THE INFLUENCE OF THE MOTIVATIONAL FACTOR OF CULTURAL INTELLIGENCE ON THE ACCEPTANCE OF FOREIGN BRANDS IN THE REPUBLIC OF SERBIA

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Abstract

Cultural intelligence represents a set of competencies and skills that enable a person to adapt in situations that are multicultural in nature. It consists of four basic factors, namely the metacognitive, cognitive, motivational and behavioural factors. The main goal of this paper is to examine the influence of the motivational factor of cultural intelligence on the decision of consumers from the Republic of Serbia to accept foreign brands. Empirical research was carried out using the survey method, the total number of respondents in the sample is 122, their answers were analysed using statistical software SPSS, and the statistical analyses used were reliability analysis, correlation analysis, simple regression analysis, the ANOVA test, and the T-test for two independent samples. The results of the research show that the motivational factor of cultural intelligence achieves a positive influence on the decision of consumers to accept foreign brands, that the degree of cultural intelligence is equally pronounced among people belonging to Generations X, Y and Z, as well as that the degree of cultural intelligence is more pronounced among people with a university level education compared to people with a high school education. The existing research gap in scientific literature is filled by the results of this research, while the managerial implications of the study are reflected in the provision of information to marketers about the importance of the cultural intelligence of consumers. In other words, it is emphasised that this group of consumers has cosmopolitan views, that they are part of a global consumer culture, that they are innovative, and that they buy foreign brands, which should be taken into account when formulating a marketing strategy.

Key words: consumer behaviour, intercultural marketing, cultural intelligence, motivational factor, foreign brands.

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УТИЦАЈ МОТИВАЦИОНОГ ФАКТОРА КУЛТУРАЛНЕ ИНТЕЛИГЕНЦИЈЕ НА ПРИХВАТАЊЕ СТРАНИХ БРЕНДОВА У РЕПУБЛИЦИ СРБИЈИ

Апстракт

Културална интелигенција представља скуп компетенција и вештина које особи омогућавају да се прилагоди у ситуацијама које су мултикултуралне природе и састоји се од четири базична фактора, а то су метакогнитивни, когнитивни, мотивациони и бихевиорални фактор. Основни циљ овог рада је да испита утицај мотивационог фактора културалне интелигенције на одлуку потрошача из Републике Србије да прихвате стране брендове. Спроведено је емпиријско истраживање методом анкете, укупан број испитаника у узорку је 122, њихови одговори су анализирани путем статистичког софтвера СПСС, а од статистичких анализа примењене су анализа поузданости, корелациона анализа, проста регресиона анализа, Анова тест и Т тест за два независна узорка. Резултати истраживања су показали да мотивациони фактор културалне интелигенције остварује позитиван утицај на одлуку потрошача да прихвате стране брендове, да је степен културалне интелигенције подједнако изражен код особа које припадају генерацијама *X*, *Y* и *Z*, као и да је степен културалне интелигенције израженији код особа са факултетским образовањем у односу на особе са средњошколским образовањем. На основу резултата истраживања се попуњава истраживачки геп који постоји у научној литератури, док се менаџерске импликације студије огледају у обезбеђивању информација маркетарима о значају културалне интелигенције потрошача. Другим речима, истиче се да ова група потрошача има космополитска схватања, да је део глобалне потрошачке културе, те да су потрошачи иновативни и да купују стране брендове, што треба имати у виду приликом формулисања маркетинг стратегије.

Кључне речи: понашање потрошача, интеркултурални маркетинг, културална интелигенција, мотивациони фактор, страни брендови.

