



Consumer acculturation: Scale development and validation with a mixed-method approach*

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ABSTRACT

Acculturation is a multidimensional concept and often means paying attention to different cultures. Since in acculturation, one seeks alternative attributes and values, this can affect the consumption of goods by the consumer. Considering the role of consumption of domestic goods on the economic growth and development of the country, it is important to identify the dimensions and components of consumer acculturation and research in this field. Therefore, this study seeks to identify the dimensions and components of consumer acculturation in the consumption of domestic goods and to develop a scale in this regard. The present study has been done by the mixed method. The statistical population of the research in the qualitative stage included experts in the Iranian clothing industry, which due to theoretical saturation, a sample of 20 people was selected by judgment. In the quantitative stage, the statistical population consisted of clothing consumers in Iran, of which 310 were selected by cluster sampling. After interviewing the experts, the thematic analysis method was used to identify the main components. Then, using quantitative methods such as exploratory and confirmatory factor analysis, the identified components were classified in the form of dimensions and were verified. In the end, the scale of consumer acculturation in the consumption of domestic goods, including the main dimensions and components was proposed. The main contribution of this paper is developing and validating a multidimensional scale for consumer acculturation in the clothing sector, which has been overlooked in previous research.

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1. Introduction

A consumer is influenced by many different factors while making a purchase that includes marketing efforts. In domestic markets, using foreign brands has been sometimes regarded as a high prestige and high social status. Such an approach requires the examination of domestic consumer behavior in the consumption of domestic goods (Hoseinbeigi et al., 2019; Shafiee et al., 2019). The competition between domestic and foreign products is increasingly growing in the domestic markets (Mohammad Shafiee and Pourghanbary Zadeh, 2023). Interest toward foreign products and brands in the developing countries is an undeniable truth. Understanding factors that shape consumer purchase decisions and influence them is very important for domestic companies. One common belief is that purchasing the imported goods by domestic consumers is due to the high quality of the imported goods, whereas some other factors such as cultural factors and acculturation can exert a much greater effect on the consumers' purchase intention (Ghorbanian et al., 2015; Bazargan and Shafiee, 2018).

Consumer acculturation is a multi-dimensional and interdisciplinary concept that involves cultural issues in consumer behavior. It means acquisition of skills and knowledge of getting the consumer involved in one or several cultures and getting influenced by the cultural elements of other cultures (Luedicke, 2015). In another definition, Luedicke (2011) explains that consumer acculturation acts as a complicated process of social and cultural adaptation influenced by unknown economic conditions (e.g. income and status), biological (e.g. nutrition and health), physical (e.g. urbanization) social (e.g. family, friendship and discriminations) and even other cultural factors (e.g. clothing, religion and language) that people from different cultures are facing it (Shafiee et al., 2019). This can happen at the national, regional, international and global levels. For example, Cleveland et al. (2015) regard creation of global culture in the consumption as a result of the increase in the relationship between national and local cultures. In such a view, consumer acculturation is used as a multidimensional construct in order to acquire knowledge, skills and behaviors that are related to the local and global consumer culture. Different studies have identified factors affecting this concept. In the majority of these studies, the main factor of consumer acculturation encompasses getting exposed to global media and multinational marketing activities.

In the current world, media try to provide opportunities to contact many different cultural groups. However, there are some other ways in the cultural exchange. For instance, tourists travelling to other cities or countries are an example of the emergence of cultural exchange (Najafabadi and Shafiee, 2016). People who commute in cultural settings more comfortably tend to communicate with other people more, thus developing "patriotic or cosmopolitan world" and the global culture (Cleveland et al, 2015). Many consumers definitely experience acculturation. However, the point is how much is the impact of acculturation on them and the consumption of goods in their behavior. The internet and television have created a global atmosphere of ideas by which people can generate different aspects of choices for their self-concepts (for example, global teenagers). Consumer acculturation can possess a self-concept identity as it is the similar case in ethnic identity theory (Maddah et al., 2021; Tajfel and Turner, 1986). In this theory, consumer behavior models are compliant with lifestyles and shape the main tenets of consumer acculturation.

Although in various studies, the role of consumer acculturation has been emphasized as an important factor that affects consumer behavior, there is rarely a research that develop and validate a scale for this concept. Moreover, to the best of our knowledge, there is no scale for consumer acculturation in the clothing sector. In the previous studies, the components of consumer acculturation have not been identified and their dimensions have not been categorized in a comprehensive and integrated model. Therefore, the objective of this study is to identify the main dimensions and components involved in the consumer acculturation in the consumption of domestic products. . Thus, the scope of the current study is focused on the brand and consumer behavior. In spite of the importance of the clothing industry in different economic and cultural aspects, few studies have been conducted by focusing on this industry. Hence, this study explores consumer acculturation in the consumption of domestic goods by identifying the main components of the consumer acculturation among the consumers of Iranian clothes. The scale proposed in our research help academics and practitioners have more insights toward the relationship consumer behavior and national brand concept.

2. Literature review

2.1. Consumer ethnicity

Consumer ethnicity is a traditional concept and refers to consumer loyalty to domestic brand products and refusal of purchasing imported products due to nationalistic reasons (Maddah et al., 2022). For ethnic consumers, importing goods can have a negative effect on domestic economy, some lose their jobs and it is non-patriotic. Consumer ethnicity is a global phenomenon, but its level depends on social, cultural and historical characteristics of the consumer, and the evaluated product. The most common tool for the evaluation of consumer ethnicity is the consumer ethnicity tendency scale (CETSCALE) developed by Shimp and Sharma (1978). This scale tends to predict attitudes and purchase behavior and seeks to understand the relationship between consumer ethnicity and the buyer behavior.

