

Acculturation to Foreign Consumer Culture:
Scale Development and Effect on Japanese
Consumer Behavior

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1. Introduction

As a prime determinant of consumers' attitudes, behaviors, and lifestyles, culture is an important tool through which people interpret the world (Hofstede, 1983). Culture constantly changes. Historically, culture was influenced by wars and colonization; currently, it is mainly influenced by immigration, international trade and finance, technological flows, business travel and tourism, and the global media (Cleveland & Laroche, 2007).

This study focused on the impact of pop culture, which causes significant changes in consumer culture in global markets. Owing to the recent development of the Internet and modern media, and new business models in the cultural industry, such as Subscription Video On Demand, the current cultural traffic is more dynamic and multi-directional than in the past. People have unprecedented access to a vast and diverse range of cultural products from different parts of the world. For instance, in east and southeast Asia, Japanese anime and Korean TV dramas and music are popular in addition to western pop culture.

This multicultural reception has a profound impact on consumers' lifestyles, attitudes, and behaviors. People travel to certain destinations, purchase goods and services, and learn different languages to relive moments from their favorite fictional

stories. Research examining cultural influences on consumption has been growing (Cleveland et al., 2015). However, empirical literature on how globalization is shaping culture is scarce (Craig & Douglas, 2005), particularly from the perspective of the diversity of cultural scenes in non-western contexts (Cleveland et al., 2015).

This study aimed to investigate the impact of diverse pop culture on consumer behavior in the global era. First, we developed a new concept of acculturation to foreign consumer culture (AFCC) based on previous studies. Then, we assessed the reliability and structure of AFCC and examined its impact on consumer behavior in the context of western (English-speaking) and Asian (Korean) pop culture receptions in Japan.

2. Theoretical background

2.1. Acculturation

Acculturation refers to the process in which individuals learn and adopt the norms and values of a culture that is different from the one in which they grew up. It encompasses a wide range of adjustments, including those related to values, attitudes, and behaviors resulting from an exposure to different cultures (Phinney et al., 2001). In the past, most theories conceptualized acculturation as a bipolar, unidimensional process: as the individual progressively acquires the cultural traits of another culture, they gradually lose parts of or the entire heritage of their culture of origin (Cleveland & Laroche, 2007). However, the view that acculturation is a multifaceted phenomenon has become dominant in related research over the past few decades.

Berry (2008) identifies four patterns of intercultural contact: (1) separation (i.e., resisting the alternative cultural norms/behaviors while maintaining that of the original culture), (2) assimilation (i.e., progressively replacing original cultural traits and behaviors with those of the alternative culture), (3) integration (i.e., maintaining the original culture and acquiring alternative group traits), and (4) marginalization

(i.e., rebuffing the alternative group but with little motivation to preserve the original culture). Mendoza and Martínez (1981) propose a slightly different typology of acculturation strategies: (1) cultural resistance (i.e., actively or passively resisting the acquisition of alternative cultural norms and behaviors while maintaining native customs), (2) cultural shift (i.e., substituting native customs with alternative cultural norms), (3) cultural incorporation (i.e., adapting customs from both native and alternative cultures), and (4) cultural transmutation (i.e., creating a unique subcultural entity from an alternation of native and alternative cultural norms).

Previous studies have focused on cultural change occurring within the context of immigrants adapting to alternative host cultures, and not from the broader perspective of how deterritorialized and global culture flows impact cultures and consumers worldwide (Cleveland & Laroche, 2007).

2.2. Global consumer culture and acculturation to global consumer culture

Global consumer culture (GCC) is a “cultural entity not associated with a single country, but rather a larger group generally recognized as international and transcending individual national cultures” (Alden et al., 1999, p. 80). The GCC narrative originated in 1983 with Levitt’s (1983) article on the globalization of markets, which had a high impact on the marketing and advertising world, as the possibility of standardizing marketing and advertising strategies around the world was attractive (De Mooij, 2018). Berry (2008) argues that because GCC has become an inescapable aspect of people’s day-to-day lives, it constitutes a starting point of acculturation (Cleveland et al., 2015). GCC provides world citizens (e.g., global teens) with the opportunity to build global identities by selecting cultural elements that fit their perceived self-concept and incorporating them into their daily lives (Sobol et al., 2018; Wallendore & Reilly, 1983).

