

# The Effects of Patriotism, Consumer Xenocentrism, Cultural Sensitivity, Cultural Heritage, and Country of Origin Image on the Purchase of Luxury Foreign Brands

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## ABSTRACT

The process of globalization has led to an increase in the number of multinational companies. However, current global crises such as the COVID-19 pandemic, the war in Ukraine, population migrations, and economic instability have led certain countries to implement protectionist measures in the form of sanctions against other countries, as well as the closure of national economies and a shift towards deglobalization policies. In times of crisis, conservative views, respect for one's own culture, and concern for the national economy come to the fore. On the other hand, consumers who have preferences for foreign cultures often travel abroad, visit cultural landmarks of other countries and prefer luxury brands that originate from countries known for their production. The research was conducted with the aim of analyzing the impact of patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country of origin image on consumers' decision to purchase foreign luxury brands. Empirical research was conducted through a survey method in early 2024 in the territory of the Republic of Serbia (Belgrade, Novi Sad, Kragujevac). The total number of respondents in the sample was 488. Their responses were analyzed using appropriate statistical methods with the SmartPLS 4 software. The research results showed that patriotism has a negative impact on consumers' purchase of luxury brands, while consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country of origin image have a positive impact on consumers' purchase of luxury brands. The research provides useful information for marketers of multinational companies, and based on the results, it can be concluded that during crises, instead of a global or local marketing strategy, it is optimal to apply a glocal marketing strategy that considers the needs of consumers with pronounced nationalist sentiments, as well as consumers with cosmopolitan views.

**Keywords:** *patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, country of origin image, luxury foreign brands, global crises, marketing strategy*

**JEL Classification:** A14, F60, M31, Z10

## INTRODUCTION

The geopolitical situation is highly unstable and unpredictable due to numerous crises, such as the recent COVID-19 pandemic (Vukmirović & Nedeljković, 2023), the Russia-Ukraine conflict, population migration, inflation, and others (Rahbari et al., 2023). The process of globalization, along with the development of communication and transportation channels and information

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systems, has significantly facilitated the operations of multinational companies in markets around the world (Rodrigo et al., 2023). However, these crises pose a substantial threat, potentially shifting the trend from globalization towards deglobalization (Pavlović et al., 2020). Due to geopolitical tensions, there are disruptions in the supply of goods and services, the closure of national borders, bans on exports and imports, and the imposition of sanctions on countries with a war or political animosity (He & Harris, 2020). Consequently, there is a turn towards domestic resources, products, and services that are generally available on the market. By purchasing these, the domestic industry is strengthened, and employment rates and the gross domestic product (GDP) increase, ultimately reinforcing the national economy (Jin et al., 2024).