INTRODUCTION

The contemporary era implies the ability to work and function in different intercultural environments. A high degree of development of cultural intelligence enables an individual to adapt in situations that are multicultural in nature (Pratono & Arli, 2020). Culture affects all aspects of an individual's behaviour. People growing up in different countries, with their respective cultural norms, develop different ways of behaving and thinking. Values, beliefs and rules of behaviour differ from one part of the world to another, which can be problematic in situations in which members of different cultures communicate and exchange knowledge (Beerli-Palacio & Martin Santana, 2018). The concept of cultural intelligence, with its characteristics, realises *multicultural implications* in various business, academic, social, tourism and marketing aspects (Berraies, 2020). The focus in the literature review will be on the *field of marketing* – that is, the main goal of the work is to determine whether *motivational cultural intelligence* has an impact on the consumers' intention to buy *foreign brands*.

The global economy imposes the need for marketers to come from different cultural backgrounds, and to have a positive impact on the company's financial performance with their complementary knowledge and multicultural skills, which are seen as intellectual capital (Kromidha et al., 2022). Employees within multinational companies come from different cultural backgrounds, and their different proposals and ideas, as well as a high degree of cultural intelligence, imply an improvement in work performance, the company's better positioning in the market and, ultimately, a higher profit rate (Koksal et al., 2023). Niu et al. (2022) state that companies with a larger number of employees from different cultural areas achieve better business performance, that business tasks are performed very efficiently, that employees show a higher degree of responsibility, reliability and empathy towards customers, and that the aforementioned has a positive effect on the image of the company on the market. Vlajčić et al. (2019) state that, due to the process of globalisation, a large number of companies internationalise their operations, and that branches operate on the principles defined by the parent company. However, each foreign market is characterised by different cultural characteristics, and it is necessary for there to be feedback from branches to the parent company, which can then improve its business based on that information. In this way, the company's marketers gain international experience, develop their degree of cultural intelligence, and improve the company's operations by transferring knowledge. Cultural intelligence realises its implications within the academic aspect, because many students use the opportunity to complete their studies abroad during exchange programmes, and get to know other cultures, and achieve interaction and cooperation with people from different cultural areas (Phau, et al., 2014). Krstić and Masliković (2019) point out that cultural institutions, such as museums, theatres, cultural centres, galleries, and libraries, have a significant impact on people's cultural intelligence. Investing in cultural institutions is very important, because citizens should first get to know their cultural heritage, and then travel to other countries, learn foreign languages, and get to know other cultures, thus developing their cultural intelligence.

Cultural intelligence has significant implications in the field of tourism, because people with a high level of cultural intelligence often travel abroad, get to know the cultural heritage of other countries, and visit their most important museums and cultural monuments (Hu et al., 2021). *From the perspective of marketing*, consumers who have a developed cultural intelligence, global consumer culture, and cosmopolitan understandings and thoughts follow technological innovations and have a desire to buy new products when they appear on the market, including foreign brands, and those brands that have recognition and availability on the global market (Frias-Jamilena et al., 2018).

After the introductory part, the concept of cultural intelligence, and the basic factors of cultural intelligence, metacognitive, cognitive, behavioural and motivational factors are listed and defined within the literature review. Within that same part of the paper, the research hypotheses are formulated, and a research model is presented as well. Then, the research methodology and the structure of the sample are presented. Within the framework of the empirical research, the focus is placed on examining the influence of the motivational factor of cultural intelligence on the acceptance of foreign brands in the Republic of Serbia. In other words, by applying appropriate statistical analysis, this study aims to determine whether the motivational factor of cultural intelligence achieves a positive influence on consumers' decision to buy foreign brands, whether there are differences in the level of expression of motivational cultural intelligence among people belonging to Generations X, Y and Z, as well as whether motivational cultural intelligence is more pronounced among people who have a higher level of education (university) compared to people who have a lower level of education (high school).