Cleveland and Laroche (2007) developed the acculturation to global consumer

culture (AGCC) scale based on grounded acculturation and consumer acculturation theories. Consumer acculturation is a subset of acculturation that focuses on how individuals acquire knowledge, skills, and behaviors that are appropriate to consumer culture (Penaloza, 1989). AGCC considers how individuals acquire the knowledge, skills, and behaviors characteristic of a nascent and deterritorialized GCC (Cleveland & Laroche, 2007).

AGCC has seven dimensions: (1) cosmopolitanism, which refers to a specific set of qualities possessed by certain individuals, including a willingness to engage with the other (i.e., different cultures) and the level of competence toward alien culture(s); (2) exposure to global multinational marketing activities, which is an individual's degree of exposure to the marketing and advertising activities of multinational or global corporations; (3) English language usage, which is the extent of a person's exposure to and use of the English language for various communications; (4) social interactions, including travel, migration, and contacts with foreigners; (5) global mass media exposure; (6) openness to and desire to emulate GCC, indicating that individuals who admire the lifestyles of other countries are likely to desire ownership of consumption symbols from other countries; (7) self-identification with GCC.

The AGCC framework considers local culture as another important force influencing consumer behavior alongside the GCC by introducing the concept of ethnic identity (EID) or national identity. The concept describes a sense of common ancestry, shared communal attitudes and values, and feelings and portrayals of ethnic belonging and commitment. When consumers face diverse consumer cultures in the global market, EID describes the maintenance of the original culture, whereas acculturation focuses on acquiring other alternative cultures (Sobol et al., 2018).

Originally validated across eight countries (Canada, Mexico, Chile, Sweden, Hungary, Greece, India, and South Korea), Cleveland and Laroche's (2007) AGCC

scale has been applied to various countries, including those in Asia, Europe, South America, Africa, and the Middle East (Carpenter et al., 2012; Carpenter et al., 2013; Cleveland et al., 2013; Cleveland et al., 2013, 2015).

As the driving forces of globalization have their origins in the west, GCC is western in character (De Mooij, 2019). Moreover, as the primary language of international business, the mass media, and the Internet, English signals modernism and internationalism to many consumers (Alden et al., 1999; Cleveland & Laroche, 2007). Most research on GCC and AGCC has been based on the unidimensional perspective of global vs. local, while global mostly means North American media and English language content. However, the diversity of culture is increasing. Different variations of GCC have been generated in the last several decades (Cleveland, 2018). Asia is a good example owing to the impact of Asian culture, especially in the pop culture industry, in the last few decades. The unidimensional global vs. local perspective is insufficient to describe the dynamics of intercultural contact and its impact on consumer behavior.

3. Research context and framework

3.1. Research context

This study focused on east and southeast Asia. Western, especially American, culture has played a dominant role in the Asian pop culture scene for several decades; however, various pop cultures in the region, such as Hong Kong, Japan, and Korea, have been widely accepted.

Huat and Iwabuchi (2008) describe the Hong Kong boom in southeast Asia in the 1970s. Pop culture from Hong Kong, including not only action films, which have many fans across the world, but also trendy dramas, period dramas, and music, was extremely popular in the region, including Singapore, Malaysia, and Thailand. The Hong Kong boom in mainland China began in the 1980s, after

China's reform and opening-up. In addition, movies, TV dramas, and anime originating in Japan were enthusiastically supported in China. In the 1990s, Japan's trendy dramas became popular among Asian youth owing to their exquisite combination of urban youth's sophisticated fashion and lifestyle, beautiful sceneries, and up-to-date music (Creighton, 2009). Thus, by the late 1990s, Japanese pop culture had a large presence in the eastern and southeastern regions (Iwabuchi, 2004; Jung, 2009).