The notion of ethnicity is prevalent not only at the corporate level, but also at the macro level for countries that are exposed to importing foreign products. Consumer ethnicity is a very important factor in economic growth, reduction of unemployment, industry growth and domestic production. Hence, it has always been the top priority of economic and commercial policymaking of each country to attract domestic consumers and make them loyal to purchase domestic products. It leads to the increase of recession and unemployment that will generate negative consequences for a society. Selecting foreign products will exert negative impacts on domestic products and will result in unemployment (Mohammad Shafiee and Zamani, 2022). Ethnic consumers tend to protect their economies by purchasing domestic brands and products (Sun et al., 2021). Consumers in developed economies tend to over evaluate domestic products, undervalue imported products and find themselves morally bound to purchase domestic products. Conversely, the opposite is true about the consumers of developing countries. Therefore, consumers in developing countries tend to perceive the imported products, especially those that are manufactured in the countries of origin (for example, economically more developed countries) as the products with higher quality compared to their domestic counterparts.

2.2. Acculturation

There are several definitions for acculturation. It means change in the culture that happens as a result of extensive contacts between cultural groups. Acculturation does not necessarily mean getting attracted to a dominant culture. It is not a uni-dimensional construct that represents the intensity of attraction. Instead, this process encompasses an individual strategy that is simultaneously compatible with the host culture and retains the components of local culture. In acculturation, this is examined what will happen when people begin to communicate with a culture that is new to them (Martin, 2005). Instead of being considered a short-term phenomenon, acculturation is regarded as a process of cultural adjustment that affects the behavior of people when they act as consumers. Acculturation happens when two or more groups with different cultures constantly communicate with each other, and this results in the change in one or more groups. Acculturation may also be regarded as a part of cultural identity (Stonefish and Kwantes, 2017). It means accepting the main flow and social integration by changing behaviors, values and attitudes (Seo et al., 2012). Bojanic and Xu (2006) argue that acculturation is a process through which people adapt themselves with the culture of destination country when they immigrate to another country for more job opportunities, education or marriage purposes. Therefore, this process is born out of external processes that follow through the acceptance of main values, customs, norms, attitudes and cultural behaviors.

As a seven-dimensional construct, acculturation refers to how individuals acquire knowledge, skills and behaviors that are related to the culture of global consumer (Sobol et al., 2018). These seven aspects are as follows:

1) Getting exposed to global and foreign mass media: Satellite, TV, the internet and privatization of mass media allow people around the world to have access to watching TV, similar films, listening to similar music and reading similar news. Global audience are increasingly exposed to a set of ideologies, messages and similar marks and release ideological delicacies and cultural customs.

2) Getting exposed to English language and using it: Beyond overcoming it in the internet and other forms of media, English language means being international, modernized as well as an outstanding communicative setting and atmosphere for acquiring science, commerce, tourism and diplomacy (Nourbehesht and Mohammad Shafiee, 2020).

3) Getting exposed to marketing activities of multinational corporations: Conveying cultural symbols and pictures is mainly a symbol of global market. Majority of contemporary marks are mostly about how to convey meaning, and are less about the features of a product. Marketing activities of multinational companies are collectively in charge of releasing the consumer acculturation advertisements (Eivazinezhad et al., 2022).

4) Social interactions through travelling: Tourists bring their cultural heritage by travelling. They unconsciously penetrate into the main flow of the population. After they come back home, they act as a manifestation of the consumed goods and commodities that return from their cultures.

5) Patriotic world (cosmopolitanism): It refers to a situation in which people get familiar with global attitudes and lifestyles. People cooperate and interact consciously with other people in different countries. They have engaged themselves with local cultures. With respect to the ability to shape cultures through mass media, one can obtain and possess global features without leaving his/her local feature.

6) Open-mindedness and tendency of imitation: In encountering global and international factors, individuals are exposed to acquire a set of global ideas, lifestyles and products. Similarly, adolescents share a wide variety of products through which they share their own features and the mindsets and attitudes of their lives.

7) Self-concept by global consumer culture: People nowadays are freely recognized by special ways and different systems of beliefs, which subsequently, influence their thinking and behaviors. Social identity theory (Tajfel and Turner, 1986) holds that individuals' behavior is somehow a result of adherence to principles and criteria of groups in which they are the members.

After a thorough review of previous studies that are related to our research, we found few studies that consider consumer acculturation as a multidimensional construct and its relationship with consuming domestic products. There were rarely a research that develop a validated scale, especially in the clothing industry, for consumer acculturation, regarding the notion of consumer ethnicity. However, we review the more related studies in this field in the following. In a research conducted by Arnould and Thompson (2005), consumer acculturation was considered as a vital factor in consumer behavior with focus on consumer culture theory. They emphasized extensively on the aspect of consumption regarding the cultural aspect of this construct. According to this view, consumer acculturation theory explores how consumers encode symbolic concepts in advertisements, brands, retail stores or physical goods in order to make changes in their personal and social conditions and also in their identity goals and their lifestyles. The main different of this study with our research is that the focus of Arnould and Thompson's model is primarily on the cultural aspect of consumer acculturation as a whole, while we consider more detailed aspects of the culture along with the other aspects.

