

# A Meta-Analytical Review of the Effect of Cosmopolitanism on Consumers' Global/Domestic/Foreign Product Preference

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## **Abstract**

Although prior research on cosmopolitanism is prolific, empirical evidence on its impact on consumers' foreign, domestic, and global brand preferences remains inconclusive. This is compounded by the fact that alternative scales measuring the cosmopolitanism construct exist and are used without clear reasoning. A meta-analysis of 162 effect sizes obtained from 19 studies across 20 countries and a total sample of 30,994 consumers assesses the impact of cosmopolitanism on different outcomes using diverse consumer origins and testing the predictive validity of the two dominant scales. Results suggest that the impact of cosmopolitanism is greater on foreign and global than on domestic product preference, with no difference between foreign and global. Furthermore, its impact among emerging market consumers is weaker than for developed market consumers. Finally, the COSMO scale is stronger in predicting foreign product preference, whereas the COS scale is better at predicting global product preference.

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