The economic development of the region led to the rapid growth of local cultural industries and the creation of a variety of pop cultures in the 1990s. In addition, technological innovations in media and the removal of restrictions on the distribution of cultural content have further increased media and cultural traffic in the region (Iwabuchi, 2004). The Korean Wave, which swept Asia in the late 1990s, began in mainland China in 1997 with the release of a TV drama (Jung, 2009). In the beginning, pop culture originating in Korea was perceived as similar to that of Japan, and the wave caused by content from both countries was often referred to as the "Japan-Korea Wave." Bookstores and video rental stores at the time generally classified foreign books, videos, and CDs as those from the west, Japan-Korea, and Hong Kong-Taiwan, representing the multicultural acceptance in the region (Jin, 2023).

This history and current state of acceptance of such diverse cultures have been frequently noted in media and cultural studies (e.g., Iwabuchi, 2004; Jung, 2009); however, these have not been considered in the marketing and consumer behavior field (e.g., Cleveland et al., 2013; Cleveland et al., 2015).

Historically influenced by culture from China and the Korean Peninsula, Japan has pushed the "Datsuo Nyuo" (leave Asia, join Europe) movement to acculturate thoroughly to western culture since the 1850s (Perry's Black Ships and Meiji Restoration). Since then, western culture has played a dominant role in Japan, including pop culture after World War II. Moreover, as the first non-western

country to industrialize, Japan has been one of the most successful countries in Asia, not only economically but also culturally, for several decades.

For most Japanese consumers, the Korean Wave was the first foreign pop culture that originated from other parts of Asia (except Hong Kong's action movies that were popular among a certain audience in the 1990s). The Korean Wave hit Japan in 2003–2004 with the TV drama *Winter Sonata*. Despite the ongoing political tensions between the two countries, the Korean Wave has gained vast success in Japan. The Korean Wave brought a new cultural phenomenon to Japan. With the initial popularity mainly due to TV dramas (Beeton, 2006; Kim et al., 2009), Korean music and other aspects, such as food, fashion, and cosmetics, have become widely popular throughout Japan during the last two decades. During the COVID-19 pandemic, the Korean Wave achieved even greater success due to the high demand for online entertainment. According to Netflix, five out of ten top titles in Japan in 2020 were Korean TV dramas.

Considering the diversity in the pop culture scene in Asia, the GCC vs. local consumer culture narrative is insufficient to describe the impact of pop culture on consumer behavior. The interplay of diverse foreign cultures needs to be explored, and Japan is a fitting context. With an important presence in the Japanese market, both western and Korean pop culture seem to have an impact on consumer behavior. However, do their influences differ? If so, how and why?

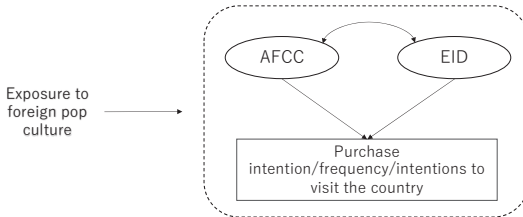
3.2. Research framework and hypotheses

This study developed the concept of AFCC based on AGCC in the context of multiculturalism. AFCC considers how individuals acquire knowledge, skills, and behaviors from certain foreign consumer cultures, not only from the western (English-speaking) culture.

The conceptual research framework (Figure 1) is based on previous AGCC

studies. Consumer behavior toward foreign products and services is influenced by AFCC and EID, and these two factors interact with each other. The process is expected to differ according to which pop culture consumers are mainly exposed to.

Figure 1. A research paradigm: Dynamic influence of AFCC on consumption



Note. AFCC = acculturation to foreign consumer culture (FCC), EID = ethnic identity
Therefore, we proposed the following hypotheses.

Hypothesis 1 (H1): Consumer behavior is positively influenced by AFCC.

Hypothesis 2 (H2): Consumer behavior is negatively influenced by EID.

