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The impact of the Country of Origin on purchases of expatriates in their host country.

A cross-generational study.

Master of Science in Marketing
Final Dissertation

by

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Abstract

In numerous countries, expatriation contributes to the diversification of the cultures. The hosted cultures integrate in the hosting country and experience changes in their behaviours and consumption patterns, which nourish a bicultural identity. This bicultural identity has an impact on the individual's purchase behaviour, which is, at the same time, also influenced by their degree of ethnocentrism. Furthermore, when it comes to purchase, consumers have different perceptions of the importance of the country of origin information on products. Simultaneously, some expatriates may have a preference for host country products and others for products from their country of origin.

This research aims to explore the concepts of expatriation, on one hand related with the country of origin of the consumer, and on the other hand to the country of origin information as salient product attribute. In addition, the concepts of consumer ethnocentrism and biculturalism are taken into consideration. Nonetheless, the main scope of this research is to engage in a cross-generational analysis, distinguishing whether two successive generations of expatriates have similar or different purchase behaviours.

This cross-generational analysis related to the before-mentioned topics, has been executed through a quantitative research, conducted on expatriates in Luxembourg. Generation X and Generation Y expatriates have been handed over the same questionnaires to allow a comparative analysis. The gathered data has been successively analysed in a comparative approach, in order to observe possible differences and similarities between generations.

The findings obtained through software computations, mainly indicate that there is a difference in the purchase behaviour between the two generations of expatriates studied. Millennial expatriates are more bicultural and less ethnocentric than their predecessors. Generation X expatriates give, on the other hand, more importance to the country of origin information and tend to prefer products and brands from their country of origin. These findings provide useful insights for foreign marketers and investors, who can establish their marketing strategies following these expatriation and acculturation patterns, in a country with considerable purchasing power.

Keywords: COO, CET, Biculturalism, Generation X, Millennials, Expatriates

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Abbreviations Index

AE – Assigned expatriation
SIE – Self-initiated expatriation
CET – Consumer ethnocentrism
COA – Country of assembly
COD – Country of design
COO – Country of origin
COOL – Country of origin label
GEN X – Generation X
GEN Y – Generation Y
PPP – Purchase Power Parity

BE – Belgium
DE – Germany
FR – French
IT – Italy
LU – Luxembourg
Oth. – Other
PT – Portugal

Chapter I

Introduction

1.1. Contextualization

This study aims to find out whether two successive generations of expatriates show different purchase behaviours in their hosting country. In order to assess these potential differences in terms of purchase behaviour, it is crucial to understand if there are divergences in their attitudes towards the hosting and the origin culture. Therefore, the analysis of concepts such as biculturalism, “consumer ethnocentrism” (CET) and “country of origin” (COO) effect in this study, will help to build a solid basis that will serve as groundwork for the research.

The latest data from the United Nations Sustainable Development Goals (2015) counts 244 million migrants worldwide, meaning people not living in the country they were born in. Compared to the year 2000, there has been a 41 percent increase, showing that this matter has more than ever an impact on our society.

In today’s markets, expatriates draw together the same attention as locals, increasing the need for the market to adapt the offering and marketers to adjust the communication strategies. At the same time, literature suggests that today’s society is touched by numerous cultures that necessarily need more attention. Thus, the multiplicity of cultures acting and interacting in society, excludes a *unidimensional* approach, as literature indicates. Indeed, a *unidimensional* society cannot be considered as representative and it is no more accurate as citizens carry multiple nationalities, or have grown up in a multilingual and multicultural context, forged by a culturally diverse environment (Tamilia, 1980; Zolfagharian and Sun, 2010).

Still, expatriation is a major incentive that fosters the coexistence of different cultures in a defined space. In developed countries, these expatriates are in most cases well established and integrated, allowing them to play a vital role in the socio-economic paradigms. In some cases, the following expatriates generations

have even adopted the nationality of the host country, which impacts their purchase patterns and behaviour towards their hosting environment. This phenomenon has been developed by Chiswick (1978), who states that expatriates' economic integration is facilitated by the decreasing gap between expatriates' and locals' earnings over time, which gradually augments the expatriates purchase power. Simultaneously, locals are confronted with new realities which similarly shape their behaviour toward different directions and options. Overall, locals as well as expatriates are influenced by one another, which consequently leads studies and literature to adopt a *multidimensional* approach of society, which has been so far ignored (Zolfagharian, et al., 2014).

Moreover, the generational point of view mentioned before is also gathering interest from researchers. The degree of attachment to the country of origin and host country may change, and can strongly influence the consumer's purchase preferences, depending on the generational cohort the consumer belongs to.

Literature also focuses on the influence of nationalities and cultures on one specific consumer generation, but it underlines that a cross-generational approach allows to better understand the influence of culture in decision-making (Solka, et al., 2011). Besides, the existing literature that merges COO and expatriates in relation to marketing and purchase decision, only takes into account one generation at a time, mainly people that left their home country for a new host country (Zolfagharian and Sun, 2010; Zolfagharian et al., 2014). Therefore, examining subsequent generations of expatriates would contribute to a more in-depth overview of the impact of the COO, as it would take in consideration aspects as inter-ethnic marriage and the influence of the local culture, as highlighted by Zolfagharian et al., (2014).

Besides, in the scope of this study it is essential to distinguish the concept of CET and COO effect, as the first is related with the consumer's sense of duty to support its country of origin, and the latter is the influence a certain country has in the purchase decision making (Josiassen and Harzing, 2008). The relevance of the product COO and CET may diverge from generation to generation, thus, comparing two generational cohorts can provide relevant insights, opening new opportunities for marketers and companies, as these could diversify their focus by generational and cultural clusters. A comparative study would, in this case, indicate the relevant differences between the two generations' purchase

behaviour, and therefore provide marketers further segmentation and targeting options that could allow them to develop more effective marketing strategies.

The extent of this phenomenon leads the media and the literature to use different vocabulary when addressing the movement of people from and to other countries. It is therefore important to point out a preliminary distinction of terminology between “migrants” and “expatriates”, in order to avoid confusion. “Migrants” and “expatriates” both define moving people that settle in a host country. Nonetheless, even though both are commonly used as synonyms, they are linked to different fields of research. Whereas the term “migrants” is tidily researched in the scope of “cultural migration”, the term “expatriates”, on the other hand, is embedded in “human resources management” research. Even so, the concept of “migrant” often carries a negative connotation which “expatriate” does not entail, therefore the second idiom will be applied to this research (Andresen et al., 2014).

1.2. Structure and research questions

The first step of this study will consist in pointing out and analysing the literature that developed the before-mentioned concepts, providing the circumstantial information needed to engage the research part. After the literature review, a research model will be proposed along with the variables and hypotheses. Consequently, the empirical research itself will be conducted on two successive generations of expatriates living in Luxembourg through an online survey. To conclude, the results as well as in-depth discussion will be presented aiming to show the potential differences and similarities as well as the possible reasons, to some extent.

In this study we will try to answer the following research questions:

1. What factors differentiate the two generations’ purchase behaviour?
2. What is the role of CET for both generations of expatriates?
3. To what extend does COO have an impact on the purchase behaviour of different generations of expatriates in their host country?
4. Are second generation expatriates less influenced by their COO when purchasing than first generation expatriates?

Chapter II

Literature Review

2.1. Introduction and scope

Through this literature review we aim to understand and clearly define the fundamental concepts that form the background of this research (see Figure 1). The first chapter of the literature review intends to enlighten an issue which has been already mentioned in the introduction, namely the usage and meaning of the concepts of “migrant” and “expatriate”. Shedding light on their denotation and roots will avoid confusion and improper use, and subsequently determine what vocabulary will be employed through this study. Nonetheless, the explanation will also point out the cluster of individuals that are aimed in the research, providing preliminary definitions. The second chapter focuses on the concept of biculturalism, applied to expatriates in a host country, which adds the cultural factor to the discussion. In the third chapter of the literature review, we analyse the concept of CET. The fourth chapter focuses on how COO and COO labelling influence consumers’ purchase behaviour. To conclude, the fifth and last chapter adds the generational perspective, by identifying the importance of a demographic segmentation and the change towards globalization, focusing specifically on the characteristics of generations X and Y and how they influence these generations purchase behaviour.

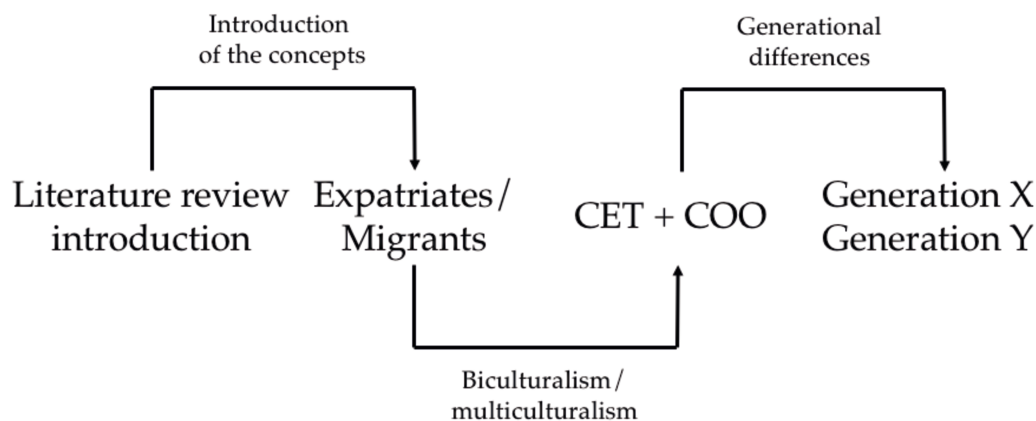


FIGURE 1: Literature review structure, self-elaborated.

2.2. Migrants and expatriates

2.2.1 Terminology clarification

The initiation of this review entails the need to distinguish and clarify different concepts related to people's mobility across borders. As a matter of fact, there is a confusion of terminology and an extensive and common use of vocabulary that needs to be distinguished. The concepts of "migrant" and "expatriate" can carry the same meaning, nonetheless, the literature distinguishes the two, depending what the area of research is.

The United Nations (1998) defines migrants as "any person who changes his or her country of usual residence", and it is the term most commonly used in verbal language. But then, Andresen et al. (2014) point out that readers face a certain confusion when addressing and reading about "migration" and "expatriation", which is further divided in "self-initiated expatriation" (SIE) and "assigned expatriation" (AE), as these expressions may overlap in people's minds and usages.

The term "migrant" is ordinarily used in fields of research as migration studies and culture, but at the same time it carries a negative connotation, although this term is commonly used by society, as Al Ariss (2010) develops. Migrants are often seen as individuals moving from a less-developed country to a more favorable situation, moved by their own will or forced due to unsustainable conditions in their home country.

On the other hand, the term "expatriate" is one of the main subjects in human resources management researches. SIE are individuals that left their home country to start a new employment experience abroad with little or no support from organizations of their COO. In contrast, AE are expatriates conveyed by a home country company to work abroad (Biemann and Andresen, 2010). Andresen et al. (2014), have developed a scheme (see Figure 2) that facilitates the understanding of the different concepts around expatriates and migration mentioned above. The highlighted fragment represents the status of the respondents that will participate in the research.

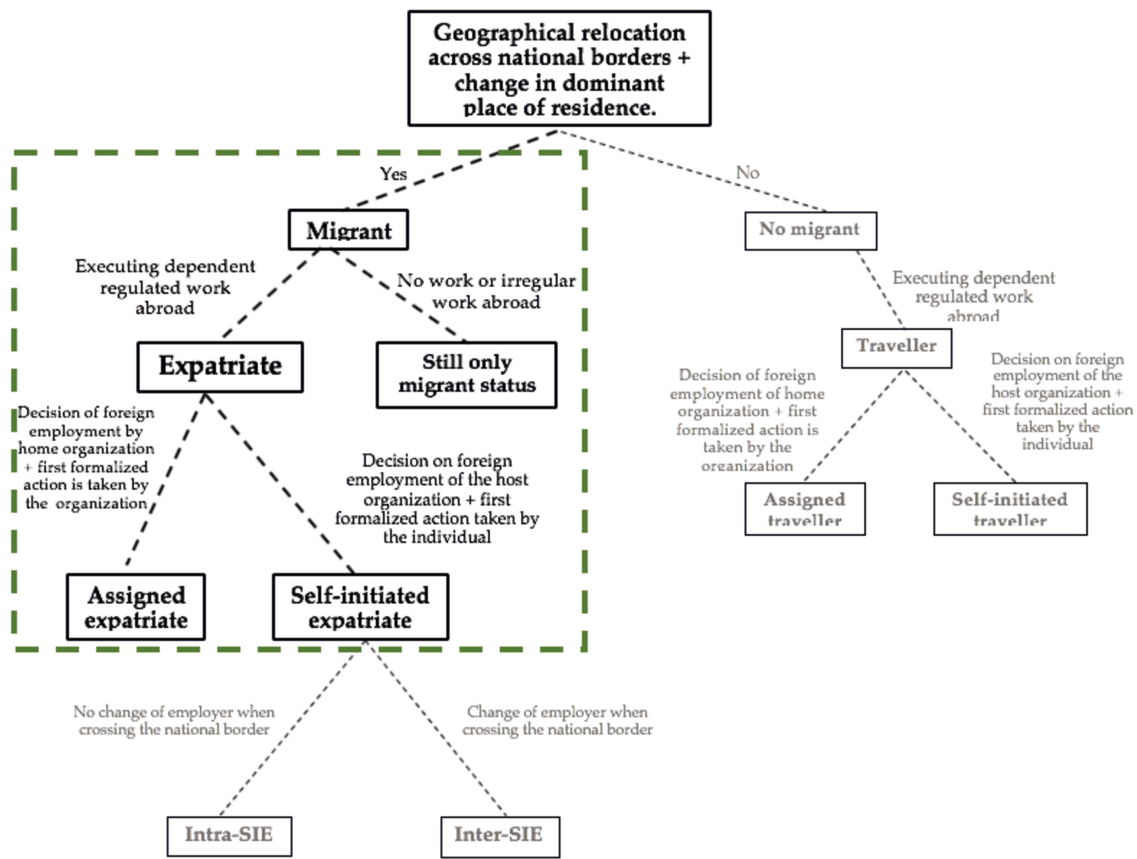


FIGURE 2: *Decision Tree*, Andresen et al., (2014).

From this point on, in order to avoid stereotyping, the word “expatriate” will be utilized when referring to individuals that left their COO and are established in a new host country, unless the development requires a lexical distinction.

2.2.2 Expatriates and biculturalism

It is crucial to start by clarifying that this study will take in consideration two successive generations of expatriates in their host country. These generations are well established in the studied society but the fact that these individuals identify with at least with two cultures creates new opportunities for marketers. Furthermore, developed markets are generally influenced by several cultures

that have entered the countries over different periods of time, which has led to numerous and continuous entanglements due to the adaptation of the market and the individuals in the market (Berry, 1997).

Brannen and Thomas (2010), define these individuals as bicultural, meaning people that have internalized two, or more, different cultures by absorbing a set of attitudes and values that represent these cultures. The same authors distinguish the concept of *knowledge* from the concept of *identification*. *Knowledge* is a rather superficial approach to a culture that can be easily acquired by anyone, as for *identification* it affects a more profound sphere of the personality and feeling of belonging (Hong et al., 2000). "Cultural Identity" unites the consumer's association with the origin culture and the newly integrated culture. It is nonetheless important to cite Berry et al. (2006) who say that individuals are never only influenced by one ethnic identity. Ng et al. (2014) talk about a bicultural space where individuals are confronted with a network of locals and a network of compatriots hosted in that same country, which can create a flow of word-of-mouth in and between groups, which companies cannot ignore. Finally, the notion of *identity* is constructed from different personal attributes and influences, as socio-cultural setting and national anchoring, clues that companies and marketing departments should use to cluster the market (Burke, 1980; Zolfagharian, 2010). Expatriates undergo a change of lifestyle and buying patterns in their host country, and as Burrell (2008) indicates, new consumption opportunities appear. In fact, the crossway between two or more cultures has an impact on the individual's social identity, as individuals tend to identify themselves through their consumption (Moore, 2000; Dion et al., 2010).

As Jamal (2003) indicates, the diversity of the society leads to a diversity of transactions among people with different backgrounds. At the same time, conventional established products and ethnic products exist side-by-side on the market, being used by companies to gain the loyalty of the non-locals, as these tend to prefer the products and services deriving from their COO (Wang, 2004). Nonetheless, companies need to understand the tendencies in order to maximize their efficiency on a specific market because Laroche et al. (2005) define consumption as a cultural phenomenon. Consumers are influenced by culture and their consumption patterns adapt themselves to the host country while maintaining strong bonds to the COO (Hui et al., 1998). Creating bonds between

cultures in a singular context can entail success for businesses, as they treat the preferences of multiple actors of the society. At the same time, it is important for companies to employ bicultural individuals in order to be able to create bridges to reach potential new diversified customers (Brannen and Thomas, 2010). Understanding these concepts and their different aftermaths can contribute to this study, by showing that expatriates belong to different segmentation clusters that marketers can target differently and with more precision. Furthermore, it is essential for marketers to target expatriates, as in some countries they represent a large share of the population with different needs and wants.

Although this topic has been widely studied, a gap emerges when trying to understand simultaneous consideration of origin and host country as purchase and loyalty influencers (Phinney and Ong, 2007).

Expatriates' relation to home and host country forges different dimensions of interest and influence. This approach was not yet adopted in the 80s and early 90s, and several researches rejected the hypothesis of multidimensional consumer clustering (Zolfagharian et al., 2014). As Miller (1997) emphasized, developed countries' societies embody an inclusive attitude rather than dichotomizing the cultures that are embedded. This led and still leads to the creation of *bicultural* and *multicultural* identities (Zolfagharian and Sun, 2010), nevertheless, the traditional approach that states that individuals clearly identify with only one culture is overwritten. The same authors specify that recent theories abandon the line of one predominantly biasing culture and promote the multicultural mindset and attributes of the consumer (see Figure 3).

The concept of *home* also needs to be mentioned and developed as we are talking about multi-dimensional construct which can have an impact on an individual's identity. An individual can feel a strong bond to both host and home country and use "we" when referring to both (Kreuzer et al., 2017). Nonetheless, for expatriates, there is often a *home beyond home*, which is a host territory in which the consumer is integrated, follows the consumption pattern and considers the host country as *home* (Kreuzer et al., 2017). In certain circumstances, migrants are forced to abandon the consumption habits of their origin country if the host country does not offer deliverables from their origin country. Nevertheless, at a specific stage, expatriates may begin to engage with the host group, keeping their

original identity but integrating the host society's patterns. Nonetheless the concept of identity plays a major role regarding biculturalism (Laroche et al., 1997).

