



Acculturation and purchase intentions among emigrants: an international analysis

Master degree in International Business

Tatiana Velgan

Leiria, November of 2021



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Dissertation developed under the supervision of Doctor Cátia Fernandes Crespo, professor at the School of Technology and Management of the Polytechnic Institute of Leiria

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We don't have to have roots. Some are birds, and some are trees. And we should not be questioning this. Let the trees be trees, but if you are a bird, just accept it.

Don't look for roots. Be happy wherever you go!

Turkish proverb

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Writing this dissertation was like riding a rollercoaster of mental stages, combining what seemed to be adrenaline, exultant, but ephemeral moments of inspiration, and lingering deserts of hardship and uncertainty. There were moments indeed in which every smallest encouragement or invitation for a coffee had its blissful effects and kept me going. This is the case of family, friends, and cat, who supported me sometimes without knowing they were – thank you!

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Tatiana Velgan,

November, 2021

Abstract

This study investigates the acculturation of Portuguese emigrants in Germany, France and the United Kingdom and the impact of it on their consumer behaviour, in the context of retail. Acculturation is an interchanged culture acquired on emigration into a different culture. It affects the behaviour of migrants as they adjust to the host culture and presents a difficulty for business researchers as they grapple with the consequence of drifts in consumer behaviours, purchasing intentions, cultural attributes, and significant shifts in the desire for certain products. As culture dictates the behaviour to consume things, sways the way people think, perceive, process, and construe information, it is natural to draw some conclusion that it has a significant impact also on businesses bottom line. To examine this, an online questionnaire was conducted to collect data from 2103 respondents from Germany, France, and the United Kingdom. The statistical analysis of the survey data was performed with partial least squares structural equation modelling (PLS-SEM). The results of this study have shown similarities in the acculturation of migrants after a certain duration of their stay, and the marked influence of it on their consumer behaviour in general when compared to that in the literature review. Therefore, the results of the survey indicate that both acculturation and the country of origin affect perceived quality and brand identification. Furthermore, our results evidence the influence of perceived quality and brand identification on consumer purchase intention. Hence, by answering the research question, the results contribute to the body of research on the effects of the country of origin and acculturation among emigrants' communities.

Keywords: acculturation; culture; purchase intention; country of origin; Portuguese emigration

Table of contents

Originality and Copyright	iii
Abstract	vi
List of Figures	ix
List of Tables.....	x
List of Graphs	xi
List of Abbreviations and Acronyms	xii
1.Introduction	1
1.1. Background	1
1.2. Scope of the Investigation	3
1.3. Contribution Proposed.....	4
1.4. Dissertation Structure	7
2. Literature Review	8
2.1 Definition of international emigration.....	8
2.2 Portuguese Emigration.....	10
2.3 The concept of acculturation	12
2.3.1 Consumer Acculturation.....	15
2.4 Ethnocentrism.....	15
2.5 Country of origin	16
2.6. Brand Identification	18
2.7. Perceived quality.....	19
2.8. Purchase Intention.....	20
3. Conceptual Model and Research Hypotheses	21

4.Methodology.....	28
4.1. Sampling Procedure	28
4.2. Questionnaire Development and Pre-Test	29
4.3. Measures.....	29
4.4. Common Method Bias.....	32
4.5. Non – response Bias	36
4.6. Sample Profile	37
5. Data Analysis.....	43
5.1 Descriptive Analysis	43
5.2. Validity and Reliability of the Measures and Structural Evaluation	45
5.2.1. Reliability of the Items	48
5.2.2. Convergent Validity	52
5.2.3. Discriminant Validity	53
5.2.4. Evaluation of the Structural Model	54
5.3 Results Evaluation	55
6. Discussion and Conclusion.....	59
6.1. Main Findings	59
6.2. Theoretical and Managerial Implications	60
6.3. Main Limitations and Suggestions for Future Research	62
Bibliographic References	65
Appendix A.....	82

List of Figures

Figure 1 – A framework for conceptualizing and studying acculturation.....	13
Figure 2 – Conceptual Model (Authors own construction)	26
Figure 3 – Reliability and validity of the model (German sample)	45
Figure 4 – Reliability and validity of the model (French sample)	46
Figure 5 – Reliability and validity of the model (United Kingdom sample)	46

List of Tables

Table 1 – International migration (1970 – 2019)	8
Table 2 – Entry of Portuguese into selected European countries (1990 – 2015)	9
Table 3 – Population born in Portugal living abroad (2018 or last available year)	10
Table 4 – Conceptual model hypotheses.....	20
Table 5 – Variables and its measures.....	29
Table 6 – Common method bias German Sample.....	31
Table 7 – Common method bias French Sample.....	33
Table 8 – Common method bias United Kingdom sample.....	34
Table 9 – Sample profile by gender Germany.....	36
Table 10 – Sample profile by gender France.....	38
Table 11 – Sample profile by gender United Kingdom.....	40
Table 12 – Descriptive statistical analysis of the construct.....	42
Table 13 – Reliability of items for the German sample.....	47
Table 14 – Reliability of items for the French sample.....	48
Table 15 – Reliability of items for the United Kingdom sample.....	50
Table 16 – Discriminant validity for the German sample.....	52
Table 17 – Discriminant validity for the French sample.....	52
Table 18 – Discriminant validity for the United Kingdom sample.....	53
Table 19 – Hypotheses verification for the German sample (two – tailed)	54
Table 20 – Hypotheses verification for the French sample (two – tailed)	55
Table 21 – Hypotheses verification for the United Kingdom sample (two – tailed)	56

List of Graphs

Graph 1 - Sample profile by age Germany.....	36
Graph 2 - How long have been emigrated Germany.....	37
Graph 3 - Level of education Germany.....	37
Graph 4 - Sample Profile by Age France.....	38
Graph 5 - How long have been emigrated France.....	39
Graph 6 - Level of education France.....	39

List of Abbreviations and Acronyms

AVE	Average Variance Extracted
PLS	Partial Least Squares
SEM	Structural Equations Modelling
UN	United Nations
UNDESA	Department of Economic and Social Affairs of the United Nations

1.Introduction

1.1. Background

“When in Rome, do as the Romans do”

Saint Ambrose

Migration has always played a special role in human history. It was the movements of huge masses of people in past eras that led to the formation of culture, racial, ethnic, and linguistic diversity of the modern world (Adler, et al., 2003; Pécoud, 2021). Nowadays, there are more migrants around the world than ever before (Badanta et al., 2021; Sam & Berry, 2016) and there is evidence of mass migration due to economic changes, natural disasters, wars, business ventures, religious freedom, and straightforward desires to self-select into other cultural environments (Pécoud, 2021). People who migrate frequently adapt to some extent to their new environments, and environments and existing cultures adapt to new migrants (Penaloza, 1994; Peñaloza & Gilly, 1999). Therefore, migrants are faced with adapting to newer cultures that are often very different from their home culture. Such groups have made substantial contributions to politics, society, and economics (Jamal et al., 2019; Sandikci, 2011).

The emigrants’ market is too large to be neglected by marketers. Therefore, investigating emigrants’ behaviour as consumers is an important research area in marketing (Wang, 2004). Seo et al. (2021) study reported that cultural variations have significant impacts on the way people see the world, and how those culture affects their behaviours. However, the relationship between culture and purchase intention is quite complex (Ogden et al., 2004). Henry’s study (1976) stated that culture has been accepted as an underlying determinant of many aspects of consumer behaviours. People with different cultural backgrounds may show different behaviour as consumers. For example, Asians prefer to have green tea for their breakfast instead of coffee. For Italians, coffee with milk is only at breakfast time. Thus, it is important to know how culture can influence the consumer’s perceptions of purchase intentions (Watanabe et al., 2019). Culture is a construct that describes the complex idea of

belief, behaviour, knowledge, sanctions, values, and goals that guide people's life – it is the things that people have, the things they do, and what they think (Herskovits, 1930; Hofstede, 1988).

When few cultures face each other within a country, acculturation will occur (Berry, 1997). There is evidence that acculturation is a complicated process and does not occur linearly in all contexts (Berry, 1997; Navas et al., 2005). The phenomenon of acculturation relates to the culture change that takes place because of the contact with other cultures, their people, groups, and environments (Berry, 2009a; Jamal et al., 2015). Acculturation is a predictive factor of purchase intentions as it was claimed in the study about halal meat purchase intention among Chinese Muslims (Ahmed & d'Astous, 2007). Ethnicity and other sub-populations have long been used to describe consumer behaviour (Jamal et al., 2015; Penaloza, 1994). Emigrants' purchasing decisions and intention in a host country are considered to be affected by their level of acculturation (Wamwara-Mbugua et al., 2008). There is the general expectation that migrants would acquire or be accustomed to certain characteristics or traits of their host cultures in their behaviour either consciously or unconsciously over the periods of their stay or residence (Badanta et al., 2021; Penaloza, 1994). Additionally, there is an expectation that with time, the process of acculturation will have a strong influence on the behaviour of migrants including the purchasing of products offered for consumption in the adopted cultures (Ashaduzzaman et al., 2021).

Although previous literature has explored the role of acculturation and their impact on consumer purchase intention, this question remains extremely complex (Badanta et al., 2021; Penaloza, 1994). The consumer's purchase intention can be predicted based on consumer attitudes towards a future purchase decision (Porter, 1974; Spears & Singh, 2004). Thus, the purchase behaviour towards foreign products instead of domestic ones had been analysed through the ethnocentrism of the consumer, product's quality and the purchase intentions (Parts & Vida, 2013). For instance, Purwanto (2014) stated that the ethnocentrism of the consumer has a positive influence in the perception of the quality of domestic products and their purchase intentions. Additionally, negative relationship between consumer ethnocentrism and the purchase intention of foreign products has been found by Xin & Seo (2020).

1.2. Scope of the Investigation

The purpose for this study is the interest to explore the question of the antecedents of consumer purchase intention, namely acculturation, country of origin, brand identification and perceived quality, considering the moderator role of ethnocentrism. The following quantitative study focuses on the German, French, and the United Kingdom markets within a cross-cultural comparison by conducting a survey that addresses Portuguese emigrants.

Previous studies suggest that a comparison between countries is helpful to get insights into the role of acculturation in the process of purchase intention among emigrants (Jamal et al., 2019; Moore et al., 2019; Penaloza, 1994). However, most of the existing topic-related academic research only collected data from one country (Ahmed & d'Astous, 2007; Ashaduzzaman et al., 2021; Badanta et al., 2021; Jamal et al., 2019; Penaloza, 1994; Xin & Seo, 2020). Therefore, studies among purchase intentions show differences among different cultures and respective purchase intentions (Das & Jebarajakirthy, 2020; Keller & Kotler, 2005; Luedicke, 2011; Wang et al., 2020; Watanabe et al., 2019).

These three countries were chosen for the analysis (Germany, United Kingdom and France) because they are countries with a great number of Portuguese emigrants in recent decades, with a tendency to grow (Pires et al., 2020; UNDESA, 2021; United Nations, 2020). According to the literature review, acculturation in these countries occurs in different ways for Portuguese emigrants, that is why it is extremely important to compare these three countries as, within the existing literature, no comparisons between these three cultures were verified (Das & Jebarajakirthy, 2020; Kumar et al., 2009; Penaloza, 1994; Seo et al., 2021; Wang et al., 2020).

1.3. Contribution Proposed

This study focused on acculturation among Portuguese emigrants in Germany, France, and United Kingdom, because it is an important theoretical as well as a practical issue for international marketing (Griffith et al., 2021; Samiee et al., 2021). Furthermore, this research brings new and pertinent contributions to scientific knowledge about the particularities and needs of the Portuguese emigrant population – particularly families in the context of the three countries mentioned above (Pires et al., 2020).

So far, academic studies on the relationship between acculturation and purchase intentions have been limited, which offers excellent opportunities for future research. The studies of Ashaduzzaman et al. (2021); Carpenter et al.(2013); Das & Jebarajakirthy (2020); Kumar et al. (2009); Luedicke (2015); Purwanto (2014); Sobol et al. (2018); Üstüner & Holt (2007); Wang et al. (2020) and Xin & Seo (2020), analyse acculturation, but place the focus of the investigation in only one country. Consequently in this line Ashaduzzaman et al. (2021) and Kumar et al., (2009) recommended that future studies of acculturation should examine and compare different countries, in order to conduct cross-cultural analysis.

Although previous studies have analysed the effects of acculturation and country of origin (e. g. : Badanta et al., 2021; Baltas & Argouslidis, 2007; Bao et al., 2011; Moore et al., 2019; Penaloza, 1994; Wang et al., 2020; Wang & Chen, 2016), the investigation of the effects of acculturation and country of origin on emigrants' perceived quality, brand identification and purchase intention has not been conducted in a single integrated conceptual model, and neither from a cross-cultural perspective.

Some studies have focused on the behaviour of emigrants outside their home country. Moore et al. (2019) focused on emigrants with different duration of staying in the host country and analysed the heterogeneity of this consumer group along the dimension of acculturation. Jamal et al. (2019) when analysing immigrants' purchase intentions in food, concluded that high levels of ethnic identity may not necessarily lead to positive responses from the targeted

consumers. However, although many studies approach acculturation, few-none use the variable of ethnocentrism as a moderator of the relationship between perceived quality and purchase intention, and neither of the relationship between brand identification and purchase intention (Kumar et al., 2009; Purwanto, 2014; Sobol et al., 2018; Wang, 2004; Xin & Seo, 2020).

Moreover, countries such as Germany, United Kingdom and France have been scarcely analysed in this area of investigation. In addition to the fact that no studies were found that specifically analyse the Portuguese population in these three countries. (e.g., Kumar et al., 2009; Penaloza, 1994; Seo et al., 2021; Sobol et al., 2018; Wang et al., 2020; Wang, 2004). Furthermore, Portugal is missing from the reviewed literature. Therefore, this study intends to bring relevance to this country which has not been considered by acculturation studies (e.g. Jimenez et al., 2013; Luedicke, 2011; Penaloza, 1994; Thompson & Tambyah, 1999; Wanninayake & Chovancova, 2012). Portugal, as one of the oldest nations in Europe and, traditionally, a country deeply marked by emigration, in the last hundred years, has seen a marked increase in numbers of emigrants and, in this way, has also been transforming itself into a multi-ethnic and multicultural community (Cepeda, 1995; Pires et al., 2020).

The increasing level of emigration over the years highlights the practical importance of research in the area of acculturation among emigrants and their purchasing habits (Badanta et al., 2021; Moore et al., 2019; Penaloza, 1994; Wang et al., 2020). This study provides several implications for practice directed at retail sector on how to develop and manage their future brand introduction into these markets (Malhotra, 2005). Managers of supply chains and supermarkets and marketers can benefit from this study by gaining new insights into emigrants communities' purchasing behaviours, with an international perspective, in order to choose an effective advertising strategy (Bankim, 2015; Grewal & Roggeveen, 2020; McDaniel & Gates, 2018). Moreover, the current study extends the findings of existing studies and can support future research. It is relevant to note that the following recommendations may also be applicable to other sectors, and also in other countries.

In 2019 (last available year) a high number of Portuguese emigrants in Germany were registered, 5,785 thousand, to add to those who are officially living in Germany, which are about 115,000 thousand (Observatório da emigração, 2020). In France, an additional 8,055 thousand entered in 2019, adding to those registered until 2019, which are around 603,600 thousand. France continues to be the country in the world with the highest Portuguese emigrant population (Observatório da emigração, 2020). In the United Kingdom, 24,593 emigrants were registered, in addition to the 165,000 thousand who already resided in the United Kingdom (Observatório da emigração, 2020). After analysing the number of Portuguese emigrants residing in these three countries, it was considered that it would be very relevant to address these markets, due to their potential for the introduction of Portuguese products. Despite the reduction of emigration flows due to the global pandemic (UNDESA, 2021), the rebound in European economy can restore and even surpass the pre-pandemic levels (European Commission, 2021), which will lead to an increase in emigration and its effects.

Taking all the recommendations and suggestions into account there is both an academic and practical need to better understand the role of emigrants as consumers in the countries where they live abroad. Therefore, the following study contributes to existing research by examining as antecedents of purchase intention among emigrants, country of origin, acculturation, perceived quality, brand identification, and ethnocentrism. Moreover, it offers deeper insights into the role of acculturation by examining its impact on perceived quality, brand identification and purchase intention.