In his cultural adaptation model, Berry (1997) shows that people and groups tend to retain and preserve their values and cultural heritage when they confront with a new culture. Based on this model, solving this subject is as a result of accepting one of the four strategies of adaptation, integration and attraction and separation or isolation. Berry has proposed four acculturation strategies. The first is integration. It means that individuals are detached and loyal to the culture of the original community, while they interact with the culture of destination country and are loyal to it as well. In integration, there is a sort of real bi-culturality, and loyalty to both of the cultures, which will bring about a kind of social unity. Attraction means that the individual loses his/her cultural priority and resorts to the culture of destination country. In such a case, the main priority is the culture of the host country. Separation means preservation of the main original culture and lack of interaction with the host country. There is a passion for the original culture and the individuals who care for their own traditional culture and overlook the culture of the host country. The fourth strategy is marginalization or isolation, which happens when the individuals become isolated from both their own ethnic culture and the culture of the host country. This strategy is a kind of dual alienation, because there is a lack of loyalty to both cultures (the ethnic culture and the host culture) (Boostani et al., 2017). Although the Berry's model is very helpful in exploring the concept of consumer acculturation, the main focus of this model is its strategic perspective toward consumer acculturation. Moreover, it has a process view to this concept and does not consider its relationship with other constructs.

Khodadad Hosseini et al. (2015) investigated the role of consumers' national patriotism in their attitudes toward foreign and domestic products. They believed that consumer acculturation can act as a guidance for the importers and manufacturers in the realm of marketing and consumer behavior. The results revealed that the relationship between ethnic dependencies and national identity of the consumer national patriotism were supported, but the impact of cultural liberation on the consumer national patriotism was rejected. This study mainly focused on the role of consumer identity and patriotism, while neglected other aspects, which are considered in our study.

Shahtahmasbi et al. (2014) explored the attitudes of consumers and their interpretation of domestic brands and products by brand participation strategy among the original and local ethnic groups in Iran. They found that volatile environment, dynamic markets and intensification of competitions for entry to new markets would force companies to use brand creative strategies such as brand participation (Shafiee, 2021). However, customers' interpretation for this change should be more considered with respect to the background and signals that brand brings about for each of customers. Although their study focused on the concept of consumer acculturation through the theory of brand and competition, they did not present an integrated scale in this regard.

In a research, Sobol et al. (2018) examined the events regarding acculturation and national identity in Netherlands. They used Hofstede model in examination of acculturation. They also investigated the role of demographic factors, such as age, education and income and their impacts on acculturation and national identity. Finally, they explored the relationship between these factors and ethnicity in the consumption of some commodities such as luxurious goods, cosmetics, electrical utensils, traditional costumes, local cuisines and home appliances. Although their work is apt in exploring the relationship between consumer acculturation and national identity, they primarily focused on the Hofstede model and demographic factors.

He and Wang (2015) explored the relationship between national identity and ethnicity of the consumers and purchasing preference and of domestic and imported brands. They also examined the relationship between cultural identity and brand purchasing. The main contribution of their work is using brand property as a moderating variable in consumer acculturation. In their findings, they asserted that cultural identity and ethnicity of the consumers have a direct impact on the purchasing preference of domestic brands while they have a negative impact on the purchase of imported brands. The research shows the moderating role of brand property in the purchasing preference of domestic brands, but it shows no impact on the real purchasing.

3. Research Methodology

This study was conducted in the clothing industry in Iran. With respect to the diverse tastes of clothing industry consumers in Iran on the one hand, and foreign clothes in the Iranian markets and the cultural impacts they exert in this industry on the other hand, clothing industry has been chosen for this study. Considering this objective, first, the literature was reviewed. The objective was to detect the factors determining consumer acculturation in the consumption of domestic goods. To attain this objective and to conduct the research, the mixed method approach was used in this study.

In the first phase, thematic analysis method was used. To do so, some questions were devised to do semi-structured interviews with the experts with respect to library studies and by means of the literature review. Afterwards, the main variables were identified and accreditation was done by CVI and CVR indices. Then, the adequacy of the data was examined by means of fuzzy Delphi method. With respect to the obtained results, the main underlying variables regarding the components of the consumer acculturation were identified. Then, quantitative method was used to complete the research. To do so, first, exploratory factor analysis (EFA) was used to categorize the identified items in the form of the dimensions of consumer acculturation. Then, they were examined and confirmed by the use of confirmatory factor analysis (CFA).

Since the mixed method has been used in this study (in both quantitative and qualitative phases), two statistical populations were adopted in this research. First, there was a semi-structured interview done with the experts of the clothing industry in the qualitative phase, and the main variables were identified using thematic analysis. Afterwards, the adequacy of the data was examined using fuzzy Delphi method. Then, in order to identify the items for consumer acculturation construct, AMOS and SPSS Software were used for exploratory and confirmatory factory analyses in this phase.

4. Analysis and findings

4.1. Study 1: Qualitative study

First, semi-structured interviews were conducted with experts and academics. In alignment with this, thematic analysis and fuzzy Delphi methods were adopted to extract the most important items. The findings of this phase are provided in the following sections. In this phase, the statistical population encompasses the experts and professors of sociology, management, economics, consumer behavior and the experts of the clothing industry with an at least five years of experience in this field. In the thematic analysis phase, 20 interviews were done with the experts and 15 interviews were used in the fuzzy Delphi phase. The statistical sample was composed of two women and 18 men. Among them, 15 had bachelor's degree, three had master's degree and two had PhD degree. Their job history in this field varied from 10 to 35 years.

4.1.1. Thematic analysis

In this section, the data obtained as a result of the interviews regarding the identification of dimensions and the components of consumer acculturation have been analyzed. For consumer acculturation, the main subjects were extracted after doing the interviews and with regard to the texts of the interviews. A sample of extracted themes are illustrated in Table 1.