Additionally, Zolfagharian and Sun (2010) use the notion "group" to identify several individuals who share common characteristics and habits. Simultaneously, expatriates consumers value both the cultural group they belong to, which can also simply be represented by their nationality, and the host country group. Additionally, Tai (2009) states that a foreign consumers' social roots are linked to their COO as well as to the host country's culture, which leads to the necessity to study the impact on and of both groups (see Figure 3).

In a more recent research, Zolfagharian and Sun (2014) specify that it is crucial to study expatriate consumers' bicultural and multicultural identities, with the purpose of understanding their evaluation of products from their COO in relation to those of their host country. Askegaard and Ger (1998) refer to products as a "symbol for national identity as they carry cultural meanings and are used by consumers to expose their cultural belonging".

First of all, the consumer usually identifies with the product's COO and the country where it is sold. Besides, the degree of identification varies from consumer to consumer and reflects itself in the purchase intention which is additionally influenced by the degree of identification with the consumer's origin (Zolfagharian and Sun, 2010). But then again, this basic distinction does not accurately represent the scenario where an individual identifies with both COO and host market, for example in the case of expatriates which are differently biased by two cultures (Zolfagharian and Sun, 2010).

Locals as well as expatriates experience changes in their behavioural and economic patterns, but a further study shows that the hosted community is more affected by the adaptation than the hosting country (Berry, 1997; Berry et al., 2002). Laroche et al. (2005) have found out that living in a multi-cultural context does not lead to a diminution of the origin's attributes and it is proven that individuals can process, internalize and co-exist with multiple cultures (Cabassa, 2003). Moreover, Paswan and Ganesh (2005) indicate that expatriates look for certain connections with their cultural roots in order to maintain their identity, but at the same time they need to fit in the host society which can be done by emulating the locals' consumption.

Thus, exploring further concepts as CET and COO effect with their different nuances, will provide a more in-depth overview of the factors that influence a consumer's behaviour when it comes to acquisitions.

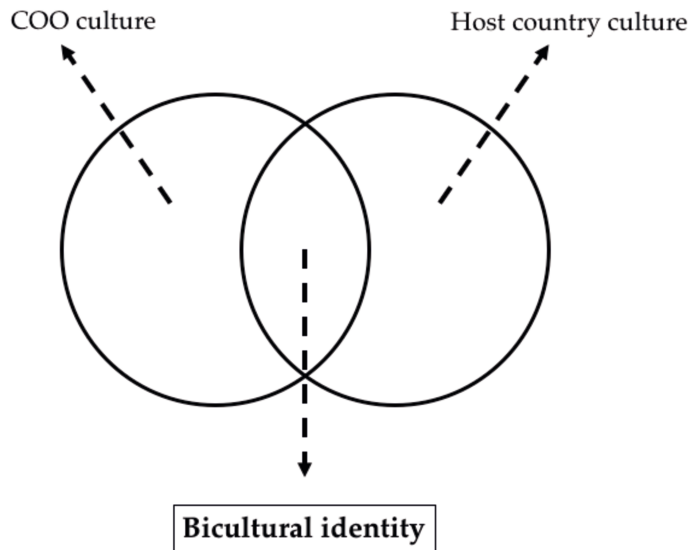


FIGURE 3: Multicultural identity, self-elaborated.

2.3. Consumer ethnocentrism and Country of origin

2.3.1 Consumer ethnocentrism

The *a priori* inclination towards the products or services from the consumer's COO is called CET and can be defined as the identification and alignment to certain groups, to which the consumer belongs and that share the values that finally forge its identity (Tajfel and Turner, 1986). CET is mainly studied along national identity and its degree is impelled by the feeling of attachment to the origin. At the same time, it is important to distinguish CET from product COO effect; a consumer can prefer products from its origin country only due to the products characteristics and reputation, without being ethnocentric (Shimp and Sharma, 1987). Nonetheless, Josiassen et al. (2011) highlights the importance of disentangling the national identity feeling from product feature judgement in

order to be able to unbiasedly evaluate products from foreign provenance. However, completely separating both concepts creates several difficulties as they flow in-another. In fact, consumers often experience a dichotomy of attitudes that take in account the attitudes towards two different clusters of products: domestic and foreign (De Ruyter et al., 1998). Druckman (1994) states that the dichotomy needs to be addressed with dynamism, as, for instance, every foreign country and their products can be perceived differently. The distinction between CET and product COO in relation to experienced qualities of the product or service, will likewise facilitate the understanding of the topics that will be treated later as the latter will be extensively presented in a separate section.

Josiassen et al. (2011) illustrate this statement by using the example of a German individual preferring German car brands due to their overall quality which it personally experienced. In this case, the preference is towards the product's country of origin which is casually the same as the consumer's, which does not mean that the consumer is ethnocentric, he is influenced by the positive COO effect of the country.

The same authors specify that CET is mainly led by moral principles, which *a priori* tends to have a protective approach regarding the home country. Another example is given by Herche (1992): an American consumer can positively value French wine due to its favourable COO but decides not to buy it due to a nationalistic reason. In this case, the consumer is clearly influenced by his ethnocentric feeling.

Shimp and Sharma (1987) add that price and quality do not have an influence in CET, as consumers are moved by a tendency shared by society or, as Murdock (1931) specifies, by all kind of social groups. Consumers are in fact biased by their degree of ethnocentrism; the more their sense of belonging to a certain country is strong, the more they are disinclined to acquire foreign companies' deliverables and tend to prefer goods and services that share their same COO (Sharma et al., 1995). Tajfel (1982) added a further approach: consumers are biased by the group they belong to and are inclined to maintain a positive social identity. This leads to a hostile approach towards products and services deriving from foreign countries. This disinclination from foreign deliverables and the believe that their acquisition can harm the consumer's nation of origin is known as *consumer animosity*.

Nonetheless, this research focuses on the demographic aspect of the CET in relation to expatriates in a new country. Unfortunately, the literature presents a major issue mainly when binding generations and CET. Indeed, several studies contradict themselves in respect to the question of whether younger or older generations are more ethnocentric. This research will, in a smaller scale, try to clarify this question with recent data adding a new variable which are the expatriates in a hosting country. First of all, age certainly has an influence on CET (Josiassen et al., 2011) and, following Bannister and Saunders (1978), the older the individual is, the more it has a favourable attitude towards national production. This determines that younger generations are less ethnocentric, even though the concept of CET was only developed later by Shimp and Sharma in 1987. The same counts for the literature stating that younger generations tend to have a favourable behaviour towards domestic products (Schooler, 1971).

In addition, a recent research highlights the fact that most studies focus on the buying behaviour of the consumers, whereas only few studies analyse or propose strategies for ethnocentric marketing campaigns from the companies' perspective (Lee et al, 2017). A number of authors indicate that CET can be used as a predictor for local brands but it is not as efficient for foreign brands purchases (Winit et al, 2014).

2.3.2. Ethnocentrism outside the borders

CET is a concept that mainly focuses on local's behaviour towards national and foreign production. Nonetheless, in the scope of this study it is necessary to integrate foreign consumers in the discussion, aiming to understand whether there is a change of mindset in the hosting context or not. This matter has been evoked by Zolfagharian and Sun (2010) and Zolfagharian et al. (2014), in two studies that provide a different perspective on CET and successively on COO effect. Both articles provide fundamental information that justifies the application of the concept of CET on others than locals. Furthermore, the first article introduces the concept of biculturalism and the *multidimensional* approach mentioned earlier, highlighting that modern societies are built and influenced by numerous cultures, expatriation being a major driver of this phenomenon.

Zolfagharian et al. (2014), validated and applied the concept of CET on individuals that are not purely locals, but on people with defined foreign roots. Clarifying and providing these pieces of information, is necessary as the same procedure will be applied later for the research part of this study.

2.3.3 Country of Origin

Subsequently, the concept of COO needs to be highlighted with more precision, making a clear distinction between the COO of the consumer, which can have an impact on his behaviour in the host country, and the COO of a product which can have an influence the consumer, the latter also known as COO effect.

Firstly, the product COO can be defined as the country where a good is produced (Nagashima, 1970) or where the headquarters of the company are established (Johansson et. al., 1985). Zolfagharian and Sun (2010 and 2014) facilitate the definition by using the concept of “made in” as indicator of the product COO, concept also supported by Schooler (1965). In addition, Nagashima (1970) adds that the “made in” identifier carries a series of stereotypes concerning the COO of the product, which can have a positive or negative impact. This phenomenon is called COO effect.

As Schooler (1965) indicated, a product’s COO can have a significant effect on the consumer’s decision-making process when it comes to acquisitions. Even though the COO is an intangible attribute, it still plays a primal role when assessing a product’s quality, for instance. The same counts for cues as the price or the brand name, Aichner (2013) adds. The same author indicates that over time, people started giving more and more importance to attributes as COO and brand name and not only to the functional and physical aspects of the good, or service. Consequently, as Koschate-Fischer et al. (2012) state, consumers are ready to spend more on products with favourable COO images. The COO information is often prioritized, which facilitates the choice and shortens the decision process time. However, we should highlight that COO can lead to both positive and negative product judgements.

Thus, it is important to understand how consumers learn about a product's origin. According to Newman et al. (2014), the "country of origin labelling" (COOL) is a major indicator that mainly influences products for which the brand plays only a secondary role, such as for food, for instance. The COOL helps consumers to simplify risk involving purchase decisions, as they perceive "made-in" as a security indicator which tends to incite the purchase (Schnettler et al., 2008). Although, today the concept of origin seems to be less bounded, especially the "made-in" tag, as production and supply chains, in many cases, cross more than one country (Brodowsky et al., 2004). Aichner (2013) says this phenomenon might be confusing for consumers, but that it offers interesting opportunities for companies' communication strategies.

In fact, a brand can be perceived as Italian, for instance, without being fully Italian. The "Italian" car manufacturer DR, physically produces its cars in China, the parts are only assembled in Italy. Consequently, the brand benefits from the "made in Italy" tag, as Italy has an overall more positive COO effect than China in this product segment. Several other car brands manufacture their cars abroad to save labour costs but consumers still see these as "Italian" or "German" cars. Therefore, the literature included a new concept that facilitates this cumbersome debate. Pharr (2005) uses the term "brand origin" as an indicator of the perceived origin of the brand. Decosta (2016) gives the example of the Iphone, as Apple is perceived as a brand from the US ("Designed by Apple in California"), although the production facilities are installed in China and some other components are bought from Korean manufacturers (e.g. Samsung). This approach hints to the need of distinguishing country of design (COD) and country of assembly (COA) (Chao, 1993). Nonetheless, brand origin perception is what more predominantly triggers the purchase intention in potential consumers.

Consequently, the concept of "brand origin" is more accurate for today's market. The brand image is significantly influenced by its origin and by the country to which it is primarily associated, and not so much by a possible foreign mother company or physical location. Italian brand Versace and British Jimmy Choo have been acquired by US brand Michael Kors, nonetheless the perception of the brands will still remain attached to their roots. The COO needs to be analysed and seen from the consumer's standpoint (Decosta, 2016), who may consider that the "strength of association" between brand and country can vary from brand to brand (Keller, 1993; French and Smith, 2013).

As mentioned above, there are different degrees of association between brand and country. Following Brouthers (2000), consumers do not have an equal COO perception of quality for all brands or products deriving from the same country; brands need to differentiate themselves in order to compete and capture consumers' attention and trust. The COO image often is perceived as a *halo* that consumers use to deduce a product's quality if they do not know the brand (Bilkey and Nes, 1982). Not being able to identify the quality of a product, leads the potential customer to turn to the one attribute that can help him/her to easily make a choice (Huber and McCann, 1982), which can be the COO or the price, for instance.

Local consumers as well as foreign consumers in their host country, often have a preferred origin for products or services. This repeated preference is often related to the COO of the product in relation with its features and reputation (De Ruyter et al., 1998). Moreover, when it comes to product evaluation, the consumer often relies on the COO when they are not able to make a decision via other product attributes that can lead to the purchase intention (Zolfagharian and Sun, 2010; Kwok et al., 2006).

After having taken into account the various facets and of the COO, it is crucial to clarify that the COO of products influences consumers as it has an impact on the perceived quality which can affect attitudes towards the purchase (Baker and Bellington, 2002). As already indicated in the previous subchapter, Zolfagharian et al. (2014) indicate that consumers identify with the country the product originates from, which in a context of expatriation can be a driver to acquire that product if it stems from their COO, if the expatriates do not negatively stereotype the product. Therefore, companies rely on the promotion of COO oriented campaigns to increase performance (Ettenson and Klien, 1998), by focusing on the strength of consumers perceptions about a certain country, as general manufacturing skills and experience in that area, for instance (Katsanis and Thakor, 1997). The same authors define the COO as a trait of the product which influences their perception of quality. Moreover, Leclere and Schmitt (1994) define the COO of a product as a *salient* attribute, whenever the consumer is aware of the positive assets of a certain country, when it comes to manufacturing skills, for example (Roth and Romeo, 1992).

When analysing which attribute has the strongest impact on the consumer, COO had more influence than price and brand on products of developed countries (Liefeld and Wall, 1991). This study will analyse if this statement is still up to date in a very specific context and will add a further factor, namely, the study of expatriates in a host country. Nonetheless, Baker and Ballington (2002) add that domestic and global brands are less influenced by the COO, which indicates that there is a certain dynamism in the COO impact on consumer perception. As previously elaborated, it is difficult to separate COO effect from CET. Ethnocentric consumers tend to prefer local products or, more interesting in the scope of this study, from countries with similar attributes to their origin country (Baker and Ballington, 2002). On the other hand, Bhuian (1997) states that COO related biases are getting weaker due to globalization, technological development and the variability of the “brand origin” perception.

2.4. Generations and Globalization

2.4.1. Generational segmentation and Globalisation

Marketers strongly rely on market segmentation when establishing the strategy for an upcoming project. One of the main and most reliable segmentations is the “demographic segmentation” which takes in consideration aspects as generation, age, family size and life-cycle, income, occupation, nationality and income, among other (Keller and Kotler, 2012).

In the scope of this study, aspects as generation, nationality and age are fundamental, given the main topics discussed. Chaney et al. (2017), make clear that age and generation are two distinct concepts. The concept of generation embodies a common experience shared by individuals born in a time with specific events and characteristics which shape their identity.

Market segmentation studies have developed numerous theories related to cross-national approaches, for instance De Mooij (2004) states that cultural variables gain importance as globalization leads to a more dynamic vision of culture and nationality. Furthermore, segmentation allows marketers and

researchers to convert their unit of measure, as clustering allows to make conclusions about the consumer behaviour of one generation of consumers instead of only individuals (Chaney et al., 2017). The authors also specify that segmentation studies allow to determine the trends and habits of a cohort of consumers. Several companies decide to adopt a generational marketing strategy, which leads them to undertake a generational segmentation, a sub-segmentation of the demographic segmentation. Chaney et al. (2017), state that many companies opt for generational marketing as they are much more effective than chronological age targeting and they allow to handle a larger share of people with similar characteristics. These companies do not only focus on the satisfaction of the consumers' needs but they employ strategies that consist in proposing an offering that appeals to one or more generations, which is proven to be more cost-effective.

Nonetheless, literature points out that the general tendency leads to the homogenization of the market and of consumers' attitudes, fostered by standardization and adaption of the marketing strategies and the increase of interest towards a global consumer (Cleveland and Laroche, 2007). Globalization brought new and exigent challenges on the topic of advertising of international companies (Kanso and Nelson, 2007). National and cultural attitudes are becoming less definable, even across borders as human capital flows regularly over borders which increased the heterogeneity of the market due to ethnic diversity. In addition Carpenter et al. (2012) investigate whether there it is also the case when undergoing cross-generational cohort analysis. Cleveland and Laroche (2007) indicate the self-identification of the hosted cultures to the global culture to be an indicator for this homogenization of the consumer. Thus, the generational perspective brought up before is controversial, as the previously mentioned authors support the adoption of a cross-generational homogenization approach. But then again, the literature supports the fact that every generation is influenced by specific past historical events, such as wars or game changing technological innovations (Carpenter et al., 2012), and highlights that these events are distinct for each generation, leading to distinguishable behavioural patterns.

To conclude, Wong et al. (2008), elicit that young consumers are nowadays confronted with a multi-origin market, in which the origin of the offer is less

defined, but at the same time, the phenomenon is perceived as part of the globalization process.

2.4.2. Generation Y characteristics

Millennials, or Generation Y is the consumer cohort born between 1979 and 1994 (Kotler and Keller, 2012). The literature indicates that this generation distinguishes itself clearly from its predecessors and one of the main points of distinction is its size. In fact, the millennials cohort is the largest in the US since the Baby Boomers (Paul, 2001; Ma and Niehm, 2006). In relation with this study, representing about 24% of the adult EU population, this generational cohort relies on a substantial purchase power, making them appealing for companies (Smith, 2012).

Generation Y is the first consumer group to engage with the internet and advanced consumer-based technologies at a young age (Smith, 2012). Furlow (2011) explains that millennials are less static and travel more than the previous generations, at the same time they build a more solid socially responsible attitude towards the society and companies. Williams and Page (2011) add that millennials have distinct social and economic traits that are equally shared by the whole cohort, meaning a fast paced society, the internet as main influencer and the search for individuality. The individualization of their identity is achieved by the brand choice and purchase decisions, which tend to characterize their attitude as materialistic (Gupta et al., 2010). Generation Y consumers have higher disposable incomes than their predecessors and are more consumption oriented, with sophisticated tastes and preferences (Wolburg and Pokrywczynski, 2001). Additionally, they are constantly connected and look for the satisfaction of their needs and wants via the web (Bolton et al., 2013 and Smith, 2011). Differently from their predecessors, Generation Y consumers were born in a time with a low unemployment rate, an engagement towards fair female retribution and the normalization of multicultural families endorsing diversity. Their social awareness surpasses their predecessors', always looking for acceptance and inclusion for them and the ones they interact with in their networks (Hawkins et al., 2010). Marketing content not featuring individuals from various ethnic

backgrounds is perceived as unusual, as millennials depict society as multicultural. They furthermore prefer to interact with brands that sustain their beliefs, which are at the same time variable and dynamic, and this leads them to have a preference for customized and customizable products (Dietz, 2003).

To conclude, literature indicates that millennials combine COO with quality when assessing a product, especially in the food, health and beauty industry. Nevertheless, empirical studies on these topics are limited and require updates (Van den Bergh and Behrer, 2011).