Based on Social Identity Theory (Tajfel & Turner, 1979) and Social Conflict Theory (Sherif, 1966), which are grounded in the principle that unity and cohesion are necessary during times of crisis, *patriotism* has been chosen as the first research variable in this study. Patriotism represents the sense of love and pride that an individual feels towards their own country, which can significantly influence the purchase of domestic products (Marinković, 2017). Certain individuals perceive the cultural values of other countries as more advanced, and dominant compared to the values promoted by their own domestic culture (Zhang & Zhang, 2023). As a result, they tend to choose foreign luxury brands during the purchasing process, which is why *consumer xenocentrism* was selected as the second research variable. On the other hand, a certain group of people possesses cosmopolitan views and thinking, exhibits a high degree of cultural openness, and embraces values and ideas from other cultures. Such individuals often travel abroad to step out of their comfort zones, meet people of different nationalities, learn foreign languages, and visit cultural landmarks, museums, and architectural structures that symbolize other cultures, thereby enhancing their cultural knowledge and experiencing unforgettable and authentic moments while traveling (Zdravković & Peković, 2021). This is why *cultural sensitivity* and *cultural heritage of other countries* have been chosen as the third and fourth research variables. Additionally, a large number of consumers pay attention to the country of origin of a product during the purchasing process, which has been chosen as the fifth research variable in this study. It is crucial that the product comes from a highly economically developed country that uses innovative production technologies, as this assures consumers that the product will be of high quality, reliable, and possess exceptional characteristics (Oduro et al., 2024). Certain countries are synonymous with certain products, such as Switzerland being recognized for watchmaking, Italy for quality footwear, and France for exceptional wines. *The primary objective of this study* is to examine the effects of patriotism, consumer xenocentrism, cultural sensitivity, the cultural heritage of other countries, and country-of-origin image on *consumers' decisions to purchase luxury foreign brands*. Additionally, *the secondary objective of this study* is to, based on the obtained results, provide a recommendation to marketers of multinational companies on whether it is optimal to apply a *global, local, or glocal marketing strategy* in the Serbian market, which reflects the *originality and contribution of this research*. In the *domestic literature*, there are few studies (Marinković, 2017; Zdravković & Peković, 2021) examining the impact of the aforementioned variables on consumers' decision to purchase foreign brands, while in the *international literature*, studies (Moscatelli et al., 2023; Mueller et al., 2020; Rambocas & Mahabir, 2021; Rodrigo et al., 2023) have mostly investigated the partial influence of *patriotism, consumer ethnocentrism, cultural sensitivity, cultural heritage of other countries and country-of-origin image* on the purchase of foreign luxury brands. This study, however, adopts a holistic approach, and a conceptual model has been developed to examine the comprehensive impact of these variables on consumers' decisions to buy foreign luxury brands. In this way, certain limitations of previous studies are addressed, and a *research gap in the academic literature is filled*.

The primary reason why *patriotism* was chosen as a research variable lies in the geopolitical tensions (pandemics, wars, migration crises) that disrupt economic markets. In this context, it is crucial to analyze how patriotic sentiments and emotional attachment to one's home country influence the purchase of foreign luxury brands. On the other hand, a certain group of individuals holds exclusively globalist views, which is why the research model includes the variables of

*consumer xenocentrism, cultural sensitivity, and the cultural heritage of other countries.* These variables can be significant factors in shaping cosmopolitan attitudes, which, in turn, may influence consumers' purchasing intentions regarding foreign luxury brands. Additionally, the final research variable, the *country-of-origin image*, attracts significant attention from both consumers and marketers. The country of origin of a product can serve as an indicator of its quality and technical reliability. A model developed through a holistic approach can yield comprehensive results and assist marketers in determining the optimal marketing strategy (global, local or glocal) for implementation in the Serbian market.

Following the introduction, the literature review will define the research variables of *patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage, and country-of-origin image*. A holistic approach will be applied to analyze their interrelationships and, ultimately, their comprehensive impact on consumer decisions regarding the purchase of luxury foreign brands. In this section of the study, hypotheses will be formulated, and a research model will be developed. The third part of the study pertains to the sample structure of the respondents, as well as the statistical analyses applied using the SmartPLS4 statistical software. The fourth part will focus on the results of an empirical study conducted in the Republic of Serbia at the beginning of 2024. The conclusion will summarize the main contributions of the research based on the obtained results, as well as the implications that marketers can use to develop appropriate strategies for entering the Serbian market. In other words, recommendations will be provided on whether it is optimal to apply a global, local, or glocal marketing strategy. Additionally, certain research limitations will be discussed, along with recommendations for expanding this topic in future studies by analyzing other variables that are significant determinants of consumer purchases of foreign luxury brands.

## **THEORETICAL BACKGROUND**

Based on Social Identity Theory (Tajfel & Turner, 1979) and Social Conflict Theory (Sherif, 1966), *patriotism* was chosen as the first research variable in this study. During times of crisis, research on consumers' patriotic sentiments and their implications for the purchase of foreign products gains significance. Conversely, it is also necessary to analyze variables related to consumers' cosmopolitan attitudes, such as *consumer xenocentrism, cultural sensitivity, and cultural heritage of other countries*, in the context of their influence on purchasing foreign luxury brands. Additionally, in the absence of other information during the purchasing process, a large number of consumers pay attention to the *country-of-origin image* of a product to minimize the risk of a poor purchasing decision and reduce cognitive dissonance. Within the literature review, the selected research variables will be defined, and previous studies examining their partial influence on luxury brand purchases will be analyzed. Subsequently, a holistic approach will be applied, and a research model will be designed to investigate the comprehensive impact of these variables as determinants of *foreign luxury brand purchases*.