1.4. Dissertation Structure

This study is structured in six chapters. The first chapter has the objective of introducing the framing of the subject under analysis. The second chapter presents the literature review under the investigated theme, to enable the understanding and contextualization of this study. In the third chapter we present the conceptual model and the formulation of research hypotheses. The research methodology is presented in the fourth chapter. The fifth chapter is constituted by the analysis of the results. The sixth chapter is composed of the conclusions of the study, as well as the discussion of the results, indications for future investigations and limitations of the present study.

2. Literature Review

This chapter intends to present a comprehensive review and analysis of emigrants' acculturation consequences on consumers' behaviour. We will start with a definition of international emigration and with a characterization of the Portuguese emigration along the years, followed by a literature review of consumer acculturation, consumer ethnocentrism and the country-of-origin effect. Afterwards, we explore the consequences of consumers' acculturation and the country-of-origin effect on consumers' behaviour, respectively on, brand identification, perceived quality, and purchase intention. The below-stated literature review will present a foundation for conducting this study and aims to assist in clarifying the main concepts and essential theories of our research.

2.1 Definition of international emigration

International emigration and mobility have been important factors in social evolution throughout human history (Gold & Nawyn, 2019). In the twenty-first century, the evidence of human mobility across international borders is more evident than ever before, and an unparalleled level of cross-border mobility has become one of the definitions of our globalized world (Castles, 2007). The economic, demographic, and political drivers of migration are powerful and continue to grow (Castles, 2014). According to the United Nations (2020) international migrants in 2019 comprised 3,5 % of the world's population, this refers to 272 million globally. The predicted number of international migrants has increased over the past five decades. As reported by the United Nations (2020) in 2019, the total estimated 272 million of the population living in a foreign country in 2019 was 119 million more than in 1990 (when it was 153 million), and three times up the estimated number in 1970 (84 million), observe table 1.

Table 1 - International migration (1970 – 2019)

Year	Number of emigrants	Migrants as a % of the world's population
1970	84,460,125	2.3%
1975	90,368,010	2.2%
1980	101,983,149	2.3%
1985	113,206,691	2.3%
1990	153,011,473	2.9%
1995	161,316,895	2.8%
2000	173,588,441	2.8%
2005	191,615,574	2.9%
2010	220,861,296	3.2%
2015	248,861,296	3.4%
2019	271,642,105	3.5%

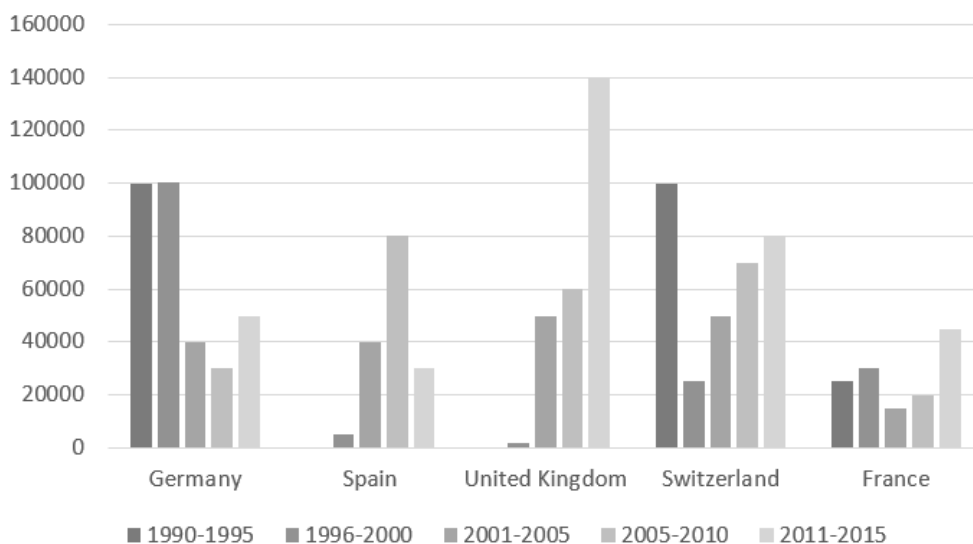
Source: Adapted from United Nations World Migration Report 2020

According to UNDESA (2021) preceding to the disruptions to migration flows caused by the COVID-19 pandemic in 2020, the number of international migrants had grown strongly over the past two decades. It is estimated that the number of persons living outside of their country of origin reached 281 million in 2020, roughly equal to the size of the entire population of Indonesia, the world's fourth most populous country. While it is too soon to understand the full extent of the impact of the COVID-19 pandemic on migration trends, the pandemic may have reduced the number of international migrants by around 2 million globally by mid-2020, corresponding to a decrease of around 27 percent in the growth expected from July 2019 to June 2020. In terms of the regional distribution of where migrants live, Europe was home to the largest number of international migrants in the world in 2020: 87 million. Northern America hosted the second largest number of migrants, a total of nearly 59 million; followed by Northern Africa and Western Asia, with nearly 50 million.

2.2 Portuguese Emigration

Since the mid-XIX century, Portugal has been a country of emigration. In the long history of Portuguese emigration, we can identify several different phases and interruption periods as well as various relationships with the most recent ones, and less lasting, emigration dynamics. The analysis of Portuguese emigration, registered during the last decades, has undergone more significant changes in terms of volume and destinations (Pires et al., 2020). Portuguese emigration has been constant since World War II, and although with varying intensity, the first peak was registered in the late 1960s, early 1970s. The reason for this exit was the search for better life conditions, directed mainly to France and Germany (Cepeda, 1995). After a short decline, Revolution in 1974, it grew again gradually and continuously, albeit at much lower levels than previously, because of Portugal's integration into the European Union in 1986 (Pires et al., 2020). After that, the main destinations has become Switzerland (Góis & Marques, 2014) followed by Germany, in the years of reconstruction that followed the fall of the Berlin Wall, with a peak in 1996 (Candeias, 2017). Since the 2000s, the main European destinations of Portuguese emigration include also Spain (Pinho & Pires, 2013), France and the United Kingdom (Góis & Marques, 2014). The data presented in Table 2 summarizes the evolution of Portuguese emigration to selected destinations in Europe from 1990 until 2015.

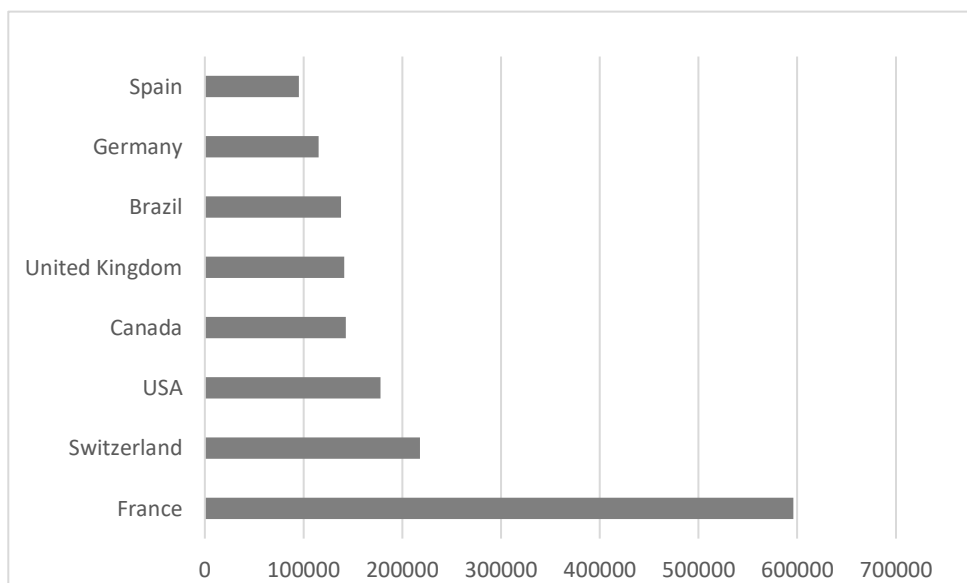
Table 2 - Entry of Portuguese into selected European countries (1990-2015)



Source: Adapted from Góis & Marques (2018)

According to the last report about general statistics from the United Nations (2020) Portugal was the country of the European Union with more emigrants in proportion to the resident population. The number of Portuguese emigrants exceeds two million, which means that more than 21.9% of Portuguese people live outside the country in which they were born. The percentage of Portuguese living in Europe went from 53% in 1990 to 62% in 2015 and 66% in 2017, according to United Nations estimates already mentioned. The Observatório da emigração (2020) evidences that France continues to be the country in the world where most emigrants from Portugal live (603 thousand in 2019), followed by Switzerland (214 thousand in 2019), the United Kingdom (165 thousand, in 2019), Germany (114 thousand, in 2019) and Spain (94 thousand, in 2019).

Table 3 - Population born in Portugal living abroad (2019 or last available year)



Source: Adapted from Observatório da emigração, (2020)

A finer analysis of the data also shows that the distribution of Portuguese emigrants by gender is very balanced (51% of men and 49% of women), the vast majority are people between 25 and 64 years old, with the number of emigrants over the age of 65 rising from 9% in 2001 to 17% in 2011. On average, these migrants' stay lasts more than ten years (81%). The level of education has also been increasing, while in 2001, 6% of emigrants had higher education, this level increased to 11% according to the censuses of 5 years ago. The largest share, however, is of emigrants with Basic Education.

Although more than 60% have a regular job, 32% are inactive (Observatório da emigração, 2020). United Nations estimates suggest that there are 243 million international migrants, corresponding to 3.3% of the world population, the highest value since that international organization publishes estimates on international migration by country. Of this total, 2.3 million are Portuguese. The percentage of Portuguese emigrants (0.9% of the total) is seven times higher than the weight of the population of Portugal in the total world population (0.14%) (Pires et al., 2020).

2.3 The concept of acculturation

The concept of acculturation is characterised as a dual process of cultural and physiological change that takes place due to the interaction between two or more cultural groups and their members (Berry, 2008; Luedicke, 2015; Penaloza, 1994). Waves of global immigration are partly responsible for the complexity of domestic markets. The contact of emigrants with the host culture causes the process of cultural transformation and adaptation, which in turn affects their daily life (Berry et al., 1996). Such intercultural contact influences a huge range of social, psychological, and biological processes (Bornstein, 2017). Although acculturation can be bilateral, acculturation affects minority groups more than host groups (Berry et al., 1996). Psychological changes contain alterations in individuals' attitudes toward the acculturation process, their cultural identities, and their social behaviours with the groups in contact (Phinney, 2004).

However, individual-level acculturation is frequently viewed as a common phenomenon: "Although there are substantial variations in the circumstances of the cultural groups that experience acculturation, the psychological processes that operate during acculturation are essentially the same for all the groups" (Berry et al., 1996). Although this point of view acknowledges that context can influence immigrants' acculturation, it identifies common fundamental psychological processes during acculturation, thus allowing for comparisons across cultural communities (Berry, 2009b; Rudmin, 2009).

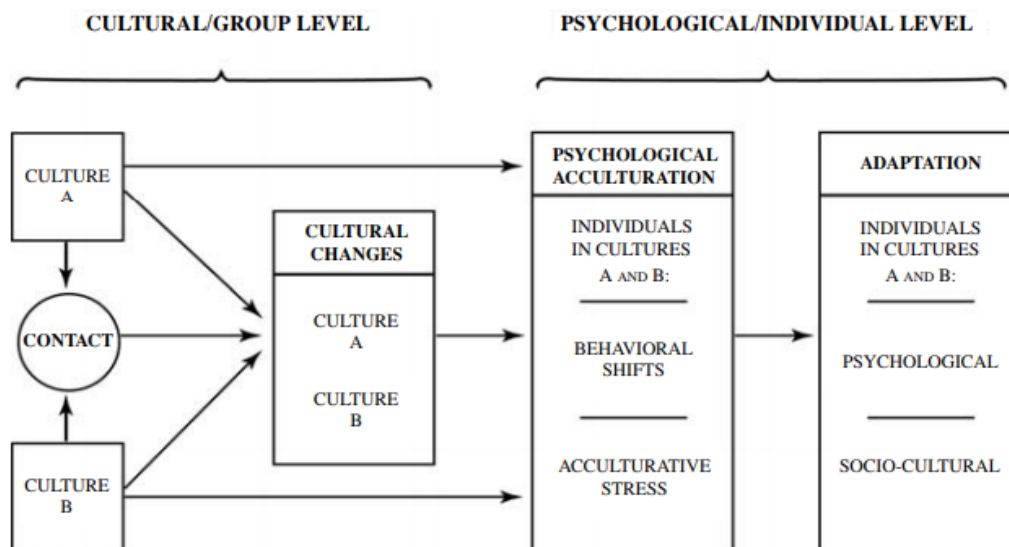
Within acculturation, there are two theories uni-dimensional and bi-dimensional that investigate and describe immigrants' adaptation to host cultures attitudinally and behaviourally. The two diverge in their conceptualization of the dynamic contrast between individuals' original culture and the predominant cultural environment, the host culture. Uni-dimensional types see acculturation as a linear process whereby individuals become accustomed to the host culture while at the same time separating from their original culture (De Snyder, 1987). This viewpoint illustrates acculturation as a change along a bipolar range with a midpoint that usually indicates biculturalism (Keefe et al., 1987; Phinney, 2004). Allegiance to the culture of origin and engagement in the dominant culture are viewed as opposites (Cabassa, 2003; Cuellar et al., 1995). Therefore, as individuals move along the acculturation range toward the dominant culture, they suffer the loss of aspects of their original culture.

Uni-dimensional conceptualizations have been censured for several weaknesses. First, they are simplistic and neglect to understand that in current multicultural societies, embracing the host culture does not necessarily necessitate a loss of original culture characteristics (Laroche et al., 2005). In the same way, uni-dimensional models fail to understand the complexity of cultural development that allows two cultures to co-exist within individuals (Cabassa, 2003). Theoretically, such models create measurement difficulties because the original and the host cultures are viewed as interdependent instead of orthogonal dimensions, and their scales fail to capture how individuals intermingle with both cultures as they process acculturation (Cabassa, 2003; Cuellar et al., 1995).

In the bidimensional conceptualization of acculturation, original and host cultures as independent, have appeared as an option. That clarified the process as the dynamic continuation of the original culture (i.e., ethnic identification) and at the same time adaptation to the host culture (i.e., acculturation) (Berry, 1997; Cuellar et al., 1995). Cultural maintenance includes the extent to which individuals maintain characteristics of the original culture and ranges from strong loyalty to the culture of origin to a total reluctance to maintain it. Adaptation requires the level of contact and participation of individuals with the host culture (Berry, 1997) and ranges from complete participation and adaptation to the host

culture to complete rejection of its values, attitudes, and behaviours. The two dimensions permit individuals to develop preferences to both cultures and capture the experiences and challenges that are built into the process of cultural transformation more efficiently (Berry, 1997).

In the literature, the research conducted by Berry (2003) proposed a framework for the process of acculturation. This framework defends that the acculturation process needs to be understood both at a cultural/group level and at a psychological/individual level. Figure 1 demonstrates this acculturation framework, which outlines the key phenomena that need to be explored. At the cultural and group level, there are two original culture groups, labelled culture A and culture B. The framework suggests that the interaction between the two cultural groups results in cultural changes, depending on the type of change that happens during acculturation, i.e., assimilation, integration, separation, and marginalisation. The cultural changes can be minor or considerable and can range from being straightforwardly accomplished to being a source of major cultural disruption and take the form of behavioural shifts and acculturative stress. These changes, in the end, lead to socio-cultural and psychological transformation. There are several factors that can affect how an individual goes through the process of acculturation (Berry, 2003; Krist et al., 2021).



Source: Acculturation Framework (Berry, 2003)

Figure 1 - A framework for conceptualizing and studying acculturation

2.3.1 Consumer Acculturation

In the context of consumption, consumer acculturation is defined as “the general process of movement and adaptation to the consumer cultural environment in one country by persons from another country” (Penaloza, 1994). Consequently, consumer acculturation is the complete process of movement and adaptation to the consumer cultural environment in one country by individuals from another country and the consequent impact on their purchase behaviour (Penaloza, 1994). Emigrants absorb motivations, behaviours, values, and attitudes which are related to consumption from the host culture and integrate them with their original or minority culture. More specifically, Penaloza (1994) highlights the importance of cultural adaptation in the areas of consumer behaviour and marketing strategies.

