

Bridging Identities: The Role of EU Identity in Shaping Consumer Preferences Across Domestic and Foreign (EU and Non-EU) Products

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Abstract

This research investigates the influence of EU identity on consumer preferences for domestic and foreign (EU and non-EU) products. Drawing on social identity theory, we examine how EU identity shapes product preferences among native EU consumers, EU immigrants, and non-EU immigrants. Across two studies, we find that EU identity increases the likelihood of choosing EU-origin products over domestic ones and that identity expressiveness mediates this relationship. Results also indicate that the effect of EU identity on domestic product preference is stronger among EU immigrants. These findings suggest that EU identity functions as a dual identity, integrating national and supranational elements, influencing preferences across different product origins and among diverse consumer populations. The study provides insights for businesses on how to leverage EU identity as a bridge between local and foreign markets, enhancing responses across culturally diverse consumer segments within the EU.

Keywords

EU identity, National and supranational identities, international marketing

Track

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