Hypothesis 3 (H3): AFCC and EID have a negative correlation.

4. Methodology

Our first objective was to develop measures for AFCC based on the AGCC scale (Cleveland & Laroche, 2007). Then, using data collected in Japan on the reception of western and Korean pop cultures, we examined the influences of western and Korean cultures on consumer behavior and differences between their influences. Furthermore, we explored the ways in which AFCC and EID impact consumer behavior across categories and cultures.

4.1. AFCC scale development and other measurements

One-on-one semi-structured in-depth interviews were conducted to examine the

effectiveness of the original AGCC scale in the context of multicultural reception in Japan. Six informants (in their 20s–50s) who were exposed daily to western pop culture from English-speaking countries, such as the US and UK, and Korean pop culture, including movies, TV dramas, and music, were interviewed between June–August 2020. Owing to the COVID-19 pandemic, four interviews were conducted online through Zoom.

During the interview, we examined the original AGCC scale in the context of multicultural reception. Some items of the original scale were found to be effective, while some items were not suitable in the context of multicultural reception, especially in terms of non-English culture. For instance, items such as “Visiting foreign countries is one of my favorite things” and “I think people of my age are basically the same around the world. For example, a 20-something in Russia is basically the same as a 20-something in the US, Swede, or anywhere else” could have confused the respondents. Furthermore, as Korean is not a global language unlike English, items regarding language usage, such as “I feel very comfortable speaking Korean” and “I often speak Korean with family or friends,” were not suitable. Moreover, the AGCC scale focused on mass media, such as TV and magazines, although social media has an important role in pop culture. Thus, several items regarding the Internet and social networking services were added based on the interviews. The final AFCC scale contains 26 items. The measuring instrument was pre-tested by four of the interviewees to assess ease of use and comprehension of the instrument and individual measuring items, following which, slight modifications were made to several items.

Thirteen items for EID were adapted from Cleveland et al. (2015). In addition, we measured the country of origin (COO) perceptions of the US, South Korea, and Japan using six items: perceived quality, cost performance, high technology, innovativeness, stylishness, and design. Answers were rated on a seven-point

Likert scale (1 = strongly disagree; 7 = strongly agree).

The frequency of use or purchase or importance of owning a particular product, depending on the context, such as geography, climate, religion, and history, were measured (Cleveland et al., 2013, 2015). We used six categories: food/beverage/alcohol, cosmetics, fashion, appliances, cell phones, and travelling (to culture-originated countries). The specific questions differed slightly by item (Cleveland et al., 2015); we inquired regarding the frequency of purchasing food/beverage/alcohol, cosmetics, and fashion products; intention to purchase appliances and cell phones; and intention to visit countries. As above, a seven-point Likert scale was used. Furthermore, we collected demographic information, including residence area, gender, age, life stage, employment status, education, personal income, and family income.

4.2. Survey description and sample

The survey was conducted using an online panel survey method, which has certain advantages, such as selecting exact target samples and timely answers from respondents (Grönlund & Strandberg, 2014; Kim & Kim, 2018). Data were collected in September 2021 by Rakuten Insight Research. The total sample number was 1,200. We screened the respondents using the question “Which country’s content do you like the most?” Respondents who chose “cultures from English-speaking countries, such as the US and UK” or “South Korea,” could proceed to the questionnaire. In addition, respondents who were mainly exposed to local content were included for comparison. The respondents were divided into three groups (n = 400 each): mainly exposed to culture from English-speaking countries (EN- G), mainly exposed to culture from South Korea (KO-G), and preferred the local culture (JP- G). Furthermore, to avoid bias, we asked about the respondents’ nationality; respondents who reported US or Korean nationality, or

had parents or grandparents of these nationalities, were excluded.