Patriotism can be described as a feeling of love, care, and concern that an individual shows toward their country, essentially an emotional and sentimental component that reflects the degree of connection between an individual and their nation (Marinković 2017; Nugraha et al., 2023). People who possess patriotic feelings fully embrace the values of their culture, their attitudes and thoughts are compatible with the values, customs, and norms of behavior promoted by their culture. During certain crises such as COVID-19, economic downturns, and inflation, they are willing to make sacrifices and prioritize their nation's interests over their own to ensure the overall welfare and well-being of society (Mishra et al., 2023). Patriotism, to some extent, serves as a cohesive factor during societal crises and can act as a catalyst for the emergence of ethnocentric tendencies among consumers, which imply the purchase of domestically produced goods to support the national economy (Maro et al., 2023). Previous research (Güngördü Belbağ, A. 2023; Li et al., 2022; Miguel et al., 2023; Nugraha et al., 2023) has established that individuals with strong patriotic sentiments tend to avoid purchasing foreign products, as they believe that

imports have negative economic implications for the domestic economy. Based on the above, the first research hypothesis can be formulated:

*H1: Patriotism has a negative relationship with the purchase of foreign luxury brands.*

The concept of xenocentrism has sociological origins and is characterized by an individual valuing the cultures of other nations more highly than their own. Individuals with a pronounced degree of xenocentrism believe that other societies are more advanced, dominant, and superior compared to their home country, leading them to exclusively adopt values, ideas, attitudes, and perspectives from other diverse cultural environments (Zhang & Zhang, 2023). Consumer xenocentrism is a subvariant of the basic concept and refers to an economic category, fundamentally involving the purchase of foreign products and brands that possess global recognition (Zdravković, 2022). Certain groups of people who exhibit a high level of innovativeness purchase foreign luxury brands because these brands confer a certain prestige and respect within society. Previous research (Areiza-Padilla & Cervera-Taulet, 2023; Mahmoud et al., 2023; Mueller et al., 2020) has found that individuals with pronounced consumer xenocentrism do not wish to purchase domestically produced goods, believing that they lack adequate quality. Instead, they prefer foreign luxury brands believing these purchases minimize the risk of a poor decision and prevent cognitive dissonance, as globally recognized brands inspire confidence in their choices. Cleveland & Balakrishnan (2019) found that the concepts of cosmopolitanism and xenocentrism are interrelated and based on preferences for foreign cultures over domestic ones. Cosmopolitan individuals exhibit a strong cultural openness, a global mindset, and a desire to experience foreign cultures, whereas individuals with a high degree of xenocentrism express a clear preference for foreign cultures over their own. Diamantopoulos et al. (2019) concluded in their study that consumer xenocentrism is positively related to the purchase of foreign brands and negatively related to the purchase of domestic brands. Balabanis & Diamantopoulos (2016) emphasize that consumer xenocentrism is a significant determinant in the purchase of foreign products. Based on the above, the second research hypothesis can be formulated:

*H2: Consumer xenocentrism has a positive relationship with the purchase of foreign luxury brands.*

Cultural sensitivity implies that an individual possesses certain cognitive abilities that allow them to adapt to an intercultural environment. Such individuals employ a holistic approach to their thinking, are open-minded, and demonstrate a strong desire, interest, and enthusiasm to communicate with people from different cultural backgrounds (Rambocas & Mahabir, 2021). These individuals believe that learning foreign languages and understanding the values of other cultures is a true wealth, as it enhances their level of cultural knowledge, broadens their horizons, and expands their perceptions (Katitas, 2024). Given that employees in multinational companies come from various countries around the world, and that consumers have access to brands originating from different countries during the purchasing process, cultural sensitivity is highly important in international marketing (Saragih, 2024). Previous research (Cui et al., 2019; Frias-Jamilena et al., 2018; Pratono & Arli, 2020, Zdravković & Peković, 2021) has found that individuals who possess cultural sensitivity are often employed abroad and prefer to purchase innovative products and luxury brands. Based on the above, the third research hypothesis in the study can be formulated:

*H3: Cultural sensitivity has a positive relationship with the purchase of foreign luxury brands.*

The cultural heritage of a country refers to its history, traditions, the spirit of past times, cultural monuments, libraries, monasteries, opera, ballet, theater performances, and more (Vareiro et al., 2020). Understanding and visiting the cultural heritage of one's own country should be a priority for every individual, but it is also very important to travel abroad and become acquainted with the cultural heritage of other countries. Certain groups of people possess a high level of cultural

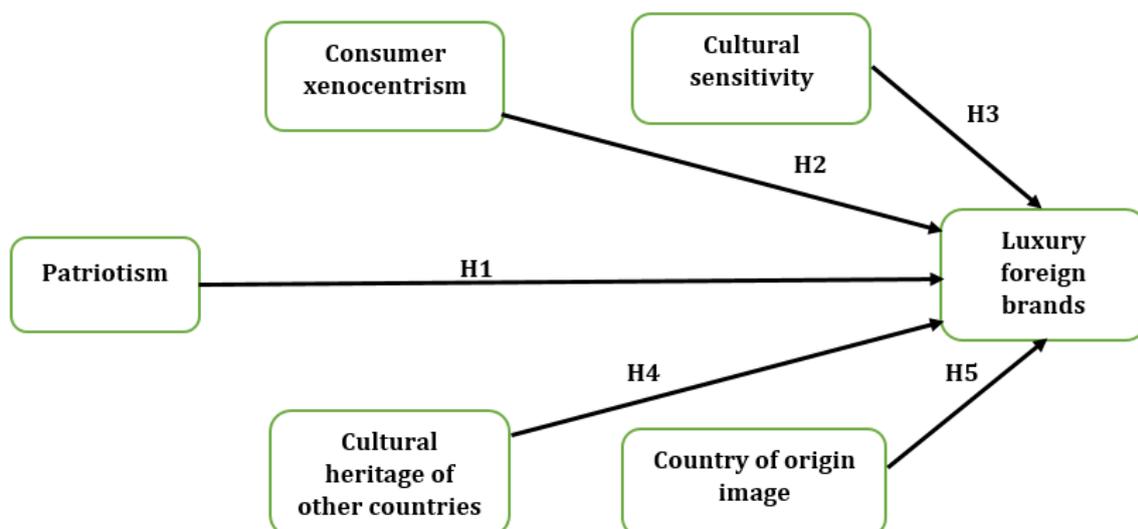
intelligence, global awareness, and a cosmopolitan outlook on the world, and when given the opportunity, they travel to foreign tourist destinations to learn about the cultural heritage of other nations (Šagovnović & Kovačić, 2023). Such behavior by certain groups of people has implications in the field of marketing, as previous research (Moscatelli et al., 2023; Rahman et al., 2020; Saničanin et al., 2019; Zdravković & Peković, 2021) has established that individuals who frequently travel abroad, become familiar with the cultural heritage of other countries and develop their cultural intelligence tend to modify their purchasing patterns and choose to buy globally recognized and luxury products. Based on the above, the fourth research hypothesis can be formulated:

**H4:** *Visiting the cultural heritage of other countries has a positive relationship with the purchase of foreign luxury brands.*

Country of origin image is defined as the place of production of a particular product and has always captured the attention of consumers and marketers (Oduro et al., 2024). Some consumers believe that the country of origin of a product holds immense value and prefer to buy products from countries known for their production, such as Italian footwear or German cars (Rodrigo et al., 2023). Every product must have a label indicating its country of origin; however, some manufacturers use marketing tricks to obscure the country of origin (e.g., "Made in PRC" indicates China; "Made in EU" but without specifying the exact European Union country of origin), and many companies have their subsidiaries in low-cost labor markets where product components are manufactured and then assembled into the final product in a technically advanced and sophisticated country, which is then listed as the place of production (Zdravković, 2022). However, previous research (Bernard et al., 2020; Esmaeilpour & Abdolvand, 2016; Lee, 2020; Zolfagharian et al., 2020) shows that consumers pay significant attention to the country of origin image of products and are willing to spend considerable sums of money on luxury products that originate from countries synonymous with their production and quality. Based on the above, the fifth research hypothesis can be formulated:

**H5:** *Country of origin image has a positive relationship with the purchase of foreign luxury brands.*

Based on the research hypotheses and research objectives, a research model has been designed (Figure 1) to examine the influence of patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country of origin image on consumers' decisions to purchase luxury foreign brands.