LITERATURE REVIEW

Cultural intelligence is defined as a set of competencies, abilities and skills that help an individual adapt to a situation that is multicultural in nature, as it includes interactions and communication between people from different cultural areas (Lam et al., 2022). According to Earley and Ang (2003), the concept of cultural intelligence consists of four basic factors: metacognitive, cognitive, behavioural, and motivational. Metacognitive processes imply a certain level of cultural knowledge that a person possesses, as well as their desire to continuously improve his cultural knowledge (Tuan, 2016). Cognitive cultural intelligence reflects one's knowledge about the norms and practices of other cultures, as well as one's knowledge of the economic, legal and other social systems of other countries (Lorenz, et al., 2018). The behavioural factor of cultural intelligence includes a set of verbal (accent) and non-verbal abilities (body language) that help a person adapt during interactions with people from different cultural areas (Rahman et al., 2021). Motivational cultural intelligence implies a person's desire and enthusiasm to visit foreign tourist destinations, learn foreign languages, and communicate with people from other countries and, thus, develop their cosmopolitan understanding (Yang, 2023).

Within the research portion of this paper, our focus is on examining the influence of the motivational factor of cultural intelligence on the decision of consumers to accept foreign brands. Earlier papers have analysed the implications of motivational cultural intelligence in various aspects. Chen et al. (2012) state that motivational cultural intelligence is a very important factor within multinational companies, as it contributes to improv-

ing business cooperation with stakeholders, and to increasing sales and profits. In the aforementioned study, it is emphasised that it is very important that employees of multinational companies in the field of real estate have a high degree of motivational cultural intelligence, as well as that the management of the company organises training and courses which emphasise teamwork among employees who come from different cultural backgrounds, and who improve cultural intelligence at the level of the entire multinational company with their intercultural knowledge and skills. Ricicot and Ferry (2016) point out that students who have a high degree of motivational cultural intelligence want to get to know other cultures, learn foreign languages, and make friends with people from other cultures, and that the aforementioned is a valuable asset for students, because it enables them to acquire international competences and abilities that enable them to have a successful international business career. Coves-Martinez et al. (2022) point out that people with developed motivational cultural intelligence have a desire to visit exotic foreign tourist destinations, and to get to know the cultural heritage of other countries. Zdravković and Peković (2021a) determined that the behavioural factor of cultural intelligence achieves a positive influence on the decision of consumers to buy foreign and global brands, as well as products that represent technological innovations. On the other hand, in the aforementioned study, the influence of the metacognitive factor of cultural intelligence on the acceptance of foreign brands was not statistically significant. Frias-Jamilena et al. (2018) point out that people with a high degree of motivational cultural intelligence have preferences for brands that are globally recognisable, and state that motivational cultural intelligence has a positive impact on the perceived value of the offer of foreign tourist destinations, which is measured through functional value (quality of service, accommodation, transportation), affective values (social component, interaction with other tourists from the group), and hedonic values (getting out of the 'comfort' zone, experiencing authentic experiences).

On the basis of previous works, the formulated subject and the main goal of the research, as well as the attempt to improve theoretical and practical knowledge about the aspects that motivational cultural intelligence affects, the first research hypothesis is formulated as follows: *H1 – the motivational factor of cultural intelligence has a positive statistically significant influence on the acceptance of foreign brands by consumers on the market of the Republic of Serbia.*

Tešin et al. (2020) state that older people have a greater desire than young people to get to know foreign cultures, and to visit the most famous museums, historical buildings and cultural monuments of other countries. Ricicot and Ferry (2016) state that young people such as high school students and college students have a greater desire to travel abroad compared to older people. Šagovnović and Kovačić (2020) point out that travelling

abroad and developing cultural intelligence by visiting the opera, the ballet, and museums requires significant financial resources, so that older people have better financial opportunities and payment capabilities than young people who have yet to build their business career. Frias-Jamilena et al. (2018) point out that young people have much more energy, strength and mobility compared to older people, so they have a more pronounced cultural intelligence and desire to travel abroad.