2.4.3. Generation X characteristics

Generation X is the consumer cohort born between 1964 and 1978 (Keller and Kotler, 2012). Generation Y and Generation X are considered similar in many aspects, but the latter is considered less optimistic and influenced by a rather difficult youth from the economical and political point of view. Nonetheless, this generation gets credits for having popularized the internet, global thinking and multiculturalism (Ritson, 2007). Furthermore, they are the best and most educated as well as graduated generation, which consolidates their position as introducer of mainstream technology with ease (Mitchell et al., 2005). This education illuminated their view of life and openness for multiculturalism, always questioning conventionality (Moore and Carpenter, 2008).

Additionally, Generation X consumers spend heavily on clothing, housing and entertainment (Chaney, et al., 2017), but they are usually not loyal to brands for long periods of time. For instance, Generation X consumers are less loyal than the Baby Boomers due to the increase of popular advertising and a more extended product and service offering (Mitchell et al., 2005). Generally speaking, Generation X consumers, or Xers, have a sceptical attitude towards passive marketing stimuli, making it more difficult to convince them (Bashford, 2010). When it comes to acquisitions, they value information about the features and an explanation of the necessities, what makes them sophisticated and picky. Besides, being the first generation to use technology partly as we know it today, they expect marketing media to rely on these technologies and would rather opt for

products and companies that expose themselves through innovation (Moore and Carpenter, 2008).

Equal to the millennials, Generation X is media and communication oriented. Nonetheless, media and communication tools are rather used for entrepreneurial purposes than for leisure (Reisenwitz and Iyer, 2009). Furthermore, Xers are seen as multi-taskers and effective workers, able to conclude assignments and work twice as fast as their predecessor. This phenomena is explained by their increasing use of technology over time. Reisenwitz and Iyer (2009) explain that their attachment and commitment to their working environment and the constant search for challenges does not diminish their bond to familial values. The same author rationalizes this singularity, by explaining that generally Xers were not constantly offered empathy which pushes them to reverse the trend they faced during their young age. In addition, they give higher importance to intangibles such as family and personal development, which could have an impact on their behaviour towards the purchase of certain goods.

Chapter III

Research Model

3.1. Conceptual Framework

In order to develop the actual research and to provide answers for the presented research questions, a research model is required. Without yet resorting to the different research questions, the overall scope of this study is to learn whether two successive generations of expatriates have a different purchase behaviour in their host country.

The framework below (see Figure 4), synthetizes the steps that will be followed in this research. Nevertheless, it is necessary to justify and explain the relation between the different concepts presented. COO and CE have been analysed in-depth in the literature review, and, according to the findings of previous studies, we assume that they will influence the purchase behaviour of Generation X and Y expatriates. Through this research, we will try to understand how COO and CE impact the purchase behaviour of Generation X, or first generation of expatriates, and of Generation Y, or second generation of expatriates. This analysis, will allow us to identify relevant differences and similarities, which will be explored in the discussion section.

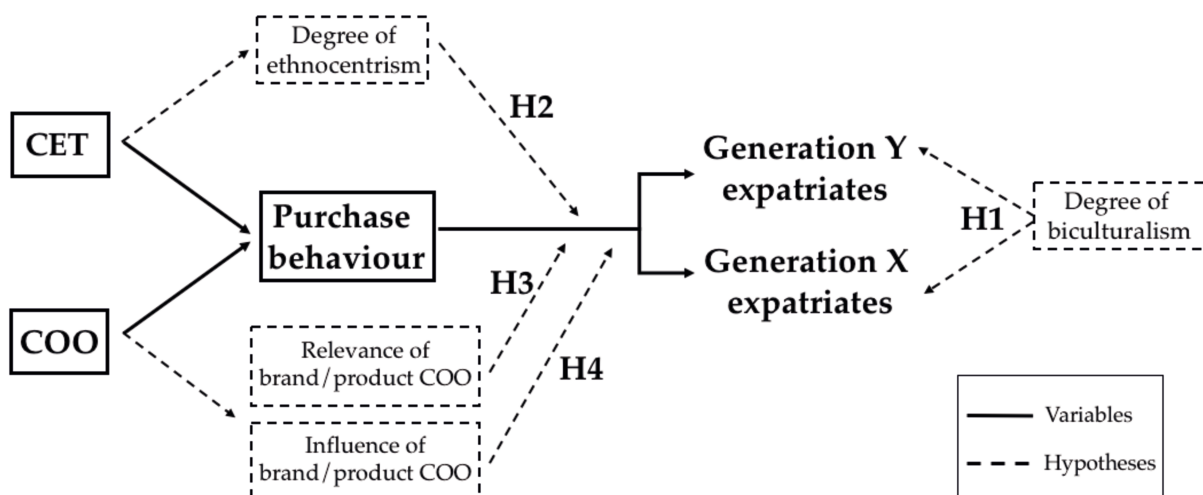


FIGURE 4: Conceptual framework, self-elaborated.

3.2. Variables

The above figure adds further details in the explanation of this research. COO and CE will be considered as independent variables in this research. The purchase behaviours of the Generation X and Generation Y expatriates are the dependent variables in this research. Hence, through this study, we intend to analyse the impact of biculturalism, reflected through CE and COO, on the purchase behaviour of Generation X and Generation Y expatriates.

3.3. Hypotheses

The hypotheses will be build following the pattern of the research questions, thus it is necessary to highlight their connection to foster a coherent reasoning. The first research question tackles a preliminary factor that influences and differentiates both generations' purchase decisions: the degree of biculturalism. The concept of biculturalism, elaborated in the literature review, plays a vital role in the hosting environment. Accordingly, the first hypothesis aims to clarify whether the studied samples of expatriates perceive themselves as bicultural and what is their degree of biculturalism, in relation to the generation they belong to.

First of all, it is important to highlight a preliminary fact exposed by Carpenter et al. (2012). In a paper that combines consumption and generational cohorts, the authors suggest that younger generations have a greater openness to foreign cultures and the exchange of ideas and lifestyles. More accurately, Generation Y consumers show a clear affinity for globalization trends. Simultaneously, a significant gap emerges between older and younger generations when it comes to the overall interest for foreign trends. At this respect, it is important to underline that several studies highlighted the influence of expatriates in the increasing number of bicultural and multicultural individuals in developed societies (Saad et al., 2013). Saad et al (2013) showed that younger generations of expatriates are more embedded in the hosting culture than older generations. Hence, considering the findings of previous studies, we propose the following hypothesis:

H1: *Generation Y expatriates are more bicultural than Generation X expatriates.*

Successively, after considering the expatriates' bond with the host culture, the purchase intention will be taken into account by introducing the concept of CET. As presented in the literature review, CET and COO, which will be tackled later, are two different concepts, that are easily misused due to their semantic proximity. Gathering and analysing CET data will allow to determine which generation is more ethnocentric and will mould the opportunity to draw introductory conclusions concerning the differences and similarities of the overall purchase attitude of both generations in relation to CE. As explained in the literature review, the concept of CE is related to the consumers' psychological and, most importantly, moral bond to their origin (Han and Guo, 2018). CE is demonstrated to have an impact on purchase behaviour, as an ethnocentric consumer perceives the acquisition of products from its COO as a duty (Sharma, 2015; Han and Guo, 2018). In addition, Zolfagharian et al. (2014) state that expatriates can have an ethnocentric bias towards both home and host culture, as they may feel the duty to support both economies.

As it was the case for the first hypothesis, the second hypothesis also considers the generational paradigm. In fact, as literature indicates, age influences consumers' ethnocentric behaviour and the older the consumer, the more he/she is inclined to purchase products that share the same COO (Josiassen et al., 2011; Bannister and Saunders). Nevertheless, even if Shimp and Sharma developed the CETSCALE necessary to measure consumer ethnocentricity in 1971, only in 1987, Schooler evoked that there is clearly a difference in the degree of ethnocentrism among generations. Thus, considering the findings of previous research, we assume the following hypothesis which will update CET to a contemporary and cross-generational scenario:

H2: *Generation X expatriates are more ethnocentric than Generation Y expatriates.*

It is important to elicit that the literature often presents both CET and COO concepts in the researches, as one concept does not exclude the other. Furthermore, to incite the understanding of the last two hypotheses, it is important to highlight that CET is related to the consumer's morality and willingness to support a certain country, moved, for instance, by a patriotic behaviour. On the other hand, the concept of COO effect is related to consumer

response to the products origin, which may have an influence on the purchase behaviour. The third and fourth hypotheses intend to clarify the relevance of the products' COO.

Firstly, COO can be perceived or is used as a salient attribute, independently from the consumer's origin, as the COO works as a signal, providing prior information about the quality the consumer may perceive (Hong and Wyer, 1989). H3 intends to investigate which of the two generations studied, gives more importance to the COO information of a product or brand. Zdravkovic (2013) highlighted that for Generation Y and young consumers in general, a product's origin matters. In addition, Strizhakova et al. (2008), add that younger consumers give more importance to the COO when the involvement with the product is not high. However, Zdravkovic (2013) highlighted that other criteria are necessary for an optimal evaluation and that the COO alone is not sufficient to influence consumers' decisions. This idea is also supported by Bhuian (1997) and Pharr (2005), who underlined that globalization is weakening the bias of the COO as a product attribute. To conclude, Strizhakova et al. (2008), add that generational cohorts need to be studied separately in order to obtain reliable information concerning the importance of the COO.

Although prior studies do not all point in the same direction, considering the main findings of previous studies on the subject, we assume the following hypothesis:

H3: Generation Y expatriates give more importance to the COO information than Generation X expatriates.

H4 differentiates itself from H3. H3 limits the concept of COO to product information, which certain consumers value more, independently from their origin. H4 adds a further variable, which is the consumer's origin, and intends to highlight whether consumers clearly prefer products that share their same COO, or rather foreign products.

In a generational point of view, Schooler (1971), already pointed out that older consumers appreciate foreign products more than younger consumers. Moreover, Zolfagharian et al. (2014) suggest that the product COO can suffer from stereotyping when the consumer's origin is concerned, and stereotyping can successively influence consumer's preferences. The fact that foreign products tend to be disfavoured in comparison to local goods, has been stated in numerous

papers (Verlegh and Steenkamp, 1999). Nonetheless, Zolfagharian et al. (2014) also propose that consumers are biased by their culture of origin and their hosting culture simultaneously, as the concept of *multidimensionality*, exposed in the literature review, indicates. H4 intends to explore which generation's preference is more biased by their COO in a hosting context, as expatriates are confronted with goods stemming from several countries, including their own and their host country. At the same time, the analysis of this hypothesis will provide information about the preferred product or brand origin and whether there is a generational difference or not. Thus, we propose the following hypothesis:

H4: *Generation Y expatriates have a higher overall preference for products/brands from their own COO than Generation X expatriates.*

Chapter IV

Research Method

4.1. Target and market characteristics

As already mentioned, two successive generations of expatriates will be the subjects of this research and in order to facilitate the comparative analysis, the same questionnaire is going to be used for the two targeted generations. Subsequently, the data will be equally treated in order to obtain results that show the differences, similarities and the possible gaps marketers could take in consideration. Eurostat has also analysed two sequential generations of expatriates in its study “Migrants in Europe: A statistical portrait of the first and second generation” (2012). This study takes into account people of the age from 25 to 54 years, which following Kotler and Keller (2012), are Generation X and Generation Y consumers.

For this research, the data will be collected in Luxembourg, as the country’s population is composed of 48% of first or second generation expatriates (see Figure 5).



FIGURE 5: % of foreigners residing in Luxembourg. *Statec, 2018.*

In other words, the country has the highest number of expatriates per capita, according to Eurostat (2012) data. In addition, a large amount of people considered as “Luxembourgish”, often second generation expatriates, have only foreign origins due to the adoption of the Luxembourgish nationality and are not considered as foreigners (see Figure 6).

% of LU population with foreign origins

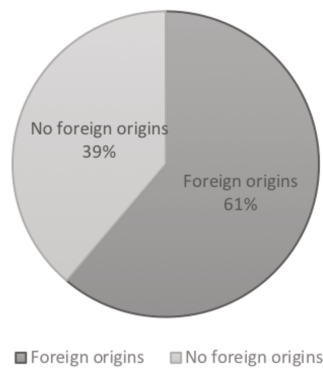


FIGURE 6: % of Luxembourg residents with foreign origin, *Statec*, 2018.

At the same time, the researcher will be able to balance the number of answers per generation received, as a comparative study needs to treat each component equally. As overview we can state that in concrete numbers, Germany counts the largest amount of expatriates but proportionally, Luxembourg counts the largest percentage of foreign-born individuals (Eurostat, 2012). The most represented nationalities are Portuguese, Italian, French, German, Belgian and people from the Balkan countries as Serbia, Bosnia and Montenegro (see Figure 7).

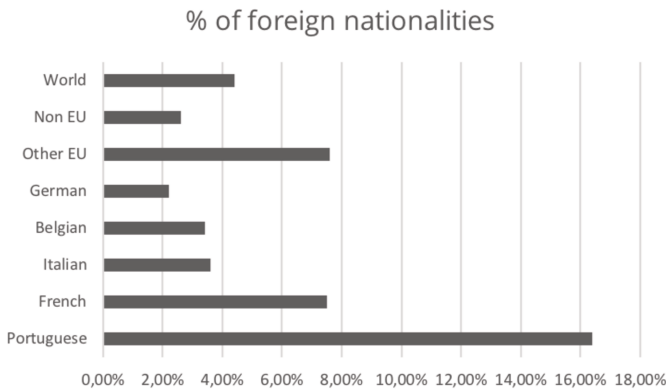


FIGURE 7: % of foreign nationalities in Luxembourg. *Luxembourg Statistic Portal*, 2013.

Consequently, the Luxembourg market has adapted itself to the strong foreign influence in its economy. In addition, in most stores, the majority of the brands and products are imported, as the country itself has a very limited range of local production, due to its size and the high costs of production. Therefore, the main competition of the global brands are not local brands, but rather brands from the nations which are the most represented in the country, for example Portuguese, French and Italian brands. These brands have gained popularity over the years leading the retailers to adapt themselves giving equivalent importance to these foreign brands and to the local and global brands.

4.2. Structure of the Questionnaire

To facilitate the comparison between the obtained datasets for both generations, a quantitative research will be employed. The variables used in this research will be measured through scales which were validated in previous studies. The surveys will be divided in 4 groups of questions: one for the concept of biculturalism, related with H1, another for the variable of CE, regarding H2, the next for the concept of COO, concerning H3 and H4, and the last set of questions will gather information about respondents' demographic data.

As mentioned previously, two identical questionnaires will be used for the two generational cohorts. Having two separate files will facilitate the insertion and analysis of the data through IBM SPSS.

The questionnaires will be created via Google Forms, a platform that allows a real time verification of the responses and to display preliminary results before the conclusion of the collection period. These features will be fundamental in order to balance the number of respondents for each survey as it needs to be equal in order to engage the comparison.

4.3. Scales

To determine the degree of biculturalism (H1), we will adapt the biculturalism assessment scale proposed by Cortés et al. (1994). This scale has been used by several authors across a number of countries, developed and less developed ones. Cortés et al. (1994) developed this scale and were the first to apply it to South American individuals in the US, while Ghuman (2000) applied the same scale for a research about Asians in Australia. Nevertheless, the same scale has been adapted for a European research conducted in Switzerland, more recently. Eytan et al. (2007) studied the bicultural identity of Spanish, Portuguese and Italian expatriates in Switzerland, applying and adapting the scale to that country. The original scale is composed by 20 items, 10 analyse the attitude toward the original culture and the other half the attitude towards the local culture. Each of the 20 items are evaluated on a 4-point scale, from (1) “Not at all” to (4) “Very much”. Nonetheless, the Swiss version of the questionnaire added two additional questions with a psychology-oriented approach, in line with the authors’ field of research. The fact that the scale was applied to a sample of expatriates in Switzerland validates its application to Luxembourg, as both countries share similar economical and expatriation patterns. However, the original scale from Cortés et al. (1994) will be used, as the two additional questions added by Eytan et al. (2007) are not relevant for the purpose of this research. Next, in table 1, we present the biculturalism scale applied in this study (see Table 1).

Acculturation scale/ Degree of biculturalism	
Items	Literature
COO 1. How much are PT/IT/FR/DE/other values part of your life? 2. How important is it to you to celebrate holidays in the PT/IT/FR/DE/other way? 3. How important is it to you to raise your children with PT/IT/FR/DE/other values? 4. How comfortable would you be in a group of Luxembourgers who don't speak PT/IT/FR/DE/other? 5. How proud are you of being PT/IT/FR/DE/other? 6. How much do you enjoy speaking PT/IT/FR/DE/other? 7. Do you think PT/IT/FR/DE/other are kind and generous? 8. How much do you enjoy TV programs or newspapers in PT/IT/FR/DE/other? 9. How much do you like to eat PT/IT/FR/DE/other food? 10. How important would it be to you for your children to have PT/IT/FR/DE/other friends? LU 11. How much are Luxembourg values part of your life? 12. How important is it to you to celebrate holidays in the Luxembourg way? 13. How important is it to you to raise your children with Luxembourg values? 14. How comfortable would you be in a group of PT/IT/FR/DE/other who don't speak Luxembourg? 15. How proud are you of being Luxembourger? 16. How much do you enjoy speaking Luxembourg? 17. Do you think Luxembourgers are kind and generous? 18. How much do you enjoy TV programs or newspapers in Luxembourg? 19. How much do you like to eat Luxembourg food? How important would it be to you for your children to have Luxembourg friends?	Cortés et al. (1994)* Adaptation: Eytan et al. (2007) Validation: Mezzich et al. (2009)

TABLE 1: Acculturation/Biculturality scale.

The second set of questions aims to gather insights about expatriates' ethnocentric behaviour (H2). To do so, the CETSCALE developed by Shimp and Sharma in 1987 will be adapted. This scale is composed by 17 items, rated via a 7 point Likert-type scale. Even so, the basic usage of the CETSCALE determines local consumers' attitude towards national production and does not consider expatriates ethnocentric behaviour towards their country of origin. Nonetheless, Zolfagharian et al. (2014) adapted the CETSCALE to expatriate consumers in their host culture by splitting the questionnaire in two parts, the first part takes

*used items

into account the sentiments of expatriates towards their host country and the second part their sentiments towards their country of origin. Furthermore, the authors have limited the questions to 11 instead of the 17, in order to make them suitable for expatriates in a hosting situation, which leads to a two times 11 questions format. Consequently, this research will use the scale and questions Zolfagharian et al. (2014) adapted, but including only the items related with expatriates' perceptions of their origin country of origin. Thus, in this study we will use 11 items measured on a 7-point Likert-type scale (see Table 2).