Table 1. A sample of identified themes in consumer acculturation

	Text of the interview	The identified theme
1	We are so proud of our cultural background. Therefore, using domestic products such as Iranian clothes equals respecting the culture and civilization of our country.	Using domestic products in alignment with respecting the culture
2	The more liberated the culture is in the individual, the more willing he/she will be toward the foreign products.	Cultural liberation
3	For instance, the local and traditional costumes of Iranian ethnic groups should be retained as one of the symbols of national identity and cultural heritage due to their diversity of color and materials	Necessity of producing and consuming local costumes as the cultural heritage
4	People who have higher ethnicity are more loyal to their own culture and their customs and do not find the cultures and customs of other groups more superior than their own ones.	Regarding your own culture and customs more superior than other ones
5	For example, regarding religious factors that can affect the consumption of domestic products, Islam emphasizes frugality. In such a case, people avoid being extravagant and avoid purchasing foreign exorbitant brands.	The emphasis of religion on frugality and avoiding sentimentalism
6	Goods that have benefits compatible with the culture of the members of the group or society any time will be more likely to be accepted in the market.	Compatibility between the domestically produced goods and the culture of society
7	Those people who have ethnic features tend to consume domestic products compatible with their culture in order to make their own traditional culture survive	Survival of traditional ethnic culture
8	If the advertising of domestic products are compatible with special culture and special ethnic values, the tendency of its consumption in that ethnic group will be increased.	Advertising domestic goods based on ethnic culture and values
9	Definitely, cultural commonalities can lead to homogeneity in many different areas. For example, in different ethnic groups such as Lurish and Kurdish ones, special costumes are used that can be solely the domestic products. This homogeneity can affect the consumption of domestic products.	The ability of common culture of ethnic groups in homogeneity of clothes
10	Of social factors that depend on cultural factors, the roles of education, Ministry of Culture and Islamic Guidance, IRIB, higher education centers, media and newspapers are very crucial and substantial in this regard in order for the Iranian people to honorably use Iranian products.	The role of educational system in inhibition of the culture of domestic products
11	Common religion among people can affect their national identity, which seems to be more important than other cases that yield national identity	Common religion among people
12	Perseverance for retaining and preserving the common culture against current invasions is one of the main plans of each country and each patriotic person who is proud of his/her past. Therefore, purchasing Iranian products compatible and homogenous with the culture of the country will help better preserve its rich culture.	Consumption of Iranian clothes to make it survive as a cultural symbols
13	In today's world, media exert a substantial impact on peoples' attitudes and opinions. Perhaps, one of the main reasons of persuading people to purchase foreign products is the constant advertisements of media and satellite channels. The power and effectiveness of these media can be at the disposal of Iranian products. By discovering purely innovative ideas in producing diverse programs of national media, people should be convinced to purchase Iranian products.	Programs of national media in convincing people to purchase domestic and Iranian products
14	Perhaps gender can affect the consumption of domestic products. Women usually feel more patriotic about their own country and try to help it by consuming domestic products.	The effect of gender (feminine patriotic feelings)
15	As one of the most up-to-date kinds of media, social networks play an undeniable role in organizing the thinking of people. Using the power of social media can play a substantial role in inhibiting the culture of consuming Iranian products.	Acculturation of consumption of Iranian products in widespread social networks
16	Inhibiting the culture of supporting national production and domestic manufacturers and workers can also be important in consuming domestic products and clothes	Culturalization of supporting national production
17	Iranian people have special cultural characteristics that foreign people lack. Therefore, every person who uses Iranian products, can be effective and important in respecting the culture of his own country and notifying others of that even if he/she is living overseas.	Using Iranian products in alignment with respecting the civilization

In the following section, notions and sub-themes that are extracted from the main variable are illustrated in Table 2.

Table 2. Extraction of other themes from consumer acculturation

Main Variable	Sub-theme 1	Sub-theme 2
Consumer acculturation	The importance of cultural products	Using Iranian products in alignment with respecting the civilization
		Using domestic products in alignment with respecting the culture
		Compatibility of the produced goods and the culture of society
		Necessity of producing and consuming traditional costumes as the cultural heritage
	The effectiveness of religious culture	Consumption of domestic clothes to make it survive as a cultural heritage
		The emphasis of religion on frugality and avoiding sentimentalism
		Common religion among people
	Media and acculturation among the consumers	Programs of national media toward acculturation and convincing people to purchase domestic products
		Advertising domestic products based on ethnic culture and values
		Acculturation of consumption of Iranian products in widespread social and virtual networks
		Regarding your own culture and customs as superior
		Survival of the traditional ethnic culture
Richness of national culture	The impact of gender (feminine patriotic feelings)	
	The ability of common ethnic groups in homogenizing the clothes	
	Culturalization of supporting national production	
	Cultural liberation	
		The role of national educational system in inhibiting the consumption of domestic products

4.1.2. Accreditation of the identified themes

The accreditation of the identified themes has been calculated in the form of two indexes, including Content Validity Index (CVI) and Content Validity Ratio (CVR). To calculate this ratios, the opinions of the experts were investigated in this research. By explaining the objectives of the test and providing operational definitions related to the content of the questions, the experts were asked to categorize each of the questions based on the 3-point Likert scale (i.e., 1. The item is essential; 2. The item is useful, but is not essential; 3. The item is non-essential). Based on the number of the experts who evaluated the questions (15 experts), the minimum acceptable amount of CVR should be above 0.49. CVI is used for measuring the validity of the questionnaire. The values above 0.79 are acceptable. The results are illustrated in Table 3.

