822
			Ethnocentrism 1	0.778
			Ethnocentrism 15	0.770
			Ethnocentrism 4	0.732
			Ethnocentrism 7	0.717
			Ethnocentrism 8	0.698
			Ethnocentrism 2	0.694
	Ethnocentrism 5		0.677	
Ethnocentrism 10	0.543			

Notes: KMO = 0.927. Bartlett's sphericity test significance level = 0.000. Variance explained = 64.1%

We also conducted various linear regression parametric models, using as exogenous variables the factors identified and as endogenous variables the different variables related to consumer involvement in three stages: evaluation of alternatives, choice, and post-purchase behavior.

Table 4 summarizes the R-square values and parameter estimates.

Table 4 – Estimation Results

Model description: endogenous variable	R²	Parameter estimate, ESR	Parameter estimate, NT	Constant Parameter
Consumer involvement in the evaluation stage	0.008	-0.052	0.075	4.590***
Consumer involvement in the choice stage	0.031	0.005	0.176**	4.741***
Consumer involvement in the post-purchase stage	0.078	0.167**	0.223**	3.899***

* $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$

Thus, the variables pertaining to ethnocentrism do not explain a greater percentage of variability in the endogenous variable of the model for consumer involvement in the choice stage; they offer only a minimal explanation of the model developed to explain consumer involvement in the post-purchase stage though. Regarding the model for consumer involvement in the consideration stage, we find that all factors have no influences on the endogenous variable. Therefore, none factor exerted significant influence on the evaluation of alternatives, rejecting H1.

For the model of the purchase decision stage, we note that nationalism have positive and significant influence on consumer choice, but the ESR factor has no influence, in partial support of H2. At this stage of the purchasing decision process, sojourners are just influenced by elements such as nationalism themes (NT). Finally, the model for the post-purchase stage shows that all factors have a positive and significant influence on consumer involvement at this stage, in support of H3. The most important factor influence comes from NT, followed by ESR factor.

This investigation thus reveals several interesting findings. First, ethnocentrism have a smaller influence during on the choice phase, whereas in the later, post-purchase phase, they play a much bigger role. This result suggests an opportunity for food manufacturers and retailers to enhance purchases of certain products at the point of sale through marketing communication instruments, such as special displays, promotions, and merchandising. Second, we show that sojourners exhibit a high preoccupation about the country of origin of food, but just after they buy.

Effectively, as was expected a priori, it was perceived that the R² values are more increased when in the linear regression analysis are utilized the seventeen variables separated instead of factors. This is explained because in this regression analysis a less number of explicative variables are incorporated, decreasing the R² of the models. However, when assessing the number of variables that results significant, it is perceived a bigger signification in the regression analysis which use the

factors related to the variables separately. The findings obtained through the regression analysis using the factors allow to observe some conclusions about these hypotheses.

Previously theory said that the origin culture presents a big influence in the immigrants consumption, which is also observed in the sojourners studied. The previous studies are not totally supported in the purchase decision process. It could be explained because these studies did not analyze food products. In this sense, it is possible to add the context in which the research was made. It means, ask to the interviewers to put themselves in a period of past time could complicate their thought. Besides, it is possible to infer that the level of ethnocentrism should be studied more carefully before to do studies about consumption with immigrants, because represents an important variable in the process, considering the reliability of the scale and the significant level presented in all models.

4. Discussion

After identifying a persistent research gap, we aimed to assess the influence of ethnocentrism on the buying decision of a specific group of sojourners and thereby expand this line of research. We chose food products as our focus because they offer a powerful symbol of cultural identity, which likely explains their frequent use in prior literature. We also used university student sojourners, because they offer not only significant volume and economic potential but also interesting specific characteristics. We therefore performed an exhaustive review of relevant literature and developed research hypotheses pertaining to the influence of ethnocentrism on the different stages of the purchase process among sojourners. To test these hypotheses we gathered data from 139 university foreign students, studying in Spain, and conducted diverse factorial analyses of principal components, as well as linear parametric regressions.