Adapted CETSCALE	
Items	Literature
1. It is unpatriotic to purchase products made in countries other than my country of origin.	Original: Shimp and Sharma (1987)
2. PT/IT/FR/DE/other should always buy products made in their country of origin.	
3. I only buy products made in my country of origin.	Adaptation: Zolfagharian et al. (2014)* ₂
4. It may cost me in the long run, but I prefer to support products made in my country of origin.	
5. A real PT/IT/FR/DE/other should always buy products made in its country of origin.	
6. Imports of products made in countries other than Luxembourg should be limited.	
7. It is not right to purchase products made in countries other than my country of origin.	
8. It is always best to purchase products made in my country of origin.	
9. Except for necessities, there should be no purchasing of goods from countries other than my country of origin.	
10. Foreign products should be taxed heavily to reduce their entry into Luxembourg.	
11. Only those products unobtainable domestically should be brought from countries other than Luxembourg.	

TABLE 2: CETSCALE.

The questions regarding the COO will be divided in two clusters. To measure the importance of the COO as product attribute we use the scale first proposed by Lascau and Babb (1995) and later by Zain and Yasin (1997). The overall importance of the COO as an attribute of brands and products (H3), is usually measured through a 5-point Likert-type scale. Nonetheless, to maintain a coherence in the used scales, in this case the scale will be adapted to a 7 point

² *used items

Likert-type scale, ranging from (1) “Strongly disagree” to (7) “Strongly agree” (Lascu and Babb, 1995; Zain and Yasin 1997; Cheong, 2011) (see Table 3).

COO importance	
Items	Literature
1. When buying an expensive item, such as a car, furniture or luxury bag I always seek to find out what country the product was made in.	Lascu and Babb (1995)
2. To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	Zain and Yasin (1997)
3. I feel that it is important to look for country-of-origin information when deciding which product to buy.	Cheong (2011)
4. I look for the “Made in ...” labels in clothing	
5. Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.	
6. A person should always look for country-of-origin information when buying a product that has a high risk of malfunctioning, e.g. when buying a watch.	
7. I look for country-of-origin information to choose the best product available in a product class.	
8. I find out a product’s country of origin to determine the quality of the product	
9. When I am buying a new product, the country of origin is the first piece of information that I consider.	
10. To buy a product that is acceptable to my friends and my family, I look for the product’s country of origin.	
11. If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision.	
12. A person should seek country-of-origin information when buying a product with a fairly low risk of malfunctioning, e.g. when buying shoes.	
13. When buying a product that is less expensive, such as socks, it is less important to look for the country of origin.	

TABLE 3: COO importance.

The second cluster of questions, aims to provide information on expatriates quality perceptions in respect to the products from their COO, and to clarify which generation has a stronger preference for foreign products or from their COO (H4). Participants will state their perceptions of quality for several product categories, per country. The chosen product categories are: food, wine, coffee, furnishing and banking services. These categories have been chosen as the Luxembourg market offers imported as well as local products from these categories. For instance, the category “cars” or “olive oil”, would not be appropriate as there are no local brands of such goods. The questions asked in

this section of the questionnaire will allow us to understand the perceptions of different generations regarding the products from other countries, in this case Luxembourg, Portugal, Italy, Germany and France, which makes possible a cross-generational comparison. In this case, a 7-point Likert-type scale from (1) “Low quality” to (7) “High quality” will be used, similar to Zain and Yasin (1997) and Lascu and Babb (1995).

Perceived quality/COO preference	
Items	Literature
1. When it comes to purchases in the “food” category, how do you evaluate the quality of products from:	Lascu and Babb (1995)
2. When it comes to purchases in the “wine” category, how do you evaluate the quality of wine from:	Zain and Yasin (1997)
3. When it comes to purchases in the “coffee” brands category, how do you evaluate coffee brands from:	
4. When it comes to purchases in the “furnishing” category, how do you evaluate furniture from:	
5. When it comes to “banking services”, how do you evaluate these services from:	

TABLE 4: Influence of brand and product’s COO.

Chapter V

Research findings

5.1. Research procedure and progress

5.1.1. Translation and pre-test

As the surveys targeted individuals living in Luxembourg, they have been translated to French in order to maximize the answers and to facilitate the comprehension. We did the initial translation, which was successively perfected and corrected by a French teacher in order to eliminate possible doubts created by nuances in the formulation.

After the questionnaires were optimized and inserted in the Google Form platform, two pre-tests were conducted, one for each generation. These pre-test were necessary to determine that there were no difficulties for any participant and to minimize the risk of wrong completion. At the same time we measured the time needed to complete the questionnaires and we came to a conclusion that about 7 to 8 minutes were necessary.

5.1.2. Survey distribution

The questionnaires for both generations have been distributed mainly via e-mail and in specific groups on social media, which matched both generational and expatriation aspects elicited previously. In addition to the survey link, preliminary information has been added in order to avoid answers that did not correspond to the designed target.

The specificity of the target added further obstacles which needed to be addressed with anticipation in the interest of facilitating and shortening the period of data gathering. In fact, demography and nationality are two features

which limited the target. Concerning the nationality, Luxembourg has a total population of about 600000 inhabitants, 48% are resident foreigners and of the remaining 52% of Luxembourgers, an important share has foreign roots. In Luxembourg, foreigners can adopt the Luxembourg nationality at birth or at the age of 18, if they were born in Luxembourg. Consequently, this leads to confusion when approaching the discussion about locals and foreigners. Therefore, in this study we made clear that foreigners as well as individuals with defined foreign origins were accepted, which increased the spectrum of eligible people.

At the same time, the target of this study had a further limitation, which is the generational aspect. Only people born between 1965 and 1994 could participate in the survey. Following governmental statistics (Statec, 2018), about 270000 residents are between 24 and 54 years old, and after reducing all the Luxembourgers with no defined foreign roots, the number of eligible participants dropped even further.

To ease the data collection, we personally went to Luxembourg to determine a strategy to maximize the reach and participants for the survey and to get in touch with individuals that could facilitate the diffusion of the survey to each studied generation. While concluding the development of the questionnaire and improving the theoretical background, a number of entitled respondents have been informed in advance. Thanks to the prior information provided, the first days of data gathering have been productive, providing more than the half of the total number of respondents for each generation. Furthermore, making each answer mandatory and mainly providing options or scales, there was very little margin for error for the respondents.

5.1.3. Overall results

The initial results after the 14 days of collection period, showed 117 respondents for Generation Y and 126 respondents for Generation X. The Google Form platform allows to convert the results into a Google Spreadsheet, which is the equivalent of Microsoft Office Excel. Consequently, the files have been converted into Excel files and introduced in the software. A primary analysis showed that three respondents of Generation X actually filled in the wrong

survey, as their age matched with Generation Y and not Generation X³. Both surveys being identical, we decided to include the answers in Generation X that corresponded to Generation Y, to the latter. Therefore, the final score for each cohort is 123 respondents for Generation X and 120 for Generation Y.

5.2. Descriptive analysis

The tables below provide descriptive information about the sample for each generation.

For Generation X (see Table 5), we note a slightly higher percentage of female participants, but all in all there is not a big discrepancy between the genders. When analysing the age, we note a discrepancy in the number of answers between the first two and the third age category. As the survey was only distributed digitally, this may have had an influence on the number of respondents of the latter.

Successively, when analysing the respondents per country of origin, we notice a clear predominance of Portuguese and Italian respondents, which also follows the foreign nationality patterns in Luxembourg. French, German and Belgian respondents follow behind at a certain distance. The “other” category sums up the remaining nationalities which participated in the Generation X survey.

The education section indicates that about the same number of people have some high school education, a bachelor or an equivalent degree. The majority of the respondents have a high school degree and a little less than 10 percent of the sample has a master degree or equivalent. Finally, none of the respondents has a PhD.

The final category takes into consideration the arrival in Luxembourg. Of course, the option “born” in Luxembourg has been added, as immigration waves to Luxembourg started in the beginning of the 20th century. For instance, the probability of having people over their fifties is more than usual. In fact, 40% of

³In some cases, both questionnaires have been shared simultaneously with information about the corresponding age for each questionnaire, it is probable that these respondents clicked on the wrong link and did not read the survey description carefully.

the respondents were born in Luxembourg, the majority. Far below, the second decade with most arrivals to Luxembourg is from 1981 to 1990.

Generation X		
N = 123		
<i>Gender</i>	Male	43,3%
	Female	56,7%
<i>Age</i>	41 - 45	47
	46 - 50	51
	51 - 55	25
<i>Country of origin</i>	PT	42,9%
	IT	24,6%
	FR	9,5%
	DE	5,6%
	BE	2,4%
	Other	15,1%
<i>Education</i>	Some high school	23%
	High school degree	43,7%
	Bachelor	23,8%
	Master	9,5%
	PhD	/
<i>Arrival in Luxembourg</i>	Born	49 (40%)
	1971 – 1980	14
	1981 – 1990	30
	1991 – 2000	20
	2001 – 2010	9

TABLE 5: Descriptive statistics Generation X, SPSS and Google Form output.

The descriptive statistics of Generation Y respondents (see Table 6), will be compared to the ones of Generation X responses, and this should already provide some hints about possible similarities and differences between the two successive generations.

Similarly to Generation X, the number of female respondents is higher than the one of male respondents, and, again, the discrepancy between the genders is not very large.

Generation Y has an additional age category, as respondents aged 24 and 25 could be part of the survey. Including them allowed to capture 18 responses, which proportionally is an important number. Nonetheless, the most represented

age category is between 26 and 30 years. In comparison, there is a 20 years gap between the most represented categories of both generations is a 20 years gap.

The country of origin distribution is similar for both generations. Nonetheless, the gap between Portuguese and Italian respondents is smaller. As for the other categories, the pattern is similar for both generations.

The education section shows an important difference in comparison to Generation X. The number of respondent with some high school is much lower. In general, Generation Y has a significantly higher degree of education, one third of the respondents has a master degree and the majority in this case has a bachelor or equivalent degree. The higher degree of education could be related with the fact that more than 80% of the respondents was born in Luxembourg. Out of the 120 respondents, only 20 were not born in Luxembourg, which is an important difference in comparison to Generation X.

Generation Y		
N = 120		
<i>Gender</i>	Male	42,9%
	Female	57,1%
<i>Age</i>	20 - 25	18
	26 - 30	44
	31 - 35	32
	36 - 40	26
<i>Country of origin</i>	PT	35,3%
	IT	27,7%
	FR	10,1%
	DE	6,7%
	BE	5,9%
	Other	14,3%
<i>Education</i>	Some high school	4,2%
	High school degree	21%
	Bachelor	40,3%
	Master	30,3%
	PhD	4,2%
<i>Arrival in Luxembourg</i>	Born	100 (83,3%)
	1980 – 1990	1
	1991 – 2000	6
	2001 – 2010	9
	2011 – 2015	4

TABLE 6: Descriptive statistics Generation Y, SPSS and Google Form output.

5.3. Empirical analysis

The data collection process for both surveys has been monitored during the whole period, in order to minimize the discrepancy in the number of answers per survey. Having two samples of fairly equal sizes will allow to draw direct comparisons between the two generations.

To facilitate the analysis, we will follow the main axes of the papers that provided and validated the scales used in this research. For instance, the same statistical explorations will be followed as long as these allow to address the hypotheses set in the research model section.

Subsequently, the empirical analysis follows 5 major steps, that will be repeated for each of the 4 scales used for this research (see Figure 8). The first step provides preliminary information about the scale and explains its relevance to the purpose of the research. Successively, the second step elicits the reliability of the sample and the scale by evoking its internal consistency. The third step includes the computations needed to explain the scale and the necessary descriptions. Subsequently, the ANOVA computation will be presented in order to discuss the variance of the means and to demonstrate whether there is a substantial difference between the scores across the studied samples of expatriates. To conclude, the final step will discuss the hypotheses and determine whether they are supported or not.

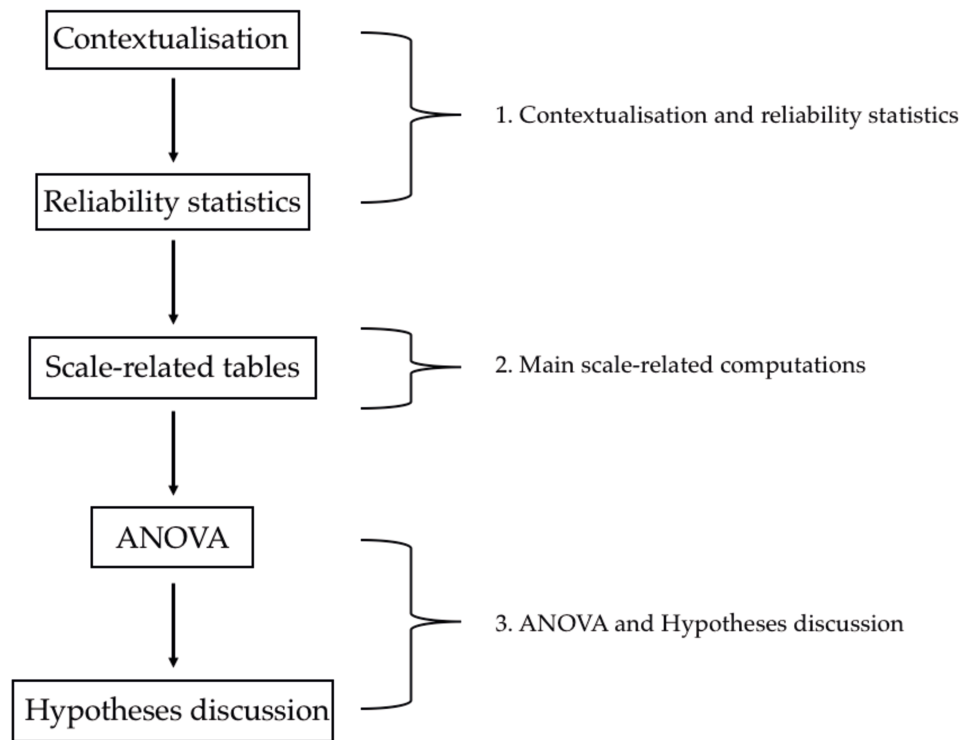


FIGURE 8: Empirical analysis structure, self-elaborated.

5.3.1. Biculturalism

5.3.1.1. Contextualisation and reliability

The biculturalism scale, also known as acculturation scale, is used to determine whether a sample is bicultural and how much it is bicultural. The first step, which will be performed similarly for each scale used in this study, is the factor analysis. In our case, the factor analysis will indicate whether the evaluations of the items show different or similar patterns per generation. Before describing the factor analysis for each generation, we will elicit the patterns indicated by a global factor analysis, including both generations. Afterwards, the factor analysis per generation will be described in more detail.

After the description of the factor analysis, we will describe the reliability statistics table, which provide the Cronbach's alpha coefficients per factor, for each generation.

The global factor analysis (see Appendixes), has split the items in two factors, the first assembles the items in relation to the host country and the second factor the items corresponding to the COO. This demonstrates a consistency between the values and between the responses.

After having shortly described the global factor analysis, we will analyse the factor analysis per generation (see Table 8). The latter has split the items of each generation in three factors.

First, when looking at the Generation X column, the items do not follow the patterns of the global factor analysis. In fact, not only there is in this case an additional factor, but the items are also grouped differently. The first factor is composed by items which could indicate a sense of belonging to both cultures, as the second factor relates to the concept of community, again in relation to both cultures. Finally, the third factor is only composed by one item, related to the LU values. This unclear distribution of the items in the factor can be explained by the fact that the Generation X respondents had difficulties in clearly stating their belonging to one culture or both. In addition, the third factor indicates that there are complications when it comes to the LU values. In fact, the respondents may feel, in some circumstances, comfortable in both cultures, but only to a certain extent. Generation X expatriates seem to have a certain affinity with the host country, but that does not change their COO identity.

Subsequently, looking at the Generation Y column, we notice a similarity with the global factor analysis. Even though, this factor analysis extracted three factors, as for the global one, one of the factors corresponds to the LU items and the other one to the COO values. The third value of the Generation Y column, is composed by two items: celebrating holidays in the COO way and being in a group of LU. This distribution of the items indicates that generation Y expatriates have a clearer view on their perception and sense of belonging to the host and origin country.

Rotated Component Matrix ^a	GEN X			GEN Y		
	Factors			Factors		
	I	II	III	I	II	III
How much are PT/IT/FR/DE/other values part of your life?	,423	-,139	-,709		,938	,106
How important is it to you to celebrate holidays in the PT/IT/FR/DE/other way? (attitude)	-,136	,908			,481	,623
How important is it to you to raise your children with PT/IT/FR/DE/other values?	-,125	,908			,892	,154
How comfortable would you be in a group of Luxembourgers who don't speak (attitude)PT/IT/FR/DE/other?	-,195	,864		,370	,186	,727
How proud are you of being PT/IT/FR/DE/other?	-,238	,669			,941	,125
How much do you enjoy speaking PT/IT/FR/DE/other?	-,180	,845			,921	
Do you think PT/IT/FR/DE/other are kind and generous?	-,220	,610	,166		,887	
How much do you enjoy TV programs or newspapers in PT/IT/FR/DE/other?	,850	-,192	-,165		,938	,111
How much do you like to eat PT/IT/FR/DE/other food?	,737	-,140			,827	
How important would it be to you for your children to have PT/IT/FR/DE/other friends?	,821	-,147		,103	,824	,342
How much are Luxembourg values part of your life?	,235		,833	,921		,101
How important is it to you to celebrate holidays in the Luxembourg way?	,889	-,197		,731	,267	-,358
How important is it to you to raise your children with Luxembourg values?	,876	-,159		,911	-,118	,114
How comfortable would you be in a group of PT/IT/FR/DE/other who don't speak Luxembourg?	,848	-,225		,441	,177	,329
How proud are you of being Luxembourger?	,896	-,195		,915	-,131	
How much do you enjoy speaking Luxembourg?	,878			,918	-,103	
Do you think Luxembourgers are kind and generous?	,829	-,241	,126	,812		
How much do you enjoy TV programs or newspapers in Luxembourg?	,423	-,139	-,709	,848		,170
How much do you like to eat Luxembourg food?	-,136	,908		,827		,111
How important would it be to you for your children to have Luxembourg friends?	-,125	,908		,833		
Factors	I. Sense of belonging II. Community III. LU values			I. LU II. COO III. Community		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Rated on a 1-4 Likert-type scale

20 items

TABLE 7: Factor analysis, Biculturalism, SPSS output.

After the factor analysis, we will proceed with the reliability statistics. Looking at the table below (see Table 7), we can conclude that the items of the scale and the factors have a good internal consistency, for both generations. For Generation X, we did not include the third factor as it is only composed of one item, and even though the other two values are not optimal, we can confirm an internal consistency.