When consumers move to a new society, the host culture may inevitably request new shopping incentives and behaviours (Luedicke, 2011; Penaloza, 1994). Nevertheless, this is a complex process as consumers are torn between the desires for familiar products, and the need to embrace the lifestyle of the new community (Thompson & Tambyah, 1999). Consequently, as these foreigners move to a new country, the host cultural values and purchasing behaviour and motivations may also be impacted by the other culture, which may cause the host culture to change and offer opportunities for new ideas and products (Jimenez et al., 2013).

2.4 Ethnocentrism

The concept of ethnocentrism was first introduced into the literature in 1906 by Sumner (Neuliep et al., 2005). He defined ethnocentrism as “a view in which one’s group is the centre of everything and all others are scaled and rated about it” (Permatasari, 2019). The term of ethnocentrism was associated with people who would associate inside their circle, while distancing themselves from accepting other groups (Boshoff et al., 2017). Ethnocentrism frequently serves the socially useful function of encouraging cohesion and

solidarity between group members; however, it can also cause such attitudes as superiority, intolerance, and look down on those with other cultures and lifestyles. (Buzmic, 2019) stated that ethnocentrism represents the universal predisposition to see an individual's own group as the centre of the universe, thus rejecting those individuals who are culturally different and blindly accepting those who are culturally similar. The social identity theory argues that social identities, in the form of categories, such as nationality, religion, gender, profession, among others, constitute important parts in the formation of the self-concept because it is through them that people perceive themselves and perceive the world around them (Schweig, 2010). According to this theory, in general, people have a greater propensity and desire to build a positive identity for themselves and that can be manifested through their identification with various groups (Tajfel, 1981).

Thus, ethnocentrism includes both cognition and affection, it is not just a question of discernment or intellectual reasoning, because it involves so much positive as negative emotions (Kam & Kinder, 2007). Due to this, ethnocentric consumers believe that imported products will damage the domestic economy and labour force and cause unemployment. Ethnocentric consumers believe that people who love their country and nation should purchase domestic products, and that purchasing foreign products is not right, and contradicts nationalism (Balabanis & Diamantopoulos, 2004; Huang et al., 2008; Shimp & Sharma, 1987; Yen, 2018). Consequently, ethnocentrism can be perceived as an individual tendency to see products manufactured locally as being superior and as the belief that it is not very patriotic and even immoral to buy foreign products because of future consequences (Yen, 2018).

2.5 Country of origin

The concept of country origin was first defined by Nagashima (1970) as “the image, reputation and stereotype that entrepreneurs and consumers associate with products from a specific country”. For this author, the country's image comes from the image of its representative products, national characteristics, the country's economic and political past

and its history and traditions. This concept is based on the idea that people have stereotyped beliefs about people and countries and consequently about products manufactured in these countries (Schweig & Silveira, 2010). Therefore, the country's image translates a mental representation of consumers in relation to a country and its people (Batra et al., 2000). According to (Roth & Romeo, 1992), the country's image is the common perception that consumers form about the products of a specific country. These authors argue that this general perception is based on previous perceptions regarding products of a country and the strengths and weaknesses of the marketing strategy used. (Martin & Eroglu, 1993) proposed a new definition of the country's image, with the set of descriptive, deduced, and informative opinions, that a person has about a particular country.

Gürhan-Canli & Maheswaran (2000) consider that the country-of-origin effect refers to the extent to which the evaluation of a product is affected by its manufacturing location. For (Kotler & Gertner, 2002) this concept refers to the result of the beliefs and impressions that people have about a country. As the authors refer “the image of a country results from its geography, history, proclamations, art and music, famous citizens and other characteristics” (Kotler & Gertner, 2002). According to (Lu et al., 2012) , the country image can be defined as the set of associations and information related to a location. This is the mental representation of country image in consumer associations in relation to a country and its people. According to Eddleston et al. (2019), the country of origin is a positive (or negative) product attribute that influences judgment.

Many countries become known as experts in certain product categories or have a certain image associated to specific product categories. Choosing brands with strong national connections may reflect a deliberate decision to maximize the product's usefulness and to communicate an image based on what the consumer believes about the country's products (Keller, 1998).

2.6. Brand Identification

According to social identity theory, to improve their self-esteem and define their position in the society, individuals classify themselves into various categories representing social referents through assimilation (Bergami & Bagozzi, 2000). The concept of identification is taken from social identity and organizational identification theory. Each person distinguishes a state of thinking, perceiving and appraising his or her belongingness with a brand (Lam et al., 2013; Donovan et al., 2004).

Consumers prefer products and brands, not only for their functional values, but also for their symbolic advantages. Brands possess deep meaning (McCracken, 1989) and serve to build consumers' self-concept or identities. Consumers use brands to construct themselves, present themselves to others or achieve their identity goals (Escalas & Bettman, 2003). Kuenzel & Halliday (2010) claimed that the concept of brand identification is based on social identity theory, which has been employed widely in other disciplines. Identification grounded on social identity theory is a core of perception of oneness with a different group of persons.

Brands have deep meaning and provide to develop consumers' self-concept or identities (Albert & Merunka, 2013). Brewer (1991) defended that brand identification fulfils the need for social identity and self-identification. Consumers with a stronger brand identification are more predisposed to connect to pro-brand activities, such as helping the company goals, protecting its status, supporting its products and brand loyalty (Bhattacharya & Sen, 2003). However, consumer-brand identification is described as the individual's sense of similarity with a specific brand and demonstrate and develops consumers identity (Tuškej et al., 2013). Consequently, brand identification refers to the extent to which a customer relates to brand image (Bagozzi & Dholakia, 2006; Bergkvist & Bech-Larsen, 2010). In a related study, Park et al., (2010) reported a positive relationship between brand identification and purchase intention, and then affirm a crucial relevance for a consumer purchase decision.

2.7. Perceived quality

Researchers distinguish perceived quality as a cognitive response to a product which influences purchase intention (Kumar et al., 2009). Perceived quality is defined as “consumer judgments of overall excellence or superiority of a product” (Zeithaml, 1988), and following Snoj, (2013) perceived quality results from the comparison of consumer expectations with the real performance of a brand or product. The main role of perceived quality in persuading consumer purchase decision in the store brands’ context is well supported, being considered as one of the most important factors in the explanation of the purchase intention (Baltas & Argouslidis, 2007; Bao et al., 2011).

Moreover, Aaker (1991) also defends that perceived quality reflects upon “the customer’s perception of the overall quality or superiority of a product or service regarding its intended purpose relative to alternatives”. Additionally, an individual’s perception of quality will differ depending on a number of factors such as the moment in which they obtain the information or data defining the features of the product, or the place where the acquisition is made, or the goods expended (Fandos & Flavián, 2006). Perceived quality can consequently be understood as the subjective valuation that consumers make about a brand, about a product or about the performance of both (Yen, 2018). Papista & Dimitriadis (2012) found that consumer self-expressiveness resulted in brand relationship quality through brand identification.

Moreover, perceived quality is a perceptive aspect that affects customer purchasing behaviour (Kumar et al., 2009). Frank et al. (2014) defend that consumers evaluate several intrinsic and extrinsic cues (Aqueveque, 2006; Jang & Namkung, 2009), to infer the real quality of the product (Di Vita et al., 2019). Therefore, (Wood & Scheer, 1996) found that perceived quality acts as an antecedent of purchase intention. As defended by Wang & Chen (2016), an individual’s perceptions of product value are indicative of a trade-off among the perceived quality of the product associated with the perceived expense due to the price that is paid.

2.8. Purchase Intention

In the scope of the purchase decision-making process, Porter (1974) points out the existence of a moment when the consumer is considering purchasing a product or anticipating purchase: it is at this stage that it becomes possible to identify the purchase intentions of the consumer. According to (Spears & Singh, 2004) the purchase intention can be considered as a personal tendency of consumer action on brands and results from motivation, planning and conscious effort of each individual to adopt a certain behaviour, in this case, while buying a particular brand. However, the action to be taken, or purchase decision, is influenced and determined by several variables and will depend on the role agent in the purchase decision process (Percy & Rossiter, 1997).

For Pope & Voges (2000) the purchase intention can derive from two predominant influences: the first, a positive attitude towards the brand and the second, familiarity with the brand, which has to do with the brand awareness and/or its previous use. However, it is in the time gap between the purchase intention and the actual purchase that resides much of the unpredictability of consumer behaviour, since there are several imbalances and influences to interfere in the purchase decision process, but also because the relationship between intentions and actions is naturally imperfect, due to the emotionality associated to the individual's decision (Percy & Rossiter, 1997). As such, both the purchase intention and the attitude towards an object in isolation cannot constitute a reliable basis for the prediction of purchasing behaviours, since the behaviour of actual purchase at a given time is, in a way, unpredictable (Solér, 1996). Similarly, Chandon et al., (2005) refer that predicting consumption behaviours based on intentions remains questionable, since the observed behaviour often differs from the behaviour planned. In an approach to the process Keller & Kotler (2005) state that, before making a purchase, the consumer evaluates different alternatives at his disposal, estimating the attributes that differentiate the brands with a similar offer and thus formulating a purchase intention according to the number of recognized attributes. For instance, when the quality of the product is high, the consumer purchase intention increases significantly (Baltas & Argouslidis, 2007; Bao et al., 2011).

3. Conceptual Model and Research Hypotheses

The conceptual model developed aims to analyse the influence of acculturation, country of origin, brand identification, perceived quality, and ethnocentrism on purchase intention among Portuguese emigrants living in Germany, France, and United Kingdom. The present chapter will present our conceptual model and develop a theoretical justification for the hypothesis's formulation.

Table 4 - Conceptual Model Hypotheses

Hypotheses	
H1	<i>Country of origin is positively related to perceived quality</i>
H2	<i>Country of origin is positively related to brand identification</i>
H3	<i>Acculturation has a negative influence on perceived quality</i>
H4	<i>Acculturation has a negative influence on brand identification</i>
H5	<i>Perceived quality has a positive influence on purchase intention</i>
H6	<i>Brand identification has a positive influence on purchase intention</i>
H7	<i>Consumer ethnocentrism positively moderates the relationship between the perceived quality and the purchase intention</i>
H8	<i>Consumer ethnocentrism positively moderates the relationship between brand identification and the purchase intention</i>

The effect of country of origin on perceived quality

Numerous researches have emphasized the positive effects that country of origin confers to products, such as perceived quality (Thakor & Lavack, 2003), largely influencing the evaluation of foreign products in terms of quality (O'Cass & Lim, 2002). Country image is normally defined as “the general perception of consumers for the quality of products made in the given country” (Han, 1989).

For instance, France has a positive image when it comes to wine, fashion, or perfumes. Country images of France contain favourable associations, being therefore relevant which associations are activated in relation to a specific product or product category (Morgan et al., 2004). Consequently, buyers use country of origin as an indicator of a product's quality (Lee & Lee, 2009) and therefore, the country-of-origin plays a strong difference on quality perception (Mohd et al., 2007). Thus, considering the perceptions of Portuguese emigrants regarding the Portuguese country of origin and Portuguese products perceived quality, the following hypothesis is proposed:

Hypothesis 1: *Country of origin is positively related to perceived quality*

The influence of country of origin on brand identification

The country of origin image is applied in researches to explain the precise aspects of the country affecting customers' perceptions and attitudes towards products of a certain a country (Nagashima, 1970). When consumers recognize that the product is of a particular brand, they tend to emphasize the country image of this brand (Mohd et al., 2007). The study of Diamantopoulos et al. (2011) showed that the country of origin image positively affects brand identification. It could be understood that when customers recognize the product belonging to a specific brand, they tend to emphasize the product's country-of-origin. For example, though Nikes shoes are manufactured in many countries, they are also considered as an American product (Hamzaoui-Essoussi et al., 2011). Consequently, considering the perceptions of Portuguese emigrants regarding the Portuguese country of origin and the Portuguese products brand identification, the following hypothesis is proposed:

Hypothesis 2: *Country of origin is positively related to brand identification*

The influence of acculturation on perceived quality

The acculturation process is influenced by characteristics of the new society such as a host culture, a set of social controls, and acculturation pressure (Berry, 2009b). In the study of Keller & Kotler (2005) it was explained that the perception of the suitability of similar products can vary because of the differences in needs and culture.

Past research has shown that culture and lifestyles of consumers can have significant influences on the perceived quality of the product (Holbrook & Coffman, 1985; Das & Jebarajakirthy, 2020). Consumers who want to identify with the new culture may show an elevated consumption of host country products to help them to be recognized as members of the host society (Sunkyu Jun & Gentry, 1993).

Due of this, emigrants with elevated levels of acculturation tend to lose the habits and customs of their country of origin (Luedicke, 2011; Üstüner & Holt, 2007; Wang et al., 2020) and the perceived quality of the domestic products can decrease significantly (Lam et al., 2013) Consequently, considering the Portuguese emigrants acculturation levels in the host country and the Portuguese products perceived quality perceptions the following hypothesis is proposed:

Hypothesis 3: *Acculturation has a negative influence on perceived quality*

The influence of acculturation on brand identification

Several acculturations studies are based on the socialisation point of view and emphasize the process of consumer acculturation itself (Khare et al., 2019; Lindridge et al., 2004). Other studies analyse identity formation through acculturation (Sobol et al., 2018). While situational ethnicity emphasizes the role of the socialisation process, identity formation and felt ethnicity. The brand identification which people choose is one expression of their consumer behaviour (Chattaraman, et al., 2010). Brands can summarize both tangible and

intangible elements of a product, indicating how a consumer wants to be perceived and why (Siamagka & Balabanis, 2015). According to Maldonado & Tansuhaj, (2002) brand identifications are a result of socialisation because they are linked with the social approval process. A person seeks to behave in accordance with their role in society and is more likely to choose brands, which identify them as conforming to these roles. The character reference groups they use, which are defined by the socialisation process and by their acculturation category also influence their brand identification. Therefore, considering the Portuguese emigrants acculturation levels in the host country and the Portuguese products brand identification perceptions the following hypothesis is formed:

Hypothesis 4: *Acculturation has a negative influence on brand identification*

The influence of perceived quality on purchase intention

The consumers assign different ratings to each product, intentions capture the motivational factors that influence behaviour, and as such, the intention to assume certain behaviour is found in the possibility of that behaviour to occur, the decision to purchase product (Kevin Lane Keller & Kotler, 2005).

It is argued that the concept of purchase intention and perceived quality are highly connected. According to (Baltas & Argouslidis, 2007; Bao et al., 2011) perceived quality is favourably related to purchase intention. Saleem et al., (2015) investigate this issue profoundly and conclude in their research that the product perceived quality directly influences the purchase intention because customers have some insights about the product quality, value, and styles before going to purchase the product. Therefore, we propose that:

Hypothesis 5: *Perceived quality has a positive influence on purchase intention*

The influence of brand identification on purchase intention

One key consequence of the development of strong ties between consumers and products is the establishment of consumer–brand identification (Du et al., 2007), which can be defined as the individual consumer’s insight of the similarity between the brand and the consumer (Bagozzi & Dholakia, 2006; Bergami & Bagozzi P., 2000; Stokburger-Sauer et al., 2012; Tuškej et al., 2013). The origins of brand identification lie in research into social identification that establishes that individuals have a necessity to differentiate themselves from others in different social contexts, with the result that they tend to dynamically link themselves with those groups with features that they value and identify with their self-concept (Papista & Dimitriadis, 2012). In this sense, those consumers who consider that a brand has distinctive features like business values, culture, quality, strategy, consumer orientation, that are of value to them perceive the company as a reference that they can identify with, and due of this factor the purchase intention can significantly increase. (Bagozzi & Dholakia, 2006; Park et al., 2013). Thus:

Hypothesis 6: *Brand identification has a positive influence on purchase intention*

The moderating effect of consumer ethnocentrism on the relationship between perceived quality and purchase intention

Consumer ethnocentrism emphasizes the responsibility and morality associated to the purchase of foreign-made products and the faithfulness of consumers to products manufactured in their home country (Shimp & Sharma, 1987). Sharma, (2015) defends that consumer ethnocentrism might result in an overvaluation of the qualities and overall quality of domestic products and an underestimation of the quality of foreign products. This is one of the reasons that is able to affect the consumer’s decision of whether to purchase a domestic or foreign product (Silili & Karunarathna, 2014). The conceptual phenomenon of ethnocentrism leads to making purchasing decisions that do not only depend on price and quality but also depend on the criterion of where the product comes from (Balabanis & Diamantopoulos, 2004; Garmatjuk & Parts, 2015; Shimp & Sharma, 1987).