In their study, Zdravković and Peković (2021b) analysed whether *cultural intelligence as a push factor* that implies people's desire to travel abroad, to meet people from other cultures, and learn foreign languages, and *cultural heritage as a pull factor* that implies visiting museums, architectural buildings, and cultural monuments of other states impact the intention of tourists to visit foreign destinations. The research results showed that there is a statistically significant positive correlation between the mentioned variables. In addition to the above mentioned, the respondents in the study were classified according to their belonging to Generation X (people born in the period between 1960 and 1980), Generation Y (people born in the period between 1981 and 1995), and Generation Z (people born after 1995). The results showed that the impact of cultural intelligence and cultural heritage on the intention of tourists to visit foreign destinations is more pronounced among members of Generation Z compared to members of Generation X.

In this research, the emphasis is placed on the motivational factor of cultural intelligence, which primarily refers to the desire of young people to learn about other cultures and their history, and the intentions of students to complete their studies abroad, as well as the desire of older people who have a lot of free time and financial resources, which enables them to travel abroad and develop their cultural intelligence. Based on the aforementioned, the second research hypothesis is formulated as follows: *H2 – there is a difference in the degree of expression of motivational cultural intelligence between people belonging to Generations X, Y and Z.*

In their study, Pandey and Charoensukmongkol (2019) point out that people with a university education want to develop their cultural intelligence and often travel abroad for tourism, and build a successful international career on the business front, while people with a lower level of education generally base their employment in their home country, and they mostly visit domestic tourist destinations during vacation. Rambocas and Mahabir (2021) point out that people with a higher degree of education buy brands that are recognisable on the world market for their characteristics and quality, as well as luxury brands that provide them with a certain status and prestige in society. On the other hand, people with a lower level of education generally have pronounced ethnocentric tendencies, and decide to buy domestic products and services in order to support the stable functioning of the domestic economy. In this study, the emphasis is on motiva-

tional cultural intelligence, and people with a higher level of education generally have global thinking, greater versatility, as well as broader views and interests compared to people with a lower level of education. Therefore, based on the above mentioned, the third research hypothesis is formulated as follows: *H3 – the motivational factor of cultural intelligence is more pronounced in people who have a higher level of education (university) compared to people who have a lower level of education (high school).*

Based on the formulated research hypotheses, the research model of the study was constructed (Figure 1).
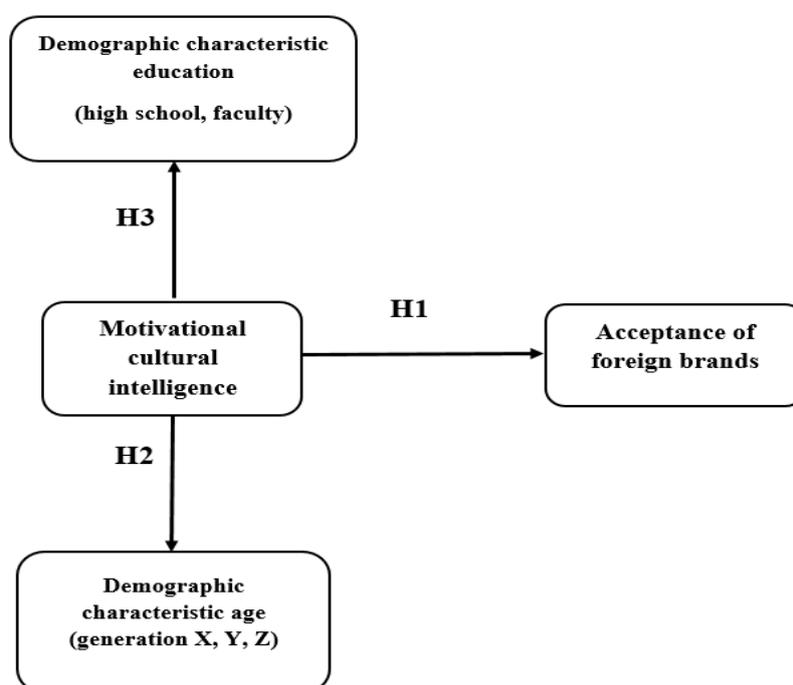

Figure 1. Research model
Source: Authors

In the following section of the paper, we present the research methodology and the demographic structure of the respondents from the sample.