For Generation Y, the situation is a little different, the coefficients for the first two factors are optimal, and the score for the third factor is low. Nonetheless, the third score is low due to the fact that the factor is only composed by two items, which can decrease the internal consistency. The internal consistency being good, we can proceed with the analysis.

Number of items = 20	N	Factors	Cronbach's Alpha
GEN X	123	Sense of belonging	,724
		Community	,503
GEN Y	120	Connection to LU	,943
		Connection to COO	,968
		Community	,491

TABLE 8: Reliability statistics Biculturalism, SPSS output.

5.3.1.2. Main scale-related computations

Firstly, an in-generation analysis will allow to understand the biculturalism patterns per generation. Secondly, a cross-generational analysis will provide information about which of the two generational samples of expatriates is more bicultural and whether they follow the same biculturalism patterns.

The table below (see Table 9), provides group statistics about the two samples and allows the analysis of the in-generation and cross-generation biculturality. In a second moment, the latter aspect will allow to discuss the first hypothesis.

First, we are going to tackle the in-generation perspective. Looking at the mean scores of the COO column of the GEN X section, we notice a clear coherence in the values for each of the represented nationalities, as the scores are very close.

The same cannot be stated for the mean scores of the LU items in the GEN X section. The difference between the highest and lowest value is higher. This shows that certain GEN X expatriates have a more pronounced inclination towards their COO. For instance, Belgian and German expatriates show the highest difference between COO and LU scores in GEN X, which indicates a clear leaning towards their COO. Nonetheless, this inclination is also obvious for the other nationalities

For GEN Y the situation is different. The mean scores are slightly less close in the COO column. For instance, the French and German millennial foreigners have a 7 point divergence. But then, when considering the LU column in the GEN Y section, we notice the opposite: the values are closer.

After this in-generation analysis, it is crucial for this research to analyse the cross-generation differences and similarities. When comparing both generations we notice similar patterns concerning the inclination towards the COO culture, although the COO scores in the GEN X columns are slightly lower. On the other hand, the scores for both generation's LU columns, display a clear disparity. The LU values for the GEN X sample are evidently lower, indicating a less pronounced inclination towards LU. Finally, the opposite can be said for the millennials sample. Its LU scores are very close to the COO scores, which indicates a similar tendency towards both cultures.

	GEN X (N=123)				GEN Y (N=120)			
	COO		LU		COO		LU	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
PT	35,24	3,76	19,44	6,81	33,17	6,38	34,20	7,21
IT	34,67	4,22	21,27	7,81	30,88	6,56	34,51	8,02
FR	33,75	4,81	18,83	7,23	28,67	6,40	31,67	5,69
DE	37,33	2,07	16,83	6,08	35,33	4,85	31,67	11,32
BE	37,00	1,73	15,67	3,06	32,43	5,59	34,71	9,89
Oth.	34,83	4,71	23,17	7,77	30,72	8,22	34,67	6,06
Global	35,47	3,55	19,20	6,46	31,87	6,33	33,57	8,03

TABLE 9: Comparative group statistics, Biculturalism, SPSS output.

5.3.1.3. ANOVA and Hypotheses discussion

Before indicating whether the first hypothesis is supported or not, that is, if Generation Y expatriates are more bicultural than Generation X expatriates, it is important to find out if there is a relevant difference in the means across the studied generations. If there is no difference in mean between the two generations, it is impossible to distinguish whether the two generations of expatriates show different behaviours. To do this, it is necessary to proceed to the ANOVA computation as well as to the setting two secondary hypotheses.

H_0 : Biculturalism performs uniformly across the two generations of expatriates

H_{1a} : Biculturalism performs differently across the two generations of expatriates

The table below has been obtained by performing the ANOVA computation. The main value that will indicate whether the secondary null hypothesis (H_0) will be rejected or not, is the p-value, highlighted in yellow. The p-value being below the significance level of $\alpha = 0,05$, we can reject the null hypothesis and consequently support H_{1a} . This means that there is a consistent difference between the two generational samples which allows to engage the analysis of the actual first hypothesis $H1$.

ANOVA Biculturalism	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2894,423	1	2894,423	35,351	,000
Within Groups	19732,096	241	81,876		
Total	22626,519	242			

($\alpha = 0,05$ significance level)

TABLE 10: ANOVA, Biculturalism, SPSS output.

In the hypothesis section, the following hypothesis was set: $H1$: *Generation Y expatriates are more bicultural than Generation X expatriates.*

The analysis of the previous outputs shows that Generation X expatriates are clearly more inclined towards their COO culture than towards their hosting culture. In contrast, millennials do not show such a behaviour, and

both set of scores for Generation Y are very high. Moreover, the higher the score, the higher the inclination towards a certain culture is. Generation X expatriates tend to be in favour of their COO culture, and Generation Y expatriates evaluated both cultures highly, which indicates that Generation Y expatriates are more bicultural than Generation X expatriates. Hence, findings support H1.

5.3.2. Consumer ethnocentrism

5.3.2.1. Contextualisation and reliability

The second scale used in this study is the CETSCALE. As the name itself clarifies, this scale measures the sample's degree of ethnocentrism, which is their moral inclination towards the acquisition of products from their COO. As the scale was initially developed to measure local's degree of CET, Zolfagharian et al. (2014) adapted it to a foreign sample in their host country, mainly by eliminating a number of inappropriate items and reformulating others.

As we did for the previous scale, we will start by shortly mentioning the factors which we obtained by computing a global factor analysis including both generations. The global factor analysis extracted two factors, the first includes all the items concerning the respondent's purchase behaviour and the second factor assembles the items concerning the imports of goods.

The factor analysis per generation (see Table 11), shows the same patterns for the two generational clusters. In fact, except for one item, both generations' factors are identical. This is an indication that, for instance, the items concerning the imports were evaluated differently in comparison to the other items, by both generations.

Rotated Component Matrix ^a	Factors			
	GEN X		GEN Y	
	I	II	III	IV
It is unpatriotic to purchase products made in countries other than my country of origin.	,544	,260	,559	,260
PT/IT/FR/DE/other should always buy products made in their country of origin.	,823		,699	,128
I only buy products made in my country of origin.	,786	,118	,575	,311
It may cost me in the long run, but I prefer to support products made in my country of origin.	,798	-,175	,794	
A real PT/IT/FR/DE/other should always buy products made in its country of origin.	,825	,133	,747	,252
Imports of products made in countries other than Luxembourg should be limited.	,132	,901	,151	,724
It is not right to purchase products made in countries other than my country of origin.	,702	,268	,481	,443
It is always best to purchase products made in my country of origin.	,665	,248	,657	
Except for necessities, there should be no purchasing of goods from countries other than my country of origin.	,652	,338	,415	,437
Foreign products should be taxed heavily to reduce their entry into Luxembourg.	,235	,878		,854
Only those products unobtainable domestically should be brought from countries other than Luxembourg.		,881		,828
	I. Purchase behaviour		I. Purchase behaviour	
	II. Imports		II. Imports	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

TABLE 11: Factor analysis, CETSCALE, SPSS output.

As for the first scale, the reliability statistics show good Cronbach's Alpha coefficients for both generations. The internal consistency being favourable, we can proceed with the analysis with confidence.

Number of items = 11	N	Factor	Cronbach's Alpha
GEN X	123	Purchase behaviour	,883
		Imports	,894
GEN Y	120	Purchase behaviour	,799
		Imports	,751

TABLE 12: Reliability statistics CETSCALE, SPSS output.

5.3.2.2. Main scale-related computations

	N	Mean	Std. Deviation	Std. Error Mean
GEN X	123	43,8455	8,52483	,76866
GEN Y	120	30,4333	7,42892	,67816

TABLE 13: One-sample statistics, CETSCALE, SPSS output.

To facilitate the understanding of the range of ethnocentrism of the expatriate generations in Luxembourg, a graph similar to the one from Petrovicova and Gibalova (2014) has been built. The visual representation directly provides insights about the studied sample's ethnocentrism in relation to the study by Zolfagharian et al. (2014), who adapted the scale, and also in relation to the study of Shimp and Sharma (1987), who constructed the original scale in the first place.

The graph below (see Figure 6), has been drawn according to a 11 to 77 scale, following the minimum and maximum scores that could be given on a 7 point Likert-type scale for the 11 items. The black dashed line represents the midpoint of our scale and the red dashed line is the mean CET score of the original scale by Shimp and Sharma, mentioned before. It is important to elicit that the mean

score by Shimp and Sharma has been proportionally adapted to the 11 to 77 scale, as the original value was obtained from the original 17 to 119 CETSCALE.

The grey dotted lines represent the lowest and highest values of the research by Zolfagharian et al. (2014), the paper adapted the CETSCALE. As our scale is taken from Zolfagharian et al. (2014), there was no need to adapt the values.

The indication of the mentioned scores, provides a visual representation of the results of our research in relation to other studies. We can conclude that the obtained CET scores seem to follow the patterns of the previous studies, which is a further demonstration of the reliability of the sample. The GEN Y ethnocentrism score lies slightly below the midpoint and the GEN X score surpasses it clearly. At the same time, the overall score which combines both generations is also situated, as well as the overall scores obtained in previous studies.

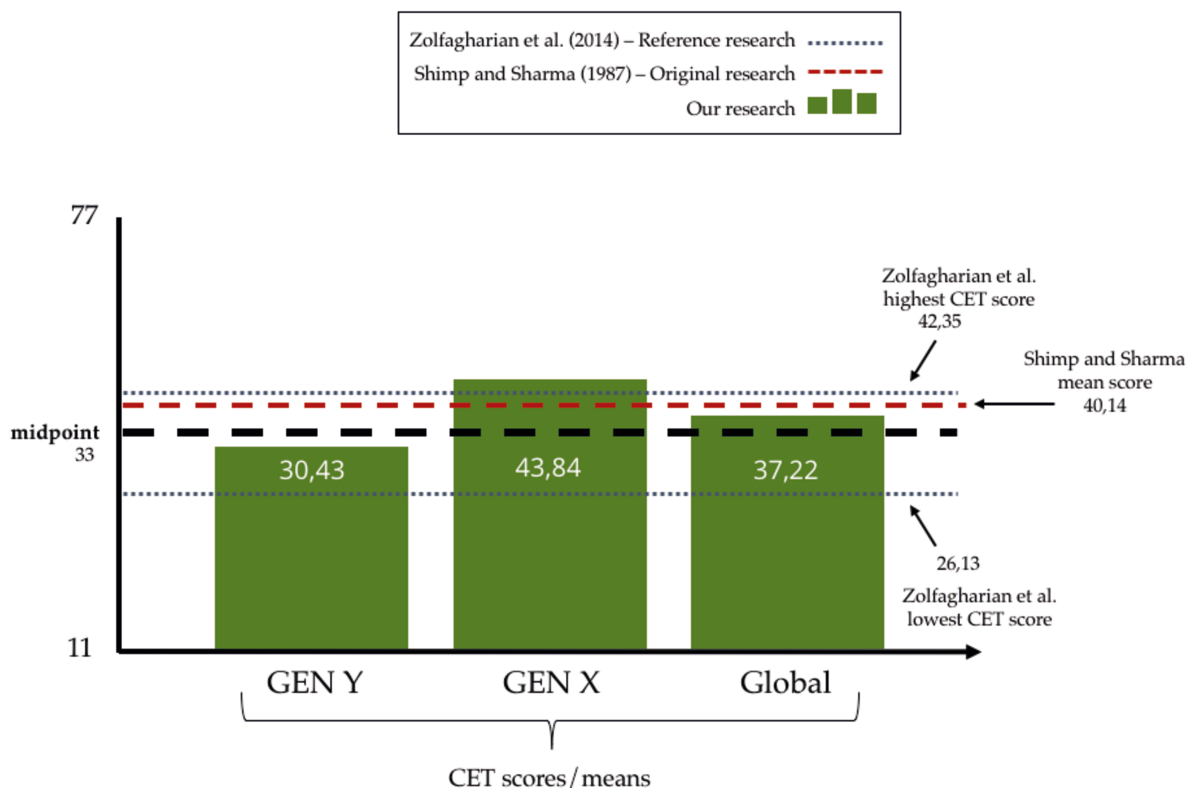


FIGURE 9: CET comparison graph, Petrovicova and Gibalova (2014), self-elaborated.

After having enlightened the visual representation of the CET scores of our samples in relation to reference studies, it is essential to determine the level of our CET scores. Before categorizing the scores of our study it is crucial to mention that the intervals in the table below (see Table 14), have been taken from a study by Petrovicova and Gibalova (2014). These intervals were developed respecting the original CETSCALE by Shimp and Sharma (1987). Hence, it was necessary to adapt the intervals to the 11 to 77 score scale used in our research. Consequently, the proportional adaptation is not flawless, but then again these intervals allow to give a better understanding of the degree of ethnocentrism.

Next, we can already conclude that the levels of ethnocentrism are not high, as they do not reach the middle level for any of the generations studied. GEN Y expatriates are considered, following the table below, as quasi-ethnocentric with a 30,84 mean score. The GEN X sample of expatriates is categorized in the moderate ethnocentrism category, although it almost fits in the average ethnocentrism level, with its 43,84 mean score. Even so, the global ethnocentrism of both generations of expatriates fits in the moderate ethnocentrism level, indicating that in general, there is not a significant inclination towards ethnocentrism for both generations.

	Adapted 11-77 scale* Zolfagharian et al. (2014)	Original 17-119 scale Shimp and Sharma (1987) / Petrovicova and Gibalova (2014)
ultra-ethnocentrism	66-77	102-119
strong ethnocentrism	55-65	85-101
average ethnocentrism	44-54	68-84
moderate ethnocentrism	33-43	51-67
quasi-ethnocentrism	22-32	34-50
weak ethnocentrism	11-22	17-33

*the interval means have been adjusted to the adapted CETSCALE used by Zolfagharian et al. (2014).

*the values have been taken from Petrovicova and Gibalova (2014)

TABLE 14: Intervals of CET score levels, CETSCALE, Petrovicova and Gibalova (2014), self-elaborated.

5.3.2.3. ANOVA and Hypotheses discussion

Again, before engaging in the hypotheses discussion, it is necessary to clarify if there is a relevant difference between the means across the studied generations. Therefore, before the ANOVA computation, we present two secondary hypotheses:

H_0 : CET performs uniformly across the two generations of expatriates

H_{2a} : CET performs differently across the two generations of expatriates

The p-value (see Table 15) is in this case again below the $\alpha = 0,05$ significance level, which leads us to reject the null hypothesis and support the alternative hypothesis, meaning that there is a substantial difference in the means across the two studied samples.

ANOVA CET	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10926,468	1	10926,468	170,621	,000
Within Groups	15433,532	241	64,040		
Total	26360,000	242			

($\alpha = 0,05$ significance level)

TABLE 15: ANOVA, CETSCALE, SPSS output.

To conclude, albeit the mean CET scores for both generations of expatriates do not show a large difference, we can analyse the second hypothesis and study if Generation X expatriates are more ethnocentric than Generation Y expatriates. Having a look at both the graph analysed before and the intervals in which the scores fit, we can assume that Generation X expatriates in Luxembourg are less ethnocentric than Generation Y expatriates. Thus, we support the hypothesis (H_2).

5.3.3. Country of origin importance

5.3.3.1. Contextualisation and reliability

The third scale intends to demonstrate which of the two generations of expatriates gives more importance to the COO as a product attribute without considering the respondents' nationality.

The global factor analysis (see Appendixes) extracted two factors. The first is composed by the items related with the COO as mean to determine quality, and the second factor is linked with the COO as a simple mean of information.

The factor analysis per generation (see Table 16), has extracted the same two factors for generation X, and added a third factor related to item 11. As we did for the biculturalism scale, for the third factor, we will not indicate its internal consistency, as it is composed by only one item.

Rotated Component Matrix	GEN X			GEN Y
	Factors			Factor
	I	II	III	I
1. When buying an expensive item, such as a car, furniture or luxury bags, I always seek to find out what country the product was made in.	,207	,605		,611
2. To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	,196	,618	,170	,746
3. I feel that it is important to look for country-of-origin information when deciding which product to buy.	,260	,512	,429	,821
4. I look for the "Made in ..." labels in clothing.	,526	,316	,179	,694
5. Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.	,586	,320	-,193	,477
6. A person should always look for country-of-origin information when buying a product that has a high risk of malfunctioning, e.g. when buying a watch.	,428	,459		,820
7. I look for country-of-origin information to choose the best product available in a product class.	,545	,385	,470	,795
8. I find out a product's country of origin to determine the quality of the product.	,219	,628		,808
9. When I am buying a new product, the country of origin is the first piece of information that I consider.	,810	,110		,804
10. To buy a product that is acceptable to my friends and my family, I look for the product's country of origin.	,694	,155	,214	,717
11. If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision.			,842	,842
12. A person should seek country-of-origin information when buying a product with a fairly low risk of malfunctioning, e.g. when buying shoes.	,624	,254	,172	,771
13. When buying a product that is less expensive, such as socks, it is less important to look for the country of origin.	,521	-,577	,324	,675
Factors	I. COO information II. Quality III. Experience			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 4 iterations.
Rated on a 1-7 Likert-type scale

TABLE 16: Factor analysis, COO importance, SPSS output.

As we have done for the previous scales, we will first analyse the factors' internal consistency. As the table below indicates (see Table 17), the reliability statistics provided good Cronbach's Alpha coefficients, which confirm a valuable internal consistency for both generations.

Number of items = 13	N	Factor	Cronbach's Alpha
GEN X	123	Best option-proxy of quality	,739
		COO as a way to determine quality	,681
GEN Y	120		,930

TABLE 17: Reliability statistics, COO importance, SPSS output.

5.3.3.2. Main scale-related computations

When comparing the summed-up means for both generations we notice a discrepancy between the two values (see Table 18). Nonetheless, looking at the study by Zain and Yasin (1997), which provided the scale used, the comparison has been done through an analysis of the means per item.

	N	Mean	Std. Deviation	Std. Error Mean
GEN X	123	70,2195	7,16839	,64635
GEN Y	120	60,3500	13,31686	1,21566

TABLE 18: One-Sample statistics, COO importance, SPSS output.

The table below (see Table 19) specifies the mean values per item for each generation of expatriates. This provides more in-depth insights about which items show the largest variance between generations. Besides, the third column provides the values of the reference study by Zain and Yasin (1997), which can

serve as a relevant comparison to understand where the scores of our research are situated. Furthermore, we added the p-value obtained via the ANOVA computation for each item. As the ANOVA for each item is below the $\alpha = 0,05$ significance level, we can confirm that there is a generational difference between the means of each item.

