ĐẠI HỌC QUỐC GIA THÀNH PHỐ HỒ CHÍ MINH

TRƯỜNG ĐẠI HỌC QUỐC TẾ

Phạm Thái Ngọc

XÂY DỰNG THANG ĐO NGƯỜI TIÊU DÙNG THEO CHỦ NGHĨA TOÀN CẦU Ở CÁC THỊ TRƯỜNG MỚI NỔI:

MỘT NGHIÊN CỨU TẠI THỊ TRƯỜNG VIỆT NAM

LUẬN ÁN TIẾN SĨ

(Tóm tắt)

Thành phố Hồ Chí Minh, 2022

VIETNAM NATIONAL UNIVERSITY HO CHI MINH CITY

INTERNATIONAL UNIVERSITY

Pham Thai Ngoc

SCALE DEVELOPMENT FOR CONSUMER COSMOPOLITANISM IN EMERGING MARKET:

A STUDY IN VIETNAM

A DISSERTATION SUBMITTED FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY

(Summary)

Ho Chi Minh City, 2022

CHAPTER 1 – INTRODUCTION

1.1 Background of the dissertation

International marketing studies have seen a shift in researchers' units of analysis, which is focusing on the consumer as a unit of analysis rather than a country as it was centuries ago, because the issue of national borders is no longer as bold and important as it once was (Kotabe, 2003). Consumer cosmopolitanism is regarded as a powerful segmentation for firms seeking higher profit beyond their home countries for the reason that they will exhibit a stronger inclination for global products (Laroche, Zhang, & Sambath, 2018).

The number of young people in emerging markets is significantly higher than in developed ones (OECD, 2021), and that implies the extent of cosmopolitanism among consumers is considerably greater than in developed ones (Han, 2018). Consumer cosmopolitanism in emerging markets has been argued to be a new breed for multinational firms seeking robust global performance. A great deal of attention must be paid to research settings when measuring consumer dispositions (Han & Won, 2018; Prince, Yaprak, & Palihawadana, 2019).

1.2 Research gap

Regarding the acknowledged contributions from previous scholars, the concept of consumer cosmopolitanism still exists as an academic issue that has not been satisfactorily resolved (Bartsch, Riefler, & Diamantopoulos, 2016; Makrides et al., 2021). The lack of a conceptual nature will have a subsequent influence on the determination of the core domain and measurement validation (Bartsch, Riefler, & Diamantopoulos, 2016).

1.3 Problem statement

There is a growing concern with regard to the consistency of results across empirical studies given the compatible research contexts. Terasaki (2016) indicated that there has been little work on systematic review of consumer cosmopolitanism and, thereby, it has provided additional reasoning for the academic issues around the concept.

Regardless of the critical role of construct definition, there is still considerable disagreement among researchers about how consumer cosmopolitanism should be defined and, as a result, which specific domain should be used to construct the measurement scale (Saran & Kalliny, 2012; Terasaki, 2016). The lack of a universal conception has resulted in various measurement instruments for the construct. However, regardless of the similar measured construct, the core domain and underlying theory employed

are diverse. Therefore, in the context of developing countries like Vietnam, there is little guidance on which scale should be employed to measure the concept (Nguyen & Pham, 2021). It is a challenging issue because the measurement scale is the decisive tool to estimate the influence of consumer cosmopolitanism and other related behaviors (Terasaki, 2016).

1.4 Research objective

Three primary objectives of this study are: (1) to systematically review the literature of consumer cosmopolitanism from the first time it appeared in sociology and to empirically replicate the most frequently used measurement scale for the construct; (2) to formally build a sound psychometric scale to measure the level of cosmopolitanism in Vietnamese young consumers, and (3) to obviously depict the specialized characteristics of a young Vietnamese cosmopolitan consumer. Because the research problems have been emergent during the process, a pragmatic research with mixed method design will be employed (Creswell & Creswell, 2017).

1.5 Research question

Against stated research objectives, this dissertation will examine four main research questions:

- How to theoretically define the concept of consumer cosmopolitanism that fully captures the key features of this segment?
- Among available psychological measurement scale of consumer cosmopolitanism, which instrument is appropriate to adapt in Vietnamese young consumers?
- How could a new psychometric scale be built to capture the extent of cosmopolitanism among Vietnamese young consumer?
- Accepting consumer cosmopolitanism as a profitable segment, how could a manager portrait its profiles to design a better marketing strategy?

1.6 Significance of the dissertation

From a theoretical perspective, the integrated review will help researchers identify inconsistencies and existing problems that need to be resolved. From a methodological perspective, the thorough analysis will assist academics in justifying and selecting the most outstanding research methods to carry out the objectives.

Managerially, the development and replication of a new scale will assist practitioners in understanding insights about their target consumers in terms of their characteristics and behaviors in various purchasing situations.

1.7 Structures of the dissertation

This dissertation is organized with five sections:

- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Data Analysis and Results
- Chapter 5: Conclusion

CHAPTER 2 – LITERATURE REVIEW

2.1 Vietnam economy and Vietnamese consumers

2.1.1 Vietnam economy

Vietnam's rapid growth and industrialization have attracted a great number of foreign investors across industries. Together with timely policies from the government to accompany enterprises, Vietnam is still considered an attractive destination for investment (Vietnamplus, 2022).

2.1.2 Vietnamese consumers

Vietnam's population reached 97 million in 2020, an increase of 150% compared with its population in 1986, and the number is expected to expand to 120 million by 2050 (Worldbank, 2021). The improvement in local spending power in a market with 97 million has undoubtedly created huge opportunities for businesses targeting consumer markets.

Thus, a thorough understanding of any segment is vital to sharpening marketing strategies, especially for foreign investors, and to achieve that, it requires a general groundwork of Vietnamese consumers. Figure 1 shows key factors affecting Vietnamese consumer behaviors.
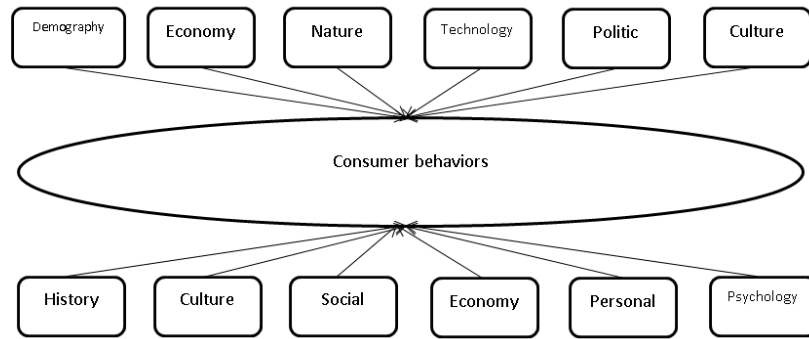
Figure 1: Key factors affecting Vietnamese consumer behaviors

In general, regardless of those brands' origins, it should be noted that Vietnamese consumers do not hold a strict resistance toward foreign and global brands. That notion has been found more prominent among young consumers since they have been exposed and engaged significantly in the globalized economy, where the world is considered a huge market and they are global consumers. Vietnamese cosmopolitan consumers are expanding and have been regarded as potential future markets in this region for international companies aiming at exploiting higher profits (Mai & Tambyah, 2011; Rupa, Umberger, & Zeng, 2019). Figure 2 below provides fundamental factors affecting Vietnamese consumer behaviors in general.
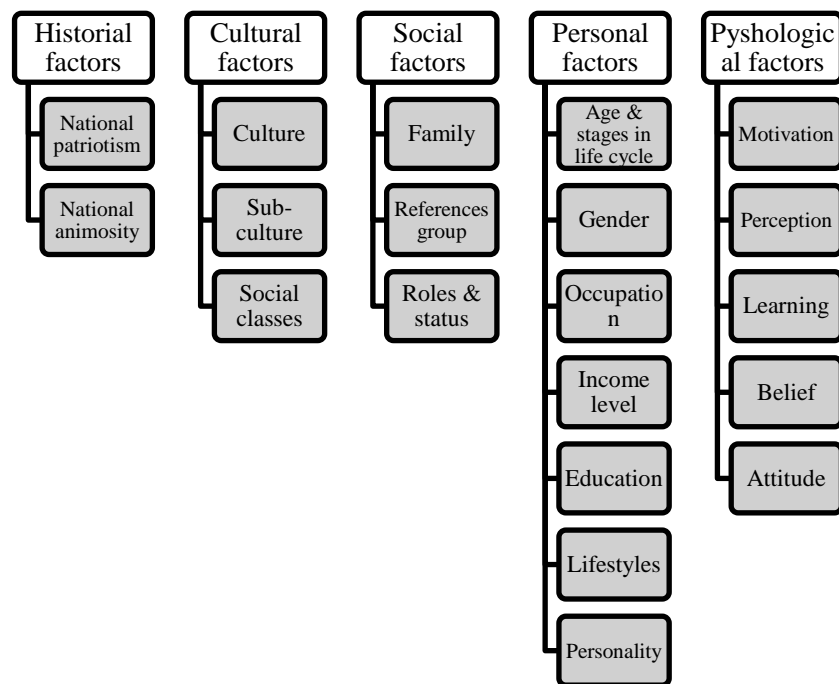

Figure 2: Fundamental micro factors affecting Vietnamese consumers

2.2 Theoretical background

2.2.1 Cosmopolitanism

Cosmopolitanism is a process under the widespread of globalization and the presence of internal globalization creates opportunities for anyone around the world to expose the diversity and multi-cultures without any transnational experience (Roudemetof, 2005). This further acknowledges that cosmopolitanism takes place in every part of the world and that cosmopolitans exist everywhere without regard to nations (Taraborrelli, 2015).