**Figure 1.** Research model within the statistical software SmartPLS 4

Source: Authors

Marketers of companies conduct market research before deciding to internationalize their business in order to gather information about the characteristics of local consumers and to identify their desires, needs, and purchasing patterns. One of the objectives of this research is to provide practical contributions to marketers regarding which marketing strategy is optimally applied for successful and profitable operations in the territory of the Republic of Serbia.

After conducting market research and examining the impact of the mentioned variables on consumers' decision to purchase foreign luxury brands, it is necessary to formulate and implement an appropriate marketing strategy based on the obtained information. This will enable the company to achieve profitability while simultaneously satisfying consumer needs in the target market. According to the author (Hollensen, 2017), there are 3 marketing strategies (Table 1):

1. Global marketing strategy
2. Local marketing strategy
3. Glocal marketing strategy.

**Table 1.** Three marketing strategies

Marketing strategy	Characteristics of local consumers
Global marketing strategy	-Global consumer culture -Cultural intelligence -Cultural openness
Local marketing strategy	-Ethnocentrism and patriotism -Conservatism, respect for tradition -Pronounced national identity
Glocal marketing strategy	-Respect for one's own culture as well as the cultures of other countries -Cosmopolitanism and ethnocentrism -Cultural sensitivity as well as respect for one's own history

Source: Authors

## METHODOLOGY

Field research was conducted in early 2024 in the territory of the Republic of Serbia (Belgrade, Novi Sad, Kragujevac) using a survey method personally. This study employs a simple random sampling method. At the beginning of the questionnaire, there was an eliminatory question: "Do you purchase foreign luxury brands?" No classification of foreign luxury brands was made based on product categories (such as clothing, furniture, accessories); instead, luxury brands are observed in general, regardless of the product category they belong to. A total of 535 respondents were surveyed, but 47 of them answered that they do not purchase foreign luxury brands, so they are ultimately excluded from the sample. The total number of respondents in the sample was 488, and they rated statements related to research variables - patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, country of origin image, and luxury foreign brands - on a Likert scale from 1 to 7. From the statistical analyses, *Confirmatory factor analysis (CFA)* and *Structural Equation Modeling (SEM model)* were applied using the *statistical package SmartPLS 4*.

The overview of the demographic structure of the respondents is provided in Table 2.

**Table 2.** Demographic characteristics of respondents

		Number of respondents	Percentage of respondents
<b>Gender</b>	Female	214	43.9%
	Male	274	56.1%
	<b>Total</b>	<b>488</b>	<b>100%</b>

		<b>Number of respondents</b>	<b>Percentage of respondents</b>
<b>Age</b>	Up to 20 years	24	4.9%
	21-35 years	208	42.6%
	36-55 years	167	34.3%
	56 years and older	89	18.2%
	<b>Total</b>	<b>488</b>	<b>100%</b>
<b>Status</b>	Unemployed	37	7.6%
	Employed	167	34.2%
	Student	224	45.9%
	Retired	60	12.3%
	<b>Total</b>	<b>488</b>	<b>100%</b>

Source: Authors

In the total sample, there are 214 women and 274 men. The largest number of respondents belong to the age group of 21-35 years, totaling 208 (42.6%). Regarding the status, the largest number of respondents in the sample are students, 224 (45.9%).

Table 3 presents the statements used in the survey questionnaire, which were adapted from previous studies in the literature that dealt with a similar thematic area.