Earlier researchers concluded that highly ethnocentric consumers tend to buy a locally made goods over a foreign product (Jiménez & San Martín, 2010). Lantz & Loeb, (1996) found that extremely ethnocentric consumers, in parallel to individuals with low levels of consumer ethnocentrism, have more advantageous attitudes toward products from culturally similar countries, as from their own country of origin. Based on those findings, and considering the Portuguese emigrants ethnocentrism levels and their attitudes towards Portuguese products, the following hypothesis is formed:

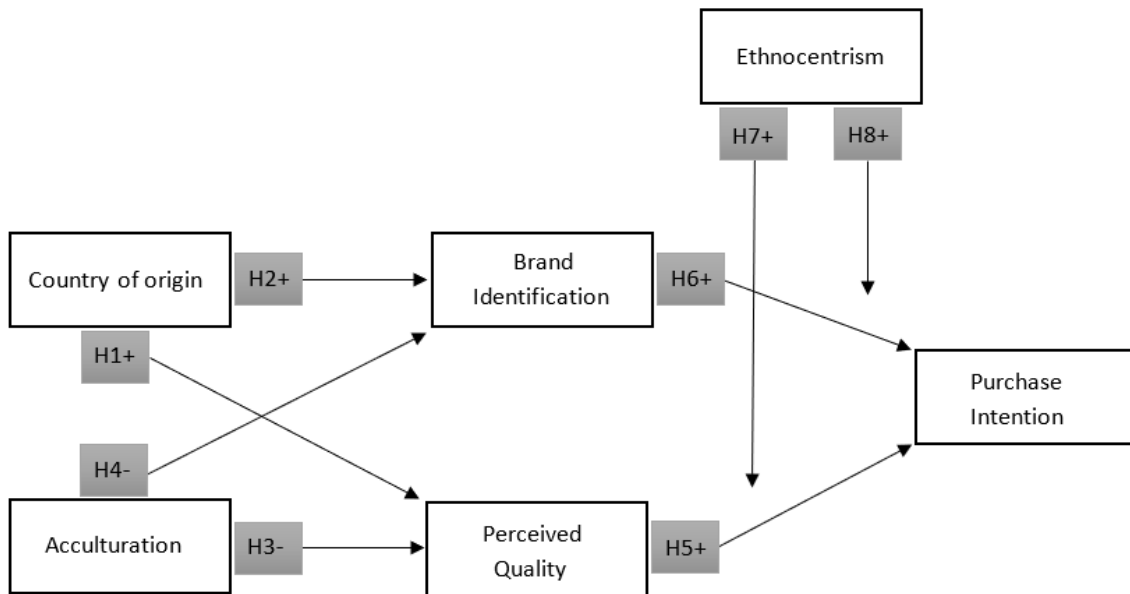
Hypothesis 7: *Consumer ethnocentrism positively moderates the relationship between the perceived quality and the purchase intention*

The moderating effect of consumer ethnocentrism on the relationship between brand identification and purchase intention

The consumer ethnocentrism could be driven by other factors that could include brand identification (Balabanis & Siamagkanes, 2017) and purchase intention (Bagozzi & Dholakia, 2006). Jianlin et al., (2010) revealed that ethnocentrism affects consumer's attitudes toward domestic products. Schiffman et al., (2014) argued that brand motivations directly affected the cognitive component of attitudes and developed strong beliefs in consumers regarding the quality of products. Therefore, it can be assumed that the ethnocentric appeals of domestic brands may favourably influence the cognitive aspects of attitudes (Wanninayake & Chovancova, 2012). Therefore, more ethnocentric customers have a high internal motivation to search for domestic brands in a host marketplace (Wanninayake & Chovancova, 2012). Hence, considering the Portuguese emigrants ethnocentrism levels and their attitudes towards Portuguese products, the following hypothesis is proposed:

Hypothesis 8: *Consumer ethnocentrism positively moderates the relationship between brand identification and the purchase intention*

The hypotheses above mention are schematically represented in the figure below:



Source: The author

Figure 2 - Conceptual Model

4. Methodology

This chapter is intended to present the methodology used to respond to the research objective and to describe how the investigation was conducted. The characteristics of the population of the survey will be detailed, as well as the mechanism to analyse the results. The quantitative method is considered appropriate to this study.

4.1. Sampling Procedure

The data was collected through self-administered questionnaires, using Google Forms during the period from January 2021 to February 2021. The survey was created in Portuguese since it is addressed to Portuguese emigrants living in Germany, France, and the United Kingdom, (the markets that are relevant for the study).

The survey was launched only on Facebook in Facebook groups like “Portuguese in Germany” (*Portugueses na Alemanha*), “Portuguese in the United Kingdom” (*Portugueses no Reino Unido*) and “Portuguese in France” (*Portugueses em França*). The reach was gained due to the creation of regular posts on these groups and to the sharing between Portuguese participants on these groups.

The survey included all the variables relevant to the research question, regarding the influence of country of origin, acculturation, brand identification and perceived quality on purchase intention, considering ethnocentrism as a moderator effect. The variables were identified during the literature review and are measured according to scales previously used and validated in scientific studies.

We collected a total of 2103 responses, respectively 619 answers from Germany as a host country, 522 answers from France and 962 answers from the United Kingdom.

4.2. Questionnaire Development and Pre-Test

The questionnaire was created and adapted to our research topic based on existing scales, formerly established, and verified through statistical and scientific studies. We used five-point Likert Scales (1 – Strongly Disagree; 2 – Disagree; 3 – “Neither agree nor disagree; 4 – Agree; 5 – Strongly Agree) to ease the understanding of the consumers who answered the survey. Besides the main questions of the survey, the consumers were asked for minimal personal information to provide the sample characterization, such as: gender, age, degree of education, how long have been emigrating and occupation.

The pre-test was conducted with a sample of 20 users to test the understanding of the queries and responses, and the overall significance of the survey. The respondents recommended some small modifications to improve the understanding of questions.

Furthermore, the division of questions per several parts was done to make it easier for the respondent to focus. The questionnaire consisted of eight sections addressing the following: (1) ethnocentrism, (2) country of origin, (3) brand identification, (4) quality perception, (5) brand equity, (6) purchase intention, (7) acculturation and (8) social demographic questions.

The final questionnaire can be consulted in the appendix A of this paper.

4.3. Measures

The variables were identified and selected through careful analysis of existing academic literature specific to the research topic. The research was developed based on the following variables:

Table 5 - Variables and its measures

Variable	Items	Adapted from
Ethnocentrism	<ol style="list-style-type: none"> 1. I think I should buy Portuguese products first 2. Buying foreign products is not patriotic 3. It is not correct to buy products of foreign origin because it puts the Portuguese out of work 4. A true Portuguese should always buy products made in Portugal 	(Alden et al., 2013; Shimp & Sharma, 1987; Strizhakova & Coulter, 2015)
Country of origin	<ol style="list-style-type: none"> 1. Portugal is an innovative country in manufacturing 2. Portugal is a country that presents a high level of technological advancement 3. Portugal is a country that is good at design 4. Portugal is a country that is creative in its workforce 5. Portugal is a country that has high quality in its manufacture 6. Portugal is a prestigious country 7. Portuguese products come from a country with the image of a developed country 	(Mohd et al., 2007)
Brand Identification	<ol style="list-style-type: none"> 1. I have a strong sense of belonging and identification with Portuguese products 2. I identify strongly with Portuguese products 3. Portuguese products embody what I believe 4. Portuguese products are like a part of me 	(Stokburger-Sauer et al., 2012)

	5. Portuguese products have a great personal meaning for me	
Perceived Quality	<ol style="list-style-type: none"> 1. Portuguese products are of high quality 2. The quality expected for Portuguese products is extremely high 3. The probability of Portuguese products being reliable is very high 4. The reliability of Portuguese products is very high 	(Boonghee et al., 2000)
Brand Equity	<ol style="list-style-type: none"> 1. It makes sense to buy Portuguese products instead of any other product, even if they are the same. 2. Even if another product has the same characteristics as Portuguese products, I will prefer to buy Portuguese products. 3. If there is another product as good as Portuguese products, I prefer to buy the Portuguese product. 4. If another product is not different from the Portuguese product, the Portuguese product seems more intelligent to me. 	(Boonghee et al., 2000)
Purchase Intention	<ol style="list-style-type: none"> 1. I plan to buy Portuguese products often 2. I intend to buy Portuguese products more often 	(Kumar et al., 2009)
Acculturation	<ol style="list-style-type: none"> 1. How often do you speak the language of the country you emigrated to with your friends 2. How often do you watch television in the language of the country to which you emigrated 3. How often do you read newspapers / magazines in the language of the country to which you emigrated 	(De-Juan-Vigaray et al., 2021)

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4. How often do you tell jokes with the language of the country to which you emigrated
 5. How often are you with friends closest to the country to which you emigrated
 6. How often do you participate in social events (parties, balls, picnics, sporting events) with friends from the country to which you emigrated
-

4.4. Common Method Bias

Common method bias is a phenomenon caused by common variation induced by the measurement method used and not by the network of causes and effects in the model being studied (Podsakoff et al., 2003). In our study common method bias was tested through an exploratory factor analysis, which is one of most used methods (Podsakoff et al., 2003). The results show that the first factor explains 25.7% of the variance in the German sample, 28.7% in the French sample and 28.6% in the United Kingdom sample. The results are presented in the Table 6, Table 7, and Table 8. These results consent us to deduct that the data do not have common method bias.

Table 6 – Common Method Bias German Sample

Component	Initial Eigenvalues		
	Total	% Of Variance	Cumulative %
1	9.754	25.669	25.669
2	3.482	9.164	34.833
3	2.974	7.826	42.659
4	2.040	5.369	48.028
5	1.754	4.615	52.643
6	1.415	3.724	56.367

7	1.220	3.210	59.577
8	1.131	2.976	62.553
9	0.948	2.495	65.048
10	0.869	2.287	67.335
11	0.855	2.251	69.585
12	0.778	2.049	71.634
13	0.746	1.962	73.596
14	0.698	1.838	75.434
15	0.636	1.608	78.108
16	0.611	1.608	78.716
17	0.566	1.490	80.206
18	0.549	1.445	81.651
19	0.520	1.369	83.021
20	0.512	1.348	84.369
21	0.495	1.303	85.672
22	0.483	1.270	86.942
23	0.452	1.188	88.130
24	0.445	1.170	89.300
25	0.429	1.130	90.430
26	0.396	1.042	90.430
27	0.377	0.991	92.463
28	0.368	0.969	93.432
29	0.349	0.918	94.349
30	0.330	0.867	95.216
31	0.305	0.804	96.020
32	0.278	0.730	96.750
33	0.254	0.669	97.420
34	0.239	0.628	98.048
35	0.213	0.561	98.609
36	0.192	0.506	99.115
37	0.190	0.499	99.614
38	0.147	0.386	100.000

Table 7 – Common Method Bias French Sample

Component	Initial Eigenvalues		
	Total	% Of Variance	Cumulative %
1	10.906	28.701	28.701
2	3.383	8.902	37.604
3	2.812	7.399	45.002
4	1.790	4.712	49.714
5	1.683	4.430	54.144
6	1.338	3.521	57.665
7	1.300	3.421	61.086
8	0.983	2.587	63.673
9	0.923	2.428	66.102
10	0.872	2.295	68.397
11	0.818	2.153	70.550
12	0.761	2.002	72.552
13	0.689	1.812	74.364
14	0.652	1.717	76.081
15	0.632	1.663	77.744
16	0.620	1.631	79.375
17	0.591	1.554	80.929
18	0.554	1.458	82.388
19	0.517	1.360	83.748
20	0.504	1.327	85.074
21	0.478	1.259	86.333
22	0.445	1.172	87.505
23	0.440	1.157	88.662
24	0.427	1.123	89.785
25	0.409	1.077	90.862
26	0.386	1.015	91.878
27	0.366	0.964	92.842
28	0.348	0.916	93.758
29	0.332	0.873	94.631
30	0.307	0.807	95.438

31	0.293	0.771	96.209
32	0.250	0.659	96.868
33	0.245	0.646	97.514
34	0.227	0.598	98.112
35	0.204	0.537	98.648
36	0.181	0.475	99.123
37	0.168	0.441	99.565
38	0.165	0.435	100.000

Table 8 – Common Method Bias United Kingdom Sample

Component	Initial Eigenvalues		
	Total	% Of Variance	Cumulative %
1	10.871	28.607	28.607
2	3.225	8.487	37.094
3	2.758	7.258	44.352
4	2.012	5.296	49.648
5	1.647	4.335	53.983
6	1.244	3.273	57.256
7	1.056	2.778	60.034
8	0.966	2.543	62.577
9	0.920	2.421	64.998
10	0.842	2.216	67.214
11	0.808	2.126	69.339
12	0.731	1.924	71.263
13	0.705	1.855	73.118
14	0.666	1.752	74.870
15	0.655	1.724	76.595
16	0.599	1.575	78.170
17	0.586	1.541	79.711
18	0.559	1.470	81.181
19	0.549	1.445	82.627

20	0.521	1.372	83.999
21	0.497	1.308	85.307
22	0.481	1.267	86.574
23	0.471	1.240	87.814
24	0.418	1.101	88.915
25	0.403	1.061	89.975
26	0.394	1.036	91.011
27	0.394	1.017	92.029
28	0.386	0.937	92.965
29	0.356	0.924	93.889
30	0.341	0.898	94.787
31	0.328	0.864	95.651
32	0.319	0.840	96.490
33	0.289	0.761	97.251
34	0.256	0.673	97.925
35	0.232	0.611	98.535
36	0.215	0.565	99.101
37	0.186	0.490	99.591
38	0.156	0.409	100.000

4.5. Non – response Bias

To test for non-response bias, the principal constructs measurements of the theoretical model were compared between early and late respondents (considered as the first 75% and last 25% to return questionnaires, respectively). There were no significant differences detected between early and late respondents (Armstrong & Overton, 1977).

4.6. Sample Profile

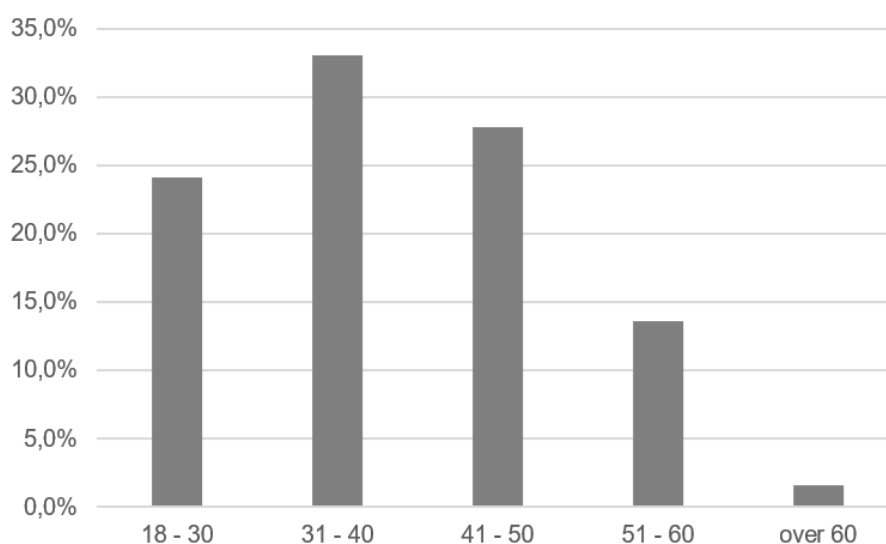
The German sample consists of 619 individuals. From the total, we observe a bigger ratio of women who answered the survey, around 72,7%. The remaining answers, male respondents, account for 27,3% of the total survey answers.