The advent of the Internet allows the development of virtual cultural spaces where interactive discussions are ongoing and expanded (McEwan & Sobre-Denton, 2011). Those virtual intercultural communities foster a level of cosmopolitanism in each person and they stand for as the greatest proof that cosmopolitans are probably learnt-to-be and not born-to-be.

2.2.2 Consumer cosmopolitanism

Cannon and Yaprak (1994, as cited in Riefler & Diamantopoulos, 2009) were the first authors who explicitly linked cosmopolitanism and marketing context. They defined cosmopolitanism as a general orientation that could be applied directly to consumer behaviors; hence, cosmopolitanism and consumer cosmopolitanism were applied interchangeably.

The second notable definition is mentioned by Cleveland and Laroche (2007): "cosmopolitanism refers to a specific set of qualities held by certain individuals, including a willingness to engage with the other (i.e., different cultures) and a level of competence towards alien cultures."

The third definition is contributed by Riefler and Diamantopoulos (2009): "a cosmopolitan consumer can be described as an open-minded individual whose consumption orientation transcends any particular culture, locality, or community and who appreciates diversity, including trying products and services from a variety of countries."

The fourth definition is delineated by Bartsch, Riefler, and Diamantopoulos (2016) as a positive consumer disposition toward foreign countries' products. Consumer dispositions are composed of identities, orientations, beliefs, and attitudes that would certainly influence a consumer's purchasing decision.

Regardless of the bulk of conceptual and empirical studies on defining the nature of cosmopolitanism in consumer research, the debate is still ongoing from the early period until now. There is one school of thought that believes cosmopolitanism is inherited from one's ancestors; another school of thought that

believes it is a predisposition one acquires from world culture; yet another school of thought that believes it is a learnable skill that anyone can learn; and yet another school of thought that believes it is all of them (Bartsch, Riefler, and Diamantopoulos, 2016; Dogan & Yaprak, 2017).

2.2.3 Profiles of a consumer cosmopolitanism

Cannon and colleagues (1994) describe a cosmopolitan consumer as more open to newness while Cleveland, Laroche, and Papadopoulos (2009) highlight cosmopolitan consumers like to immerse themselves in cultural diversity. Riefler, Diamantopoulos, and Siguaw (2012) emphasize three aspects of a typical cosmopolitan consumer, including: (1) open-mindedness; (2) diversity appreciation; and (3) consumption transcending borders.

Bartsch, Riefler, and Diamantopoulos (2016) found that socio-demographic and past experience did play a key part in forming consumer cosmopolitanism. Prominent scholars emphasize the role of socio-demographic drivers as facilitators of a consumer's level of cosmopolitanism (Han & Won, 2018; Makrides et al., 2021). Prince and colleagues (2019) believe that identity is an underlying foundation of consumer orientation and a better understanding of values-based identity will provide managers with a more reliable tool for international segmentation.

2.2.4 Previous empirical studies on consumer cosmopolitanism

2.2.4.1 Consumer cosmopolitanism as a personal orientation and the development of the CYMYC scale

Canon and colleagues (1994) were the first authors to introduce the application of cosmopolitanism in consumer behavior and also developed the CYMYC scale to capture the extent of cosmopolitanism. However, in later empirical studies (Dogan & Yaprak, 2017; Prince, Yaprak, & Palihawadana, 2019), they followed other authors' definition and scale to measure consumer cosmopolitanism rather than their own.

2.2.4.2 Consumer cosmopolitanism as a specific set of qualities and the development of the COS scale

In 2007, Cleveland and Laroche proposed six distinct drivers that an individual needs to acquire to acculturate to a global consumer culture and the COS scale was developed to measure cosmopolitanism of a person in general. Regardless of consistency in employing the COS scale across their empirical researches; the COS is originally built for measure cosmopolitanism of a person rather than consumer cosmopolitanism in purchasing contexts.

2.2.4.3 Consumer cosmopolitanism as a personal trait and the development of the C-COSMO scale

6

Riefler, Diamantopoulos, and Siguaw (2012) built the C-COSMO scale to reflect a cosmopolitan consumer with three dimensions: (1) open-mindedness, (2) diversity appreciation, and (3) consumption transcending borders. The C-COSMO scale has been generated by an Austrian consumer sample and checked multiple times to prove its acceptable reliability and validity. However, Zeugner-Roth, Zabkar, and Diamantopoulos (2015) have not confirmed for the three dimensions in the context of the Austrian and Slovenian as well as Diamantopoulos and colleagues (2019) employed the COS scale in their works.

2.2.4.4 Cross-national studies of consumer cosmopolitanism

Han and Won are prominent in their cross-national research aimed at comparing the differences in consumer cosmopolitanism and ethnocentrism among countries. Their studies have provided an insightful understanding of the variation in the extent of cosmopolitan consumers between developed markets and developing ones (Han, 2017; Han & Won, 2018; Han & Nam, 2020). However, there could find a lack of consistency among studies both in concept definition and in measurement instrument.

2.2.4.5 Consumer cosmopolitanism as a consumer disposition

Prince and colleagues (2016) introduces a concept named consumer centrism to group three dispositions: consumer ethnocentrism, consumer cosmopolitanism, and consumer xenocentrism. In their study, Prince and colleagues (2016) followed the theoretical definition of Cleveland, Laroche, and Papadopoulos (2009) to define consumer cosmopolitanism and employed the COS scale to capture the construct. However, Prince, Yaprak and Palihawadana (2019) adapted the C-COSMO scale of Riefler, Diamantopoulos, and Siguaw (2012) to measure the construct. Moreover, the results in 2019 have not supported for the multi-dimensionality of consumer cosmopolitanism as theoretical definition adopted.

2.3 Underlying theory

2.3.1 Attitude and Attitude theory

Notable researchers in consumer attitudes: Fishbein and Ajzen (1977) defined attitudes as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object". Attitude is a main focus of both researchers and practitioners since it plays a role as a reliable predictor of consumer behaviors (Fishbein & Ajzen, 1975; Ajzen, 1985; Argyriou & Melewar, 2011).

However, attitude theory highlights the important role of a specific object since it serves as an essential part of any assessment that has been developed (Asiegbu, Powei, & Iruka, 2012). Attitude is considered as the most appropriate theory to evaluate consumer preference toward a given object, and it will help to

explain why a consumer might exhibit a different attitude toward different brands in a similar product category (Prince et al., 2016).

2.3.2 Self and Identity theory (personal, social, and national identity theories)

Research in psychology and sociology strongly supports that the "sense of self" or self-concept helps to describe how and why a person defines one's self based on the harmony between personal identity and social identity. The identity theory tries to establish a link between the self and society (Stryker, 1968; Stets & Burke, 2000).

The identity theory seeks to explain behaviors based on social roles (Stets & Burke, 2000). The social identity theory, on the other hand, aids in the development of relationships between the self and others from the same or different groups (Tajfel, 1968). In sum, identity theories lay the theoretical groundwork for understanding why self-concept influences consumer preferences and behaviors (Zeugner-Roth, abkar, and Diamantopoulos, 2015; Hogg, 2016).Identity frameworks assist psychologists and marketers in justifying target consumer behaviors based on their understanding of their perceptions in the balance between themselves and their relationships with others.

2.3.3 Consumer culture theory (CCT)

The nature of CCT centers on the progressive links among consumer actions, the marketplace, and cultural meaning with all related with consumption. The CCT considers consumption as an expression of sociocultural practice at individual level and it is being continually changed with marketplace structures (Joy & Li, 2012). The CCT provides a framework to explain the culture of consumption, in which people embrace their culture and define social meanings through the activity of consumption. Because the CCT concerns consumption in multiple aspects, it provides a theoretical framework for a large variety of managerial implications, including: pricing, branding, consumer behaviors, and promoting, etc. (Arnould et al., 2019).

2.3.4 Acculturation Theory

In a marketing context, acculturation focuses on the internal process of a consumer when he/she is confronted with external forces (Berry, 2006). The acculturation thus started with intercultural contact and, later, the extent of the integration would depend on the similarity or distance between the two cultures (Ward & Geeraert, 2016). The acculturation theory seeks to explain possible reactions of a consumer toward a new culture, such as: learning new skills or abilities; changing values, attitudes, or evaluations; or redefining and adapting personal identities.

2.4 Justification for the theoretical operationalization of consumer cosmopolitanism

2.4.1 Justification for the conceptual nature of consumer cosmopolitanism

Against stated justifications of previous theoretical definitions of consumer cosmopolitanism, this dissertation formally defines the concept as: cosmopolitan consumers hold an orientation that views themselves as world consumers and the world as their marketplace. They address functional needs and make purchasing decisions based on products that best deliver the desired performance regardless of cultural differences and social variances. Cosmopolitan consumers hold an unbiased evaluation toward products, and they will search product's information in its label to evaluate the quality. This definition has developed from the older definition of consumer cosmopolitanism from Cannon and colleagues (1994), which tapped into consumption specifics and explicitly explained how a consumer becomes a cosmopolitan consumer (Sousa, Nobre, & Farhangmehr, 2018; Prince, Yaprak, & Palihawadana, 2019).