As shown in Table 1, each group had different demographic traits. While 85% of the respondents in KO-G were female, JP-G and EN-G had over 60% male respondents. Meanwhile, KO-G had more young respondents than JP-G and EN-G. In total, JP-G and EN-G contained more middle-aged (over 40s) male respondents, while KO-G contained younger (under 30s) female respondents. This was in line with previous studies on the Korean Wave, in which the majority of Korean pop culture audiences were young women (e.g., Kim & Wang, 2012; Teng & Chen, 2020; Whang et al., 2016). These demographic differences may lead to concerns regarding sampling bias, which is discussed below.

Table 1. Participant characteristics

		JP-G		EN-G		KO-G	
		n	%	n	%	n	%
Men	20s	6	1.50%	8	2.00%	3	0.80%
	(n = 551)	44	11.00%	41	10.30%	7	1.80%
	40s	70	17.50%	52	13.00%	8	2.00%
	50s	86	21.50%	79	19.80%	27	6.80%
	60s	44	11.00%	61	15.30%	15	3.80%
	Total	250	62.50%	241	60.30%	60	15.00%
Women	20s	18	4.50%	28	7.00%	80	20.00%
	(n = 649)	36	9.00%	52	13.00%	83	20.80%
	40s	46	11.50%	35	8.80%	66	16.50%
	50s	30	7.50%	30	7.50%	75	18.80%
	60s	20	5.00%	14	3.50%	36	9.00%
	Total	150	37.50%	159	39.70%	340	85.00%

5. Results

5.1. Descriptive statistics

Among the US, Korea, and Japan, Japanese consumers showed significantly high evaluation and preferences toward their own country, which was in line with previous studies, indicating the tendency of high ethnocentrism among the Japanese. Moreover, we found interesting differences between the US and Korea. While there were no significant differences among the groups in terms of the COO perceptions of the US, the COO perceptions of South Korea were significantly different (see Table 2). KO-G evaluated South Korean products more highly than JP-G and EN-G. The same patterns were also observed in the frequency of purchasing and intention to purchase or visit (see Table 3).

Table 2. COO perceptions

	Japan					
	Perceived Quality	Cost Performance	High Technology	Innovativeness	Stylishness	Designness
JP-G	5.44	4.37	5.26	4.11	4.27	4.35
EN-G	5.57	4.53	5.43	3.93	4.14	4.21
KO-G	5.82	4.67	5.72	4.14	4.55	4.59
	US					
	Perceived Quality	Cost Performance	High Technology	Innovativeness	Stylishness	Designness
JP-G	3.98	3.93	4.28	4.61	4.45	4.47
EN-G	3.90	3.94	4.05	4.82	4.67	4.72
KO-G	3.90	4.11	4.16	4.71	4.79	4.70

South Korea						
	Perceived Quality	Cost Performance	High Technology	Innovativeness	Stylish	Design ness
JP-G	3.22	3.75	3.31	3.52	3.48	3.47
EN-G	2.93	3.72	3.12	3.32	3.26	3.26
KO-G	3.77	4.74	4.05	4.61	4.72	4.74

Table 3. Average of use/purchase intention frequency

US						
	Food/ Beverage/ Alcohol	Fashion	Cosmetics	Appliances	Cell Phones	Travelling (to culture-originated countries)
JP-G	3.59	3.27	2.68	3.38	4.01	4.50
EN-G	4.02	3.77	2.88	3.46	4.60	5.41
KO-G	3.65	3.19	2.84	3.39	4.28	5.20

South Korea						
	Food/ Beverage/ Alcohol	Fashion	Cosmetics	Appliances	Cell Phones	Travelling (to culture-originated countries)
JP-G	2.83	2.63	2.65	2.72	2.79	3.27
EN-G	2.76	2.30	2.39	2.48	2.53	3.17
KO-G	4.70	4.10	4.56	3.41	3.43	5.95

Japan						
	Food/ Beverage/ Alcohol	Fashion	Cosmetics	Appliances	Cell Phones	Travelling (to culture-originated countries)
JP-G	6.14	4.97	4.73	5.81	5.12	5.46
EN-G	6.24	5.11	4.78	6.00	4.79	4.94
KO-G	6.43	5.49	5.49	6.19	5.30	5.30

5.2. Exploratory and confirmatory factor analyses

Exploratory factor analyses (EFA), using principal components and promax rotation, were conducted on items for (1) AFCC and (2) Japanese EID separately for two groups: EN-G and KO-G.