It was possible to comprehend the effects generated by seventeen variables proposed by Shimp y Sharma (1987). These variables had generated two factors which allowed evaluating the ethnocentrism level from the interviewers: “nationalism” and “foreign products”. Indeed, the factor “nationalism” is resigned by the variables related to the thought from the people that the products from their country should be preferably consumed instead of products from other countries. On the other hand, the factor “foreign products” makes reference that the citizen must reject foreign products, either because decrease the jobs in their country, either because could enrich other countries. According to the PDI Scale proposed by Mittal (1995), the findings show that “nationalism” had had signification in two of the hypotheses, while “foreign products” had had signification in just one of them. This allow us to conclude that the proposed scale, when put in a purchase decision context, can have different results in each stage and it has direct interference in the way how the consumers should be managed in all the process.

Nevertheless, it is important to add that the formation of cultural identity done by this collective is an important part in the evaluation of their ethnocentrism level and in its consequent impact in the purchase decision process made by them. Effectively, the current information available about immigration in Spain also reinforces this conclusion. As there is a bigger participation from Spanish food in the immigrants table, could be waited an impact in their cultural identity, but it not means that these consumer stop to consume the products from their countries, but they incorporate new habits in eating.

In general terms, during the purchase process, the ethnocentrism starts to exert more influence. It could be explained according to the way that the interviewers do their shops. Either by the impacts of acculturation suffered by them or by the temporal context where they find themselves, the sojourners don't take these factors in order to evaluate the alternatives, but after the shop they perceived that they could did in other way, when they finally consider these attributes. The origin culture is so deeply inside the mind of these sojourners that directly involves the election and post election of food, without the necessity in influences on the alternative evaluation.

Referring to the academic studies, we suggest that studies like this, which approximate different areas as Marketing and Anthropology, be made more frequently, using the netnography, for example. This is an adequate technic to approach the group dynamics from virtual communities (Turpo, 2008) and could help in the migration studies, whereas people use increasingly the Internet in order to communicate themselves with those who are far.

5. Conclusions and implications

In turn, this study offers several contributions to extant literature. First, our investigation takes care to include the type of tangible goods, such as food products, and the specific groups of sojourners being studied, namely, students who have chosen to study in another country. This research feature has strong relevance, in that this group has growing research interest for academics, not only because of its larger volume and potential in economic terms (Tafarodi & Smith, 2001; Pitts, 2009), but also because students studying abroad reflect several specific and unique characteristics (Wang, 2003).

Second, this investigation reflects recent trends in leading research related to changing global lifestyle and consumption patterns, such as that by Grunert (2003), Mellin-Olsen and Wandel, (2005), Tambyah and Cngh (2006), Laroche, Yang, Kim and Richard (2007) and Leong (2008), and helps extend them in new directions. Therefore, marketers need a better understanding of food consumption patterns by minority communities to reach these target markets effectively. This drive is especially relevant in countries such as Spain that have experienced considerably faster flows of immigrant reception (INE, 2011). The high influence of ethnocentrism on the purchasing decision process also cannot be underestimated when managers must make relevant marketing decisions.

Several interesting managerial guidelines also emerge from this work. For example, we show how food manufacturers and retailers can encourage choices of certain products at the point of sale through marketing communication, such as special displays, promotions, and merchandising, that highlight the country of origin of national products or other signals of nationalism. Moreover, additional mechanisms that gather consumer opinion about the degree of ESR and NT benefits offered by food products at the point of sale would provide valuable insights into how to plan and design the production of food products to meet the ethnocentric demands of consumers.

It is important to reinforce, according to these findings, that the commerce in Spain needs to be also focused on the sojourners, whose are increasing their participation in the population. The same has to be done by the government, which needs to rethink in ways to insert these people in the society, including more rights and obligations for them. We have to remember that there is a social movement in Europe against the immigration, mainly because of the unemployment rates, but prohibiting immigration could not be the best solution for this problem. Indeed, it is necessary to study how the immigration could contribute in a host country development. Furthermore, these consumers consumption will also be a part of this growth.

We also acknowledge that this study attains low R-square coefficient of determination values. Yet such low coefficients are relatively common in social science research. For future research, we suggest replicating this study with other sojourner collectives, which would contribute to deepen knowledge along these research lines. Regarding to the acculturation of immigrants and the way that it could impact in the perceived risk, this theme could be developed in the future. It was talked about the effect of origin culture, but it could be interesting to deep the studies about all the stages in which immigrants passed when they perceived themselves in a new culture and how this adaptation influences the consumption.

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