2.4.2 Justification for the underlying theory of consumer cosmopolitanism

In respect to the theoretical definition of consumer cosmopolitanism justified in the previous section, the social identity theory is argued to be theoretically justified in its conceptual domain. Moreover, when operationalizing consumer cosmopolitanism as a consumer orientation, not only the specification object has been solved but also the relation between the construct and other constructs belonging to consumer responses (e.g., attitude, belief) would be logically explained. Consumer orientation refers to a broader depiction of a consumer's state of mind toward a general purchasing pattern. That consumption orientation is a cluster of multiple attitudes toward a specific product or brands.

2.4.3 Justification for a need of new measurement scale of consumer cosmopolitanism

2.4.3.1 Justification for replacing the CYMYC scale (Cannon et al., 1994)

It is argued that Cannon and Yaprak measured a cosmopolitan rather than a cosmopolitan consumer. Focusing on the CYMYC scale, dimensions such as organizational cosmopolitanism were not appropriately relevant to consumer behaviors. In addition, it is hard to determine the underlying domain of the CYMYC scale despite the determination by Cannon and Yaprak as an orientation. In respect to the results from previous empirical studies employing the CYMYC scale, the author has also taken into account limitations ranging from low reliability and question validity, including face validity and nomological validity.

2.4.3.2 Justification for replacing the COS scale (Cleveland & Laroche, 2007)

There are debates around this approach since the COS scale was initially developed to measure the level of cosmopolitanism held by a certain group of people rather than focusing on consumption habits (Lawrence, 2012). Moreover, by accepting the COS scale of Cleveland and Laroche (2007), the conflict between cosmopolitanism as a cultural value and cosmopolitanism as a consumer orientation has been found and could not be theoretically justified.

2.4.3.3 Justification for replacing the COSMOSCALE scale (Saran & Kalliny, 2012)

There has been little justification for the scale, and thus, the absence of replication studies might be the reason for the limitation of the scale. In addition, if the COSMOSCALE has been employed to measure consumer cosmopolitanism, it would find it somewhat unsatisfactory. Saran and Kalliny (2012) aimed at developing a scale to capture the value of cosmopolitanism, and through the scale, one could determine a consumer who is cosmopolitan and who is not.

2.4.3.4 Justification for replacing the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012)

The original version of the C-COSMO was composed of 12 indicators and the scale was checked for its psychometric properties in at least five studies by the authors. Lawrence (2012) has justified some of the limitations of the C-COSMO of Riefler, Diamantopoulos, and Siguaw (2012). He argued the first dimension of the C-COSMO scale (open-mindedness) did not belong to the aspect of consumption and, thus, Lawrence (2012) was not totally convinced by the three-dimension nature. In sum, the C-COSMO scale has been addressed for its high-ordered constructs in numerous cross-national or empirical studies with different contexts (Yaprak, 2003).

2.4.3.5 Justification for replacing the CCOS scale (Lawrence, 2012)

The CCOS scale of Lawrence (2012) faced some disputes during the scale development process. Firstly, the argument for excluding the behavioral intention component of consumer cosmopolitanism attitude is somewhat reluctant. Fishbein and Ajzen (1975) defined an attitude as a learned predisposition to respond in a consistently positive or negative manner to a given object, and a scale aimed at measuring an attitude could possibly include a conative component. Secondly, however, the indicators of the CCOS scale do not reflect the consistent favorable preference toward various objects rather than one certain thing (e.g., foreign products, international media, multi-cultural events). Last but not least, Lawrence (2012) conceptualized consumer cosmopolitanism as openness and the tendency to address functional needs regardless of products' origin, and the definition did not reflect an attitude as its adopted domain.

2.4.3.6 Justification for replacing the CONCOS scale (Altıntaş & colleagues, 2013)

The CONCOS scale has not been often adapted by other researchers in their empirical studies. Firstly, the definition of consumer cosmopolitanism as the reserve attitude of xenophobia is somewhat irrelevant and unfocused. Secondly, through the scale development process, it is hard to indicate the scale domain. Thirdly, regardless of the objective in measuring consumer cosmopolitanism, the items' content did not center on consumption but rather world orientation in general. Fourthly, the three-dimensionality nature of the CONCOS scale would result in validity issue in conducting cross-national studies rather than the original research context. Lastly, the research methodology employed in the study has raised some concerns about the psychometric properties of the CONCOS scale. Altıntaş and colleagues (2013) reported that they approached 484 Turkish people for face-to-face interview for the purpose to generate initial items for the scale. However, 484 were considered a large number to conduct a depth interview, and it was rare for any quantitative research with face-to-face interviews with that high number of participants (Knox & Burkard, 2009; Baker & Edwards, 2012).

2.5 Related constructs and nomological networks with consumer cosmopolitanism

2.5.1 Drivers of consumer cosmopolitanism

2.5.1.1 Risk aversion

Risk aversion refers to people's feelings of uncertainty when faced with a strange circumstance, leading to beliefs and actions to avoid it (Raju, 1980; Hofstede & Bond, 1984; Bao, Zhou & Su, 2003). Thus, it is hypothesized that risk aversion will have a positive influence on consumer cosmopolitanism.

2.5.1.2 Innovativeness

Innovativeness is defined as the extent to which an individual is relatively earlier in adopting new things than other people in society (Bailey, Rogers & Shoemaker, 1974; Roehrich, 2004). Thus, it is hypothesized that innovations will have a positive influence on consumer cosmopolitanism.

2.5.1.3 Variety seeking

A person's tendency to find change over time is known as variety seeking behavior (Van Trip & Steenkamp, 1992; Seetharaman & Chintagunta, 1998; Mohan, Sivakumaran & Sharma, 2012). Riefler, Diamantopoulos, and Siguaw (2012) have proposed consumption borders transcending as a fundamental dimension of consumer cosmopolitanism, and the characteristic is a result of variety-seeking behaviors. Thus, it is hypothesized that variety seeking will have a positive influence on consumer cosmopolitanism.

2.5.1.4 Materialism

Materialism refers to a priority placed on the ownership of property as a life goal (Richins, 2004). However, materialism is an inclination construct while consumer cosmopolitanism is an unbiased one, and, as a result, consumer researchers believe that materialism is possibly uncorrelated or negatively correlated with consumer cosmopolitanism (Cleveland, Laroche & Papadopoulos, 2009). Thus, it is hypothesized that materialism will have a positive influence on consumer cosmopolitanism.

2.5.1.5 Global self-identity

Self-identity has been described as how a person defines one's self, and thus it is a crucial concept in psychology because it would help to explain and predict why a man behaves in a certain way (Reed II et al., 2012). A consumer develops a global identity when they feel they belong to a global society and identify with global habits and customs, whereas a local identity develops when they have a sense of belonging based on their local community and lifestyle (Cleveland & Laroche, 2007; Tu, Khare, & Zhang, 2012). Thus, it is hypothesized that global identity will have a positive influence on consumer cosmopolitanism.

2.5.2 Outcomes of consumer cosmopolitanism

2.5.2.1 Perceived quality toward foreign product

A foreign product is categorized as a product that is not produced by domestic companies (Rawwas et al., 1996; Blonigen & Soderbery, 2010). Perceived quality is considered as the consumers' evaluation of a product's overall excellence or superiority (Zeithaml, 1988; Roth & Romeo, 1992). As a result, it is hypothesized that consumer cosmopolitanism will have a positive influence on perceptions of foreign products.

2.5.2.2 Attitude toward foreign product

An attitude toward foreign products is a psychological disposition that a consumer develops toward a foreign product and is formed by three components, including: cognitive, affective, and behavioral (Ostrom, 1969; Bagozz et al., 1979; Mitchell & Olson, 1981). As a result, it is hypothesized that consumer cosmopolitanism will have a positive influence on attitudes toward foreign products.

2.5.2.3 Attitude toward global products

Global product attitude is defined as a summation evaluation of a consumer's attitude toward global products in general (Riefler, 2012; Naseem, Verma & Yaprak, 2015).

Consumer cosmopolitans see themselves as global consumers and will likely purchase global products from a global market to express their identities (Terasaki, 2016). Thus, it is hypothesized that consumer cosmopolitanism will positively influence attitudes toward global products.

2.5.2.4 Purchase intention toward foreign products

Foreign product purchase intention indicates the possibility that consumers will intend or be willing to acquire a foreign-branded product in the future (Klein, Ettenson, and Morris, 1998; Wu, Yeh, & Hsiao, 2011; Martins et al., 2019). Consumer cosmopolitanism will likely express higher intentions toward foreign products because they are more eager to seek out diversity in their purchasing decisions (Jin et al., 2015; Han & Won, 2018). Thus, it is hypothesized that consumer cosmopolitanism will have a positive influence on purchase intention toward foreign products.

2.5.3 Other consumer centrism

2.5.3.1 Consumer ethnocentrism

Consumer ethnocentrism has been developed from ethnocentrism in sociology and defined by Shimp and Sharma (1987) as the beliefs held by consumers about the appropriateness and morality of purchasing locally-made products. Consumer ethnocentrism and consumer cosmopolitanism are generally negatively correlated in normal situations, but it is not necessary to be contradicted (Zeugner-Roth, Zabkar & Diamantopoulos, 2015; Prince et al., 2016). Because consumer cosmopolitanism is examined in the study as a stable construct rather than a specific context, thus, consumer cosmopolitanism and consumer ethnocentrism are expected to have a negative correlation (Zeugner-Roth, abkar, & Diamantopoulos, 2015; Prince et al., 2020).