**Table 3.** Statements from the questionnaire

<b>Research variables</b>	<b>Statements</b>	<b>Source</b>
<b>Patriotism</b>	1. I feel love for my country. 2. Symbols that are characteristic of my country are important to me. 3. Respecting traditional values is important for a society.	Adapted to: Nugraha et al. (2023)
<b>Consumer xenocentrism</b>	1. I pay more attention to foreign cultures than my own. 2. I buy exclusively foreign brands. 3. I believe that only foreign brands are of good quality.	Adapted to: Zdravković (2022)
<b>Cultural sensitivity</b>	1. I am open to accepting ideas that come from other cultures. 2. I value the opinions of people from other cultures. 3. I believe it is very important to know the values that are characteristic of various cultural areas.	Adapted to: Rambocas & Mahabir (2021)
<b>Cultural heritage of other countries</b>	1. I travel abroad to visit museums in other countries. 2. I enjoy visiting cultural monuments in other countries. 3. I like to get to know the cultural heritage of other countries.	Adapted to: Zdravković & Peković (2021)
<b>Country of origin image</b>	1. I always pay attention to the country of origin of the products I want to buy. 2. The country of origin image reflects the quality of the product. 3. I buy products that come from countries with a high level of technical and economic development.	Adapted to: Rodrigo et al. (2023)
<b>Luxury foreign brands</b>	1. Luxury brands provide status in society. 2. I buy luxury brands because they have a high level of reliability and quality. 3. Buying luxury brands gives me a sense of satisfaction.	Adapted to: Saruchera & Mthombeni (2023)

Source: Authors

## RESEARCH RESULTS

Table 4 presents the coefficient values used to analyze the relevance of the model.

**Table 4.** Model validity analysis

Indicators of model validity	Research model – Luxury foreign brands	Recommended value
$\chi^2/df$	1.588	<3
GFI	0.928	>0.9
IFI	0.944	>0.9
TLI	0.919	>0.9
CFI	0.931	>0.9
RMSEA	0.038	<0.08

Source: Authors' calculation using SmartPLS 4 software

Respectively, the  $\chi^2/df$  ratio should be less than 3, according to the authors Bagozzi & Yi (1998). Additionally, the Goodness of Fit Index (GFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI) should each exceed 0.9, according to the author Byrne (1998). The Root Mean Square Error of Approximation (RMSEA) value is required to be less than 0.08 (Hair et al., 2006). The values of all parameters fall within the statistical margins, indicating that the conceived research model is relevant.

**Confirmatory factor analysis (CFA)** was conducted to examine the degree of correlation and internal consistency between statements used to measure the research variables (Table 5).

**Table 5.** Confirmatory factor analysis (CFA)

Research variables	Cronbach's alpha	Composite reliability (rho_a)	Average Variance Extracted (AVE)
Patriotism	0.816	0.830	0.611
Consumer xenocentrism	0.838	0.851	0.687
Cultural sensitivity	0.737	0.744	0.639
Cultural heritage of other countries	0.865	0.869	0.655
Country of origin image	0.724	0.804	0.678
Luxury foreign brands	0.862	0.885	0.711

Source: Authors' calculation using SmartPLS 4 software

The values of *Cronbach's alpha* and *Composite reliability (rho\_a)* indicators show that all research variables are measured through statements that exhibit an appropriate degree of correlation values greater than the statistical threshold of 0.70 according to the author Nunnally (1978), indicating the relevance of the research model. Also, the Average Variance Extracted (AVE) should surpass the threshold of 0.50 (Fornell & Larcker, 1981) and all the values are within the required statistical range.

The *Structural equation model (SEM model)* was implemented to analyze the effects of *patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country of origin image* on consumers' purchasing behavior of luxury brands (Table 6).