Table 3. The extracted themes and their accreditation

The extracted themes	CVR	CVI
Using Iranian products in alignment with respecting the civilization	1.00	0.87
Using domestic products in alignment with respecting the culture	0.77	0.79
Compatibility of the produced goods and the culture of society	0.73	0.87
Necessity of producing and consuming traditional costumes as the cultural heritage	0.73	0.93
Consumption of domestic clothes to make it survive as a cultural heritage	0.87	0.80
The emphasis of religion on frugality and avoiding sentimentalism	0.87	0.80
Common religion among people	0.74	0.84
Programs of national media toward acculturation and convincing people to purchase domestic products	1.00	0.80
Advertising domestic products based on ethnic culture and values	1.00	0.93
Acculturation of consumption of Iranian products in widespread social and virtual networks	1.00	0.80
Regarding your own culture and customs as superior	0.87	0.87
Survival of the traditional ethnic culture	1.00	0.87
The impact of gender (feminine patriotic feelings)	1.00	1.00
The ability of common ethnic groups in homogenizing the clothes	0.87	0.93
Culturalization of supporting national production	1.00	0.87
Cultural liberation	0.93	0.87
The role of national educational system in inhibiting the consumption of domestic products	0.60	0.93

4.1.3. Fuzzy Delphi method

Since it is hard to devise a model for the components of consumer acculturation in the consumption of domestic brands and there is no remarkable experience in the clothing sector, as well as the nature of

the problem that achieving concrete results requires the cooperation of the experts the fuzzy Delphi method is used in this research to determine the consumer acculturation components in the consumption of domestic brands.

With regard to what has been proposed and also the variables identified in the previous step, a questionnaire was proposed to the experts. To obtain the fuzzy average and also defuzzification of the average based on the current results, the method introduced by Bojadziev (2007) has been used. Table 4 illustrates the opinions of the experts in the first phase. In the second phase, another questionnaire was devised. In this questionnaire, the proposed options were resent to the expert group members along with the previous opinions and remarks of each individual and their discrepancies with other experts (the defuzzificated average). In table 4, a sample of the survey in this stage is illustrated. If the discrepancy between the two phases is less than the interval limit of 0.1 (meaning very little), the process of the survey will be stopped (Cheng and Lin, 2002). Considering the formula 1, the discrepancy between the first and the second phases are calculated as follows:

$$\text{Formula 1. } S (Am2, Am1) = \left[\frac{1}{3} [(am21+am22+am23)-(am11+am12+am13)] \right]$$

Table 4. The results of counting the answers of the first phase

	The extracted themes	the first phase	the second phase	the difference of two phases
1	Using Iranian products in alignment with respecting the civilization	0.25	0.34	0.09
2	Using domestic products in alignment with respecting the culture	0.43	0.52	0.09
3	Compatibility of the produced goods and the culture of society	0.40	0.47	0.07
4	Necessity of producing and consuming traditional costumes as the cultural heritage	0.67	0.70	0.03
5	Consumption of domestic clothes to make it survive as a cultural heritage	0.45	0.38	0.07
6	The emphasis of religion on frugality and avoiding sentimentalism	0.18	0.23	0.05
7	Common religion among people	0.25	0.33	0.08
8	Programs of national media toward acculturation and convincing people to purchase domestic products	0.43	0.49	0.05
9	Advertising domestic products based on ethnic culture and values	0.64	0.56	0.08
10	Culturalization of consumption of Iranian products in widespread social and virtual networks	0.44	0.53	0.09
11	Regarding your own culture and customs as superior	0.15	0.17	0.02
12	Survival of the ancient ethnic culture	0.31	0.92	0.61
13	The impact of gender (feminine patriotic feelings)	0.33	0.40	0.07
14	The ability of common ethnic groups in homogenizing the clothes	0.23	0.27	0.04
15	Culturalization of supporting national production	0.29	0.38	0.09
16	Cultural liberation	0.57	0.65	0.08
17	The role of national educational system in inhibiting the consumption of domestic products	0.60	0.51	0.09

In the components in which the difference is less than 0.1, there is a consensus but other components should be omitted. All items in the table are acceptable in this phase.

4.2. Study 2: Quantitative study

In the quantitative phase, the statistical population encompassed 310 customers of the clothing industry. The number of samples in this research was selected based on the Morgan rule. A questionnaire was distributed among the participants by social media, regarding their pre-determined clusters. The questions were measured with Likert's 5-point scale (with 1 signifying "I strongly disagree" to 5 signifying "I strongly agree"). The demographic information is illustrated in Table 5. Varimax rotation method was used in the EFA. In the CFA, the measurement has been based on the estimation of standard coefficients for each of the items. Then, construct validity and reliability were measured as well as the discriminant validity of consumer acculturation.

In this section, the items identified in the qualitative stage are categorized in the form of the dimensions of consumer acculturation by means of EFA. Their accreditation will be examined in the CFA stage. In Table 6, the final items of the qualitative stage and the supporting sources are provided. These items should be analyzed in the quantitative phase for more robustness.

Table 5. Demographic characteristics

Gender	Age						Education				Monthly Income				
	Male	Female	Below 25	25-35	36-45	46-55	Over 55	Diploma or below	Bachelor's degree	Master's degree	PhD	Below 4 million IRT	4-8 million IRT	8-12 million IRT	Over 12 million IRT
Frequency	140	170	46	99	75	62	28	47	139	93	31	140	93	62	15
Percentage	45	55	15	32	24	20	9	15	45	30	10	45	30	20	5

Note: IRT = Iran Toman

Table 6. The final items of consumer acculturation in the qualitative phase and their supporting sources

Items	Supporting sources
1. Confrontation of the foreign consumption culture with national culture	
2. The role of foreign media interference and disruption in shaping the domestic consumption culture	
3. The damage inflicted by foreign reference groups to the domestic consumption culture	
4. Avoiding the advertisements that encourage foreign consumption lifestyle	
5. Avoiding foreign consumption culture	
6. Loyalty to domestic consumption culture	
7. The feeling of being differentiated from other countries	Poorsalimi et al., 2016
8. Finding the culture and customs of your own country superior to other countries	Sobol et al., 2018
9. Refusing the culture of other cultures	Cumberland et al., 2010
10. The culture and custom of your country as a means of promoting your humane status	Pentz et al., 2013
11. The importance of consumption culture and the local lifestyle in domestic media	Reardon et al., 2005
12. Compatibility of shopping with the local culture	
13. The role of education in the consumption of domestic products	
14. Authenticity of Islamic and Iranian culture and civilization	
15. The role of internet and satellite TV	
16. The excessive attention of the youth to foreign culture and customs	
17. Expressing your opinions in gatherings and meetings about foreign culture in comparison with the domestic culture.	