2.5.3.2 Consumer xenocentrism

Consumer xenocentrism has been defined as the tendency for consumers to have a strong bias and response toward foreign products when compared to domestic counterparts (Mueller et al., 2015; Balabanis & Diamantopoulos, 2016). In the context of developing countries like Vietnam, consumer xenocentrism and consumer cosmopolitanism are strongly correlated since they are both categorized as favorable dispositions toward foreign products, but the proclivity is expected to be greater for xenocentric consumers (Bartsch, Riefler & Diamantopoulos, 2016). Therefore, it is hypothesized that consumer xenocentrism and consumer cosmopolitanism are expected to have a positive correlation in a normal condition (Lawrence, 2012; Cleveland & Balakrishnan, 2019; Diamantopoulos et al., 2019).
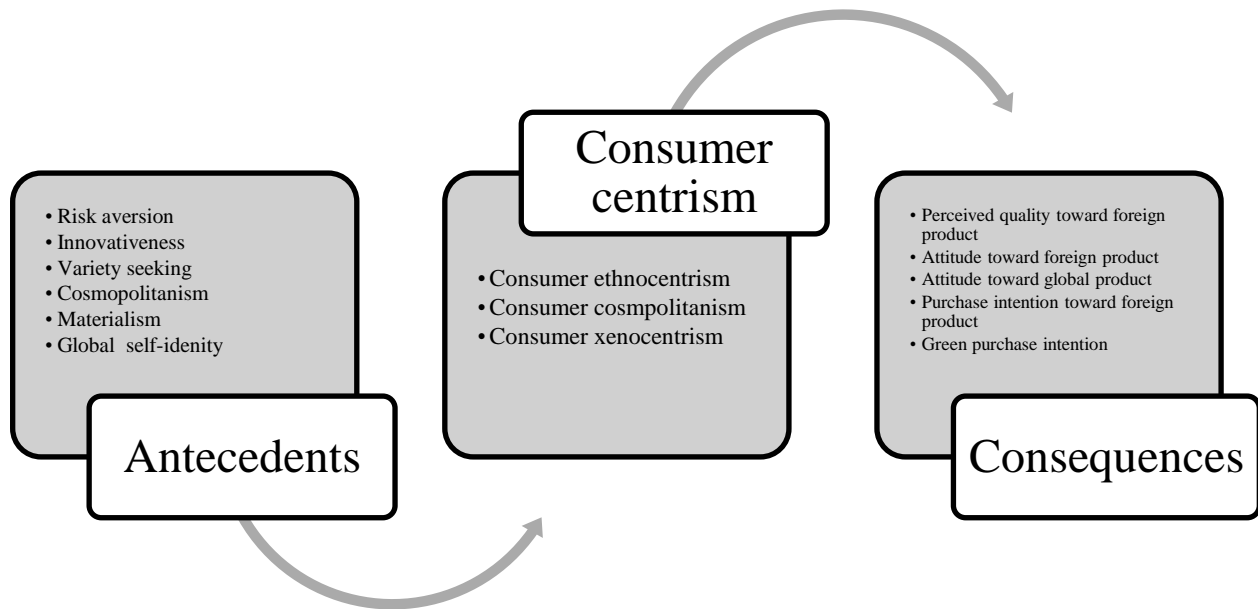
Figure 4: Theoretical nomological networks of consumer cosmopolitanism

2.5 Consumer cosmopolitanism and other specific contexts

2.5.1 Consumer cosmopolitanism and Green behaviors

Consumer cosmopolitanism is more aware of global issues because they are perceived to have more or less an influence on the benefits of that consumer. Green marketing is thus suggested as a potential strategy to target this segment. Khare and Kautish (2020) have provided empirical results for the relationship between cosmopolitan orientation and green knowledge among Indian consumers.

Green behaviors are also argued to be impacted by global self-identity because environmental values are part of this identity (Zeiske et al., 2021). The global self-identity helps predict the formation of a cosmopolitan orientation (Pichler, 2012). Therefore, to replicate the newly developed scale measurement for the concept of consumer cosmopolitanism, the dissertation has selected green behaviors as a specific context to check the validity and reliability.

2.5.1.1 The underlying theory and the conceptual model

The theory of attitude formation has been employed to explain the development of consumer attitudes toward green products.
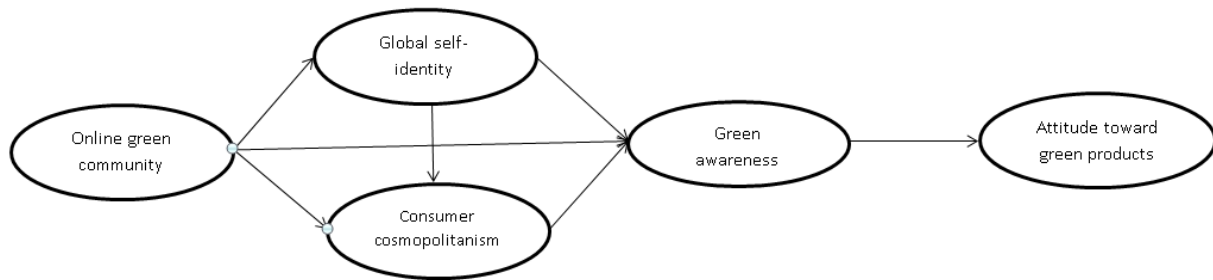
Figure 5: Conceptual model of the 1st specific quantitative study

2.5.1.2 Hypotheses development

H1: Green product awareness will positively influence on attitude toward green products.

H2: Consumer cosmopolitanism will positively influence on green product awareness.

H3: Consumer global self-identity will positively influence on green product awareness.

H4: Global self-identity will positively influence on consumer cosmopolitanism

H6: Online green community will positively influence on consumer cosmopolitanism.

H5: Online green community will positively influence on global self-identity

H7: Online green community will positively influence on green product awareness.

2.5.2 Consumer cosmopolitanism and technology adoption

Consumer cosmopolitanism is expected to better adopt new technology to solve their problems (Makrides et al., 2021). As a result, ensuring the measurement scale for the concept of consumer cosmopolitanism, new technology adoption is considered an appropriate context (Verboord, 2017).

Closing is just a temporary activity if it is a short-term issue such as a natural disaster or epidemic (Pillai et al., 2021), but in the case of COVID-19, it is regarded as a reality rather than an end-point. Despite the considerable pressure of COVID-19 on the Vietnamese tourism industry recently, little is known about consumer preferences when the concern for social distancing is made salient. Leveraging on the extensive theory of technology acceptance (TAM), the authors have proposed that subjective norms, consumer

cosmopolitanism, social distancing concerns, perceived risk, and guest preferences for robot service during COVID-19 would be expected to influence booking intention after COVID-19.

2.5.2.1 The underlying theory and the conceptual model

The extended technology acceptance (TAM) model is used to hypothesize the relationship between the factors that influence the guest's adoption of robot applications (Davis et al., 1985).
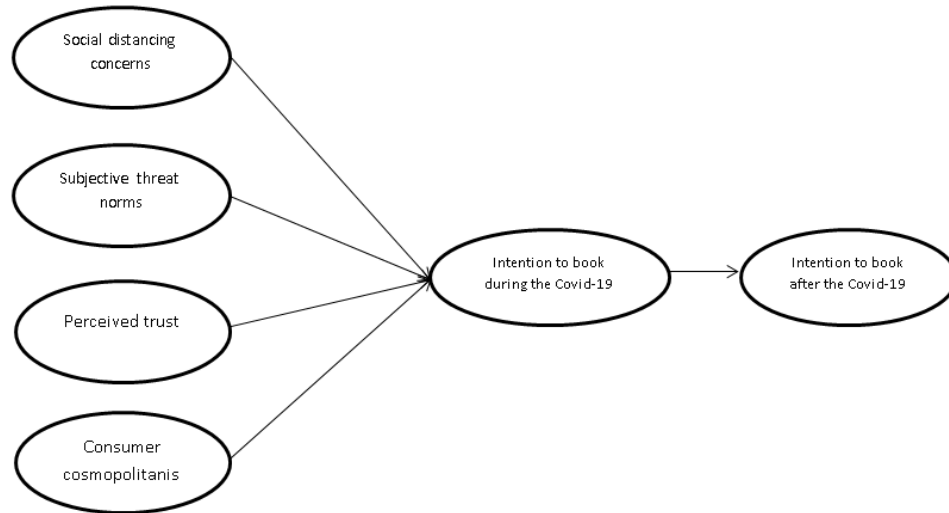
Figure 6: Research model of the 2nd specific quantitative study

2.5.2.2 Hypotheses development

H1: Guest booking intention toward robot service hotels during the Covid-19 will positively influence on intention after the Covid-19.

H2: Social distancing concerns will positively influence on guest booking intention toward robot service hotels during the Covid-19.

H3: Subjective threat norms will positively influence on guest booking intention toward robot service hotels during the Covid-19.

H4: Perceived trust toward robot staffed hotels will positively influence on guest's booking intention toward robot staffed hotels.