After several EFA iterations, a four factors solution for AFCC emerged, retaining 18 out of the 26 items in both groups, accounting for 67% (EN-G) and 66% (KO-G) of the cumulative variances. Item-factor loadings were 0.58–0.96 for EN-G and 0.57–0.91 for KO-G, and no cross-loadings exceeded 0.27 and 0.19 in each group. All factors exhibited good reliabilities: openness to FCC (6 items, $\alpha = 0.93$ [En-G] / 0.93 [KO-G]); exposure to foreign marketing activities (5 items, $\alpha = 0.89$ [En-G] / 0.88 [KO-G]); self-identification with FCC (4 items, $\alpha = 0.91$ [En-G] / 0.93 [KO-G]); and foreign media usage (3 items, $\alpha = 0.80$ [En-G] / 0.77 [KO-G]).

Using AMOS, we tested the structure of the factors obtained from the EFA using confirmatory factor analyses. Three global statistics were utilized to evaluate the goodness-of-fit of the constructs: the adjusted chi-square test (χ^2/df), comparative fit index, and root mean squared error of approximation. The results are shown in Table 4.

Table 4. Confirmatory factor analyses of AFCC

Factor, item		AFCC(EN-G)		AFCC(KO-G)	
		Loading(EFA)		Loading(EFA)	
1. Cosmopolitanism(COS)			X ² (df)=397.2 9(129), p=.00,		X ² (df)=278.6 3(129), p=.00,
	I like to know more people from English-speaking countries (e.g., US, UK)/South Korea.	0.93	CFI=0.95, RMSEA=0.07	0.88	CFI=0.97, RMSEA=0.05
	I am interested in learning more about people who live in English-speaking countries (e.g., US, UK)/South Korea.	0.77		0.92	
	I enjoy being with people from English-speaking countries (e.g., US, UK)/South Korea to learn about their unique views and approaches.	0.87		0.9	
	I enjoy exchanging ideas with people from English-speaking countries (e.g., US, UK)/South Korea.	0.93		0.9	
	I like to observe people of English-speaking countries (e.g., US, UK)/South Korea to see the differences with them.	0.65		0.59	
	I find people from English-speaking countries (e.g., US, UK)/South Korea stimulating.	0.68		0.67	

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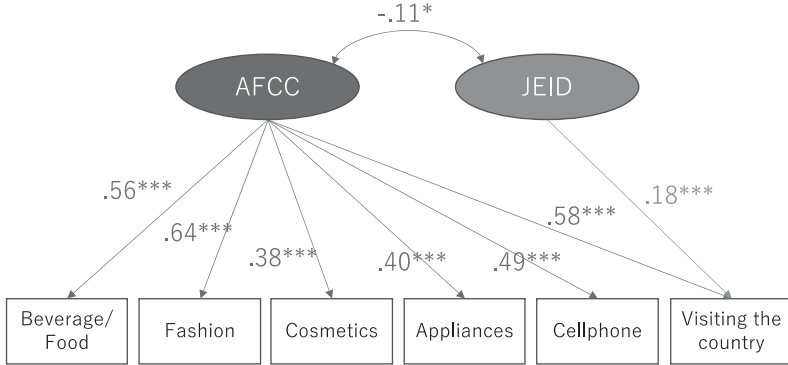
2. Exposure to marketing activities of MNC's(EXM)			
	Ads for products from English-speaking countries (e.g., US, UK)/South Korea are everywhere.	0.88	0.91
	It is quite common to see ads for products from English-speaking countries (e.g., US, UK)/South Korea in TV, newspapers and magazines.	0.74	0.7
	It is quite common to see ads for products from English-speaking countries (e.g., US, UK)/South Korea on the Internet and social networking services.	0.73	0.67
	When shopping, I am often exposed to products from English-speaking countries (e.g., US, UK)/South Korea.	0.85	0.79
	I know many brands from English-speaking countries (e.g., US, UK)/South Korea.	0.57	0.57
3. Foreign media exposuer(FME)			
	Many movies or TV dramas I like watching are from English-speaking countries (e.g., US, UK)/South Korea.	0.77	0.77
	I enjoy watching movies, TV dramas, or programs from English-speaking countries (e.g., US, UK)/South Korea.	0.86	0.83
	Some of my favorite actors/actresses are from English-speaking countries (e.g., US, UK)/South Korea.	0.63	0.6
4. Self-identification with foreign consumer culture(IC)			
	I like fashion from English-speaking countries (e.g., US, UK)/South Korea.	0.96	0.94
	The way that I dress is influenced by English-speaking countries (e.g., US, UK)/South Korea.	0.82	0.78
	I pay attention to the fashion or lifestyles in English-speaking countries (e.g., US, UK)/South Korea.	0.8	0.89
	I like reading informations about the fashion, décor, and trends in English-speaking countries (e.g., US, UK)/South Korea.	0.73	0.81