4.2.1. Exploratory factor analysis

The result of Bartlett's test showed that the significance value is less than 5%, indicating that factor analysis is appropriate for determining the model. Likewise, Since KMO index with value of 0.872 is close to one, the number of respondents (310 samples) was adequate for factor analysis. Table 7 illustrates extracted shared variance. The bigger the extracted shared variance, the better illustrated the variables by the extracted factors. If each of the extracted shared variance is very little amount (less than 0.4), it should be omitted. Here, all the extracted shared variances of the items are more than 0.4.

As it can be observed in Table 7, all the items of the research construct have the shared variance over 0.4, meaning that they should be retained in the model, and these items can be used for EFA. With regard to the results of factor analysis on 17 items, three factors are identified as the main factors of consumer acculturation construct. These three factors can explain 65% of the variance of this construct.

Table 7. The extracted shared variance of consumer acculturation construct

Question	Extracted shared variance	Question	Extracted shared variance
ACC* 1	0.640	ACC 10	0.748
ACC 2	0.683	ACC 11	0.683
ACC 3	0.666	ACC 12	0.704
ACC 4	0.818	ACC 13	0.662
ACC 5	0.647	ACC 14	0.754
ACC 6	0.513	ACC 15	0.822
ACC 7	0.464	ACC 16	0.670
ACC 8	0.564	ACC 17	0.573
ACC 9	0.651		

* ACC: Acculturation

Note: ACC1-ACC17 stand for the final items of the qualitative phase

Table 8. The factors after Varimax rotation

	Components		
	1	2	3
ACC 1	0.398	0.694	-0.024
ACC 3	0.462	0.656	0.149
ACC 5	0.479	0.646	-0.028
ACC 6	0.474	0.520	0.133
ACC 9	0.446	0.672	0.016
ACC 16	0.203	0.787	0.093
ACC 17	0.113	0.730	0.166
ACC 2	0.728	0.389	0.047
ACC 4	0.862	0.252	-0.109
ACC 11	0.795	0.204	0.092
ACC 13	0.771	0.244	0.089
ACC 15	0.860	0.263	-0.110
ACC 7	0.052	0.310	0.604
ACC 8	-0.105	0.276	0.691
ACC 10	-0.029	-0.125	0.855
ACC 12	0.015	0.022	0.839
ACC 14	0.122	0.025	0.859

With regard to the literature review and previous studies, these factors have been entitled as follows. The results show that: Questions ACC1, ACC3, ACC5, ACC6, ACC9, ACC16 and ACC17 are categorized under the 2nd dimension of the consumer acculturation construct (i.e., cultural confrontations and reactions). Questions ACC2, ACC4, ACC11, ACC13 and ACC15 are categorized under the 1st dimension of the consumer acculturation construct (i.e., media and social relationships). Questions ACC7, ACC8, ACC10, ACC12 and ACC14 are categorized under the 3rd dimension of the consumer acculturation construct (i.e., being proud of domestic culture). These three factors/dimensions and their related items are illustrated in Table 9.

Table 9. Naming the dimensions of consumer acculturation

The extracted factors	Questions
Cultural confrontations and reactions	ACC1, ACC3, ACC5, ACC6, ACC9, ACC16 and ACC17
Media and social relationships	ACC2, ACC4, ACC11, ACC13 and ACC15
Being proud of domestic culture	ACC7, ACC8, ACC10, ACC12 and ACC14

4.2.2. Confirmatory factor analysis

After conducting EFA and naming the extracted factors of the consumer acculturation construct, these factors went under CFA to be validated. In this phase, AMOS24 software was used. In Figure 1, CFA is illustrated in the form of standardized coefficients.

The measurement model for the components of consumer acculturation are illustrated in Table 10 and their goodness of fit has been examined in the forms of three dimensions, including cultural confrontation, media and social relationships and feeling proud of domestic culture. In Table 10, the measurement indexes in the form of standard coefficients are shown for each items of consumer acculturation.

4.2.3. Reliability and validity of consumer acculturation construct

Two indexes, including average variance extracted (AVE) and composite reliability (CR) will be calculated for measuring validity and reliability of the constructs. The AVE index shows what percentage of the variance of the construct has been influenced by the measures of that construct. The AVE index is used for measuring the validity and it is known as convergent validity. Researchers have considered an amount of 0.5 or above for this index (Fornell and Larcker, 1981; Hair et al., 2012). For determining the reliability of the constructs, Cronbach alpha and CR are used. If the value of CR for the constructs is above 0.7 (Fornell and Larcker, 1981; Hair et al., 2012), the reliability is acceptable. The closer the value is to 1, the more reliable will be the construct. For convergent validity, the following relations must exist: $R > 0.7$; $CR > AVE$; and $AVE > 0.5$.