H5: Consumer cosmopolitanism will positively influence on guest's booking intention toward robot service hotels during the Covid-19.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1 Research approach

Because the research problems have been emergent and recognized throughout the research process, the pragmatic worldview has been served as this dissertation approach (Creswell & Creswell, 2017). To solve research problems, mixed methods have been employed in the dissertation.

3.2 Research design

An explanatory sequential mixed method has been designed, in which the quantitative data has been collected first, analyzed, used the results to prepare for the qualitative data, and finally recruited quantitative data to reconfirm the conclusion (Creswell & Creswell, 2017).

3.2.1 The initial quantitative research design
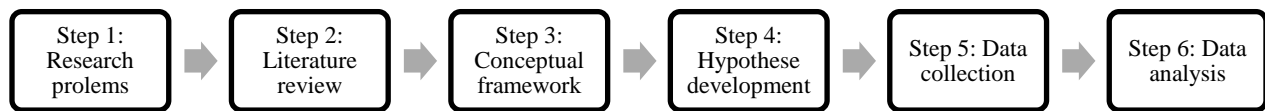
Figure 8: The 1st quantitative research design suggested by Creswell and Creswell (2017)

3.2.2 The qualitative research design
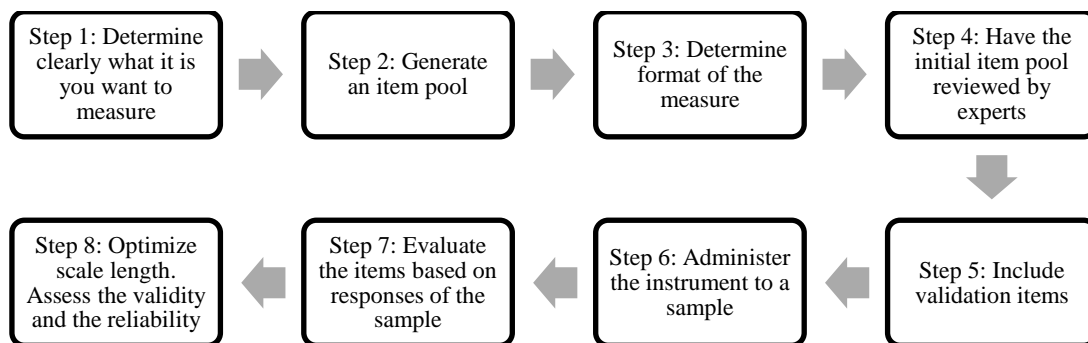
Figure 9: Scale development procedures suggested by DeVellis (2016)

Table 3: Overview of the entire procedure adopted for scale development

Step involved	Objectives
Phase One: *Item generation and content validity*	
1. Closed-ended survey (Study 1)	1. Find the appropriate interviewees;
2. Deep interview and Content validity	2. Generate initial pool and Maintain reliable items

checking (Study 2)	
Phase Two: *Psychometric properties of the scale*	
1. Scale purification (Study 3)	1. Reduce the numbers of item and Check the dimensionality of the scale
Phase Three: *Reliability, validity and nomological check*	
1. 1st Replication study (Study 4)	1. Check reliability, validity and antecedents relationship
2. 2nd Replication study (Study 5)	2. Check reliability, validity, antecedents and predictive relationship
3. Known-group study (Study 6)	3. Check reliability, validity
4. Test-retest study (Study 7)	4. Check reliability, validity, and stability

3.2.3 The 2nd quantitative research design
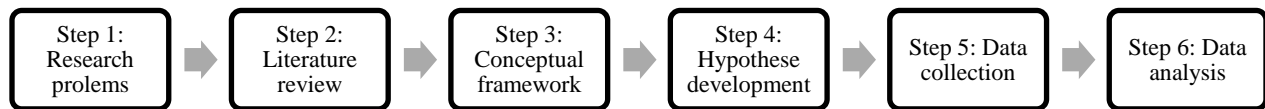
Figure 10: The 2nd quantitative research design suggested by Creswell and Creswell (2017)

3.3 Research methods

3.3.1 The initial quantitative research method

3.3.1.1 Data collection

A survey has been employed to collect the necessary data to check the research model. A questionnaire will include two parts of questionnaires with closed-ended questions, including: (1) evaluative criteria and demographic information. Adapted scales have been applied: (1) the COS scale of Cleveland and Laroche (2007); (2) the C-COSMO scale of Riefler, Diamantopoulos, and Siguaw (2012); (3) the CCOS scale of Lawrence (2012); (4) foreign product perceived quality of Roth and Romeo (1992); (5) attitude toward foreign products of Mitchell and Olson (1981); and (6) purchase intention toward foreign products of Klein and colleagues (1998). Five-points Likert scale has been applied to rate their agreeableness, ranging from 1 as strongly disagree to 5 as strongly agree. Demographical information (e.g., age, gender, income, educational level) will be designed under closed-ended questions with multiple categorical options.

Students (from the age of 18 to 25) from five universities in Ho Chi Minh City have been selected because this segment represents one of the most appropriate samples for understanding consumer

cosmopolitanism in Vietnam (Tran et al., 2020). Target respondents will be approached by a convenience sampling method. Within-subject has been applied to three measurement scales of cosmopolitanism.

3.3.1.2 Data analysis

Quantitative data collected will be analyzed by SPSS and AMOS version 20 for reliability and validity tests. Threshold values followed Hair and colleagues (2006) to evaluate the results.

3.3.2 The qualitative research method

3.3.2.1 Data collection

3.3.2.1.1 Phase One - Item generation and content validity

- o   Study 1

Urban students are argued to be appropriately represented for young consumers, and so, students who are studying at universities in Ho Chi Minh City will be approached (Tran et al., 2020). A survey will be conducted to collect quantitative data. A convenient stratification sampling method will be used, with 500 questionnaires distributed across five universities.

For the best item pool generation, the authors selected interviewees belonging to a transnational type whose rank is high only in consumer cosmopolitanism. To do that, we used the C-COSMO scale of Riefler, Diamantopoulos, and Siguaw (2012) with 12 items and the CETSCALE scale of Shimp and Sharma (1987) with seven items. Five-points Likert scale has been applied to rate their agreeableness, ranging from 1 as strongly disagree to 5 as strongly agree. The personal information is asked but guaranteed personal privacy for the purpose of deep interview later.

- o   Study 2

Respondents who are high only in cosmopolitanism from Study 1 will be targeted to participate in the face-to-face interview (Corbin & Strauss, 2008). 20 respondents from the group of high cosmopolitanism will be invited to participate in an in-depth interview. The structured open-ended questionnaire will be prepared in advance and will be followed sequentially with the aim of ensuring similarity and consistency among those interviewed.

In the second part of this study, content validity will be conducted. DeVellis (2016) has suggested that it should be assessed by experts who are knowledgeable and experienced in the field of consumer cosmopolitanism. Then, marketing faculty members and managers from global companies operating in

Vietnam with high expertise in psychology and consumer behavior will be asked for the first content validity. After the first expert review, the initial pool will be judged by a group of participants who are transnational from the study 1 but different from those who participated in the in-depth interview to evaluate each of the left items based on the definition of consumer cosmopolitanism

3.3.2.1.2 Phase Two: Psychometric properties of the scale – Study 3

Students from different universities will be recruited to increase the reliability of the newly developed scale. A survey with closed-ended questionnaires will be employed to collect evaluations from the respondents toward the initial pool of items of consumer cosmopolitanism. A five-point Likert scale will also be applied for a respondent to rate their agreeableness, ranging from 1 (strongly disagree) to 5 (strongly agree).

3.3.2.1.3 Phase Three - Reliability, validity and nomological check

- o Study 4

A survey with closed-ended questionnaires will be used to collect quantitative data. There will be two parts in the questionnaire: (1) evaluative criteria and (2) demographical information. Reflective measurement scales will be applied to all the constructs, and a 5-point Likert scale will be employed for a respondent to evaluate their agreeableness. Consumer cosmopolitanism will be measured by the newly developed scale while the other three scales will be adapted from previous authors, namely risk aversion from Raju (1980), innovativeness from Roehrich (1995, as cited in Roehrich, 2004), and variety seeking from Van Trijp and Steenkamp (1992). A new group of students will be recruited to collect both by Google form and hard copy. A convenience sampling method is selected to approach the target respondents.

- o Study 5

A survey design will be applied to collect the data and be designed with closed-ended questionnaires. Other constructs besides consumer cosmopolitanism will be adopted from previous studies, especially: (1) cosmopolitanism from Cleveland and Laroche (2007) with seven-items, consumer ethnocentrism from Shim and Sharma (1987) with seven-items, and purchase intention toward foreign products from Son, Jin, and George (2013) with three-items. A 5-point Likert scale will be applied to a respondent to evaluate their agreeableness. A new sample of students will be approached by a convenience sampling method to distribute the questionnaire.

- o Study 6

A structured survey with a closed-ended questionnaire will be administered to compare the extent of cosmopolitanism between consumers of Generation Z and consumers of Generation X. In the evaluative part, consumer localism will be adapted from Riefler, Diamantopoulos, and Siguaw (2012), while consumer cosmopolitanism will be measured by the newly developed scale. The questionnaire will be distributed online through email or social media. For the sample of Generation X, officers who are 35–45 years old and working in Ho Chi Minh City will be approached. For the sample of Generation Z, a new sample of students will be recruited. Both samples will be approached by convenience sampling method.

  o   Study 7

Study 7 will be conducted six months after the first replication study (Study 4). The survey will be used to collect the data and will be designed with closed-ended questionnaires. Reflective measurement scales will be applied to all the constructed materials. Materialism will be captured by the measurement scale from Richins (2004), and the attitude toward global brands will be measured by Riefler (2012). A five-point Likert scale will be applied to indicate the agreeableness evaluation of each item. A new group of students will be recruited to collect the data for this phase and under the convenience sampling method.