The same procedures were conducted for the EID. Consequently, there were three reliable factors that were slightly different from Cleveland et al. (2015). The first factor contained both indoctrinating/maintaining Japanese culture/values and pride/identification with and participation in Japanese culture, whereas Japanese media usage separated two factors: newspapers/magazines usage and TV usage. This suggested that Japanese EID had different facets depending on the specific media the individuals were mainly exposed to.

5.3. Hypotheses testing

Using AMOS 28, we tested the antecedent roles played by AFCC and JEID on the six categories. The model fit the data well.

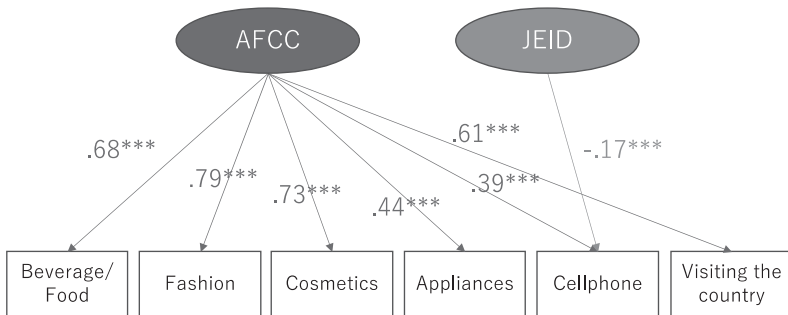
Figure 2. Structural equation model for EN-G



Note. $X^2(615) = 1474.17, p = 0.00$, comparative fit index = 0.91, root mean squared error of approximation = 0.06.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

Figure 3. Structural equation model for KO-G



Note. $X^2(614) = 1298.22, p = 0.00$, comparative fit index = 0.93, root mean squared error of approximation = 0.05.

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

According to the results, AFCC significantly influenced consumer behavior in all six categories in both EN-G and KO-G (all positive); therefore, H1 was supported. These results indicated the important role of AFCC in consumer behavior. Moreover, EID significantly and positively affected intentions to visit the US in EN-G, which contradicted H2. There was a negative impact on intentions to purchase cell phones in KO-G. Thus, H2 was only partly supported. In addition, there was a negative correlation in EN-G, partly supporting H3. These results indicated that the impact of EID and the relationship between AFCC and EID differed between acculturation contexts.

5.4. Cluster analyses

We ran a k-means cluster analysis to investigate the patterns of the relationship between AFCC and EID. By identifying four clusters through the factor scores of AFCC and EID, we found a similar typology to Berry (1997); however, there were some differences between EN-G and KO-G.