RESEARCH METHODOLOGY

The self-assessment method is most often used to measure the cultural intelligence of individuals, and it includes 20 statements (5 statements for each of the four factors of cultural intelligence) that the person evaluates. It is on the basis of these answers that the development of cultural

intelligence is measured (Ang et al., 2007). Another method that is used is the observer's report, and the essential difference is that a person does not personally evaluate the findings with this method; on the contrary, experts are hired for this purpose. After talking with the person, the experts evaluate the findings and, based on that, draw conclusions about the level of cultural intelligence of that person (Van Dyne et al., 2008). The third method used to measure cultural intelligence is the cultural situation assessment test. This test presents respondents with certain images of cultural situations related to work, and asks them how they would react in a certain situation (Ang et al., 2014). The fourth method implies a complementary combination of the aforementioned methods, but it should be noted that such a method requires the investment of significant funds and a lot of time (Leung et al., 2014).

Empirical research was conducted using the survey method on the territory of the Republic of Serbia (Kragujevac, Belgrade and Novi Sad) at the beginning of 2023. It was conducted on a simple random sample, and the questionnaire was distributed to respondents in person, as well as online. The total number of respondents in the sample is 122. The respondents were segmented according to the demographic characteristics of gender, age, level of education and status (Table 1). There are 68 women and 54 men in the sample. When it comes to the demographic characteristic of age, the respondents were segmented according to the classification of authors Yang and Lau (2015), according to which Generation X includes people born in the period between 1960 and 1980, Generation Y includes people born in the period between 1981 and 1995, and Generation Z includes people born after 1995. The respondents in the sample are equally represented across the aforementioned generations. The largest number of respondents in the sample have completed high school (63 respondents, or 51.6% of the sample), followed by those with a university education (48 respondents, or 39.3% of the sample). When it comes to the demographic characteristic of status, the sample mostly consists of employed persons (50 respondents, or 41% of the sample), as opposed to retired persons (15 respondents, or 12.2% of the sample).

The independent variable in the research model – motivational cultural intelligence, and the dependent variable – acceptance of foreign brands were measured with five statements, each of which was taken from the relevant literature in the field of marketing and management. This is an established approach within the field of marketing, as research in the field is often carried out using the survey method. The respondents evaluated the statements from the questionnaire using a Likert-type scale with grades ranging from 1 to 7 (1- I absolutely do not agree with the stated statement; 7- I absolutely agree with the stated statement). An overview of the statements used in the questionnaire is given in Table 2. The respondents' answers were processed using the statistical software SPSS. Of the statistical

analyses, reliability analysis, correlation analysis, simple regression analysis, the ANOVA test (segmentation criterion demographic characteristic age) and the T-test for two independent samples (segmentation criterion demographic characteristic education) were applied. The research hypotheses were considered in the context of the obtained results.

Table 1. Demographic structure of respondents from the sample

		Number	% respondents
Gender	Female	68	55.7%
	Male	54	44.3%
	Total	122	100.0%
Age	Generation X	39	32.0%
	Generation Y	40	32.8%
	Generation Z	43	35.2%
	Total	122	100.0%
Education	Primary school	11	9.1%
	High school	63	51.6%
	University degree	48	39.3%
	Total	122	100.0%
Status	Unemployed	23	18.9%
	Employed	50	41.0%
	Student	34	27.9%
	Retiree	15	12.2%
	Total	122	100.0%

Source: Authors

Table 2. Overview of statements used in the questionnaire

Research variables	Statements	Source
Motivational cultural intelligence	1. I enjoy interacting with people from different cultures. 2. I have confidence in situations that are multicultural in nature. 3. I can adapt to shopping conditions in other cultures. 4. I have enthusiasm to know the history and cultural heritage of other countries. 5. I want to learn foreign languages.	Ang et al. (2007) Frias-Jamilena et al. (2018) Coves-Martinez et al. (2022)
Acceptance of foreign brands	1. I often buy foreign brands. 2. Foreign brands have excellent technical characteristics. 3. Foreign brands have a high level of quality. 4. I am willing to recommend the foreign brands which I use to my friends and family members. 5. I will continue to buy foreign brands in the future.	Son et al. (2013) Rambocas & Mahabir (2021) Zdravković & Peković (2021a).