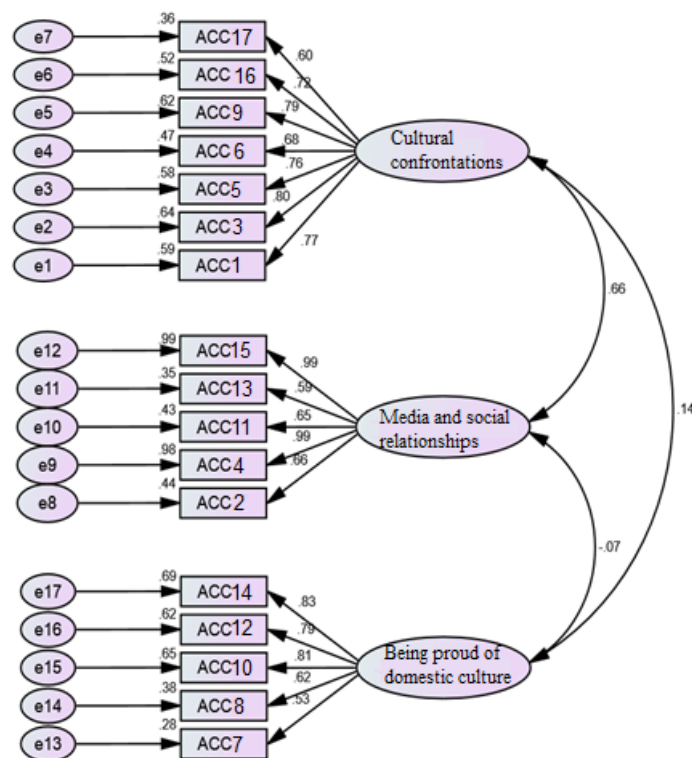


Fig. 1. The CFA model for the consumer acculturation construct

Table 10. The measurement model for the dimensions of consumer acculturation

Dimensions	Observed variable	R2	Factor loading	T-value	Prioritization
Cultural confrontation	ACC 1	0.5929	0.770	-	Third
	ACC 3	0.64	0.800	14.640	First
	ACC 5	0.5791	0.761	13.815	Second
	ACC 6	0.4664	0.683	12.198	Fifth
	ACC 9	0.6177	0.786	14.344	Second
	ACC 16	0.5155	0.718	12.914	Fourth
	ACC 17	0.3576	0.598	10.507	Sixth
Media and social communications	ACC 2	0.4408	0.664	-	Third
	ACC 4	0.9781	0.989	15.408	Second
	ACC 11	0.4264	0.653	10.836	Fourth
	ACC 13	0.3582	0.594	9.940	Fifth
Feeling proud of domestic culture	ACC 7	0.2819	0.531	-	Fifth
	ACC 8	0.3794	0.616	7.938	Fourth
	ACC 10	0.4680	0.805	9.154	Second
	ACC 12	0.6177	0.786	9.058	Third
	ACC 14	0.6905	0.831	9.268	First

Table 11. Reliability and validity of the consumer acculturation scale

	Media and social relationships	Cultural confrontations	Feeling proud of domestic culture	CR	AVE	MSV	ASV
Media and social relationships	0.798			0.893	0.637	0.433	0.219
Cultural confrontations	0.658	0.734		0.890	0.538	0.433	0.227
Feeling proud of domestic culture	-0.073	0.144	0.724	0.842	0.524	0.021	0.013

As it can be observed in Table 11, AVE has yielded a coefficient over 0.5, thus supporting the convergent validity of the research constructs. Furthermore, CR of the constructs is above 0.7 indicating that the reliability of the consumer acculturation construct is supported.

Fornell and Larcker (1981) asserted that discriminant validity is acceptable if AVE for each construct is more than the shared variance between that construct and other constructs (i.e. the square

of the coefficient of correlation between the constructs). Based on this, the acceptable discriminant validity of the measurement model suggests that one construct is in more interaction with its own constructs than other ones. For confirming the discriminant validity, ASV and MSV should be less than AVE. In other words, according to Fornell and Larcker, the numbers of the main diagonal should be more than other numbers in their rows and columns (Hair et al., 2012). As the findings show in Tables 11, both of the conditions regarding discriminant validity exist, thus supporting the discriminant validity of the components of acculturation construct.

4.2.4. Goodness of fit of the measurement model

In the next step, the model should be analyzed with common goodness-of-fit indices. There are several goodness-of-fit indices that analyze a model from different aspects. However, most researchers have consensus over a few of these indices (Kline, 2005). In Table 12, the most important indices are mentioned in the present research along with the obtained values.

Table 12. Indices for goodness of fit of the measurement model

Indices of goodness of fit	Type of the indices	The acceptable value	The obtained value
Chi-square/ DF	parsimonious indices	Less than 3	2.946
RMSEA	parsimonious indices	Less than 0.08	0.062
PNFI	parsimonious indices	More than 0.5	0.715
GFI	Absolute indices	More than 0.8	0.801
AGFI	Absolute indices	More than 0.8	0.86
NFI	comparative indices	More than 0.9	0.936
CFI	comparative indices	More than 0.9	0.963
RFI	comparative indices	More than 0.9	0.910
IFI	comparative indices	More than 0.9	0.964

5. Discussion and Conclusion

This study aimed at examining and identifying the dimensions and components of acculturation in the consumption of domestic brands. To do so, first, some interviews were done with the experts of the clothing industry and academicians in order to identify the items. After the identification phase, the priority of the items were determined and data saturation was examined by means of thematic analysis and fuzzy Delphi methods. In this path, 20 deep interviews were done and the researchers reviewed the interview texts several times, thus discovering the basic themes and concepts, extracting and coding them. After the concepts and themes were examined, they were accredited by use of CVI and CVR indices. In doing so, 15 experts were interviewed and the above tests confirmed the accreditation of the research indices. Then, EFA and CFA methods were adopted so that the identified items could be categorized in the form of consumer acculturation dimensions and items. These items have been categorized in the form of factors, such as cultural confrontation, media and social relations, and feeling proud of domestic culture.