For EN-G, the largest cluster was constituted by people practicing integration ($n = 139$, 35%), with the highest mean levels of both AFCC and EID. The next largest cluster practiced separation ($n = 123$, 31%), showing higher mean levels of EID relative to AFCC. The third largest group was the marginals ($n = 84$, 21%), who reported the lowest scores in both AFCC and EID. Only 14% of respondents ($n = 54$) were part of the assimilation cluster, which was the smallest one. In this group, people had the highest AFCC score and lowest EID score, indicating that they preferred the English native culture more than the local culture and practiced a western lifestyle as much as possible in their daily lives.

For KO-G, we found a slightly different cluster structure. The largest cluster practiced integration ($n = 122$, 31%), with the highest EID score and a relatively high AFCC score, similar to EN-G. The second largest cluster practiced assimilation

(n = 117, 29%); respondents had the highest AFCC score and a relatively high EID score. The third largest cluster was marginals (n = 86, 21%), who had the lowest EID score and a relatively low AFCC score. The smallest group was the locals who practiced separation (n = 75, 19%); their AFCC score was the lowest, and their EID score was relatively low. Surprisingly, three of the four clusters had almost the same levels of EID scores, indicating that most respondents who consumed Korean pop culture maintained a high EID of their own. This finding differed from that of EN-G, indicating again that there might be different patterns in the combination of AFCC and EID that were only observed by introducing an alternative foreign culture besides the English native culture.

6. Discussion

6.1. Summary

This study extended the literature on consumer behavior in the context of the diversity of pop culture in the global market, which has not received sufficient attention in previous studies. We developed the AFCC concept based on AGCC to examine the impact of diverse cultures on consumer behavior.

The results demonstrated that US and Korean cultures influenced consumer behavior in all six categories, although Korean culture had a stronger impact than US culture. In the context of English native culture reception, EID had almost no negative influence and had a positive impact on Japanese consumers' intentions to travel to the US. Moreover, in the context of acculturation to Korean culture, EID had a negative impact only in the cell phone category. The impacts of AFCC and EID were complex and situational, varying across product categories and cultures.

The cluster analysis based on the AFCC and EID scores showed different patterns of acculturation. The results indicated that the impact of foreign consumer cultures was complicated and may differ between specific cultures, which requires

further discussion in the future.

6.2. Limitations and future research

This study had several limitations. First, there was an imbalance among different culture reception groups. The main target and users may differ across genres, characteristics, and historical and social environments of pop culture. For instance, in the case of popular music, young people usually comprise the main market, whereas women comprise the majority of audiences of TV dramas, particularly Korean romance (e.g., Kim & Wang, 2012; Teng & Chen, 2020; Whang et al., 2016). It is difficult to define whether consumer behavior was influenced by the characteristics of the genres or demographic traits of audiences. Therefore, age and gender perspectives should be considered in future studies. Second, the AFCC scale and its impact on consumer behavior, including culture exportation and reception, need to be examined in a cross-cultural context. Considering the current multi-directional culture transportation, more systematic comparative analyses, including reception in different locations and comparison with similar genre entertainment from other parts of east Asia, are required in the future (Huat & Iwabuchi, 2008; Iwabuchi, 2004).

Future research should explore the mechanism of multicultural reception and its impact on consumer behavior. Related research fields may provide useful perspectives and concepts. For instance, tourism studies have discussed the impact of pop culture on tourists' attitudes and behaviors (e.g., Beeton, 2006; Kim et al., 2009) by introducing concepts from media and cultural studies. Audience involvement, celebrity, perceived value, and psychological distance play important roles in tourists' decision-making and post-visit satisfaction (Jin & Kamata, 2022). Jin (2023) suggests that these concepts might be useful not only in tourism but also in a wide range of product and service categories by using qualitative data

from Asian consumers.

A comprehensive analytical framework and analysis of pop culture reception and consumer behavior in the multicultural era are required in the future. In addition, international comparisons from the perspectives of exporters and receivers of pop culture would provide a more systematic understanding of the impact of cultural diversity on consumer behavior in the era of multiculturalism. Such comparisons will also help make an original academic contribution and derive practical implications for international marketing strategies.

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