Table 9 - Sample Profile by Gender Germany

Respondents	Percentage
Female	72,7%
Male	27,3%
Total	100%

Out of the 619 respondents, we distinguish 5 main age groups. The one which has gained the biggest number of responses to the questionnaires is the 31-40 age group, with 33% out of total. The second biggest age-group is the one comprising consumers between ages of 41 and 50 years, with 27,8% of total responses, followed by the 18-30 age group, with the total percentage of 24,1%.

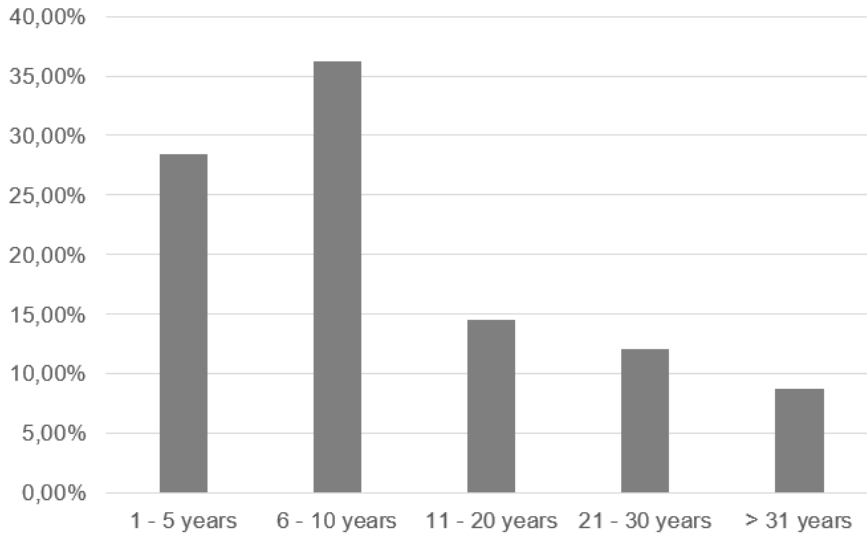
Graph 1 - Sample Profile by Age Germany



We also verify how long respondents emigrated have been staying abroad. On the Graph 2, we can see that 36.2% of the respondents have been emigrants for 6 to 10 years, following

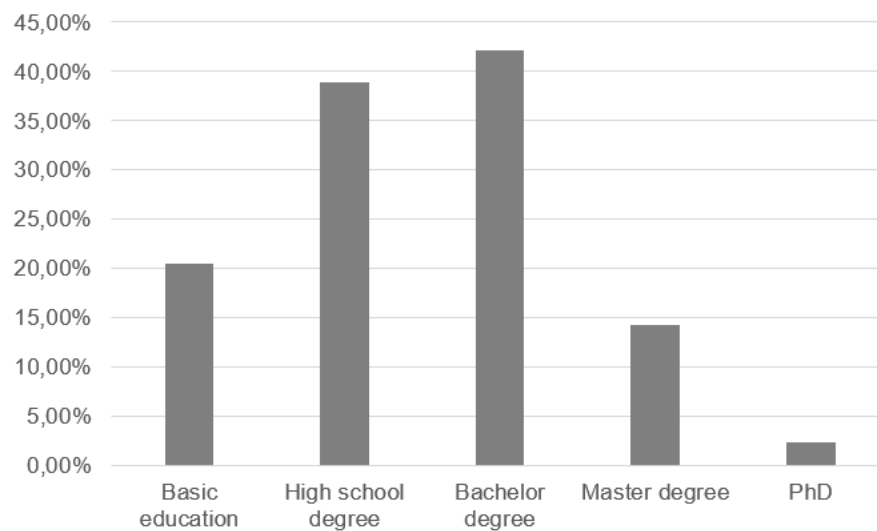
by 28.4% who have been emigrated between 1 to 5 years, and the third most representative group of emigrants have been emigrated for 1 to 20 years, corresponding to 14.5%.

Graph 2 - How long have been emigrated Germany



Considering the level of education of the Portuguese emigrants, in the German sample, 42.1% possess a bachelor's degree, 38.9% have a high school degree and 20.5% basic education. We can see that master's degree and PhD education correspond to 14.2% and 2.3% respectively (Graph 3).

Graph 3 – Level of education Germany



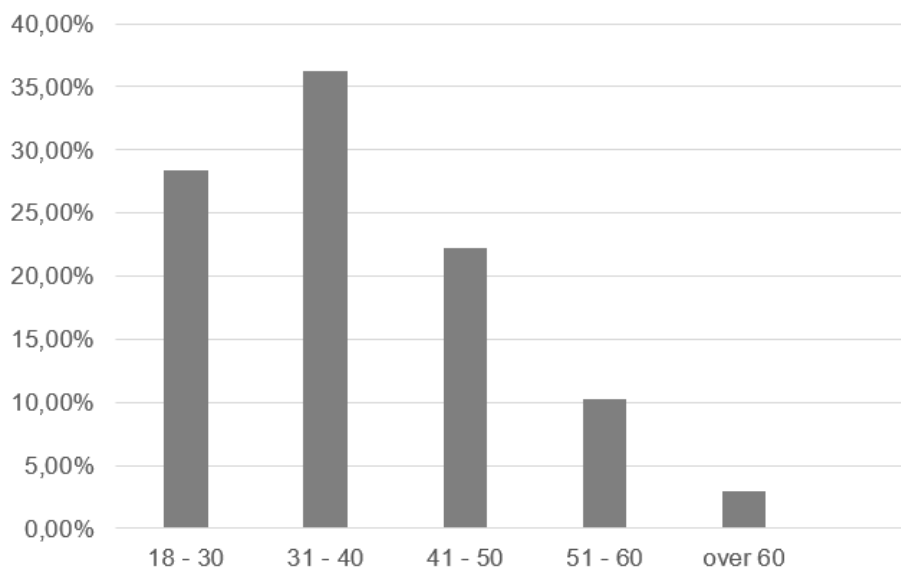
The French sample consists of 522 individuals. From the total, we observe a bigger ratio of women who answered the survey, around 77%. The remaining answers, male respondents, account for 22% of the total survey answers.

Table 10 - Sample Profile by Gender France

Respondents	Percentage
Female	77%
Male	22%
Total	100%

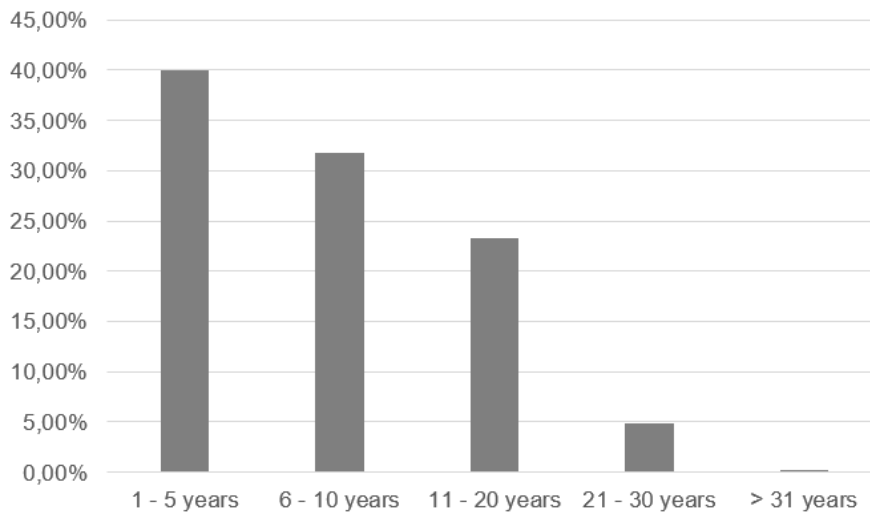
Out of the 522 respondents, we distinguish 5 main age groups. The one which has gained the biggest number of responses to the questionnaires is the 31-40 years age group with 36.2% out of total. The second biggest age-group is the one comprising consumers between ages of 18 and 30 years, with 28.4% of total responses, which is followed by the 41-50 years age group, with the total percentage of 22,2%.

Graph 4 - Sample Profile by Age France



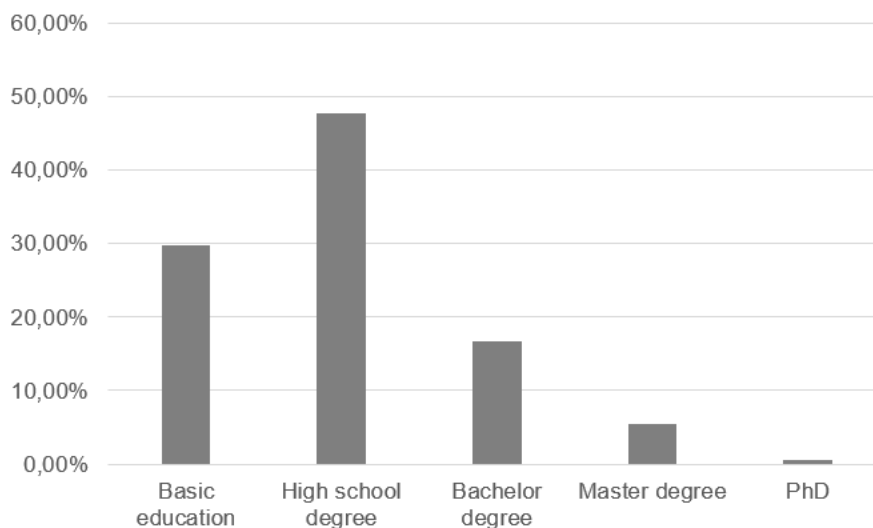
We also verify how long the respondents have been emigrated. On the Graph 5, we can see that 40% of respondents have been emigrants for 1 to 5 years, followed by 31.8% who have been emigrated between 6 to 10 years, and the third most representative group of emigrants has been emigrated for 11 to 20 years, corresponding to 23.3%.

Graph 5 - How long have been emigrated France



Considering the level of education of the Portuguese emigrants in the French sample, 47.7% possess a high school degree, 29.7% have basic education and 16.7% a bachelor's degree. We can see that master's degree and PhD education corresponds to 5.4% and 0.6% respectively (Graph 6).

Graph 6 – Level of education France



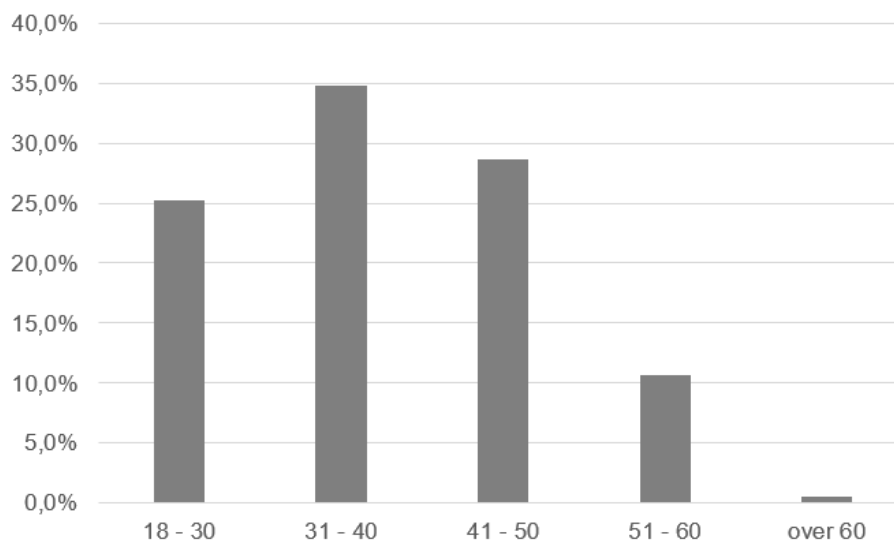
The United Kingdom sample consists of 962 individuals. From the total, we observe a bigger ratio of women who answered the survey, around 77.8%. The remaining answers, male respondents, account for 22.2% of the total survey answers.

Table 11 - Sample Profile by Gender United Kingdom

Respondents	Percentage
Female	77.8%
Male	22.2%
Total	100%

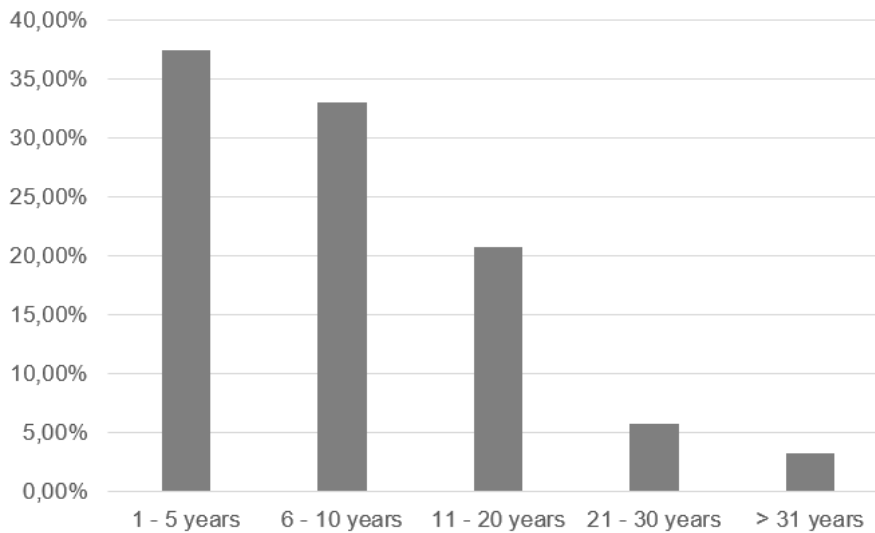
Out of the 962 respondents, we distinguished 5 main age groups. The one which has gained the biggest number of responses to the questionnaires is the 31-40 years age group, with 34.8% out of total. The second biggest age-group is the one comprising consumers between ages of 41 and 50 years, with 28.7% of total responses, followed by the 18 – 30 years age group, with a total percentage of 25,3%.

Graph 7 - Sample Profile by Age United Kingdom



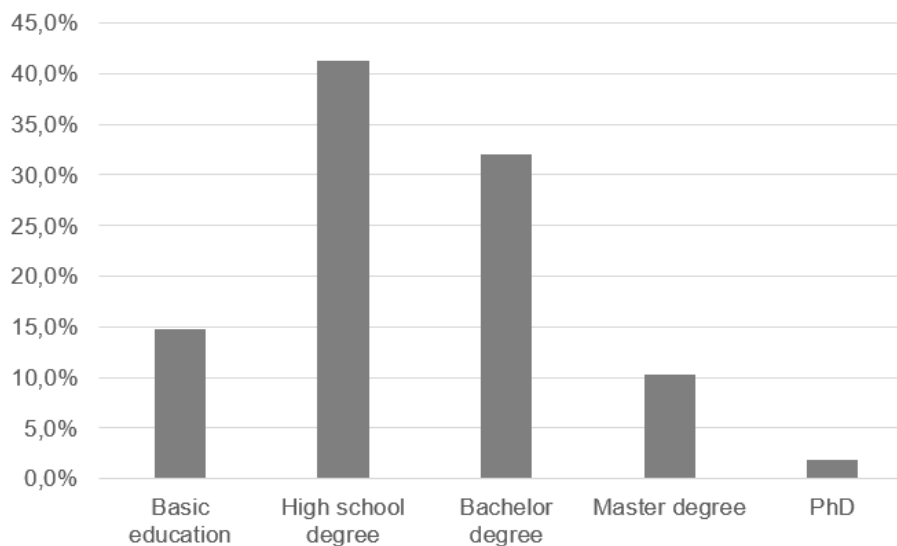
We also verified how long respondents have been emigrated to host countries. On the Graph 7, we can see that 37.4 % of respondents have been emigrants for 1 to 5 years, followed by 33% who have emigrated between 6 to 10 years, and the third most representative group of respondents has been emigrated for 11 to 20 years, corresponding to 20.7%.

Graph 8 - How long have been emigrated United Kingdom



Considering the level of education of the Portuguese emigrants in the United Kingdom sample, 41.3% possess a high school degree, 32% have a bachelor’s degree and 14.7% basic education. We can see that master’s degree and PhD education corresponds to 10.3% and 1.8% respectively (Graph 9).