Source: Authors based on a review of previous research

In the following section of the paper, we present the results of the empirical research, on the basis of which the decision on whether or not to confirm the research hypotheses is made.

RESEARCH RESULTS

The first statistical analysis that was applied within the research is the reliability analysis, based on which it can be determined whether the statements by which the research variables, motivational cultural intelligence and acceptance of foreign brands, are measured are internally consistent with each other (Table 3).

Table 3. Reliability analysis

Research variables	Cronbach's Alpha coefficient
Motivational cultural intelligence	0.79
Acceptance of foreign brands	0.72

Source: Authors

It can be concluded that the value of *Cronbach's Alpha coefficient* is higher than the necessary statistical threshold of 0.70 in both cases. Therefore, the variables are measured through adequate findings, and the conceived research model is relevant (Nunnally, 1978).

Correlation analysis was applied in this research in order to determine the nature of the relationship between the observed research variables, as well as their degree of mutual concurrence. The results of the aforementioned statistical analysis are shown in Table 4.

Table 4. Correlation matrix

	Motivational cultural intelligence	Acceptance of foreign brands
Motivational cultural intelligence	1	0.506[**]
Acceptance of foreign brands	0.506[**]	1

Source: Authors
Note: **- coefficients are statistically significant at the level 0.01

Correlation analysis is viewed through the *Pearson coefficient* of linear correlation, the value of which is 0.506, which means that there is a positive statistically significant linear correlation between the research variables – motivational cultural intelligence and acceptance of foreign brands.

In this research, a simple regression analysis was applied in order to examine the influence of motivational cultural intelligence on the acceptance of foreign brands, and the results of the aforementioned analysis are presented in Table 5.

Table 5. Simple regression analysis
(dependent variable: acceptance of foreign brands)

Independent variable	Unstandardised beta coefficient	Standardised beta coefficient	T test	Sig value
Motivational cultural intelligence	0.495**	0.506**	6.431**	0.000

Source: Authors

Note: **- coefficients are statistically significant at the level 0.01; $R^2 = 0.256$*

The value of the coefficient of determination R^2 is 0.256, which means that 25.6% of the variability of the dependent variable is explained by the set regression model. Motivational cultural intelligence has a positive statistically significant influence on the acceptance of foreign brands (unstandardised β coefficient=0.495; standardised β coefficient=0.506; T test= 6.431; Sig= 0.000). Thus, it can be concluded that *research hypothesis H1 is confirmed.*

In order to determine whether there are differences in the level of expression of motivational cultural intelligence among people belonging to Generations X, Y and Z, the ANOVA test was applied. The results of the test are presented in Table 6.

Table 6. ANOVA test - motivational cultural intelligence
(criterion: age of the respondent's - Generations X, Y, Z)

Statements	F	Sig
1. I enjoy interacting with people from different cultures.	1.783	0.173
2. I have confidence in situations that are multicultural in nature.	0.665	0.516
3. I can adapt to shopping conditions in other cultures.	1.211	0.302
4. I have enthusiasm to know the history and cultural heritage of other countries.	0.507	0.604
5. I want to learn foreign languages.	0.648	0.525

Source: Authors

Based on the results of the ANOVA test, it can be concluded that there are no statistically significant differences in the expression of motivational cultural intelligence among people belonging to Generations X, Y and Z (for all statements related to motivational cultural intelligence, and where age is the chosen demographic characteristic as a criterion for segmentation, the Sig value is higher than the statistical thresholds 0.01 and 0.05), so it is not necessary to apply the Post hoc Scheffe test. However, according to the ANOVA test, it can be concluded that *research hypothesis H2 is not confirmed.*

In order to determine whether motivational cultural intelligence is more pronounced in persons with a university education compared to per-

sons with a high school education, this research employed the T-test for two independent samples (Table 7).