Overall, the divergence between the mean score per item for each generation is not especially large. Furthermore, the scores surpass the midpoint, showing that both generations of expatriates give a significant importance to the COO information. To facilitate the analysis of Table 19, we have used a colour-code.

For instance, the four scores that show the largest differences between generations are items 5, 8, 11 and 12 (yellow). Indeed, following item 5, GEN X respondents give clearly more importance to the COO information when it comes to the purchase of inexpensive goods than GEN Y, as this item has the largest gap between the scores. Accordingly, GEN X respondents stated that they markedly use the COO information to determine the quality of a product, in general. It is also the case for GEN Y, as no score is below or equal the midpoint, although here the values are not high. Thus, we find an important discrepancy, as GEN X respondents stated that they give clearly more importance to the COO information when they have less experience with the product, in order to make a more informed decision. The value that shows the largest gap between the two generations, is item 12. When it comes to the purchase of items with low risk of malfunctioning, Generation X gives more importance to the COO information than Yeneration Y.

In contrast, the values highlighted in green show the smallest differences between generations. For instance, this is the case for items 1, 2 and 4. When it comes to the purchase of expensive items, both generations give a similar importance to the COO information. Likewise, when both generations intend to buy the highest quality product, they inform themselves about where the product was made in. The same counts for the made-in label in general, as both generations seem to have corresponding attitudes towards this label in relation to clothing.

	p-value	Mean scores		
	Between generations	GEN X	GEN Y	Reference study*
When buying an expensive item, such as a car, furniture or luxury bags, I always seek to find out what country the product was made in.	,032	5,63	5,31	6,09
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	,002	5,24	4,82	5,60
I feel that it is important to look for country-of-origin information when deciding which product to buy.	,000	5,48	4,69	5,53
I look for the "Made in ..." labels in clothing.	,001	5,52	4,94	5,52
Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.		5,54	4,42	5,47
A person should always look for country-of-origin information when buying a product that has a high risk of malfunctioning, e.g. when buying a watch.	,000	5,37	4,58	5,43
I look for country-of-origin information to choose the best product available in a product class.	,000	5,40	4,65	5,40
I find out a product's country of origin to determine the quality of the product.	,000	5,54	4,68	5,28
When I am buying a new product, the country of origin is the first piece of information that I consider.		5,28	4,50	5,24
To buy a product that is acceptable to my friends and my family, I look for the product's country of origin.	,000	5,29	4,47	5,17
If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision.	,000	5,44	4,53	5,11
A person should seek country-of-origin information when buying a product with a fairly low risk of malfunctioning, e.g. when buying shoes.	,000	5,36	4,46	4,96
When buying a product that is less expensive, such as socks, it is less important to look for the country of origin.	,000	5,13	4,32	4,31

Rated on a 1-7 Likert-type scale

*Zain and Yasin (1997), proportionally adapted to 1-7 Likert-scale

TABLE 19: Mean scores, COO importance, SPSS output.

5.3.3.3. ANOVA and Hypotheses discussion

As we did for the previous scales, we performed the ANOVA computation in order to find whether there is a significant difference between the means across the generational clusters. The secondary hypotheses elaborated are indicated below:

H₀: COO importance performs uniformly across the two generations of expatriates

H_{3a}: COO importance performs differently across the two generations of expatriates

The p-value being below the $\alpha = 0,05$ significance level, we reject the null hypothesis and support the alternative hypothesis. As there is a difference between the mean values across the generations, we can now proceed with the discussion of the actual hypothesis.

ANOVA COO Importance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5916,590	1	5916,590	52,093	,000
Within Groups	27372,373	241	113,578		
Total	33288,963	242			

($\alpha = 0,05$ significance level)

TABLE 20: ANOVA, COO importance, SPSS output.

To conclude, having a look at both the mean scores per item and the overall mean scores, it is noticeable that overall, GEN X respondents give more importance to the COO information than GEN Y respondents. Therefore, we cannot confirm H3, that is, that Generation Y expatriates give more importance to the COO information than Generation X expatriates. Indeed, the findings point out that Gen Xers value this information more.

5.3.4. Country of origin preference

5.3.4.1. Contextualisation and reliability

Finally, the last scale has been applied to find out which generation prefers local products or services from those of their COO. At the same time, we will be able to determine which is the preferred COO, for the products and service categories elicited.

Similar to the previous scales, this scale has also been taken from a reference study. The reference study by Zain and Yasin (1997), measures the local's preference for products of different countries of origin. Additionally, in our case, we added a further dimension, as the way we applied the scale, allows to measure the preference for the products deriving from different COO by respondents of different nationalities. In other words, we will be able to perform a cross-country-preference analysis.

When performing the global factor analysis (see Appendixes), we obtained 7 factors, which rarely follow any logical pattern as they are often composed of seemingly random items. The same counts for the factor analysis per generation, as 7 items were extracted for each generation, again, with no logical relation between the items of each factor.

Accordingly, the reliability statistics provide less good values in comparison to the previous scales. The scale used is not optimised for a cross-country-preference computation, therefore the coefficients are less reliable as it is difficult to determine an internal consistency when adding a further dimension to a pre-set scale. Looking at the name of the factors, we notice that there is no coherence. For instance, the first factor of Generation X is composed by random items in relation to Portugal and Italy, which have no relation with each other. This happens for the main factors for both generations.

Number of items = 25	N	Factors	Cronbach's Alpha
GEN X	123	PT + IT	,485
		IT + FR	,292
		DE	,174
		PT	,488
		LU service	,166
		LU	,459
		DE + PD food	,253
GEN Y	120	IT + PT + DE	,577
		FR + IT + PT + DE	,329
		bank and furniture	-,042
		PT furniture + IT coffee	,525
		LU food	,688
		IT wine	,807
		DE food	,749

TABLE 21: Reliability statistics per factor, COO preference, SPSS Output.

Number of items = 25	N	Cronbach's Alpha
GEN X	123	,711
GEN Y	120	,746

TABLE 22: Reliability statistics global, COO preference, SPSS Output.

On the other hand, the global reliability statistics show favourable coefficients which indicate that the construct and the items are reliable, if considered without factorial clustering.

5.3.4.2. Main scale-related computations

The table below can seem a bit confusing at first sight (see Table 22). Therefore, in order to facilitate the comprehension of the relation between the items, nationality and generations, a colour-code has been used. The yellow highlighted scores are related to Portugal, for both products and national cluster. Green represents Italy, blue represents France and grey represents Germany. We did not include colours for Belgium and the “other” category as we did not include products deriving from these countries. Furthermore, the items have been abbreviated, only the category and the COO are named, with the purpose of keeping the table compact.

Successively, the analysis will be divided in two steps. First, we will mainly focus on the first row of values for both generations, meaning the scores the respondents of each nationality gave for the Luxembourg product or service categories. This cross-generational analysis in relation to the preference for Luxembourg product and services, will be followed by a cross-generational nationality by nationality analysis of preferences.

First of all, we are going to present the cross-generational analysis in relation to the Luxembourg categories considered, by following the colour code used in the table below. In the first row, the values highlighted in yellow represent the preference scores of the **Portuguese** sample in relation to Luxembourg products, the same counts for both generational cohorts. When looking at the values, we notice that overall, there is no notable differences between the two generations. In fact, the global mean scores for both Portuguese samples are identical. The values that stand out in comparison to the others, are the preferences towards Luxembourg banking services. With a score close to the maximum score of 7, banking services are the preferred category for Portuguese expatriates in Luxembourg.

After having analysed the preferences of both Portuguese generations of expatriates towards products and services of their host country, we will perform the analysis in relation to their COO. To do this, we need to have a look at the second row of values which present yellow highlighted values. Again, we barely notice a difference between the scores of both generations. Nonetheless, the

values are almost one point higher when looking at the global means, showing a preference towards COO products and services. Each value is higher than in relation to LU categories, except for the banking services. Regarding the preferences towards the COO categories, the Portuguese sample expressed a clear preference for Portuguese wine and coffee. For Generation X, these values are more evident, for Generation Y the values seem to be more balanced, but still higher.

To conclude the exploration of both Portuguese samples, we can confirm the preference towards the products from their COO, with the exception of the banking services, where the scores for Luxembourg are clearly higher. This statement is valid for both generations. Additionally, there is no major difference between the scores in a cross-generational perspective.

The same steps will be followed for the **Italian** sample of each generation. In this case, the values are highlighted in green. The first impression when analysing the values for the Italian sample is, that both generations follow the same pattern as the Portuguese sample. In fact, both generations share the same opinion concerning the preference of Luxembourg products and services. The global means for both Italian generations are very close. The lowest values are observed in relation to Luxembourg coffee, and the highest value has been granted to the banking services, similar to the Portuguese sample.

The cross-generational analysis regarding the Italian sample in relation to the products of their COO, shows again a similarity with the Portuguese sample. In fact, when looking at row 3, both sets of generational factors are high and analogous. Furthermore, a number of scores surpass the value 6, indicating a high preference for these product categories, for example, for food, wine and coffee. Overall the mean scores are high, only the low score attributed to the Italian banking services, has an overall negative impact on the global mean scores.

In conclusion, both Italian generational samples show very similar preferences towards Luxembourg as well as Italian products and services categories. Even so, both Italian samples prefer Italian products than those from Luxembourg.

Next, **France** is the third nationality we are going to analyse in relation to Luxembourg and French product and service categories. Similarly to the other

two nationalities previously analysed, both generations do not seem to have remarkable divergences in their preferences for Luxembourg product or service categories. Looking at row 1, the global mean score values, highlighted in blue, are almost identical when comparing both generations. Once more, the item that gathers the most preference is the banking service.

Successively, looking at row 4, we can identify that in this case, both generations show slightly different preferences towards the categories from their COO. Generation Y respondents expressed a lower rating for each item than Generation X's. The categories furniture and banking services display the largest differences. In addition, this sample rated the banking service with the lowest score in comparison to the other nationalities and generations.

Finally, in terms of the preferences of the French sample, both generations present similar scores in relation to Luxembourg product categories. On the other hand, differently to the other nationalities, the two generations show a different preference for products and services from their COO, as GEN X has a higher average score than Gen Y. As it happens with the other nationalities, the global scores for the products of their COO are higher than those relative to Luxembourg products.

Next we are going to discuss in detail the values of the **German** samples. In this case, Generation Y respondents' scores are slightly lower than those of Generation X's in relation to Luxembourg products. Regarding the evaluations expressed for the German products and services we cannot say the same. In fact, the values are in this case similar, indicating a similar preference towards German products and services. Nevertheless, unlike the other nationalities, the German expatriates in Luxembourg expressed a preference for Luxembourg products. The wine and coffee categories are the ones that stand out, as these products are clearly better evaluated when they are from Luxembourg origin.

		GEN X						GEN Y					
		PT	IT	FR	DE	BE	Oth	PT	IT	FR	DE	BE	Oth
N=		52	31	11	7	3	18	44	33	12	8	7	17
Row 1	LU food	4,98	4,93	4,75	4,83	4,33	5,06	4,78	4,79	4,67	3,78	4,29	4,78
	LU wine	4,93	4,97	4,17	4,83	5,33	4,94	4,68	4,67	4,08	5,00	4,86	4,22
	LU coffee	4,59	3,93	4,42	4,50	4,00	4,00	4,17	4,12	4,08	3,89	4,29	3,44
	LU furniture	5,11	5,00	4,67	4,83	4,67	4,89	5,00	5,00	5,00	4,33	4,71	5,00
	LU bank	6,26	6,13	6,42	6,33	6,00	6,06	6,22	6,55	6,42	6,22	5,71	5,67
	Global mean	4,97	4,99	4,89	5,06	4,87	4,99	4,97	5,07	4,85	4,64	4,77	4,62
		PT	IT	FR	DE	BE	Oth	PT	IT	FR	DE	BE	Oth
Row 2	PT food	5,52	5,47	5,00	5,33	5,33	5,50	5,71	5,33	5,17	5,33	5,29	5,17
	PT wine	6,15	5,73	5,58	5,83	6,00	5,78	5,90	5,73	5,08	5,44	6,00	5,50
	PT coffee	6,07	5,73	5,58	6,17	5,33	5,67	5,80	5,91	5,33	5,22	5,71	5,56
	PT furniture	5,87	5,77	5,75	5,67	5,33	5,56	5,95	5,79	4,92	5,67	5,43	5,28
	PT bank	3,35	3,13	4,00	3,50	3,33	3,33	3,05	2,91	2,92	2,89	3,14	3,56
	Global mean	5,39	5,17	5,18	5,3	5,06	5,17	5,28	5,13	4,68	4,91	5,11	5,01
		PT	IT	FR	DE	BE	Oth	PT	IT	FR	DE	BE	Oth
Row 3	IT food	5,83	6,17	5,33	5,83	6,33	5,94	6,00	6,03	5,67	6,00	5,57	6,00
	IT wine	6,43	6,73	5,83	6,00	6,00	6,28	6,46	6,52	5,67	6,11	5,86	6,50
	IT coffee	6,52	6,50	6,42	5,67	5,67	6,28	6,39	6,58	5,83	6,33	6,29	6,39
	IT furniture	6,01	5,83	5,92	5,83	5,67	5,89	5,68	6,06	4,92	6,00	5,86	5,61
	IT bank	3,15	2,67	3,67	3,17	3,67	3,56	3,05	2,52	2,83	2,56	3,14	3,17
	Global mean	5,59	5,58	5,43	5,30	5,47	5,59	5,52	5,54	4,98	5,40	5,34	5,53
		PT	IT	FR	DE	BE	Oth	PT	IT	FR	DE	BE	Oth
Row 4	FR food	5,80	5,70	5,92	5,67	6,00	6,00	5,20	5,33	5,58	5,56	5,00	5,83
	FR wine	6,57	6,70	6,50	6,17	5,33	6,22	6,24	6,42	6,17	6,33	6,71	6,44
	FR coffee	3,76	3,80	4,00	4,00	4,33	3,78	3,88	3,67	3,67	3,89	3,57	3,28
	FR furniture	5,91	5,70	6,00	6,00	6,33	5,61	5,76	5,52	5,33	5,44	5,29	5,67
	FR bank	3,45	3,40	3,92	3,17	4,00	3,94	3,32	3,00	2,75	2,56	3,43	3,28
	Global mean	5,10	5,06	5,27	5,00	5,20	5,11	4,88	4,79	4,70	4,76	4,80	4,90
		PT	IT	FR	DE	BE	Oth	PT	IT	FR	DE	BE	Oth
Row 5	DE food	5,57	5,40	4,75	5,67	6,33	5,50	5,15	4,94	4,92	5,00	4,43	5,44
	DE wine	4,09	3,53	3,33	3,50	4,00	3,39	3,02	3,45	3,17	2,89	3,71	3,44
	DE coffee	3,63	3,40	3,50	2,83	3,67	3,56	3,66	3,21	3,08	3,44	3,43	3,28
	DE furniture	6,00	6,20	5,92	6,50	6,33	5,67	6,20	5,97	5,17	6,22	6,14	5,61
	DE bank	4,96	4,93	4,83	5,00	5,33	4,83	5,12	5,03	5,08	5,11	5,29	5,00
	Global mean	4,85	4,69	4,47	4,70	5,13	4,59	4,63	4,52	4,28	4,53	4,60	4,55

TABLE 23: Cross-national mean values, COO preference, SPSS Output.

All in all, the table above indicates a similar behaviour in terms of the preference for product and services from Luxembourg and each COO. Indeed, except for the French samples, the global means obtained for the product categories from the respondents' COO are almost equal. The French Generation X expatriates show a higher preference for French products than Generation Y. The preferences concerning products from Luxembourg follow the same pattern. The cross-generational values are similar, except for German expatriates. In this case, Gen X expatriates show a higher preference for Luxembourg products than Gen Y expatriates.

To conclude, it is essential to state again that this scale is not optimized for a cross-country analysis, this is also the reason why the previously displayed reliability coefficients per factors, are not ideal. Even so, the global reliability statistics show better coefficients. At last, the mean scores per country and per generation in Table 23 still provide useful insights that allow a relevant analysis.

5.3.4.3. ANOVA and Hypotheses discussion

Identically, we performed the ANOVA computation to determine whether there is a difference in the mean of both generational samples. But before that, we set the two secondary hypothesis shown below:

H_0 : COO preference performs uniformly across the two generations of expatriates

H_a : COO preference performs differently across the two generations of expatriates

The p-value, highlighted in yellow, is below the $\alpha = 0,05$ significance level. Hence, we reject H_0 and support the alternative hypothesis H_a . We can in fact state that there is a significant difference in the means of both samples.

ANOVA COO preference	Sum of Squares	df	Mean Square	F	Sig.	(α = 0,05
Between Groups	1280,848	1	1280,848	12,746	,000	
Within Groups	24218,559	241	100,492			
Total	25499,407	242				

significance level)

TABLE 24: ANOVA, COO preference, SPSS Output.

Discussing the actual fourth hypothesis set previously is a challenging quest. In fact, the fourth hypothesis stated that Generation Y expatriates have a higher overall preference for products or brands from their own COO than Generation X expatriates. This hypothesis is rejected, as the overall preference for all COO products is 5,01 for Generation X and 5,24 for Generation Y.

The following table (see Table 24), summarizes the results obtained for the ANOVAs and the hypotheses testing.

Hypotheses summary table		
H ₀	Biculturalism performs uniformly across the two generations of expatriates	Not supported
H _{1a}	Biculturalism performs differently across the two generations of expatriates	Supported
H1	Generation Y expatriates are more bicultural than Generation X expatriates	Supported
H ₀	CET performs uniformly across the two generations of expatriates	Not supported
H _{2a}	CET performs differently across the two generations of expatriates	Supported
H2	Generation X expatriates are more ethnocentric than Generation Y expatriates	Supported
H ₀	COO importance performs differently across the two generations of expatriates	Not supported
H _{3a}	COO importance performs differently across the two generations of expatriates	Supported
H3	Generation Y expatriates give more importance to the COO information than Generation X expatriates*	Not supported
*Accordingly, we accept the opposite statement. Generation X expatriates give more importance to the COO information than Generation Y expatriates.		
H ₀	COO preference performs differently across the two generations of expatriates	Not supported
H _{4a}	COO preference performs differently across the two generations of expatriates	Supported
H4	Generation Y expatriates have a higher overall preference for products/brands from their own COO than Generation X expatriates.*	Not supported
*Accordingly, we accept the opposite statement. Generation X expatriates have higher overall preference for products/brands from their own COO than Generation Y expatriates		

TABLE 25: Hypotheses summary table, SPSS Output and self-elaboration.