Graph 9 – Level of education United Kingdom



5. Data Analysis

5.1 Descriptive Analysis

In order to analyse the content of each variable and its items, descriptive analysis of the measurements was performed. We indicate the mean and standard deviation for each variable. Moreover, the internal consistency of the variables was verified with the help of Cronbach's Alpha. The Cronbach's Alpha evaluates how well a block of indicators measures their corresponding latent construct. The internal consistency measure is based on the correlation between different items to measure the same construct (Cronbach, 1951). As Table 12 shows, each Cronbach's Alpha value should be above 0.7 (Hair et al., 2009) and thus, the results show that all measurements used in the study are valid for the German, French, and United Kingdom samples.

The values for the German sample are as followed: ethnocentrism $\alpha=0.819$, country of origin $\alpha=0.757$, brand identification $\alpha=0.879$, perceived quality $\alpha=0.868$, purchase intention $\alpha=0.868$, and acculturation $\alpha=0.826$. The values for the French sample are as followed: ethnocentrism $\alpha=0.811$, country of origin $\alpha=0.807$, brand identification $\alpha=0.881$, perceived quality $\alpha=0.880$, purchase intention $\alpha=0.880$, and acculturation $\alpha=0.815$. The values for the United Kingdom sample are as followed: ethnocentrism $\alpha=0.818$, country of origin $\alpha=0.808$, brand identification $\alpha=0.893$, perceived quality $\alpha=0.866$, purchase intention $\alpha=0.866$, and acculturation $\alpha=0.742$ (Table 12).

Table 12 - Descriptive Statistic Analysis of the Construct

Construct	Items	Germany		France		United Kingdom	
		Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Ethnocentrism	1. I believe that I should buy national products first, last and foremost	2.0517	1.1325	2.8541	1.1160	2.6652	1.1179
	2. Purchasing foreign-made products is unpatriotic	2.0517	0.9946	2.1957	0.9855	2.0259	0.9897
	3. It is not right to purchase foreign-made products because it puts Portugal out of work	0.0517	0.9682	2.1957	1.0659	1.9511	0.9134

	4. A true Portuguese must always buy products made in Portugal	2.1033	1.0810	2.1669	1.6819	2.0093	1.0210
	Cronbach's Alpha	0.819		0.811		0.818	
Country of origin	1. Portugal was a country that is innovative in manufacturing	3.3021	0.9063	3.4548	0.9139	3.3232	0.9391
	2. Portugal was a country that has high level of technological advance	3.1001	1.0166	3.2264	1.0192	2.9958	1.0266
	3. Portugal was a country that is good in designing	3.7641	0.7684	3.6871	0.8078	3.6829	0.8309
	4. Portugal was a country that is creative in its workmanship	3.8061	0.8976	3.9443	0.7795	3.6964	0.9615
	5. Portugal was a country that has high quality in its workmanship	3.9337	0.7902	4.0806	0.8942	4.0831	0.8203
	6. Portugal was a country that is prestigious	3.6655	0.9320	3.9193	0.8961	3.6756	0.9708
	7. Portugal was a country that has an image of advanced country	3.0743	0.9431	3.3493	0.8523	3.1039	0.9364
	Cronbach's Alpha	0.757		0.807		0.808	
Brand Identification	1. I feel a strong sense of belonging to Portuguese products	3.7479	0.8589	3.6948	0.8523	3.6964	0.8837
	2. I identify strongly with Portuguese products	3.7819	0.9001	3.7811	0.9345	0.9466	0.9466
	3. Portuguese products embodies what I believe in	3.3683	0.8769	3.3915	0.8763	0.9005	0.9005
	4. Portuguese products are like a part of me	3.3667	1.0738	3.4740	1.5319	1.0915	1.0915
	5. Portuguese products have a great deal of personal meaning for me	3.7819	0.9907	3.7984	0.9556	0.9822	0.9822
	Cronbach's Alpha	0.879		0.881		0.893	
Perceived Quality	1. Portuguese products are of high quality	3.8449	0.7552	3.9462	0.7964	3.9927	0.7903
	2. The likely quality of Portuguese products is extremely high	3.5848	0.8604	3.7255	0.7735	3.7650	0.8656
	3. The likelihood that Portuguese products are reliable is very high	3.6898	0.8083	3.7907	0.8009	3.8565	0.8284
	4. The reliability of Portuguese products is very high	3.6009	0.8319	3.6909	0.8140	3.9355	0.7697
	Cronbach's Alpha	0.864		0.870		0.866	
Purchase Intention	1. I intend to buy Portuguese products frequently	3.5460	0.9317	3.5355	0.9634	3.4667	0.9860
	2. I plan to buy Portuguese products more often	3.4749	0.9582	3.4261	0.9328	3.3887	0.9888
	Cronbach's Alpha	0.868		0.880		0.866	

Acculturation	1. How often do you speak the language of the country you emigrated with your friends	3.4426	1.2864	3.5623	1.2669	3.6767	1.1742
	2. How often do you watch television in the language of the country to which you emigrated	3.1033	1.3779	3.5009	1.2849	3.4698	1.3532
	3. How often do you read newspapers / magazines in the language of the country you emigrated	3.9870	1.2684	2.8541	1.3003	3.2151	1.3177
	4. How often do you tell jokes with the language of the country you emigrated	2.3554	1.2413	2.4145	1.2379	2.7099	1.2462
	5. How often are you with friends closest to the country you emigrated	3.2326	1.0140	3.0786	1.0549	3.1309	1.0494
	6. How often do you participate in social events (parties, dances, picnics, sporting events) with friends from the country you emigrated	2.9612	1.0687	2.5719	1.1234	2.7494	1.0667
	Cronbach's Alpha	0.826		0.815		0.742	

5.2. Validity and Reliability of the Measures and Structural Evaluation

The data was analysed with Partial Least Squares (PLS) software, by Smart PLS 3.3.3, using a structural equation modelling (SEM). PLS-SEM enjoys widespread popularity in a broad range of disciplines including international management (Richter et al., 2016), operations management (Peng & Lai, 2012), marketing (Hair et al., 2012) and strategic management (Hair et al., 2012). In the statistical sense, this model refers to a set of equations with accompanying assumptions of the analysed system, in which the parameters are determined on the basis of statistical observation. Thus, structural equations refer to equations using parameters in the analysis of the observable or latent variables (Jöreskog & Sörbom, 1993).

The main reason to choose PLS-SEM is that this method allows us to estimate very complex models with many constructs and indicator variables, especially when prediction is the goal of the analysis. The method of the evaluation of the PLS is based on the process suggested by Hulland (1999). Therefore, the reliability and validity of the model were investigated and afterwards, the structural model for the German, French and United Kingdom market was evaluated.

First, we had investigated the reliability and validity of the model, and after that we defined the structural model for each market individually. The circles represent the latent variables and rectangular forms represent the measured variables; arrows define the relationship between variables (Chan & Lay, 2018).

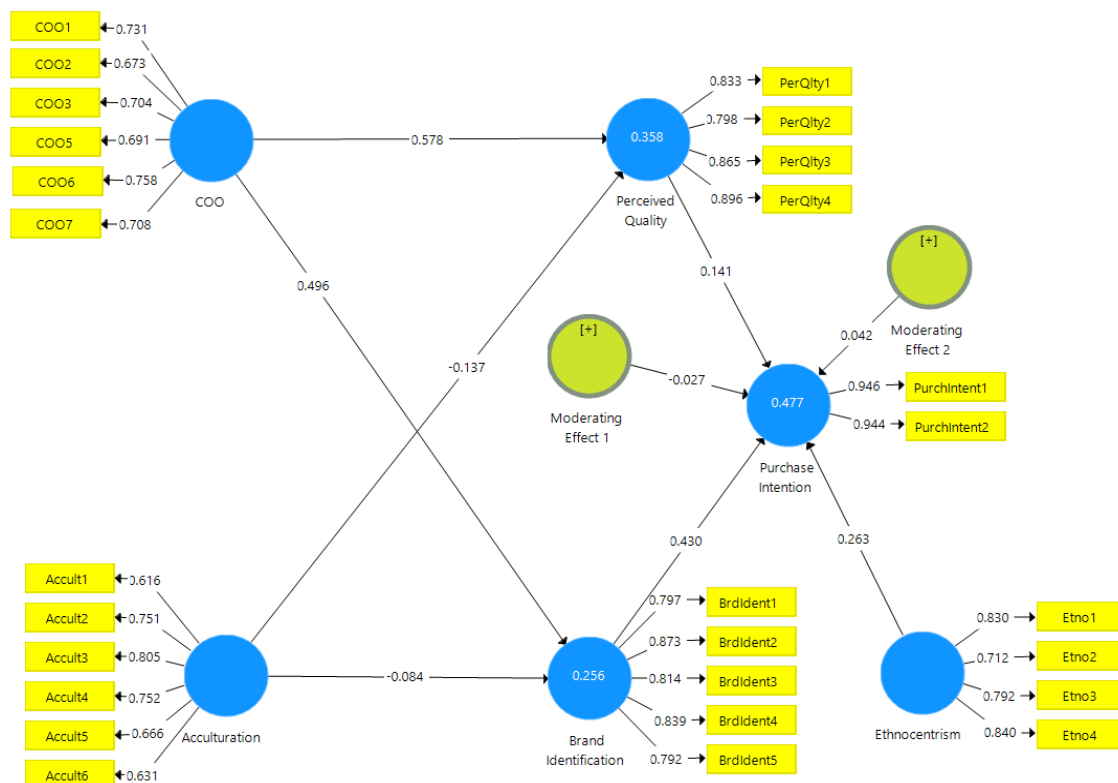


Figure 3 - Reliability and Validity of the Model (German sample)

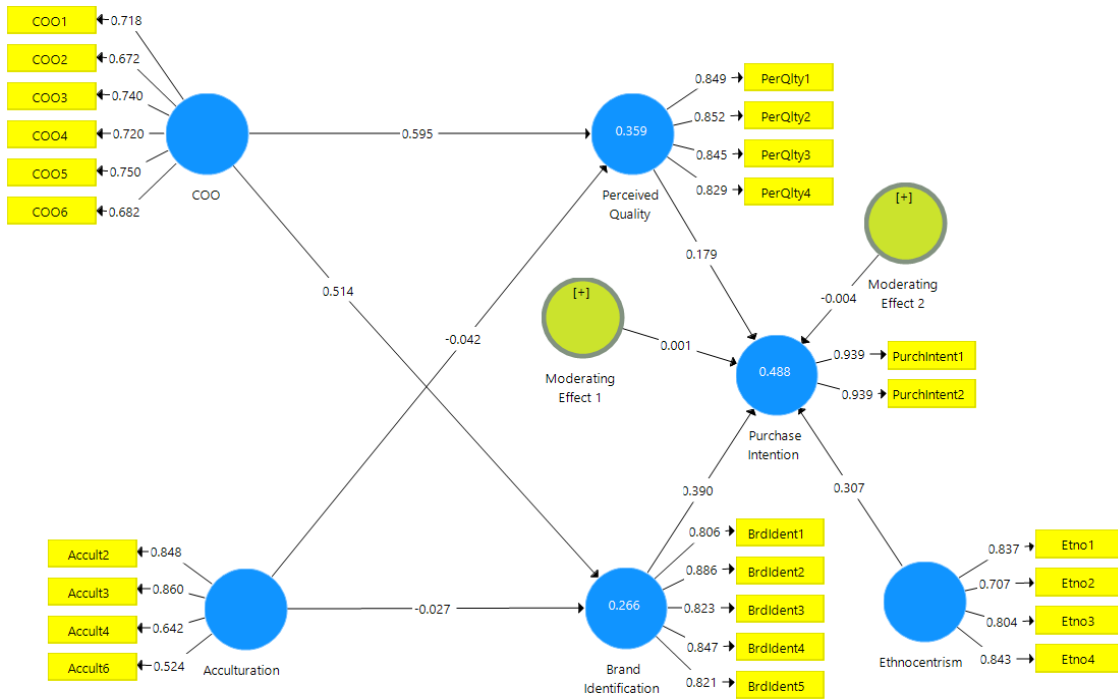


Figure 4 - Reliability and Validity of the Model (French sample)

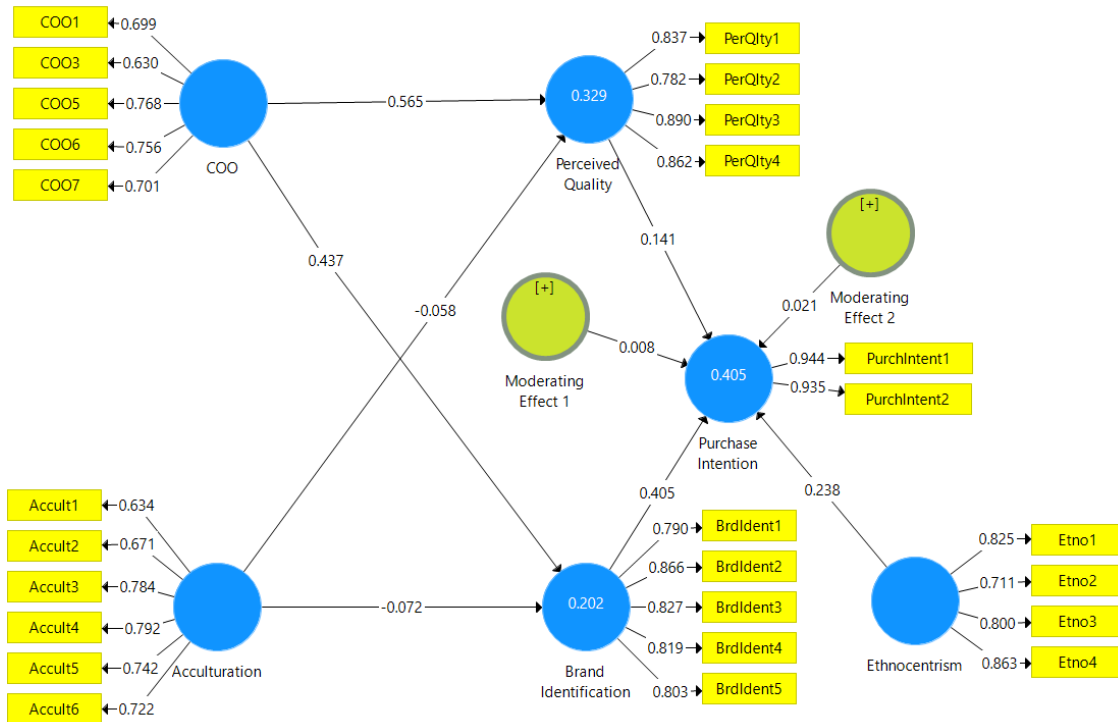


Figure 5 - Reliability and Validity of the Model (United Kingdom sample)

5.2.1. Reliability of the Items

An analysis of the model was issued by the individual assessment of all items. This evaluation was carried out by observing the simple correlations between the measurements and its constructs (latent variables). Due to previously researched theory on the subject, we decided to adopt the approach used by Bagozzi & Yi (1988), which means that acceptable items should have factor loading scores equal or higher than 0.6, shared between constructs. Thus, the reliability of data has been confirmed.