Table 7. T-test for two independent samples - motivational cultural intelligence (criterion: respondent's education)

Statements	AS		T	Sig
	High school	Faculty		
1. I enjoy interacting with people from different cultures.	3.73	4.45	-1.796[*]	0.042
2. I have confidence in situations that are multicultural in nature.	4.38	5.02	-1.746[*]	0.048
3. I can adapt to shopping conditions in other cultures.	4.69	4.98	-0.760	0.449
4. I have enthusiasm to know the history and cultural heritage of other countries.	4.42	5.31	-1.821[*]	0.039
5. I want to learn foreign languages.	4.22	4.42	-0.409	0.683

Source: Authors
Note: *- coefficients are statistically significant at the level 0.05

Based on the results of the T-test for two independent samples, it can be concluded that respondents with a university education have a higher degree of motivational cultural intelligence compared to respondents who have completed high school (higher value of the arithmetic mean for all five statements related to motivational cultural intelligence). However, the mentioned differences are statistically significant in the first, second and fourth statements (Sig value less than the statistical threshold of 0.05), while the differences are not statistically significant in the third and fifth statements. Based on the above mentioned, it can be concluded that *research hypothesis H3 is partially confirmed*. The obtained results should be interpreted with caution. However, it can be expected that a more representative and uniform sample would yield values which would be more stable and statistically significant at a higher level; therefore, the results would be more precise.

CONCLUSION

This research was conducted with the main objective of examining the effect of the motivational factor of cultural intelligence on the decision of consumers to accept foreign brands, and of determining whether there is a difference in the degree of expression of motivational cultural intelligence among people belonging to Generations X, Y and Z, and whether motivational cultural intelligence is more pronounced in people with a university education compared to people with a high school education. The results of the empirical research that was carried out on the territory of the

Republic of Serbia showed that the motivational factor of cultural intelligence has a statistically significant positive influence on the decision of consumers to accept foreign brands, so *the first research hypothesis of the paper was confirmed*. Additionally, similar results were obtained in previous studies (Coves-Martinez et al., 2022; Frias-Jamilena et al., 2018). On the other hand, the results of this research showed that there are no statistically significant differences in the expressiveness of motivational cultural intelligence among respondents belonging to Generations X, Y and Z, so *the second research hypothesis was not confirmed*. In their research, Zdravković and Peković (2021b) obtained results that show that the influence of cultural intelligence and cultural heritage on the intention of tourists to visit foreign destinations is more pronounced among members of Generation Z compared to members of Generation X. In this study, different results were obtained, which can be explained by the fact that only the motivational factor of cultural intelligence was analysed, while the meta-cognitive, cognitive and behavioural factors were omitted. Also, the stated results can be explained by the fact that young people have more energy, mobility and desire to travel abroad. However, tours of cultural monuments and museums, and visits to the opera, require significant financial resources, so young people such as students cannot afford many such trips during the year. Older people, on the other hand, have established business careers and financial opportunities for travelling abroad, but they do not have much time to devote to visiting other countries and getting to know their cultural heritage due to their business obligations. Based on the aforementioned observations, it can be concluded that the degree of motivational cultural intelligence is uniform in younger and older people due to different life circumstances. In addition, the results showed that the degree of motivational cultural intelligence is more pronounced in persons with a university education compared to persons with a high school education, but it should be noted that statistically significant differences occurred based on three out of a total of five findings in which motivational cultural intelligence was measured. Thus, the *third research hypothesis was partially confirmed*, and the stated result should be interpreted with caution. People with a university education often buy luxury and globally recognised brands. Similar results were obtained in previous studies (Pandey & Charoensukmongkol, 2019; Rambocas & Mahabir, 2021)