Chapter VI

Discussion

In today's society, cultural diversity is a major phenomenon, leading the market to adapt itself to the needs and wants of a diversified population. Immigrants, or the politically correct term, expatriates, have blended in their destination cultures, making it difficult for marketers to adopt a standardized strategy. At the same time, the cultural variable stands alongside the generational variable, which can have a further influence on the behaviour of the expatriate. In addition, the degree of ethnocentrism, as well as the perception of the COO importance and the overall COO preferences, have an impact on the individual's purchasing behaviour. Therefore, it seemed relevant to analyse the behaviour of several nationalities and generations of expatriates, in a defined geographic area. This lead us to engage this research, which consists in analysing whether two successive generations of expatriates show different behaviours when it comes to purchasing. This discussion will finally allow us to draw a number of assumptions, to integrate the concepts presented in the literature review, and to support our hypotheses with the help of the descriptive and empirically obtained data. In addition we will attempt to provide answers to the research questions. The research developed in the Grand-Duchy of Luxembourg, founding member of the European Union, provided useful and interesting results, allowing a diversified development.

The research section of this study confirmed that there is a substantial difference between the evaluations of both generations studied, for each variable analysed. As indicated in the literature review, the overall trend moves societies towards globalization. Consequently, this leads us to discuss whether the uniformization of the needs and wants happens equally between generations, and to what extent the different nationalities of expatriates show similar behaviours.

The first research question intends to investigate which factors differentiate the two generations' purchase behaviour. As highlighted before, the studied generations of expatriates have evaluated each construct differently, allowing us to say that their divergent levels of biculturalism and of ethnocentrism, the different importance they attribute to the COO information, and, finally, their overall preference for COO products over host country products, differentiate their attitudes and most certainly their purchases. But these variables are also influenced by other factors, such as whether the individuals were born in Luxembourg or only migrated there later. For instance, several individuals are second generation expatriates. At the same time, the number of years spent in Luxembourg certainly has an impact, and it is linked with the degree of education which is also a determinant of purchase behaviour.

As the descriptive statistics indicate, about 40% of the Generation X expatriates were born in Luxembourg. In comparison, the number of Luxembourg-born Generation Y individuals is the double in percentage, being over 80%. Individuals born in Luxembourg automatically integrate the national education system. Consequently, integrating the host country education system means adapting to the national rites and culture and also absorbing these values to some extent. Even though in the private sphere, kids mainly get a COO education, if the parents were not born in Luxembourg, they will still be biased by both host and origin cultures, as indicated in the literature review. Furthermore, speaking Luxembourg is mandatory and the two years of kindergarten foster the learning of the national language. As Luxembourg is a trilingual country, French and German are taught already in primary school and English only later in high school. This adaptation to the national system can influence the individual's behaviour, in both educational and purchasing context, as school is often seen as an uniformization process. In fact, looking at the previously computed data and the descriptive analysis, we conclude that the younger cluster has a slightly lower preference for COO than its previous generation.

Older individuals that went to Luxembourg after having pursued the education and studies in their COO, are also to a degree influenced by the hosting culture, it is rather inevitable. But still, not having experienced the Luxembourg education pathway, limits the host country bias. Besides, Luxembourg not being the mandatory language for most professions, the first language learned by non-

Luxembourg-born is French, as it is the language of the bureaucracy. The language is considered as part of the national identity, not speaking the actual language of the country, weakens the influence of culture on the foreign individual. As explained in the literature review, the concept of multidimensionality plays a crucial role in the individual's acculturation, as both the hosting and the hosted cultures influence one-another.

Accordingly, the results of our research highlight that millennials show a higher level of biculturality than Generation X individuals. Being more bicultural, the tendency to strongly favour the purchases of products and services of only one of the influencing countries, is weakened.

This leads us to discuss the second research question, related with the role of CET for both generations of expatriates. Consumer ethnocentrism is the a priori inclination towards the COO in general, stimulated by a sense of patriotism and willingness to support the country, even from abroad.

The majority of Generation X expatriates was born in their COO and looking at the data, most of them left the country after reaching 18 years. Therefore, most of the Xers had the opportunity to grow in their original culture, which is not the case for the vast majority of Generation Y expatriates. Subsequently, millennials are less ethnocentric than Xers. Through the analysis of CET we wanted to determine whether one generational cohort shows a more protective attitude towards its COO. CET differentiates itself from the previously discussed concept of biculturalism as it perceives the individual as a consumer and not only as a social being. Nonetheless, biculturalism and ethnocentrism seem to be related in the case of expatriates in Luxembourg. Indeed, Generation X expatriates are less bicultural than millennials, but more ethnocentric and vice-versa. Consequently, as millennials are more bicultural, they are less strongly related to their COO, thus their willingness to support their COO through consumption is less significant. Additionally, being more bicultural brings a certain openness towards foreign cultures and the consumption of foreign goods and services. A high degree of ethnocentrism distinguishes itself through a protectionist behaviour and this construct integrates, therefore, items that intend to capture evaluations for aspects like the limitation of imports, the increase of taxes and the fact of only buying products from their COO. This being said, it is important to

clarify again that the degree of ethnocentrism is low for both generations, which for investors and marketeers is a great opportunity. Furthermore, Luxembourg is a country that represents multiculturalism and the free circulation of goods, services and people being, host of the Schengen (LU) accords, which certainly contributes to the overall low scores of CET.

The third and fourth research questions intend to investigate the importance of the COO of products and services, how much it influences purchase behaviour and whether there is a difference between the studied generations of expatriates.

First of all, we can confirm that the country of origin has an impact on purchases. The respondents evaluated the importance they give to the COO information and the preference they have towards national and COO products and services, by eliciting their perceived quality. The Xers presented higher scores for both COO importance and preference. Furthermore, concerning the COO information as product attribute, we can say that it plays a considerable role for both generations of expatriates. The COO importance scale indicates that the scores are above the midpoint for both clusters, indicating that they rely on the COO information to complete their product or service evaluation.

As Luxembourg has a limited national production and a low number of local brands, retailers heavily rely on foreign offerings, not only to satisfy the different cultures that largely populate the country, but also simply to propose a complete and diversified product range. This is the reason why we decided to engage a cross-national and cross-generational analysis. The COO preference scale captures the evaluation of national and COO products and services for both generations. This allowed us to understand, as indicated in the empirical analysis chapter, the preference of the respondents in relation to offerings of their COO and of Luxembourg. Moreover, we also did a cross-national analysis, which provided insights regarding which countries' offerings are perceived of higher quality by the different nationality.

In our research, the best globally evaluated products by both generations, are those from Italy followed by Portugal (see table XY, rows 2 and 3). Of course, it is important to add that, in certain cases the COO is not the salient attribute leading to the purchase decision. Indeed, global brands tend to be perceived differently as the brand image and overall reputation surpasses the COO in terms of importance. Accordingly, if the market is not saturated already by local brands

and products, global brands have the opportunity to impose themselves among the national and the international non-global brands.

All in all, it is important to differentiate the COO of the respondent from the COO of the product. As our research shows, the COO of both individuals and products, has an influence on the purchase behaviour. We introduced the COO of the individual within the concepts of biculturalism and CET, in order to provide a broader view on the status of expatriates in Luxembourg, using the generational cluster as a distinction element. Simultaneously, the COO of the products has been added to the discussion through the concepts of COO importance and COO preference. Finally, the results of the computations show different results between the generations. Hence, we can assume a difference in the expatriates' purchase behaviour in a generational perspective, which indicates a challenge for marketers, who should target both generations separately when developing their marketing strategies.

Chapter VII

Conclusion

7.1. Summary and conclusion

This study consists in a cross-generational analysis of expatriates in their host country. Accordingly, the main elements of analysis are related to the concept of COO. By integrating concepts as biculturalism and consumer ethnocentrism which relate to an individual's COO, we intended to demonstrate whether one of the two studied generational cohorts, Generation X and Generation Y, is more bicultural and/or more ethnocentric than the other one. At the same time, the concept of COO has been applied to products and services, in order to assess whether it has a significant influence on purchase decision as a salient attribute. These concepts have been presented in the literature review, along with the concept of expatriate and the characteristics of the generational clusters, studied.

This research has been conducted in Luxembourg, one of European Union's smallest countries, which has, at the same time, one of the largest percentages of foreign and foreign-originating inhabitants. Around 60% of the total population has foreign origins, giving us the opportunity to more efficiently gather the data. The two weeks data collection provided about 120 respondents per generation, with diversified in-generation ages, levels of education and periods of arrival in Luxembourg.

The SPSS outputs indicated valuable coefficients for each scale used, which determined the reliability of the data. In a second instance, we did the same data analyses followed by the studies used as reference, in order to discuss the variables under study. Furthermore, with the help of this data analyses and the ANOVAs, we determined whether there were remarkable differences between the two generations studied regarding the variables analysed and discussed the research hypotheses.

For each of the four variables, the ANOVA confirmed that there is a difference in the means for the generations studied. Subsequently we engaged in the hypothesis testing which lead us to support the first two hypotheses, meaning Generation Y expatriates are more bicultural than Generation X and that, as previously assessed, Generation X expatriates are more ethnocentric than Generation Y expatriates.

The last two hypotheses related with the product COO, were not supported. These hypotheses assumed that Generation Y expatriates give more importance to the COO information and that they show a higher degree of preference towards products from their own COO. Nonetheless, according to our findings, both statements were accurate for Generation X expatriates.

All in all, Luxembourg is small but at the same time, provides foreign companies interesting opportunities, particularly in retailing. In fact, most supermarkets have a large offering of foreign products. Of course, this is not only a choice by the retailers, but also a necessity, due to the limited number of Luxembourg brands.

To conclude, we can confirm that expatriates in Luxembourg show a considerable degree of biculturalism, which indicates their integration in the society and the acceptance of the rites. As mentioned in the discussion, being born in Luxembourg, which is the case for the majority of the millennial respondents, leads individuals to follow the Luxembourg education process, which fosters an inclusive attitude. The older generations show a more COO oriented behaviour, they seem to be more inclined towards the consumption of offerings from their COO. Millennials are used to cross-cultural environments, as the literature review indicates, and therefore are, prone to foreign influence and to the following of trends. Finally, results show that expatriates in Luxembourg have diversified behaviours in relation to the COO, when it comes to a generational approach.

7.2. Managerial implications

Luxembourg is undoubtedly one of the smallest countries in Europe, but at the same time, it is the country with the worldwide highest GDP per capita of 107525 USD (OECD, 2018), or more accurately, 94277 USD (OECD, 2018) per capita taking into consideration Purchase Power Parity (PPP). At the same time, Luxembourg also counts the highest minimum wages in Europe, meaning around 2000€ (LU Government Portal, 2018) gross income for 40 hours of non-qualified work. In addition, taxation is among the lowest in Europe, for both consumers and companies.

Combining these initial insights with the results of our study, we can say that there are a number of incentives for foreign companies to invest in Luxembourg. In fact, the cultural diversity creates opportunities for foreign companies to penetrate an open market, which fosters investments. From a consumption point of view, the foreign marketers and investors can target the market from different perspectives. First of all, they can profit from the cultural diversity, or only target one specific nationality. For instance, Portuguese and Italian expatriates are numerous and finding products and services from these two countries is not as easy as finding German or French offerings, as these are neighbour countries. This creates attractive business opportunities unless the market is already saturated. Nonetheless, it is necessary to conduct market research to find out if it is worth to offer Italian or Portuguese brands and pursue a local marketing strategy, for instance, to serve Italian and Portuguese communities in Luxembourg. Moreover, as the country is numerically and geographically small but its overall purchase power is high, this might be a profitable marketing strategy to pursue.

In the last years, the expatriation to Luxembourg is decreasing constantly, which is also diminishing the number of first generation expatriates. The Luxembourg government is at the same time pushing the second generation of foreigners, to adopt the Luxembourg nationality, with the aim to promote the Luxembourg identity. Consequently, companies need to constantly adapt their marketing strategies and offerings to a market that is not static. Luxembourg faces, similar to most countries, continuous changes in its society, but in addition,

the diversified social circumstances related to expatriation, provide unique opportunities. The strategies used a decade ago need to be adapted to the updated characteristics of the Luxembourg population.

7.3. Limitations and future research suggestions

Our study concentrated itself on two generational cohorts of expatriates in a small geographic area. Even though, as said in the previous subchapter, Luxembourg is a country open to foreign investments and with a large foreign community, it still remains a country of about half a million inhabitants. Consequently, it would be interesting to conduct a similar study in bigger countries with similar characteristics and expatriation patterns, for example, in Switzerland. Furthermore, it would be interesting to conduct the study city-wise, as in certain countries, the cities concentrate a large number of expatriates.

Moreover, the generational clusters analysed in this study have similar profiles. Accordingly, enlarging the spectrum to further generational cohorts could provide a more complete overview of the characteristics of expatriates in Luxembourg and in other geographical areas.

In addition, in relation to the consumer ethnocentrism scale, establishing new ethnocentrism intervals by percentiles would be more accurate than simply dividing them by 10-point intervals.

Finally, it would be relevant to develop a scale for cross-country product preference evaluation, which takes in consideration the respondents' origin and the products' origin simultaneously. The scale used in this study revealed itself as not optimal considering the internal consistencies of the items per factor.

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Appendix

Appendix 1 - Survey

Acculturation / Biculturalism

EN

Please answer considering only your own country of origin.

for example: if you are Italian (or have Italian origins) ignore the other mentioned nationalities.

If you have more than one origin, please answer following the one you feel more attachment to.

FR

Veillez répondre seulement selon votre pays d'origine s.v.p.

par exemple.: si vous êtes Italien (ou si vous avez des origines italiennes) veuillez ignorer les autres nationalités indiquées.

Si vous avez plus d'une origine, veuillez répondre selon l'origine à laquelle vous êtes plus attaché.

How much are PT/IT/FR/DE/other values part of your life? *

Les valeurs PT/IT/FR/ALL/autre font-elles partie de votre vie?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How important is it to you to celebrate holidays in the PT/IT/FR/DE/other way? *

Est-il important pour vous de célébrer les fêtes selon la tradition PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How important is it to you to raise your children with PT/IT/FR/DE/other values? *

Est-il important pour vous d'élever vos enfants selon les valeurs PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How comfortable would you be in a group of Luxembourgers who don't speak PT/IT/FR/DE/other? *

Vous sentiriez-vous à l'aise dans un groupe de Luxembourgeois dans lequel personne ne parle PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How proud are you of being PT/IT/FR/DE/other? Êtes- *

vous fier d'être PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How much do you enjoy speaking PT/IT/FR/DE/other? Aimez- *

vous parler PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

Do you think PT/IT/FR/DE/other are kind and generous? *

Selon vous, les PT/IT/FR/ALL/autre sont-ils gentils et généreux?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How much do you enjoy TV programs or newspapers in PT/IT/FR/DE/other? *

Appréciez-vous les programmes télévisés et les journaux en PT/IT/FR/DE/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How much do you like to eat PT/IT/FR/DE/other food? *

Aimez-vous manger PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all	☐	☐	☐	☐	Very much

How important would it be to you for your children to have PT/IT/FR/DE/other friends? *

Est-il important pour vous que vos enfants aient des amis PT/IT/FR/ALL/autre?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

Acculturation/Biculturalism part 2

Please answer considering your host country
Veuillez répondre selon votre pays de résidence

How much are Luxembourg values part of your life? *
Les valeurs Luxembourgeoises font-elles partie de votre vie?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How important is it to you to celebrate holidays in the Luxembourg way? *
Est-il important pour vous de célébrer les fêtes selon la tradition Luxembourgeoise?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How important is it to you to raise your children with Luxembourg values? *
Est-il important pour vous d'élever vos enfants selon les valeurs Luxembourgeoises?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How comfortable would you be in a group of PT/IT/FR/DE/other who don't speak Luxembourg? *
Vous sentiriez-vous à l'aise dans un groupe de PT/IT/FR/ALL/autre dans lequel personne ne parle Luxembourgeois?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How proud are you of being Luxembourg? Êtes-vous fier d'être Luxembourgeois? *

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How much do you enjoy speaking Luxembourg? Aimez-vous parler le Luxembourgeois? *

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

Do you think Luxembourgers are kind and generous? *
Selon vous, les Luxembourgeois sont-ils gentils et généreux?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How much do you enjoy TV programs or newspapers in Luxembourg? *
 Appréciez-vous les programmes télévisés et les journaux en Luxembourgeois?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How much do you like to eat Luxembourg food? *
 Aimez-vous manger Luxembourgeois?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

How important would it be to you for your children to have Luxembourg friends? *
 Est-il important pour vous que vos enfants aient des amis Luxembourgeois?

	1	2	3	4	
Not at all / Pas du tout	☐	☐	☐	☐	Very much / Beaucoup

CETSCALE

Description (optional)

It is unpatriotic to purchase products made in countries other than my country of origin. *
 C'est antipatriotique d'acheter des produits fabriqués dans un pays autre que mon pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

PT/IT/FR/DE/other should always buy products made in their country of origin. *
 PT/IT/FR/ALL/autres devraient toujours acheter des produits fabriqués dans leur pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

I only buy products made in my country of origin. *
 J'achète seulement des produits fabriqués dans mon pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

It may cost me in the long run, but I prefer to support products made in my country of origin. *

À long terme cela pourrait me coûter plus, mais je préfère soutenir les produits de mon pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

...

A real PT/IT/FR/DE/other should always buy products made in its country of origin. *

Un vrai PT/IT/FR/ALL/autre devrait toujours acheter des produits de leur pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

Imports of products made in countries other than Luxembourg should be limited. *

L'importation de produits étrangers au Luxembourg devrait être freinée.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

It is not right to purchase products made in countries other than from my country of origin. *

Il n'est pas juste d'acheter des produits qui ne proviennent pas de mon pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

It is always best to purchase products made in my country of origin. *

Il est toujours mieux d'acheter des produits fabriqués dans mon pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

...

Except for necessities, there should be no purchasing of goods from countries other than my country of origin. *

Sauf exception, il ne devrait pas y avoir d'achats de produits qui ne proviennent pas de mon pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

Foreign products should be taxed heavily to reduce their entry into Luxembourg. *
L'importation de produits étrangers devrait être lourdement taxée pour réduire leur entrée dans le Luxembourg.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

Only those products unobtainable domestically should be brought from countries other than Luxembourg. *
Seulement les produits qui ne peuvent pas être obtenus ou fabriqués au Luxembourg devraient être importés de l'étranger.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

Country of origin - Pays d'origine

Product/Brand country of origin importance
Importance du pays d'origine de produits/marques

...