**Table 6.** Structural equation model (SEM model)

Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (IO/STDEVI)	P values
Patriotism → Luxury foreign brands	-0.226	0.054	4.195	0.000**
Consumer xenocentrism → Luxury foreign brands	0.345	0.047	7.333	0.000**
Cultural sensitivity → Luxury foreign brands	0.267	0.046	5.804	0.000**
Cultural heritage of other countries → Luxury foreign brands	0.167	0.047	3.558	0.000**
Country of origin image → Luxury foreign brands	0.279	0.054	5.172	0.000**

Level of statistical significance: \*\*0.01; R square=0.491

Source: Authors' calculation using SmartPLS 4 software

The coefficient of determination *R square* is 0.491, which means that 49.1% of consumers' decision to purchase luxury foreign brands is explained by the given regression model. *Patriotism* (coefficient= -0.226, *p values*=0.000) has a negative statistically significant impact on consumers' decision to purchase luxury foreign brands, thus confirming research hypothesis H1. On the other hand, *consumer xenocentrism* (coefficient= 0.345, *p values*=0.000), *cultural sensitivity* (coefficient= 0.267, *p values*=0.000), *cultural heritage of other countries* (coefficient= 0.167, *p values*=0.000), and *country of origin image* (coefficient= 0.279, *p values*=0.000) have a positive statistically significant impact on consumers' decision to purchase luxury foreign brands, confirming research hypotheses H2, H3, H4, and H5.

## DISCUSSION OF RESULTS

The research results showed that patriotism has a negative impact on the purchase of foreign luxury brands, confirming research hypothesis H1. These results are similar to previous studies that found patriotism to be one of the key factors in consumer ethnocentrism, negatively influencing the purchase of foreign products, luxury brands, and globally recognized brands (Güngördü Belbağ, A. 2023; Li et al., 2022; Miguel et al., 2023; Nugraha et al., 2023). On the other hand, the research results showed that consumer xenocentrism positively impacts the purchase of foreign luxury brands, confirming research hypothesis H2. Previous studies have established that xenocentrism, as a sociologically derived concept, implies people's preferences for foreign cultures over their own, and that consumer xenocentrism, as an economic extension of this concept, positively impacts the purchase of foreign products and negatively impacts the purchase of domestic products (Areiza-Padilla & Cervera-Taulet, 2023; Balabanis & Diamantopoulos, 2016; Cleveland & Balakrishnan, 2019; Diamantopoulos et al., 2019; Mahmoud et al., 2023; Mueller et al., 2020). Additionally, the results show that cultural sensitivity positively influences the purchase of foreign luxury brands, thus confirming research hypothesis H3. Previous studies have found that a high level of cultural openness, cosmopolitanism, and cultural intelligence positively impacts consumers' intentions to purchase foreign brands (Cui et al., 2019; Frias-Jamilena et al., 2018; Pratono & Arli, 2020; Zdravković & Peković, 2021). According to the research results, the

desire to visit the cultural heritage of other countries has positive effects on the purchase of foreign luxury brands, confirming research hypothesis H4. Prior studies have found that visiting the cultural heritage of other countries increases levels of cosmopolitanism and fosters the development of cultural intelligence, which in turn positively impacts decisions regarding the purchase of foreign brands (Moscatelli et al., 2023; Rahman et al., 2020; Saničanin et al., 2019; Zdravković & Peković, 2021). The results showed that the country-of-origin image has a positive impact on the purchase of foreign luxury brands, confirming research hypothesis H5. Previous studies emphasize that the country-of-origin image is a variable that may have a decisive impact on consumer purchasing decisions (Bernard et al., 2020; Esmaeilpour & Abdolvand, 2016; Lee, 2020; Zolfagharian et al., 2020).

The number of studies in the domestic scientific literature that have focused on this topic is relatively small, so this study fills an existing research gap. On the other hand, the foreign scientific literature includes a significantly larger number of studies on this subject, yet these studies generally analyze the specified variables as partial determinants of foreign brand purchases. This study, however, takes a holistic approach to developing the research model by examining the comprehensive influence of patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country-of-origin image on consumers' decisions to purchase foreign luxury brands. Additionally, this study was conducted after the COVID-19 pandemic and during the Russia-Ukraine conflict, events that caused significant geopolitical tensions and led certain countries to shift from globalization to deglobalization trends in their economic policies.