3.3.2.2 Data analysis

3.3.2.2.1 Phase One - Item generation and content validity

  o   Study 1

Cronbach's Alpha and k-mean cluster have been employed to assess the internal consistency and grouping by SPSS version 20.

  o   Study 2

The content analysis will be conducted by Nvivo software version 11.

The first expert review will be delivered to experts for evaluation of the content, clarity, and relevance on five-point Likert scale.

After the first assessment, the initial item pool will be continued to deliver the second group of experts. Two indexes will be applied:

•   The proportion of substantive agreement (p_{sa}): $p_{sa} = n_c/N$;

•   The substantive validity coefficient (c_{sv}): $c_{sv} = (n_c - n_0)/N$.

Anderson and Gerbing (1991) suggested that the cut-off value for p_{sa} should be larger or equal to 0.5 and that for c_{sv} should be larger or equal to 0.3.

3.3.2.2.2 Phase Two: Psychometric properties of the scale – Study 3

Non-bias responses will be checked to ensure late responders are not significantly different from early responders (Mentzer & Lambert, 2015). The factoring analysis (EFA) will be conducted to extract the dimensionality of the initial scale. Items are kept if they (1) load more than 0.5 and (2) do not cross-load more than 0.3 in any other dimension (Yong & Pearce, 2013).

3.3.2.2.3 Phase Three - Reliability, validity and nomological check

- o   Study 4, Study 5 and Study 7

Non-response bias will be checked to ensure the insignificant difference between early respondents and late respondents. Quantitative data will be assessed for reliability in terms of internal consistency and composite reliability and validity in terms of convergent, discriminant, and nomological validity by SPSS and AMOS version 20.

- o   Study 6

The non-response bias will be checked for both samples The Cronbach's alpha and one-way ANOVA will be employed to assess the data by SPSS version 20.

3.3.3 The 2nd quantitative research method

3.3.3.1 The first quantitative research method

3.3.3.1.1 Data collection

A structured survey will be designed to collect quantitative data from the respondents. Reflective measurement scales will be applied to capture the constructs, especially: (1) global self-identity with seven items from Cleveland & Laroche (2007); (2) online community with 12-items from Park & Cho (2012); (3) green product awareness with 5-items from Rizwan et al., (2014); and (4) attitude toward green products with three items from Ajzen (2006) and Alhosseini Almodarresi and colleagues (2019). Five-points Likert scale will also employed to evaluate the level of agreeableness on each indicator ranging from 1 as "strongly disagree" to 5 as "strongly agree". The second part will be demographic information.

The convenience sampling method has been employed to approach the main respondents. The questionnaire will be distributed to the members of eco/green/environmental-friendly groups on social media (e.g., Facebook, Instagram). The young respondents (from 18 to 30) will be filtered by the age range question before participating in the questionnaire.

3.3.3.1.2 Data analysis

The quantitative data will be analyzed by SPSS and AMOS to check the reliability and validity of the data. The hypotheses will be confirmed at p-value 0.001.

3.3.3.2 The second quantitative research method

3.3.3.2.1 Data collection

A survey will be designed to collect data for analysis. A questionnaire was comprised of four sections, and participants were informed to complete several tasks. Reflective measurement scales were adapted to conceptualize constructs in the study: (1) Social threat norms from Ajzen (2008) and Bae and Chang (2021), (2) Social distancing concerns from Kim and colleagues (2021), (3) Guest's intention to book robot service hotels after the Covid-19, (4) Guest's intention to book robot service hotels during the Covid-19, and (5) Perceived trust from Cha (2020). Each variable in the reflective constructs was measured by the Likert scale, with an anchor from 1 classified as strongly disagreeing to 5 classified as strongly agreeing.

The questionnaire was uploaded on an online panel with several conditions. A convenient sampling method was employed to approach the main respondents. Participants living in Ho Chi Minh City during the time of lockdown, with ages ranging from 25–40 years old and having experienced mobility within 18 months of August 2021 were the main target. Selected participants represented an appropriate sample for the research objective.

3.3.3.2.2 Data analysis

The quantitative data will be analyzed by SPSS and AMOS to check the reliability and validity of the data. The hypotheses will be confirmed at p-value 0.001.

CHAPTER 4 – DATA ANALYSIS AND RESULTS

4.1 The initial quantitative research

Table 10: Sample description of the 1st quantitative research

N=340		N	%
Gender	Male	147	43.2
	Female	197	56.8
Age	Less than 30	340	100
Marital status	Single	328	96.5
	Married	12	3.5
Education level	College/ University	340	100
Income	Less than 10 million VND pm.	324	95.3
	From 10 million and above	16	4.7

Table 11: CFA results of the 1st quantitative research

	CR	AVE	MSV	MaxR(H)
Cleveland & Laroche (2007)				
COS scale (6 items)	**0.827**	*0.447*	**0.020**	0.842
Riefler, Diamantopoulos, & Siguaw (2012)				
Sub 3 separated single factors (As the result from the EFA)				
C-COSMOa (4 items)	*0.691*	*0.370*	**0.095**	0.746
C-COSMOb (4 items)	*0.626*	*0.296*	**0.122**	0.628
C-COSMOc (2 items)	**0.734**	**0.583**	**0.122**	0.766
Second-ordered construct with three dimensionalities (As theorized conceptualization)				
C-COSMO (10 items)	*0.561*	*0.308*	**0.194**	0.596
Lawrence (2012)				
Sub 2 separated single factors (As the result from the EFA)				
CCOSa (3 items)	*0.690*	*0.428*	*0.448*	0.698
CCOSb (2 items)	*0.469*	*0.308*	**0.176**	0.473
Second-ordered construct with two dimensionalities (As theorized conceptualization)				
CCOS (5 items)	*0.635*	*0.477*	*0.651*	0.712

CR >= 0.7; AVE >= 0.5; and MSV<AVE; Bold numbers mean they achieved accepted threshold values

Table 12: Nomological validation of the COS scale (Cleveland & Laroche, 2007) and C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012)

Hypotheses	Standardized Coefficient	p-value	Result
COS scale of Cleveland and Laroche (2007)			
$\chi2[75] = 215.722$ (p <.001), $\chi2/df=2.876$ (<3), CFI=0.914 (>0.9), GFI=0.917, AGFI=0.883, RMSEA=0.074, p-close=0.000			
COS → Attitude toward foreign products	0.149	0.025	Unsupported
COS → Perceived quality toward foreign products	0.153	0.021	Unsupported
COS → Purchase intention toward foreign products	0.116	0.384	Unsupported
C-COSMO scale of Riefler, Diamantopoulos, & Siguaw (2012)			
Three separated single factors			

$χ2[143] = 376.613 (p <.001), χ2/df=2.634 (<3), CFI=0.86 (>0.9), GFI=0.891, AGFI=0.856, RMSEA=0.069, p-close=0.000$			
C-COSMOa → Attitude toward foreign products	0.095	0.146	Unsupported
C-COSMOa → Perceived quality toward foreign products	0.088	0.168	Unsupported
C-COSMOa → Purchase intention toward foreign products	0.051	0.492	Unsupported
C-COSMOb → Attitude toward foreign products	0.542	***	Supported
C-COSMOb → Perceived quality toward foreign products	0.55	***	Supported
C-COSMOb → Purchase intention toward foreign products	0.585	***	Supported
C-COSMOc → Attitude toward foreign products	0.085	0.318	Unsupported
C-COSMOc → Perceived quality toward foreign products	0.06	0.389	Unsupported
C-COSMOc → Purchase intention toward foreign products	-0.053	0.476	Unsupported
Second-ordered construct with sub three dimensionalities			
$χ2[146] = 288.133 (p <.001), χ2/df=1.974 (<3), CFI=0.915 (>0.9), GFI=0.918, AGFI=0.894, RMSEA=0.054, p-close=0.25$			
C-COSMO → Attitude toward foreign products	0.068	0.004	Unsupported
C-COSMO → Perceived quality toward foreign products	0.743	0.004	Unsupported
C-COSMO → Purchase intention toward foreign products	0.654	0.378	Unsupported

*p-value significant at: <= 0.001; ***: less than 0.001*

In summary, retrieved from previous researchers' reviews, this study in a Vietnamese sample has found problems related to reliability, dimensionality, and validity occurred across available scales measuring consumer cosmopolitanism. Therefore, the study highlights a need for a new scale to measure consumer cosmopolitanism in the Vietnamese market, especially in the younger segment.