When buying an expensive item, such as a car, furniture or luxury bags, I always seek to find out what country the product was made in. Lors de l'achat d'articles coûteux, par exemple une voiture, des meubles ou des poches de luxe, je cherche toujours de découvrir leur pays de fabrication. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

To make sure that I buy the highest quality product or brand, I look to see what country the product was made in. Pour assurer que j'achète la meilleure qualité de produits ou marques, je regarde dans quel pays l'article a été fabriqué. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

I feel that it is important to look for country-of-origin information when deciding which product to buy. Je trouve qu'il est important de chercher l'information sur le pays d'origine d'un produit, quand on choisit lequel acheter. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

I look for the "Made in ..." labels in clothing. Je cherche les étiquettes "Fabriqué en ..." dans les vêtements. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

Seeking country-of-origin information is less important for inexpensive goods than for expensive goods. Chercher l'information sur le pays d'origine est moins important pour les produits peu coûteux que pour les produits chers. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

...

A person should always look for country-of-origin information when buying a product that has a high risk of malfunctioning, e.g. when buying a watch. Une personne devrait toujours chercher l'information sur le pays d'origine lors de l'achat de produits à haut risque de mauvais fonctionnement, par exemple un montre. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

I look for country-of-origin information to choose the best product available in a product class. Je cherche l'information sur le pays d'origine pour choisir le meilleur produit disponible dans sa catégorie. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

I find out a product's country of origin to determine the quality of the product. Je découvre le pays d'origine d'un produit pour en déterminer la qualité. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

...

When I am buying a new product, the country of origin is the first piece of information that I consider. Lors de l'achat d'un nouveau produit, le pays d'origine est la première information que je prends en considération. *

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

To buy a product that is acceptable to my friends and my family, I look for the product's country of origin. Lors de l'achat d'un produit acceptable pour mes amis ou ma famille, je cherche le pays d'origine du produit.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision. Si j'ai peu d'expérience avec un produit, je cherche l'information sur le pays d'origine pour effectuer un choix plus réfléchi.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

...

A person should seek country-of-origin information when buying a product with a fairly low risk of malfunctioning, e.g. when buying shoes. Une personne devrait chercher l'information sur le pays d'origine lors de l'achat de produit à plutôt bas risque de mauvais fonctionnement, par exemple des chaussures.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

When buying a product that is less expensive, such as socks, it is less important to look for the country of origin. Lors de l'achat d'un produit moins cher, par exemple des chaussettes, il est moins important de regarder le pays d'origine.

	1	2	3	4	5	6	7	
Strongly disagree / Pas du tout d'accord	☐	☐	☐	☐	☐	☐	☐	Strongly agree / Tout-à-fait d'accord

Please assess the perceived quality of each category of products of each proposed country. Veuillez indiquer la qualité perçue de la catégorie de produits de chaque pays proposé.

Description (optional)

When it comes to purchases in the "food" category, how do you evaluate the quality of products from: Luxembourg. Lors de l'achat de produits « alimentaires », comment percevez-vous la qualité des produits provenant de : Luxembourg.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

...

When it comes to purchases in the "food" category, how do you evaluate the quality of products from: Portugal. Lors de l'achat de produits « alimentaires », comment percevez-vous la qualité des produits provenant de : Portugal.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "food" category, how do you evaluate the quality of *
products from: Italy.
Lors de l'achat de produits « alimentaires », comment percevez-vous la qualité des
produits provenant de : Italie.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "food" category, how do you evaluate the quality of *
products from: France.
Lors de l'achat de produits « alimentaires », comment percevez-vous la qualité des
produits provenant de : France.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

...

When it comes to purchases in the "food" category, how do you evaluate the quality of *
products from: Germany.
Lors de l'achat de produits « alimentaires », comment percevez-vous la qualité des
produits provenant de : Allemagne.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "wine" category, how do you evaluate the quality of *
wine from: Luxembourg.
Lors de l'achat de « vin », comment percevez-vous la qualité du vin provenant de :
Luxembourg.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "wine" category, how do you evaluate the quality of *
wine from: Portugal.
Lors de l'achat de « vin », comment percevez-vous la qualité du vin provenant de :
Portugal.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

...

When it comes to purchases in the "wine" category, how do you evaluate the quality of *
wine from: Italy.
Lors de l'achat de « vin », comment percevez-vous la qualité du vin provenant de : Italie.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "wine" category, how do you evaluate the quality of *
wine from: France.

Lors de l'achat de « vin », comment percevez-vous la qualité du vin provenant de :
France.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "wine" category, how do you evaluate the quality of *
wine from: Germany.

Lors de l'achat de « vin », comment percevez-vous la qualité du vin provenant de :
Allemagne.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "coffee" brands category, how do you evaluate coffee *
brands from: Luxembourg.

Lors de l'achat de « café », comment percevez-vous la qualité des marques provenant de :
Luxembourg.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "coffee" brands category, how do you evaluate coffee *
brands from: Portugal.

Lors de l'achat de « café », comment percevez-vous la qualité des marques provenant de :
Portugal.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "coffee" brands category, how do you evaluate coffee *
brands from: Italy.

Lors de l'achat de « café », comment percevez-vous la qualité des marques provenant de :
Italie.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "coffee" brands category, how do you evaluate coffee *
brands from: France.

Lors de l'achat de « café », comment percevez-vous la qualité des marques provenant de :
France.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "coffee" brands category, how do you evaluate coffee brands from: Germany. *

Lors de l'achat de « café », comment percevez-vous la qualité des marques provenant de : Allemagne.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "furnishing" category, how do you evaluate furniture from: Luxembourg. *

Lors de l'achat de « mobilier », comment percevez-vous la qualité des meubles provenant de : Luxembourg.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

...

When it comes to purchases in the "furnishing" category, how do you evaluate furniture from: Portugal. *

Lors de l'achat de « mobilier », comment percevez-vous la qualité des meubles provenant de : Portugal.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "furnishing" category, how do you evaluate furniture from: Italy. *

Lors de l'achat de « mobilier », comment percevez-vous la qualité des meubles provenant de : Italie.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to purchases in the "furnishing" category, how do you evaluate furniture from: France. *

Lors de l'achat de « mobilier », comment percevez-vous la qualité des meubles provenant de : France.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

...

When it comes to purchases in the "furnishing" category, how do you evaluate furniture from: Germany. *

Lors de l'achat de « mobilier », comment percevez-vous la qualité des meubles provenant de : Allemagne.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to "banking services", how do you evaluate these services from:

Luxembourg.

Lors de la

sélection d'un « service banquier », comment percevez-vous les banques de :

Luxembourg.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to "banking services", how do you evaluate these services from: Portugal. *

Lors de la sélection d'un « service banquier », comment percevez-vous les banques de :

Portugal.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to "banking services", how do you evaluate these services from: Italy. *

Lors de la sélection d'un « service banquier », comment percevez-vous les banques de :

Italie.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to "banking services", how do you evaluate these services from: France. *

Lors de la sélection d'un « service banquier », comment percevez-vous les banques de :

France.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

When it comes to "banking services", how do you evaluate these services from: Germany. *

Lors de la sélection d'un « service banquier », comment percevez-vous les banques de :

Allemagne.

	1	2	3	4	5	6	7	
Very low quality / Très basse qualité	☐	☐	☐	☐	☐	☐	☐	Very high quality / Très haute qualité

About you - Quelques informations sur vous

Description (optional)

Gender / Sexe *

- ☐ Male / Homme
- ☐ Female / Femme

Age *

Short-answer text

Since when do you reside in Luxembourg? (if you were born there, please write "born") *

Depuis quand êtes-vous résident au Luxembourg? (Si vous y êtes né, veuillez écrire "né")

Short-answer text

Country of origin / Pays d'origine *

- ☐ Portugal
- ☐ Italy / Italie
- ☐ France
- ☐ Germany / Allemagne
- ☐ Belgium / Belgique
- ☐ Other / Autre

...

Education / Niveau d'éducation *

- ☐ High school / Lycée (Etudes secondaires)
- ☐ High school degree / Diplôme de fin d'études
- ☐ Bachelor or equivalent / Bachelor (Brevet de maîtrise, License ou équivalent)
- ☐ Master
- ☐ PhD / Doctorat

Biculturalism

Appendix 2 – Global factor analysis

Rotated Component Matrix ^a Global		Factors	
		I	II
How much are PT/IT/FR/DE/other values part of your life?		-,182	,918
How important is it to you to celebrate holidays in the PT/IT/FR/DE/other way? (attitude)			,665
How important is it to you to raise your children with PT/IT/FR/DE/other values?		-,128	,898
How comfortable would you be in a group of Luxembourgers who don't speak (attitude)PT/IT/FR/DE/other?		,613	
How proud are you of being PT/IT/FR/DE/other?		-,119	,933
How much do you enjoy speaking PT/IT/FR/DE/other?		-,123	,915
Do you think PT/IT/FR/DE/other are kind and generous?		-,126	,887
How much do you enjoy TV programs or newspapers in PT/IT/FR/DE/other?		-,144	,878
How much do you like to eat PT/IT/FR/DE/other food?		-,112	,829
How important would it be to you for your children to have PT/IT/FR/DE/other friends?		-,109	,822
How much are Luxembourg values part of your life?		,904	-,218
How important is it to you to celebrate holidays in the Luxembourg way?		,788	
How important is it to you to raise your children with Luxembourg values?		,884	-,221
How comfortable would you be in a group of PT/IT/FR/DE/other who don't speak Luxembourg?		,366	,155
How proud are you of being Luxembourger?		,913	-,250
How much do you enjoy speaking Luxembourg?		,910	-,226
Do you think Luxembourgers are kind and generous?		,869	-,218
How much do you enjoy TV programs or newspapers in Luxembourg?		,909	-,157
How much do you like to eat Luxembourg food?		,897	-,114
How important would it be to you for your children to have Luxembourg friends?		,858	-,219
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 4 iterations. Rated on a 1-4 Likert-type scale 20 items		Factors	I. LU II. COO

Consumer ethnocentrism

Appendix 3 - Global factor analysis

Rotated Component Matrix ^a Global		Factors	
		I	II
It is unpatriotic to purchase products made in countries other than my country of origin.		,730	-,110
PT/IT/FR/DE/other should always buy products made in their country of origin.		,787	-,279
I only buy products made in my country of origin.		,813	-,187
It may cost me in the long run, but I prefer to support products made in my country of origin.		,704	-,461
A real PT/IT/FR/DE/other should always buy products made in its country of origin.		,826	-,221
Imports of products made in countries other than Luxembourg should be limited.		,561	,665
It is not right to purchase products made in countries other than my country of origin.		,791	
It is always best to purchase products made in my country of origin.		,713	-,202
Except for necessities, there should be no purchasing of goods from countries other than my country of origin.		,794	
Foreign products should be taxed heavily to reduce their entry into Luxembourg.		,656	,628
Only those products unobtainable domestically should be brought from countries other than Luxembourg.		,622	,622
		Factors	I. Purchase behaviour II. Imports

COO importance

Appendix 4 – Global factor analysis

Rotated Component Matrix ^a Global		Factors	
		I	II
When buying an expensive item, such as a car, furniture or luxury bag I always seek to find out what country the product was made in.			,780
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	,267	,737	
I feel that it is important to look for country-of-origin information when deciding which product to buy.	,435	,679	
I look for the "Made in ..." labels in clothing	,395	,570	
Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.	,502	,332	
A person should always look for country-of-origin information when buying a product that has a high risk of malfunctioning, e.g. when buying a watch.	,534	,560	
I look for country-of-origin information to choose the best product available in a product class.	,582	,550	
I find out a product's country of origin to determine the quality of the product	,412	,681	
When I am buying a new product, the country of origin is the first piece of information that I consider.	,756	,355	
To buy a product that is acceptable to my friends and my family, I look for the product's country of origin.	,737	,294	
If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision.	,619	,455	
A person should seek country-of-origin information when buying a product with a fairly low risk of malfunctioning, e.g. when buying shoes.	,670	,419	
When buying a product that is less expensive, such as socks, it is less important to look for the country of origin.	,821		
	Factors	I. Quality II. Overall information	

Appendix 5 – Item per Item ANOVA

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
When buying an expensive item, such as a car, furniture or luxury bags, I always seek to find out what country the product was made in.	Between Groups	6,130	1	6,130	4,640	,032
	Within Groups	318,388	241	1,321		
	Total	324,519	242			
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.	Between Groups	11,087	1	11,087	10,096	,002
	Within Groups	264,650	241	1,098		
	Total	275,737	242			
I feel that it is important to look for country-of-origin information when deciding which product to buy.	Between Groups	37,717	1	37,717	24,816	,000
	Within Groups	366,291	241	1,520		
	Total	404,008	242			
I look for the “Made in ...” labels in clothing.	Between Groups	20,339	1	20,339	11,860	,001
	Within Groups	413,291	241	1,715		
	Total	433,630	242			
Seeking country-of-origin information is less important for inexpensive goods than for expensive goods.	Between Groups	76,182	1	76,182	56,362	,000
	Within Groups	325,752	241	1,352		
	Total	401,934	242			
A person should always look for country-of-origin information when buying a product that has a high risk of malfunctioning, e.g. when buying a watch.	Between Groups	37,971	1	37,971	25,708	,000
	Within Groups	355,963	241	1,477		
	Total	393,934	242			
I look for country-of-origin information to choose the best product	Between Groups	34,019	1	34,019	20,155	,000
	Within Groups	406,780	241	1,688		

available in a product class.	Total	440,798	242			
I find out a product's country of origin to determine the quality of the product.	Between Groups	45,090	1	45,090	31,875	,000
	Within Groups	340,910	241	1,415		
	Total	386,000	242			
When I am buying a new product, the country of origin is the first piece of information that I consider.	Between Groups	37,387	1	37,387	29,346	,000
	Within Groups	307,041	241	1,274		
	Total	344,428	242			
To buy a product that is acceptable to my friends and my family, I look for the product's country of origin.	Between Groups	41,444	1	41,444	25,654	,000
	Within Groups	389,330	241	1,615		
	Total	430,774	242			
If I have little experience with a product, I search for country-of-origin information about the product to help me make a more informed decision.	Between Groups	50,745	1	50,745	37,720	,000
	Within Groups	324,218	241	1,345		
	Total	374,963	242			
A person should seek country-of-origin information when buying a product with a fairly low risk of malfunctioning, e.g. when buying shoes.	Between Groups	49,133	1	49,133	34,021	,000
	Within Groups	348,052	241	1,444		
	Total	397,185	242			
When buying a product that is less expensive, such as socks, it is less important to look for the country of origin.	Between Groups	40,189	1	40,189	31,872	,000
	Within Groups	303,885	241	1,261		
	Total	344,074	242			

COO preference

Appendix 6 – Global factor analysis

Rotated Component Matrix Global							
	I	II	III	IV	V	VI	VII
LU food	,304	,102	,138		,539		,269
LU wine	-,187		-,136	,113	,807		
LU coffee				,229	,785	,140	-,186
LU furniture	,199	,298	,736	,172		,135	
LU bank		,109	,689		,190	,179	,206
PT food	,126	,139	-,438		,376		,493
PT wine		-,119	-,257	,589	,183		,289
PT coffee	-,174			,776	,191	,114	
PT furniture			,194	,817		,159	
PT bank	,586	,202		-,150	-,129		,301
IT food	,754	,252					,151
IT wine		-,146	,138	,311		,129	,712
IT coffee	-,298	-,101		,615		,215	,322
IT furniture	,775	,167					-,291
IT bank	,786	,218			,121	-,107	-,109
FR food	,293	-,186	-,261		,480	,103	,168
FR wine		-,207	-,220		,391	,564	,341
FR coffee				,179	,205	,748	,207
FR furniture	,181	,196	,478	,124	-,230	,595	
FR bank	-,108		,137	,133		,764	
DE food		-,137	-,438	,327		,426	
DE wine	,196	,778	,147				
DE coffee	,361	,794					
DE furniture	,214	,839		-,103			
DE bank		,315	-,721		,240		
Factors	I. PT + IT food						
	II. DE						
	III. LU service						
	IV. PT + IT coffee						
	V. LU + FR food						
	VI. FR + DE food						
	VII. PT food + IT wine						

Appendix 7 – Factor analysis per generation

	Rotated Component Matrix Global													
	GEN X							GEN Y						
	I	II	III	IV	V	VI	VII	I	II	III	IV	V	VI	VII
LU food	,342	,209		-,193	,277	,450	,267		,314		,165	,668	,118	
LU wine		,111	-,107			,825		-,169	,774	-,197	,251			
LU coffee				,336	,393	,605		-,155	,762		,175	,145	-,309	
LU furniture			,182	,135	,775	,129		,297	-,254	,748		,163		
LU bank	,109				,739	,133			,127	,727			,219	-,280
PT food	,186	-,168		-,113		,155	,701	,190	,539	-,440			,406	
PT wine	,290	,119	-,216	,654	-,206		,105		,389	-,179	,689		,201	
PT coffee	-,289			,750	,208	,139			,247	,102	,814			
PT furniture		,198		,750	,230				-,122	,322	,651		-,100	,456
PT bank	,513			-,148	,293	-,343	,389	,531		,117	-,269	,198	,286	
IT food	,779			-,126	,186			,624	-,109	,125	-,205	,355	,168	,286
IT wine	-,118	,338	-,449	,136	,119	,327	-,136			,108	,318		,807	,119
IT coffee	-,182	,513	-,123	,348		,188	-,157	-,268	,129		,755	-,155	,218	,147
IT furniture	,722	-,117	,218					,519	-,145	,219	-,139	,494	-,189	,226
IT bank	,767		,280					,574			-,113	,570		
FR food	,515	,115	-,128	,136	-,263	,339	,142		,553	-,172	-,133	,261	,239	,192
FR wine		,784	-,186		-,234	,260		-,153	,729		,221	-,102	,268	
FR coffee		,883			,104			-,137	,530	,382	,239	-,149	,175	,292
FR furniture		,700	,135	,123	,381	-,291		,256	-,142	,760				,141
FR bank	-,186	,480	-,108	,311	,133		,310	,154	,368	,587		-,469		,213
DE food	-,163	,310		,348			,576	-,122	,247	-,159	,157		,135	,749
DE wine	,118		,688		,171	-,135	-,132	,798		,174			-,139	
DE coffee	,382	-,124	,777					,881	-,115					
DE furniture			,830	-,198		,120	,114	,867	-,116					-,129
DE bank	-,135		,459		-,404	,260		,259	,363	-,618	,138		,101	,340
Factors	I. PT + IT						I. IT + PT + DE							
	II. IT + FR						II. FR + IT + PT + DE							
	III. DE						III. bank and furniture							
	IV. PT						IV. PT furniture + IT coffee							
	V. LU service						V. LU food							
	VI. LU						VI. IT wine							
	VII. DE + PD food						VII. DE food							