The originality of the conducted research, as well as its *theoretical implications*, are based on the fact that cultural intelligence is a relatively new concept in literature in the field of marketing and management, and on the fact that foreign literature contains a certain number of works that deal with this topic, while domestic literature contains practically no works that deal with this thematic problem area. Therefore, this study expands the theoretical knowledge about the influence of motivational cultural intelligence on the acceptance of foreign brands, and fills the research gap that exists in

scientific literature. *The practical contribution* of the conducted research is based on helping marketers in creating a marketing strategy for the market of the Republic of Serbia. Culture, with its implications, has a significant impact on people's lifestyles, their behavioural frameworks, and their decisions in the purchasing process. People who have developed motivational cultural intelligence are very innovative, they have developed cosmopolitan understandings, and they are part of a global consumer culture, which implies preferences towards foreign brands. Also, people with a higher level of education are informed, follow technological innovations and buy well-known foreign brands that give them status and prestige. *The limitation of the conducted research* is based on the fact that it was conducted on a relatively small sample of respondents, and on the territory of one country. When considering the statistical results, it should be borne in mind that Cronbach's Alpha coefficient is a function of the number of items in a test. This means that the Alpha value of even poorly reliable data can be improved to become acceptable by increasing the number of items and the recollection of the data set. Also, it is possible to apply other tests that measure the internal consistency of data, such as Split-half reliability and Odd-even reliability. *Directions for future studies* could be based on expanding the sample, on conducting empirical research on the territory of another European country, on examining the influence of other factors of cultural intelligence (metacognitive, cognitive, behavioural) on the consumers' decision to buy foreign brands, and on the inclusion of other variables into a conceptual model. The variables in question, such as consumer ethnocentrism, cosmopolitanism, and the image of the country of origin, can be significant determinants of the acceptance of foreign brands.

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УТИЦАЈ МОТИВАЦИОНОГ ФАКТОРА КУЛТУРАЛНЕ ИНТЕЛИГЕНЦИЈЕ НА ПРИХВАТАЊЕ СТРАНИХ БРЕНДОВА У РЕПУБЛИЦИ СРБИЈИ

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Резиме

Култура утиче на све аспекте понашања појединца. Људи који одрастају у различитим државама, од којих свака има одговарајуће културалне норме, развијају различите начине понашања и размишљања. Из перспективе маркетинга, потрошачи који имају развијену културалну интелигенцију, који су део глобалне потрошачке културе, и који имају космополитска схватања и размишљања прате технолошке иновације и имају жељу да купе нове производе када се појаве на тржишту. Ово се односи на стране брендове и на оне брендове који имају препознатљивост и доступност на глобалном тржишту. Резултати емпиријског истраживања које је реализовано на територији Републике Србије су показали да мотивациони фактор културалне интелигенције остварује статистички значајан позитиван утицај на одлуку потрошача да прихвате стране брендове, као и да не постоје статистички значајне разлике у степену изражености мотивационе културалне интелигенције међу испитаницима који припадају генерацијама „Y“ и „Z“ у односу на испитанике који припадају генерацији „X“. Резултати су такође показали да је степен мотивационе културалне интелигенције израженији код особа које имају факултетско образовање у односу на особе које имају средњошколско образовање. Оригиналност спроведеног истраживања и његове теоријске импликације се заснивају на чињеници да је културална интелигенција релативно нов појам у литератури, тако да ова студија проширује теоријско сазнање о утицају мотивационе културалне интелигенције на прихватање страних брендова и попуњава истраживачки геп који постоји у научној литератури. Практични допринос спроведеног истраживања се огледа у помоћи маркетарима приликом креирања маркетинг стратегије за наступ на тржишту Републике Србије.