Table 13 – Reliability of Items for the German sample

Construct	Items	Factor Loading	Cronbach Alpha	Composite Reliability	AVE	R ²
Ethnocentrism	1. I believe that I should buy national products first, last, and foremost	0.825	0.819	0.878	0.643	-
	2. Purchasing foreign-made products is unpatriotic	0.711				
	3. It is not right to purchase foreign-made products because it puts Portugal out of work	0.800				
	4. A true Portuguese must always buy products made in Portugal	0.863				
Country of origin	1. Portugal was a country that is innovative in manufacturing	0.699	0.757	0.837	0.508	-
	2. Portugal was a country that has high level of technological advance	*				
	3. Portugal was a country that is good in designing	0.630				
	4. Portugal was a country that is creative in its workmanship	*				
	5. Portugal was a country that has high quality in its workmanship	0.768				
	6. Portugal was a country that is prestigious	0.756				
	7. Portugal was a country that has an image of advanced country	0.701				
Brand Identification	1. I feel a strong sense of belonging to Portuguese products	0.790	0.879	0.912	0.675	0.202
	2. I identify strongly with Portuguese products	0.866				
	3. Portuguese products embodies what I believe in	0.827				
	4. Portuguese products is like a part of me	0.819				

	5. Portuguese products has a great deal of personal meaning for me	0.803				
Perceived Quality	1. Portuguese products are of high quality	0.837	0.864	0.908	0.712	0.329
	2. The likely quality of Portuguese products is extremely high	0.782				
	3. The likelihood that Portuguese products are reliable is very high	0.890				
	4. The reliability of Portuguese products is very high	0.862				
Purchase Intention	1. I intend to buy Portuguese products frequently	0.944	0.868	0.938	0.883	0.405
	2. I plan to buy Portuguese products more often	0.935				
Acculturation	1. How often do you speak the language of the country you emigrated with your friends	0.634	0.826	0.870	0.528	-
	2. How often do you watch television in the language of the country to which you emigrated	0.671				
	3. How often do you read newspapers / magazines in the language of the country you emigrated	0.784				
	4. How often do you tell jokes with the language of the country you emigrated	0.792				
	5. How often are you with friends closest to the country you emigrated	0.742				
	6. How often do you participate in social events (parties, dances, picnics, sporting events) with friends from the country you emigrated	0.722				

Table 14 – Reliability of Items for the French sample

Construct	Items	Factor Loading	Cronbach Alpha	Composite Reliability	AVE	R ²
Ethnocentrism	1. I believe that I should buy national products first, last and foremost	0.830	0.811	0.873	0.632	-
	2. Purchasing foreign-made products is unpatriotic	0.712				
	3. It is not right to purchase foreign-made products because it puts Portugal out of work	0.792				
	4. A true Portuguese must always buy products made in Portugal	0.840				
Country of origin	1. Portugal was a country that is innovative in manufacturing	0.731	0.807	0.860	0.506	-
	2. Portugal was a country that has high level of technological advance	0.673				
	3. Portugal was a country that is good in designing	0.704				
	4. Portugal was a country that is creative in its workmanship	*				

	5. Portugal was a country that has high quality in its workmanship	0.691				
	6. Portugal was a country that is prestigious	0.758				
	7. Portugal was a country that has an image of advanced country	0.708				
Brand Identification	1. I feel a strong sense of belonging to Portuguese products	0.797	0.881	0.913	0.678	0.256
	2. I identify strongly with Portuguese products	0.873				
	3. Portuguese products embodies what I believe in	0.814				
	4. Portuguese products is like a part of me	0.839				
	5. Portuguese products has a great deal of personal meaning for me	0.792				
Perceived Quality	1. Portuguese products are of high quality	0.833	0.870	0.911	0.720	0.358
	2. The likely quality of Portuguese products is extremely high	0.798				
	3. The likelihood that Portuguese products are reliable is very high	0.865				
	4. The reliability of Portuguese products is very high	0.896				
Purchase Intention	1. I intend to buy Portuguese products frequently	0.946	0.880	0.944	0.893	0.476
	2. I plan to buy Portuguese products more often	0.944				
Acculturation	1. How often do you speak the language of the country you emigrated with your friends	0.616	0.815	0.856	0.500	-
	2. How often do you watch television in the language of the country to which you emigrated	0.751				
	3. How often do you read newspapers / magazines in the language of the country you emigrated	0.805				
	4. How often do you tell jokes with the language of the country you emigrated	0.752				
	5. How often are you with friends closest to the country you emigrated	0.666				
	6. How often do you participate in social events (parties, dances, picnics, sporting events) with friends from the country you emigrated	0.631				

Table 15 – Reliability of Items for the United Kingdom sample

Construct	Items	Factor Loadings	Cronbach Alpha	Composite Reliability	AVE	R ²
Ethnocentrism	1. I believe that I should buy national products first, last and foremost	0.837	0.818	0.876	0.640	-
	2. Purchasing foreign-made products is unpatriotic	0.707				
	3. It is not right to purchase foreign-made products because it puts Portugal out of work	0.804				
	4. A true Portuguese must always buy products made in Portugal	0.843				
Country of origin	1. Portugal was a country that is innovative in manufacturing	0.718	0.808	0.862	0.510	-
	2. Portugal was a country that has high level of technological advance	0.672				
	3. Portugal was a country that is good in designing	0.740				
	4. Portugal was a country that is creative in its workmanship	0.720				
	5. Portugal was a country that has high quality in its workmanship	0.750				
	6. Portugal was a country that is prestigious	0.682				
	7. Portugal was a country that has an image of advanced country	*				
Brand Identification	1. I feel a strong sense of belonging to Portuguese products	0.806	0.893	0.921	0.701	0.266
	2. I identify strongly with Portuguese products	0.886				
	3. Portuguese products embodies what I believe in	0.823				
	4. Portuguese products is like a part of me	0.847				
	5. Portuguese products has a great deal of personal meaning for me	0.821				
Perceived Quality	1. Portuguese products are of high quality	0.849	0.866	0.908	0.712	0.359
	2. The likely quality of Portuguese products is extremely high	0.852				
	3. The likelihood that Portuguese products are reliable is very high	0.845				
	4. The reliability of Portuguese products is very high	0.829				
Purchase Intention	1. I intend to buy Portuguese products frequently	0.939	0.866	0.937	0.882	0.488
	2. I plan to buy Portuguese products more often	0.939				

Acculturation	1. How often do you speak the language of the country you emigrated with your friends	*	0.742	0.817	0.536	-
	2. How often do you watch television in the language of the country to which you emigrated	0.848				
	3. How often do you read newspapers / magazines in the language of the country you emigrated	0.860				
	4. How often do you tell jokes with the language of the country you emigrated	0.642				
	5. How often are you with friends closest to the country you emigrated	*				
	6. How often do you participate in social events (parties, dances, picnics, sporting events) with friends from the country you emigrated	0.524				

5.2.2. Convergent Validity

The reliability of the constructs was tested using Cronbach Alpha coefficients, which assesses the consistency of each of the constructs (Cronbach, 1951). In Table 13,14 and 15 we observe that all Cronbach Alpha values are greater than 0.7, so we can say that the measurements are reliable and valid (Malhotra et al., 2012).

The composite reliability (compound reliability) evaluates the internal consistency of all latent variables (Aaker et al., 1980). Based on the previous table, we can confirm that the composite reliability for each construct is superior to the recommended value of 0.70, in the German, French and United Kingdom samples (Bagozzi & Yi, 1988).

Following, we calculated the Average Variance Extracted, otherwise called AVE, that represents a mean of variances of each item that is explained by each latent variable (Fornell & Larcker, 1981). The AVE in each construct is above the reference value of 0.5. Thus, we can conclude that at least half of the variance is explained by the latent variable. With the lowest value of 0.883 in the German market, 0.893 in the French market and 0.882 in the United Kingdom market, the convergent validity of all the constructs is confirmed (Fornell & Larcker, 1981).

5.2.3. Discriminant Validity

In order to complement the convergent validity, the discriminant validity compares the way the items used to measure one variable differ from the items used to measure another variable of the same model. To assess the discriminant validity, we used the procedure recommended by Fornell & Larcker (1981). The correlation matrix shows the correlations between the different variables, where the diagonal results are the square root of the AVE for each variable. To conclude that discriminant validity is present, diagonal values must be greater than the values in the rows and columns below (Fornell & Larcker, 1981; Shook et al., 2004). As seen in Table 16, Table 17, and Table 18, for the German sample, French sample and United Kingdom sample, respectively, there is validity discriminant.

Table 16 - Discriminant Validity for the German Sample

	Acculturation	Brand Identification	COO	Ethnocentrism	Perceived Quality	Purchase Intention
Acculturation	0.726					
Brand Identification	- 0.113	0.821				
COO	- 0.095	0.443	0.713			
Ethnocentrism	- 0.029	0.395	0.184	0.802		
Perceived Quality	- 0.111	0.573	0.571	0.262	0.844	
Purchase Intention	- 0.016	0.580	0.324	0.443	0.435	0.940

Note: The scores in bold on the diagonal are the square root of AVE

Table 17 - Discriminant Validity for the French Sample

	Acculturation	Brand Identification	COO	Ethnocentrism	Perceived Quality	Purchase Intention
Acculturation	0.707					
Brand Identification	- 0.101	0.824				
COO	- 0.034	0.499	0.712			
Ethnocentrism	- 0.084	0.468	0.275	0.795		
Perceived Quality	- 0.157	0.561	0.582	0.345	0.849	
Purchase Intention	- 0.046	0.635	0.394	0.516	0.466	0.945

Note: The scores in bold on the diagonal are the square root of AVE

Table 18 - Discriminant Validity for the UK Sample

	Acculturation	Brand Identification	COO	Ethnocentrism	Perceived Quality	Purchase Intention
Acculturation	0.732					
Brand Identification	- 0.058	0.837				
COO	- 0.059	0.515	0.714			
Ethnocentrism	- 0.118	0.392	0.201	0.800		
Perceived Quality	- 0.077	0.641	0.598	0.241	0.844	
Purchase Intention	- 0.074	0.625	0.371	0.503	0.503	0.939

Note: The scores in bold on the diagonal are the square root of AVE

5.2.4. Evaluation of the Structural Model

The Smart PLS software used in this study data analysis does not provide a measure that summarizes the quality of the model's fit, so to make an assessment of the structural model, the calculation of R^2 is recommended, i.e., a determination of the level of variance explained by each of the dependent variables. According to Falk, et al. (1992) the value of the R^2 for each variable must be greater than 10%, to indicate a good explanatory capacity of model. The results of R^2 shown in Tables 13,14 and 15 show that the model has a good explanatory capacity.

5.3 Results Evaluation

Table 19 shows an overview of the hypothesis's verification for the German market, followed by its results evaluation.

Table 19 - Hypotheses Verification for the German Sample (two-tailed)

Hypotheses	T-value	Path Coefficient (β)	Result
H1: Country of origin is positively related to perceived quality	18.399***	0.556	Supported
H2: Country of origin is positively related to brand identification	11.939***	0.437	Supported
H3: Acculturation has a negative influence on perceived quality	1.707	- 0.058	Not Supported
H4: Acculturation has a negative influence on brand identification	1.976*	- 0.072	Supported
H5: Perceived quality has a positive influence on purchase intention	3.653***	0.141	Supported
H6: Brand identification has a positive influence on purchase intention	9.421***	0.405	Supported
H7: Consumer ethnocentrism positively moderates the relationship between the perceived quality and the purchase intention	0.184	0.008	Not Supported
H8: Consumer ethnocentrism positively moderates the relationship between brand identification and the purchase intention	0.489	0.021	Not Supported

* $p < .05$; ** $p < .01$; *** $p < .001$; two-tailed test was used for all hypotheses

As presented in Table 19, Hypothesis 1 is supported by the results as shown by the following values: $(\beta) = 0.556$; $p < 0.01$; $t\text{-value} = 18.399$. Therefore, the results demonstrate that **country of origin** is positively related to **perceived quality**. Hypothesis 2 is supported also by the results as shown by the following values: $(\beta) = 0.437$; $p < 0.001$; $t\text{-value} = 11.939$. Therefore, **country of origin** is positively related to **brand identification**.

Hypothesis 3 is not supported by the results, shown by the following values: $(\beta) = - 0.058$; $t\text{-value} = 1.707$. Thus, the results do not demonstrate that **acculturation** is negatively related to **perceived quality**. Hypothesis 4 is supported by the results shown: $(\beta) = -0.072$; $p < 0.05$; $t\text{-value} = - 1.976$. Consequently, **acculturation** has a negative impact on **brand identification**. Also, hypothesis 5 is supported by the results shown: $(\beta) = 0.141$; $p < 0.001$; $t\text{-value} = 3.653$. This perceived **quality** has a positive impact on **purchase intention**.

Moreover, hypothesis 6 it is also supported by the results shown: (β) = 0.405; $p < 0.001$; t-value = 9.421. Therefore, **brand identification** has a positive influence on **purchase intention**. The last two hypotheses are not supported. Regarding hypothesis 7 (β = 0.008; t-value = 0.184), the results do not show evidence that **consumer ethnocentrism** positively moderates the relationship between the **perceived quality** and the **purchase intention**. Additionally, hypothesis 8 is not supported (β = 0.021; t-value = 0.489). Therefore, there is no evidence that **consumer ethnocentrism** positively moderates the relationship between **brand identification** and the **purchase intention**.

The second sample consists of the French market. Table 20 presents its hypotheses verification, followed by the evaluation of the results.

Table 20 - Hypotheses Verification for French Sample (two-tailed)

Hypotheses	T-value	Path Coefficient (β)	Result
H1: Country of origin is positively related to perceived quality	18.93***	0.578	Supported
H2: Country of origin is positively related to brand identification	14.707***	0.496	Supported
H3: Acculturation has a negative influence on perceived quality	3.774***	- 0.137	Supported
H4: Acculturation has a negative influence on brand identification	2.194*	- 0.084	Supported
H5: Perceived quality has a positive influence on purchase intention	3.309***	0.141	Supported
H6: Brand identification has a positive influence on purchase intention	8.662***	0.430	Supported
H7: Consumer ethnocentrism positively moderates the relationship between the perceived quality and the purchase intention	0.681	- 0.027	Not Supported
H8: Consumer ethnocentrism positively moderates the relationship between brand identification and the purchase intention	1.122	0.042	Not Supported

* $p < .05$; ** $p < .01$; *** $p < .001$; two-tailed test was used for all hypotheses

Hypothesis 1 is supported by the results as shown by the following values: (β) = 0.578; $p < 0.001$; t-value = 18.93. Therefore, the results demonstrate that the effect of **country of origin** is positively related to **perceived quality**. Hypothesis 2 is supported also by the results as shown by the following values: (β) = 0.496; $p < 0.001$; t-value = 14.707. Thus, **country of origin** is positively related to **brand identification**.

Hypothesis 3 is also supported by the results, shown by the following values: (β) = - 0.137; $p < 0.001$; t-value = 3.774. Thus, the results demonstrate that the **acculturation** is negatively

related to **perceived quality**. Hypothesis 4 is supported by the results shown: $(\beta) = -0.084$; $p < 0.05$; $t\text{-value} = 2.194$. Therefore, **acculturation** has a negative impact on **brand identification**. Also, hypothesis 5 is supported by the results shown: $(\beta) = 0.141$; $p < 0.001$; $t\text{-value} = 3.309$. Consequently, is **perceived quality** having a positive impact on **purchase intention**. Moreover, hypothesis 6 is also supported by the results shown: $(\beta) = 0.430$; $p < 0.001$; $t\text{-value} = 8.662$.

The last two hypotheses are not supported. Concerning hypothesis 7 ($\beta = -0.027$; $t\text{-value} = 0.681$), the results do not show evidence that **consumer ethnocentrism** positively moderates the relationship between the **perceived quality** and the **purchase intention**. Hypothesis 8 is also not supported due to these results: $(\beta) = 0.042$; $p > 0.05$; $t\text{-value} = 1.122$. Therefore, evidence that **consumer ethnocentrism** positively moderates the relationship between **brand identification** and the **purchase intention**.

The third sample consist of United Kingdom market. Table 21 presents it its hypotheses verification, followed by the evaluation of the results.

Table 21 - Hypotheses Verification for UK Sample (two-tailed)

Hypotheses	T-value	Path Coefficient (β)	Result
H1: Country of origin is positively related to perceived quality	23.717***	0.595	Supported
H2: Country of origin is positively related to brand identification	18.577***	0.514	Supported
H3: Acculturation has a negative influence on perceived quality	1.337	- 0.042	Not Supported
H4: Acculturation has a negative influence on brand identification	0.826	- 0.027	Not Supported
H5: Perceived quality has a positive influence on purchase intention	5.710***	0.179	Supported
H6: Brand identification has a positive influence on purchase intention	10.654***	0.390	Supported
H7: Consumer ethnocentrism positively moderates the relationship between the perceived quality and the purchase intention	0.025	0.001	Not Supported
H8: Consumer ethnocentrism positively moderates the relationship between brand identification and the purchase intention	0.121	- 0.004	Not Supported

* $p < .05$; ** $p < .01$; *** $p < .001$; two-tailed test was used for all hypotheses

Hypothesis 1 is supported by the results as shown by the following values: $(\beta) = 0.595$; $p < 0.001$; $t\text{-value} = 23.717$. Therefore, the results demonstrate that **country of origin** is

positively related to **perceived quality**. Hypothesis 2 is also supported by the results as shown by the following values: $(\beta) = 0.514$; $p < 0.001$; $t\text{-value} = 18.577$. Therefore, **country of origin** is positively related to **brand identification**.