With respect to the close relationship between clothing and cultural issues, the present research was conducted in the clothing industry. Another main reason for choosing this industry has been the diverse tastes of the consumers in this industry and its underlying role in both the industry and the culture. Another main reason why clothing industry has been studied is that the majority of Iranian people regard clothing as their prestigious style. Moreover acculturation and using western culture can be influential in the type of the purchase people make. Understanding the consumer acculturation properly and appropriate planning in this regard can be influential in enhancing the consumption of domestic products. Paying attention to this issue will lead to the enhanced employment and economic growth in the society. Acculturation also has a tremendous effect on the consumer ethnicity. Therefore, it is expected that the decision-makers and policy-makers of macro cultural issues pay special attention to this subject in which the consumer ethnicity is highly influenced by acculturation. Thus, by conducting culturalization in the realm of education in social media and other cultural means, people will be directed toward the mindset of ethnicity in the consumption and the proper and necessary mechanisms will lead to the enhanced consumption of domestic goods among people.

In particular, the specific aspects that identified in the current research were as follows: The confrontation of foreign consumption versus national culture, the damaged inflicted by foreign reference groups, avoidance of resorting to foreign consumption, avoidance of accepting the culture of

other countries, the excessive attention of the youth to the foreign culture and consumptions, expression of the ideas and opinions toward foreign culture in meetings and gatherings etc. Our findings in this research are compatible with the works of Crisp and Turner (2011), Pentz et al. (2013) and Sobol et al. (2018). Similar to our results, Crisp and Turner (2011) believe that consumers in different cultural contexts, may adapt themselves with the elements of other cultures that experience them positively. They may also acculturate other cultures by buying their products and acting based in their values. However, Crisp and Turner (2011) have focused more on the social cultural diversity as an influential factor in experiencing other cultures. Similar to the work of Pentz et al. (2013), we considered consumer ethnocentrism as an integral factor of consumer acculturation. Although, Pentz et al. (2013) focused more on the concept of consumer ethnocentrism rather than consumer acculturation, and developed a distinguishable scale in this regard.

In our research, it is advised to prevent from the penetration of foreign culture into the rich Iranian culture by introducing Islamic Iranian cultural values in the media and implementing cultural activities. In the realm of media and social relations, the components of the disruptive activities of foreign media in shaping the domestic consumption culture, prevention of the advertisements that encourage foreign consumption style, the importance of consumption culture and the local Iranian lifestyle in domestic media, homogeneity of purchase with local culture and authenticity of the rich Iranian and Islamic cultures have been identified (Mohammad-baigi and Tavakoli, 2020). These indices were homogenous with the studies of Crisp and Turner (2011), Pentz et al. (2013) and Sobol et al. (2018). Although, the main different of our study is that the focus of previous studies was primarily on the cultural aspect of consumer acculturation as a whole, while we consider more detailed aspects of the culture along with the other aspects. In particular, Sobol et al. (2018) conducted a longitudinal study of Dutch consumers to explore the relationship between national identity and consumer behavior, which is also stressed in our results. But, their work was only based on the Hofstede model and demographic factors. Considering the results and in comparison to the previous literature, it is recommended that cultural activities about the consumption of domestic products be devoted via advertisements, contents and other activities related to the growth and development of domestic products by domestic consumers. Regarding feeling proud of domestic culture, the feeling of being differentiated from other cultures, superiority of an individual own culture and customs, their impacts as a means of enhancement of humane status, homogeneity of purchase with local culture and the role of internet and satellite TV have been stressed. These results are homogenous with the works of Crisp and Turner (2011), Pentz et al. (2013) and Sobol et al. (2018). Although their works are very useful in exploring the concept of consumer acculturation, their focus is mainly on the process of consumer acculturation, rather than developing an integrated scale, which is our contribution. Moreover, our work's concentration is more on the domestic products, which is rarely interested by previous works. Thus, it is advised that policymakers draw the attention of people to their own local culture by appropriate planning so that their acculturation gets less influenced by foreign cultures. This will yield the enhanced consumption of domestic products.

Similar to the work of Khodadad Hosseini et al. (2015), we stressed on the role of consumer attitudes toward foreign and domestic products. Both the research believe that consumer acculturation can act as a guidance for the importers and manufacturers in the realm of marketing and consumer behavior. However, the different of their study is that it mainly focused on the role of consumer patriotism. In this regard, the decision-makers are advised to carry out more comprehensive advertisements in the media about the development of domestic consumption culture. They are recommended to culturalize the growth of domestic products among domestic consumers by means of media, especially social media and their remarkable potential. Attention to the content of social media and the influential presence of content makers in this field can reduce the destructive impact of acculturation phenomenon and encourage domestic consumption. Likewise, the advertisement of foreign products should be restricted. Policymakers should pay attention to the domestic consumption culture and provide basis in their decisions so that this culture gets inhibited in the society. As the domestic consumption culture gets developed, consumer ethnicity will also get enhanced among people and domestic products will get consumed more.

With regard to the considerable role of education in the growth of domestic consumption culture, the decision makers should pay more attention to this field. Both in schools and universities, the

students should be aware of the negative outcomes of the consumption of the imported products and the losses they inflict over domestic culture and economy. They should be instead encouraged to consume domestic products. The growth of consumption of domestic products can occur by enhancing peoples' awareness and culturalization of consuming domestic products. Altogether, the results of this research can be useful for the policy makers of culture so that they develop the growth of consuming domestic products among the consumers. Also, policymakers in the realm of media can use the results of this study in their plans to encourage people to consume domestic products.

Of the most important limitations of this research has been accessibility to the experts of this industry. It is advised to examine other factors affecting the consumption of domestic products, such as national identity and outcomes of acculturation, and their aspects and components should be examined. Likewise, other industries and countries can be investigated and the main components of consumer acculturation for domestic consumption of the products can be identified in other industries. In addition, the identified components in this study can also be tested in other industries.

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