4.2 The qualitative research

4.2.1 Phase One: Item generation and Content validity

4.2.1.1 Study 1

Table 13: Demographic information of sample from study 1 – Phase One

N=452		N	%
Gender	Male	203	44.9
	Female	249	55.1
Age	Less than 30	452	100
Marital status	Single	436	96.5
	Married	16	3.5
Education level	College/ University	452	100
Income	Less than 10 million VND pm.	398	88.1
	From 10 million and above	54	11.9

Table 15: Cluster description of the sample from study 1 – Phase One

	Cluster size	Consumer Cosmopolitanism	Consumer Ethnocentrism
Glocal	76 (16.8%)	4.27	3.97
Transnational	115 (25.4%)	4.29	2.77
National	93 (20.5%)	3.5	2.84
Marginal	168 (37.2%)	3.69	3.47

4.2.1.2 Study 2

Twenty-five out of 115 transnational respondents agreed to participate in the deep interview

Table 16: Descriptive information of the 20 informants of study 2

No.	Code name	Gender	Age	Average C-COSMO score	Average CET score
1	V1	Female	20s	4.17	3.14
2	V2	Female	20s	4.17	2.86
3	V3	Female	20s	4.08	3
4	V4	Female	20s	4.75	2.29
5	V5	Male	20s	4.25	3
6	V6	Male	20s	4.33	3
7	V7	Male	20s	4.33	2.86
8	V8	Male	20s	4.17	2.43
9	V9	Male	20s	4.5	2.86
10	V10	Female	20s	4.25	2.43
11	V11	Female	20s	4.08	3.14
12	V12	Male	20s	4.5	2.43
13	V13	Male	20s	4.42	3
14	V14	Female	20s	4.08	3.14
15	V15	Female	20s	4.67	2.43
16	V16	Female	20s	4.33	2.57
17	V17	Female	20s	4.08	2.71
18	V18	Female	20s	4	3
19	V19	Male	20s	4.67	1.86
20	V20	Male	20s	4.17	3

Table 17: Initial items pool of consumer cosmopolitanism

No	Content
1	Willing to experience new things, new products, strange ones
2	Care/Use about global brands/labels
3	Like foreign products because it's more qualified
4	Care about product's information in its label to evaluate the quality.

5	Depend on perceived performance to evaluate product quality
6	Look for products that could best satisfy needs and wants regardless of their origins
7	Different brands from different countries will be different so I have to try to find the best suit for my needs/wants
8	Know many products and brands to find which are appropriate
9	Care about the well-being of society
10	Search information before making a decision
11	Don't care about made-in information but brands
12	Prefer to buy products that could be used in many situations
13	Willing to receive product's information for later use
14	Know other cultures by purchasing their products
15	Look for products with good quality
16	Depend on value to evaluate the products
17	Their open-mindedness toward products from other countries
18	They are curious about new products
19	They are easily receptive people's idea, evaluation
20	Look for products with good impression
21	Could use products from different countries
22	I support for the availability of foreign products in Vietnamese market
23	Depended on COO information to evaluate products' quality
24	Always buy global brands

Table 18: Information of eight experts participated in the 1st expert review

No	Gender	Age	Educational level	Current working place	Position	Year of Marketing experience
EX1	Female	30s	MBA	University	Lecturer	5

EX2	Female	30s	Ph.D Candidate	University	Lecturer	7
EX3	Female	40s	Doctor	University	Lecturer	15
EX4	Female	35s	Doctor	University	Lecturer	10
EX5	Male	40s	Doctor	University	Lecturer	15
EX6	Male	40s	MBA	MNCs	Director	15
EX7	Female	40s	MBA	MNCs	Director	20
EX8	Male	40s	MBA	Market research company	Manger	15

The first expert review resulted in two out of the 24 initial items having been eliminated. The remaining 22 items have been continuously checked for the second expert review.

Table 19: Initial items pool after the 1st expert review

No	Content
1	Willing to experience new things, new products, strange ones
2	Care/Use about global brands/labels
3	Like foreign products because it's more qualified
4	Care about product's information in its label to evaluate the quality
5	Depend on perceived performance to evaluate product quality
6	Look for products that could best satisfy needs and wants regardless of their origins
7	Different brands from different countries will be different so I have to try to find the best suit for my needs/wants
8	Know many products and brands to find which are appropriate
9	Care about the well-being of society
10	Search information before making a decision
11	Don't care about made-in information but brands
12	Prefer to buy products that could be used in many situations
13	Willing to receive product's information for later use
14	Know other cultures by purchasing their products

15	Look for products with good quality
16	Depend on value to evaluate the products
17	Their openmindedness toward products from other countries
18	They are curious about new products
19	They are easily receptive people's idea, evaluation
20	Look for products with good impression
21	Could use products from different countries
22	I support for the availability of foreign products in Vietnamese market

Table 20: Descriptive information of 18 evaluators in the 2nd review

No.	Code name	Gender	Age	Average C-COSMO score	Average CET score
1	E1	Female	20s	4.42	2.43
2	E2	Male	20s	4.25	3.29
3	E3	Male	20s	4.5	2.71
4	E4	Male	20s	4.83	3.14
5	E5	Female	20s	4	2.86
6	E6	Female	20s	4.33	3
7	E7	Male	20s	4.42	3.14
8	E8	Male	20s	4.42	2.43
9	E9	Male	20s	4.83	3.14
10	E10	Female	20s	4.25	1.86
11	E11	Female	20s	3.92	2.29
12	E12	Male	20s	4.25	2.86
13	E13	Male	20s	4.08	3.14
14	E14	Female	20s	4.08	1.57
15	E15	Female	20s	4.42	2.86

16	E16	Female	20s	4.25	1.86
17	E17	Male	20s	4.33	2.86
18	E18	Female	20s	4.67	3.14

Table 21: Results of two indexes in the 2nd review

Item	n_c	n_o	N	p_{sa}	c_{sv}
1	14	4	18	0.777778	0.555556
2	18	0	18	1	1
3	10	8	18	0.555556	0.111111
4	12	6	18	0.666667	0.333333
5	18	0	18	1	1
6	14	4	18	0.777778	0.555556
7	14	4	18	0.777778	0.555556
8	10	8	18	0.555556	0.111111
9	10	8	18	0.555556	0.111111
10	16	2	18	0.888889	0.777778
11	8	10	18	0.444444	-0.11111
12	12	6	18	0.666667	0.333333
13	10	8	18	0.555556	0.111111
14	6	12	18	0.333333	-0.33333
15	14	4	18	0.777778	0.555556
16	14	4	18	0.777778	0.555556
17	18	0	18	1	1
18	16	2	18	0.888889	0.777778
19	14	4	18	0.777778	0.555556
20	12	6	18	0.666667	0.333333

21	14	4	18	0.777778	0.555556
22	16	2	18	0.888889	0.777778

There are five items (3rd, 8th, 11th, 13th, and 14th) were eliminated and one 9th item were kept the authors' justification. The item pool had 17 items left that would be run into purification.

4.2.2 Phase Two: Psychometric properties of the scale – Study 3

Table 22: Rotated component matrix of the study 3

Rotated Component Matrix[a]

	Component			
	1	2	3	4
CCOMO10	.761			
CCOMO11	.759			
CCOMO4	.674			
CCOMO9	.672			
CCOMO12	.595			
CCOMO8	.590			
CCOMO5	.540			
CCOMO7	.458			
CCOMO3		.747		
CCOMO6		.555		
CCOMO2		.555		
CCOMO1		.371	.670	
CCOMO16		-.355	.669	
CCOMO13			.561	
CCOMO15				.741
CCOMO14				.701
CCOMO17			.350	.535

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Eight items were again checked for their reliability by Cronbach's alpha. The result achieved good reliability (= 0.801) and none of the items' corrected item-total correlation was lower than 0.35 (Cristobal, Flavian, & Guinaliu, 2007).

4.2.3 Phase Three: Psychometric properties of the scale

4.2.3.1 Study 4

The result proved that non-response bias was not significant (p = 0.25 > 0.05) in this study

Table 26: Constructs measurement of study 4

	CR	AVE	MSV	MaxR(H)	INa	CCOSMOa	RAa	VSa
INa	0.913	0.777	0.593	0.913	**0.882**			
CCOSMOa	0.960	0.751	0.593	0.961	0.770	**0.867**		
RAa	0.956	0.879	0.016	0.993	0.125	0.016	**0.937**	
VSa	0.978	0.938	0.325	0.979	0.489	0.570	0.057	**0.968**

Table 27: Standardized path estimates and hypotheses testing of study 4

Structural paths	Standardized regression weight	p-value	Conclusion at p<0.05
Risk aversion → Consumer cosmopolitanism	-0.081	0.023	Confirmed
Innovativeness → Consumer cosmopolitanism	0.656	***	Confirmed
Variety seeking → Consumer cosmopolitanism	0.254	***	Confirmed

***: p-value < 0.001;

The replication study supported the reliability and validity of the CCOMO scale in terms of composite reliability, convergent validity, and discriminant validity. Furthermore, as theoretical foundations, the newly scaled achieved nomological validity when hypothesized antecedents were confirmed to have directly influenced consumer cosmopolitanism.

4.2.3.2 Study 5

The result of the t-test implied non-response bias did not occur in the study (p = 0.903 > 0.05).

Table 29: The construct measurement of study 5

	CR	AVE	MSV	MaxR(H)	CCOMOa	Ca	CETa	Ia
CCOMOa	0.938	0.656	0.654	0.946	**0.810**			

Ca	0.934	0.702	0.466	0.940	0.636	**0.838**		
CETa	0.933	0.665	0.086	0.936	-0.134	-0.294	**0.816**	
Ia	0.913	0.779	0.654	0.918	0.809	0.683	-0.141	**0.882**

Table 30: Standardized path estimates and hypotheses testing of study 5

Structural paths	Standardized regression weight	p-value	Conclusion at p<0.05
Cosmopolitanism→ Consumer cosmopolitanism	0.653	***	Confirmed
Consumer cosmopolitanism → Foreign purchase intention	0.818	***	Confirmed
Consumer ethnocentrism→ Foreign purchase intention	Ns	0.428	Unconfirmed

***: p-value < 0.001; Ns: non-significant

The study provided empirical evidence for the nomological validity of the CCOMO scale. Cosmopolitanism was operationalized as a value that would contribute positively to the formation of consumer cosmopolitanism. The result supported not only the conceptualization of consumer cosmopolitanism but also the distinctiveness of two constructs.