Hypothesis 3 is not supported by the results, as shown by the following values: $(\beta) = -0.042$; $t\text{-value} = 1.337$. Thus, the results do not demonstrate that **acculturation** is positively related to **perceived quality**. Hypothesis 4 is also not supported by the results: $(\beta) = -0.027$; $t\text{-value} = 0.826$. Thus, it is not demonstrated that **acculturation** has a negative impact on **brand identification**. Hypothesis 5 is supported by the results: $(\beta) = 0.179$; $p < 0.001$; $t\text{-value} = 5.710$. Consequently, **perceived quality** has a positive impact on **purchase intention**. Moreover, hypothesis 6 is also supported by the results: $(\beta) = 0.390$; $p < 0.001$; $t\text{-value} = 10.654$. Thus, brand identification has a positive influence on purchase intention

The last two hypotheses are not supported. Regarding the hypothesis 7 the results shown $(\beta) = 0.001$; $t\text{-value} = 0.025$, do not provide evidence that consumer **ethnocentrism** positively moderates the relationship between the **perceived quality** and the **purchase intention**. Concerning hypothesis, the results $(\beta) = -0.004$; $t\text{-value} = 1.121$, don't shown evidence of consumer **ethnocentrism** positively moderating the relationship between **brand identification** and the **purchase intention**.

6. Discussion and Conclusion

6.1. Main Findings

This study aims to examine the antecedents of purchase intention, among Portuguese emigrants in three principal destinations of Portuguese emigration, Germany, France, and the United Kingdom. The conceptual model was developed based on the literature review of the main academic articles in the sphere, to ensure the credibility and statistic validity of the measures. The conducted structural evaluation, validity and reliability analysis proved the adequacy of the measurements. The results of the study confirm that country of origin has a positive impact on perceived quality, which is an important determinant among emigrants in France, Germany, and United Kingdom. The findings are consistent with the results of Lee & Lee (2009) research, which came to the conclusion that country of origin plays an important role in the perceived quality of customers, and consequently has a positive impact on that. Moreover, it was demonstrated that country of origin has a positive impact on brand identification among three countries. This result is in accordance with the conclusion of Diamantopoulos et al. (2011) and Hamzaoui-Essoussi et al. (2011), who stated that the country of origin had a positive impact on brand identification. The findings show that Portuguese emigrants acculturation levels in the host country do not exert a significant negative influence on the quality perceptions towards Portuguese products in Germany and in the United Kingdom. This result contradicts previous literature that finds that emigrants with higher levels of acculturation lost connection with their culture of origin (Luedicke, 2011; Üstüner & Holt, 2007; Wang et al., 2020). The negative influence of acculturation on Portuguese products perceived quality was only supported in the French market. This result is interesting since the comparison of the average of responses of the acculturation variable indicates the French market as the country with the lowest average of acculturation level among the three countries under analysis. This suggests that although the levels of acculturation of Portuguese emigrants in France may be lower than in Germany or United Kingdom, acculturation is capable of exerting a negative influence on Portuguese products perceived quality in the French market.

Additionally, acculturation of Portuguese emigrants in the host country has a negative influence on brand identification with Portuguese products in Germany and France, and it

shows no significant effect in the United Kingdom. Previous studies (e.g., Siamagka & Balabanis, 2015) have defended the existence of a relationship between acculturation and brand identification. However, in the current study this relationship was not supported in the three markets under investigation. Our results regarding the influence of acculturation on both perceived quality and brand identification suggest that the acculturation process doesn't occur in the same way in the three countries under analysis. As mentioned in previous studies, acculturation is a complicated process and does not occur linearly in all contexts (Berry, 1997; Navas et al., 2005).

This study demonstrates that both perceived quality and brand identification positively influence purchase intention among the three countries. As predicted by Baltas & Argouslidis, 2007, Bao et al., 2011 and Saleem et al., 2015, perceived quality is favourably related to purchase intention and brand identification can also positively influence purchase intention (Bagozzi & Dholakia, 2006). The level of ethnocentrism was analysed in order to understand the behaviour of Portuguese emigrants given the effects of the country of origin "Portugal". According to our investigation, consumer ethnocentrism does not influence the relationship between perceived quality and purchase intention. This result is contrary to the results found in other studies, which affirm that consumers had more advantageous attitudes towards products from culturally similar countries (Lantz & Loeb, 1996). Furthermore, consumer ethnocentrism does not influence the relationship between brand identification and purchase intention neither in the German, French, and United Kingdom sample. This result is in contradiction with previous studies (e.g., (Wanninayake & Chovancova, 2012) that affirm that consumers have a higher internal motivation to search for domestic brands.

6.2. Theoretical and Managerial Implications

As the number of Portuguese emigrants is constantly growing (Observatório da Emigração, 2020), this study can provide new insights to researchers regarding how to facilitate consumer's purchase intention among emigrants' communities and offer new businesses avenues for penetration into these new communities and migrant markets.

This study has significant implications for the marketing of products to emigrants' consumers both from a research and managerial perspective (Griffith et al., 2021; Samiee et al., 2021). Previous studies mostly focused on one country, ignoring the fact that there might be differences between cultural orientations. Consequently, it is relevant to investigate differences between levels of acculturation in different markets and their consequent impact on consumers' purchase intention (Ashaduzzaman et al., 2021; Das & Jebarajakirthy, 2020; Kumar et al., 2009; Purwanto, 2014). Taking into account the conceptual model and this study's findings, this research provides a better understanding for retail managers of the main consequences of Portuguese emigrants' acculturation on consumers' purchase intention, considering three important market destinations of Portuguese emigrants, namely France, Germany and the United Kingdom.

In theory, this study supplements existing studies on emigrant communities and extends the knowledge in the area of consumer behaviour. This study brings forth a yet to be explored area, i.e., consumption in migrant or ethnic minorities' studies. This study would provide a fresh platform for further academic discourse on this topic. The acculturation process for the migrants revealed some inherent challenges but in the same token, it showed the dominant role it plays in evolving the cultural change, since it can have a significant impact on consumer behaviour.

As for marketing strategies, it is recommended to embrace the reality of the increasing number of emigrant consumers by providing some tailor-made products and services targeted at them. In particular, from self-employed who run small ethnic businesses to big supermarket chains. To improve brand identification in France, Germany and United Kingdom it is recommended for retail managers to pursue different branding strategies and campaigns, such as CRM and personalized communications and loyalty cards, directed to Portuguese consumers in order to leverage their brand connection with specific products or services.

This study provides business managers with some important practical implications. First, this study shows the significant role of acculturation among Portuguese emigrants. The results of this study show that the acculturation process can negatively affect perceived quality and brand identification between emigrants. Results suggest that in certain cultural contexts, the more acculturated emigrants are in the host country the less connection he/she will have with the culture of origin, and in this case the perceived quality and brand identification in relation to products from Portugal decreases. Thus, it can be expected that recent emigrants (e.g., 1st or 2nd generation) will have stronger connections with the home country than people from later generations.

Moreover, consumers use the information of the country-of-origin image as crucial information to evaluate the product. The country-of-origin image of Portugal among Portuguese emigrants has positive connotations, being perceived as a country with advanced, prestigious, and creative professional skills. As our results evidence, in the three countries, the variable country of origin is positively related to both perceived quality and brand identification. Consequently, Portuguese emigrants develop favourable perceptions and attitudes towards brands with the Portuguese country of origin, which thereby affects their purchase intention. Consequently, businesses should implement appropriate marketing strategies and effective market segmentation criteria, to reach consumers who are emigrated, aiming at satisfying and delighting this target market, that can be considerable profitable considering the growth trend of emigrants' communities.

6.3. Main Limitations and Suggestions for Future Research

While this study managed to find new insights on consumer acculturation among Portuguese emigrants in Germany, France, and United Kingdom, it presents some limitations. Notwithstanding, the study offers a set of promising research venues. Limitations and future research directions are detailed below.

- 1) The analyses were only performed in Germany, France, and United Kingdom. This may pose issues of study generalization over to other European countries and extend the analysis

to Portuguese emigrants residing in other European countries or even in the rest of the world. Future research should broaden the scope of examinations by analysing additional nationalities from Europe or others around the world. This would be useful to identify differences among countries and to get deeper insights into other cultures (Carpenter et al., 2013; Kumar et al., 2009; Luedicke, 2011, 2015; Penaloza, 1994; Sobol et al., 2018).

2) Despite having a large sample, it was not possible to confirm the representativeness of the sample, as the available data on Portuguese emigrants did not provide sufficient data detail of the population in each country. Sourcing this data on population in future studies could provide some quotas of the population and confirm the generalization of the conclusions (Malhotra, 2005).

3) It is recommended for future research to expand the data variety by using both qualitative and quantitative methods of data collection, in order to gather a wide variety of information. Quantitative research has the limitation of involving the use of structured questions in which the response options have been predetermined. In contrast, qualitative research involves collecting data by observing what people do and say (Bryman, 1992). The combination of qualitative and quantitative research methods is helpful to understand how costumers perceive the products and could provide a deeper understanding of the research problem. The data was collected online, which avoided any face-to-face contact with the study's participants. In this data collection method, it is not possible to conduct the observation of the participants' "body language" and participants can lose interest or become distracted during the answers to the online survey. In spite of online surveys' popularity and practicality, the collection of the data could be done in person or through web conversation. Moreover, qualitative research covers a wide range of approaches for the exploration of human experiences, perceptions, motivations and behaviours, and it is concerned with the collection and analysis of words whether in the form of speech or writing (Clissett, 2008).

4) Due to the vehicle (web survey), there was also a limitation concerning the self-selection bias. The self-selection sample bias is related to any trend or deviation from the truth in data collection, data analysis and interpretation, which can cause false conclusions. The web

survey questionnaire is simply put on the web. Respondents are those individuals who happen to have Internet, visit the website, and decide to participate in the survey. The survey researcher is not in control over the selection process. Due to some cases, participants may provide biased input by responding to questions they believe are favourable to the researcher, rather than their authentic response (social desirability bias) (Adler & Clark, 2014; Krumpal, 2013). Evidently, such a study would require carefully measuring of the types of questions because weighting adjustment techniques may be able to reduce a bias to the self-selection (Bethlehem, 2010).

5) It would also be important to make longitudinal analysis instead of current cross-sectional analysis. This would allow to compensate for changes in inflows of emigrants, the country's economic situation, other internal or external factors, thus providing a more accurate and long-lasting view of the emigrant consumers under study (Clissett, 2008; Malhotra, 2005).

6) The variable price can also be added in future investigations. From the consumer's point of view, the price can be seen as a necessary sacrifice to obtain the product. Shapiro (1973) considers that the price variable is concrete and measurable by the consumer. This fact leads to the practice of fixed prices in certain stores. In the context of emigration, this variable should be considered with greater importance, as we are studying a population that is not in their country of origin, and according to the Pécoud (2021) one of the motivations of emigrants is the search for a better life, namely a better salary, therefore many of them may be people with financial difficulties, who will give extra importance to the products' price.

7) Future research could additionally investigate the consequences of both acculturation and country of origin on other consumer behaviour variables, including brand loyalty, brand image or brand emotional attachment (Baltas & Argouslidis, 2007; Bao et al., 2011; Keller & Kotler, 2005; Park et al., 2013). Moreover, it could be interesting to investigate the existence of different effects of acculturation on emigrants' consumer behaviour among different age or educational levels groups (Bergami & Bagozzi P., 2000; Du et al., 2007; Saleem et al., 2015; Tuškej et al., 2013).

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Appendix A

Survey - Hábitos de compra dos portugueses no estrangeiro

Caro participante, chamo-me Tatiana Velgan e sou estudante de mestrado em Negócios Internacionais do Instituto Politécnico de Leiria. O objetivo desta pesquisa é compreender a aculturação dos emigrantes portugueses, emigrados na Alemanha, França e Inglaterra através da análise das suas intenções de compra.

Este questionário levará cerca de 5 - 10 minutos a preencher.

Toda a informação recolhida é confidencial, anónima e de natureza exclusivamente académica, para fins de investigação, havendo apenas lugar à publicação dos resultados agregados do estudo.

Para qualquer questão ou dúvida sobre o preenchimento deste questionário, podem contactar-me através do e-mail 2190359@my.ipleiria.pt.

Muito obrigada pela sua colaboração!

1. Eu acho que em primeiro lugar devo comprar produtos portugueses

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

2. Comprar produtos estrangeiros não é patriótico

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

3. Não é correto comprar produtos de origem estrangeira porque coloca os portugueses sem trabalho

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

4. Um verdadeiro português deve sempre comprar produtos Fabricados em Portugal

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

5. Portugal é um país inovador na fabricação

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

6. Portugal é um país que apresenta alto nível de avanço tecnológico

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

7. Portugal é um país que é bom em design

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

8. Portugal é um país que é criativo na sua mão de obra

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

9. Portugal é um país que possui alta qualidade na sua fabricação

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

10. Portugal é um país de prestígio

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

11. Os produtos portugueses provêm de um país com a imagem de um país avançado

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

12. Tenho uma forte sensação de pertença e identificação com os produtos portugueses

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

13. Eu identifico-me fortemente com os produtos portugueses

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

14. Os produtos portugueses incorporam o que eu acredito

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

15. Os produtos portugueses são como uma parte de mim

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

16. Os produtos portugueses têm um grande significado pessoal para mim

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

17. Os produtos portugueses são de alta qualidade

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

18. A qualidade esperada para os produtos portugueses é extremamente elevada

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

19. A probabilidade dos produtos portugueses serem fiáveis é muito elevada

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

20. A fiabilidade dos produtos portugueses é muito elevada

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

21. Faz sentido comprar produtos portugueses em vez de qualquer outro produto, mesmo que sejam iguais

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

22. Mesmo que outro produto tenha as mesmas características dos produtos portugueses, eu preferiria comprar os produtos portugueses

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

23. Se houver outro produto tão bom quanto os produtos portugueses, prefiro comprar o produto português

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

24. Se outro produto não é diferente do produto português, parece-me mais inteligente o produto português

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

25. Eu pretendo comprar produtos portugueses com frequência

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

26. Pretendo comprar produtos portugueses com maior frequência

Discordo totalmente / Discordo / Não concordo nem discordo / Concordo / Concordo totalmente

27. Por favor indique país de destino de emigração

França / Alemanha / Inglaterra

28. Com que frequência fala a língua do país para onde emigrou com os seus amigos

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

29. Com que frequência assiste televisão na língua do país para onde emigrou

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

30. Com que frequência você lê jornais / revistas na língua do país para onde emigrou

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

31. Com que frequência conta piadas língua do país para onde emigrou

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

32. Com que frequência está com amigos mais próximos do país para onde emigrou

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

33. Com que frequência participa em eventos sociais (festas, bailes, piqueniques, eventos desportivos) com amigos do país para onde emigrou

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

34. Eu normalmente compro em lojas onde falam português

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

35. Normalmente faço compras em lojas geridas por portugueses

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

36. Eu identifico-me com a cultura das lojas portuguesas onde faço compras

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

37. Nas lojas onde compro sinto-me em casa

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

38. Eu prefiro ir a cafés / bares locais em vez dos portugueses

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

39. Eu prefiro restaurantes portugueses em vez dos locais

Nunca/ Raramente/ Às vezes/ Muitas vezes/ Sempre

40. Por favor indique o seu género

Masculino/ Feminino

41. Por favor indique a sua idade

Resposta escrita

42. Por favor indique as suas qualificações

Ensino Básico/ Ensino Secundário/ Licenciatura/ Mestrado/ Doutoramento

43. Por favor indique há quanto tempo está emigrado?

Resposta escrita

44. Por favor indique a sua profissão

Resposta escrita