In times of crisis, governments prioritize protecting the domestic economy and national interests. According to Social Identity Theory (Tajfel & Turner, 1979) and Social Conflict Theory (Sherif, 1966), crises tend to strengthen national identity, pride, and patriotic sentiments, which, in turn, increase consumer ethnocentrism. From this perspective, the results show that patriotism is a significant determinant (negative) of luxury foreign brand purchases by consumers in the Serbian market. Conversely, consumer xenocentrism, cultural sensitivity, the cultural heritage of other countries, and country-of-origin image are positive significant factors influencing luxury foreign brand purchases. Thus, this study recommends that when multinational companies enter the Serbian market, marketers should develop and implement a "glocal" marketing strategy—one that recognizes the needs of consumers with strong patriotic feelings as well as those with cosmopolitan attitudes and perspectives, instead of adhering solely to a global or local approach.

In line with these findings, this study not only expands scientific knowledge in the field of intercultural marketing but also provides important practical implications for multinational company marketers.

## CONCLUSION

The research was conducted with the aim of analyzing the effects of patriotism, consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country of origin image on consumers' decisions to purchase luxury foreign brands. The results indicate that patriotism has a negative impact, while consumer xenocentrism, cultural sensitivity, cultural heritage of other countries, and country of origin image have a positive and statistically significant impact on the purchase of luxury foreign brands by consumers. *The originality and relevance of the research* lie in the application of a holistic approach, where the combined effect of all these variables on the purchase of luxury foreign brands was examined. The limitations of previous studies, which were partial in nature, as they analyzed only the individual impact of the mentioned variables on consumers' decisions to purchase luxury foreign brands, are compensated in this way. Additionally, the time period in which this research was conducted represents a significant contribution. During crisis situations, there is an intensification of patriotic feelings and cohesion among people, with a unified intention to strengthen the national economy through the purchase of domestic products. Therefore, it was particularly interesting to analyze consumers' thoughts and their desire to purchase luxury foreign brands under the influence of the analyzed

determinants. *The theoretical implications of the study* are reflected in filling the research gap existing in the literature, and the confirmed research hypotheses become relevant scientific knowledge that can serve as a basis for new studies in the fields of marketing and management. *The practical implications of the study* suggest that for entering the market of the Republic of Serbia, it is optimal to apply a *glocal marketing strategy*, as local consumers exhibit pronounced patriotic feelings and ethnocentric tendencies, but also a high degree of xenocentrism, cultural openness, a desire to explore the cultural heritage of other countries, as well as emphasizing the importance of the country of origin of products. All these variables influence the preference for foreign luxury brands in the purchasing process. Brands need to have global recognition and provide social prestige, but on the other hand, they should also incorporate, for example, certain symbols on the product packaging that reflect the local market they are entering. Additionally, it is possible to a certain extent to customize products according to the characteristics of the local market, as McDonald's, for instance, makes its products with special bread in France and specific spices in India. On the other hand, applying either a *global or local marketing strategy* would only partially satisfy the needs of the local market. The results of the empirical study indicate that patriotic sentiments are strongly expressed in Serbia, meaning that citizens' emotional attachment to their home country implies the presence of ethnocentric tendencies that influence the purchase of domestically produced goods. This suggests the necessity of applying a localized marketing strategy. However, the findings also reveal that Serbian consumers exhibit a high degree of consumer xenocentrism and cultural sensitivity, showing significant interest in learning about the cultural heritage of foreign countries and the country-of-origin image of products. These factors contribute to the formation of cosmopolitan attitudes, indicating that a global marketing strategy should also be considered for the Serbian market.

Nevertheless, the final conclusion of the study, based on a holistic approach and the developed integrative research model, suggests that a glocal marketing strategy should be implemented. This strategy would accommodate the needs of consumers with strong patriotic and ethnocentric tendencies as well as those with pronounced cosmopolitan and globalist orientations.

*A limitation of the research* is that it was conducted in only one country. Cross-cultural studies provide much more precise and comprehensive results and offer the possibility for comparative analysis and comparison of attitudes among members of different nations regarding the impact of certain determinants on their purchasing decisions. *Future research directions* could focus on conducting studies in additional European countries, as well as expanding the research model by introducing other significant determinants of consumer decisions regarding the purchase of luxury foreign brands, such as cosmopolitanism, personal innovativeness, the impact of influencer marketing, and similar factors.

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