4.2.3.3 Study 6

Non-response bias was not significant in two samples by assessing the t-test between the first 1/2 of respondents and the last 1/2 of respondents (p = 0.232 and p = 0.392, respectively).

Table 31: Demographic information of study 6's sample

N=402		Gen X	Gen Y
Gender	Male	98	93
	Female	104	107
Age	Less than 30	0	200
	More than 40	202	0
Marital status	Single	06	189
	Married	196	11
Education level	High school or below	09	0
	College/ University	169	200
	Post-graduated	24	0
Income	Less than 10 million VND pm.	0	178
	From 10 million and above	202	22

A one-way ANOVA was applied to compare the mean score of consumer cosmopolitanism between the two samples. The results revealed a significant difference in the mean of consumer cosmopolitanism between the two samples of Generation X and Generation Z (F (1,400) = 66.455, p 0.001).

Table 35: Group descriptive information of study 6

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
X	202	3.0489	.97138	.06835	2.9141	3.1837	1.13	4.88
Z	200	3.7931	.85476	.06044	3.6739	3.9123	1.13	5.00
Total	402	3.4192	.98709	.04923	3.3224	3.5159	1.13	5.00

The mean of the sample of Generation X (3.05) was obviously lower than the mean of the sample of Generation Z (3.79) in Table 35.

4.2.3.4 Study 7

Table 36: Sample description of study 7

N=524		N	%
Gender	Male	228	43.5
	Female	296	56.5
Age	Less than 30	524	100
Marital status	Single	513	97.9
	Married	11	2.1
Education level	College/ University	524	100
Income	Less than 10 million VND pm.	496	94.7
	From 10 million and above	28	5.3

The result has confirmed that sample did not suffer from the issue of non-respondent bias.

Table 38: Construct measurements of study 7

	CR	AVE	MSV	MaxR(H)	ATTa	MATa	CCOMOa

ATTa	0.961	0.891	0.454	0.965	**0.944**		
MATa	0.973	0.856	0.003	0.973	-0.026	**0.925**	
CCOMOa	0.967	0.786	0.454	0.968	0.674	-0.055	**0.887**

Table 39: Results of the hypotheses testing of study 7

Structural paths	Standardized regression weight	p-value	Conclusion at p<0.05
Materialism→ Consumer cosmopolitanism	ns	0.224	Unconfirmed
Consumer cosmopolitanism → Attitude toward global brands	0.674	***	Confirmed

***: p-value < 0.001;ns: non-significant

The study again confirmed the stability of the CCOMO scale in terms of reliability and validity across time.

4.3 The 2nd quantitative research

4.3.1 The 2nd quantitative research – Consumer cosmopolitanism and green behaviors

Table 42: Descriptive statistic of the 2nd quantitative research in green consumption

N=536		**N**	**%**
Gender	Male	237	0.44
	Female	299	0.56
Age	18-25	314	58.6
	25-30	222	41.4
Marital status	Single	373	70
	Married	163	30
Education level	High school	6	1.1
	College/ University	427	79.7
	Post-graduate	103	19.2
Income	Less than 10 million VND pm.	335	62.5
	From 10 million and above	201	37.5

Table 43: Constructs measurements of the 2nd quantitative research – green consumption

	CR	AVE	MSV	ASV	GATa	CCOMOa	ONLa	GAWa	GSa
GATa	0.961	0.892	0.445	0.190	0.944				

CCOMOa	0.968	0.790	0.445	0.223	0.667	0.889			
ONLa	0.958	0.717	0.044	0.025	0.105	0.031	0.847		
GAWa	0.966	0.876	0.238	0.163	0.401	0.456	0.208	0.936	
GSa	0.974	0.843	0.238	0.166	0.380	0.488	0.210	0.488	0.918

Table 44: Standardized path estimates and hypotheses testing of the 2nd quantitative research – green consumption

Structural paths	Standardized regression weight	p-value	Conclusion at $p<0.05$
H1: Green product awareness positively → Green purchase intention	0.411	***	Confirmed
H2: Consumer cosmopolitanism positively → Green product awareness	0.307	***	Confirmed
H3: Global identity positively → Green product awareness	0.314	***	Confirmed
H4: Global identity positively → Consumer cosmopolitanism	0.504	***	Confirmed
H5: Online community positively → Global self-identity	0.21	***	Confirmed
H6: Online community positively → Consumer cosmopolitanism	ns	0.063	Un-confirmed
H7: Online community positively → Green product awareness	0.133	***	Confirmed

The second quantitative has confirmed the five hypotheses of the research model. The result is compatible with the justification of the underlying theory applied to operationalize consumer cosmopolitanism: global self-identity accounts for the formation of cosmopolitan orientation and this self-identity is influenced positively by online community. This quantitative research helps to support the validity and reliability of the CCOMO scale in a specific context.

4.3.2 The 2nd quantitative research – Consumer cosmopolitanism and technology adoption

Table 45: Profile of participants of the 2nd quantitative research – technology adoption

N=401		N	%
Gender	Male	165	41.1
	Female	236	58.9
Age	Less than 35	237	59.1
	From 35 and above	164	40.9
Marital status	Single	216	53.9
	Married	185	46.1
Education level	High school	18	4.5
	College/ University	320	79.8
	Post-graduate	63	15.7
Income	Less than 10 million VND pm.	147	36.7
	From 10 million and above	254	63.3

Table 46: Constructs measurements of the 2nd quantitative research – technology adoption

	CR	AVE	MSV	ASV	STNa	CCOMOa	SDCa	PTa	BIa	PBIa
STNa	0.970	0.889	0.185	0.082	0.943					
CCOMOa	0.968	0.792	0.016	0.007	0.022	0.890				
SDCa	0.985	0.957	0.067	0.019	-0.042	-0.056	0.978			
PTa	0.964	0.869	0.168	0.082	0.254	0.008	0.087	0.932		
BIa	0.961	0.891	0.355	0.153	0.399	0.116	0.259	0.410	0.944	
PBIa	0.965	0.901	0.355	0.148	0.430	0.125	0.130	0.409	0.596	0.949

Table 47: Standardized path estimates and hypotheses testing of the 2nd quantitative research – technology adoption

Structural paths	Standardized regression weight	p-value	Conclusion at p<0.05
H1: Guest booking intention toward robot service hotels during the Covid-19 → positively influence on intention after the Covid-19.	0.6	***	Confirmed
H2: Social distancing concerns → positively influence on guest booking intention toward robot service hotels during the Covid-19.	0.252	***	Confirmed
H3: Subjective threat norms → positively influence on	0.335	***	Confirmed

guest booking intention toward robot service hotels during the Covid-19.			
H4: Perceived trust toward robot staffed hotels → positively influence on guest's booking intention toward robot staffed hotels during the Covid-19..	0.308	***	Confirmed
H5: Consumer cosmopolitanism → positively influence on guest's booking intention toward robot service hotels during the Covid-19.	0.123	0.004	Confirmed

***: p-value < 0.001; ns: non-significant

The results statistically confirmed five of the seven hypotheses of the research model. The results has supported for the stability, reliability, and validity of the CCOMO scale in a global health crisis.

CHAPTER 5 – CONCLUSION

5.1 The 1st quantitative research conclusion

This replication study reviews and replicates the three well-known measurement scales related to consumer cosmopolitanism, namely: the COS scale (Cleveland & Laroche, 2007); the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012); and the CCOS scale (Lawrence, 2012) in Vietnamese student samples. The study has identified shortcomings across scales and pointed out the main reasons why the scales have suffered from weaknesses. Through a thorough literature review and replication, the study has justified the distinctive definitions of a cosmopolitan and a cosmopolitan consumer. The results from this phrase call for a new scale to capture the extent of Vietnamese consumer cosmopolitanism.

5.2 The qualitative research conclusion

The qualitative research has achieved this dissertation's objective in building a sound psychometric scale to measure the extent of cosmopolitanism among Vietnamese young consumers. From the justifications of the replication study, an instrument has been formally developed and scientifically ensured of its reliability, validity, and stability through a series of tests and re-tests.

5.2.1 Theoretical and Methodological contributions

From a theoretical perspective, the qualitative has formally developed a psychometric instrument to measure consumer cosmopolitanism. The newly born scale is believed to reflect the extent of cosmopolitanism among Vietnamese young consumers and would result in reliable findings.

From a methodological perspective, the study followed the scale development and validation procedure suggested by DeVellis (2016) to build the CCOMO scale intended to capture the nature of consumer cosmopolitanism in the field of consumer research. The scale development process of DeVellis (2016) has been considered as the best practice for creating a sound instrument for a construct.

5.2.2 Managerial contributions

Through validated studies on the CCOMO scale, the study has portrayed some highlighted characteristics of a cosmopolitan consumer. He or she is highly innovative, cosmopolitan, and often looks for variety in life. Triggering consumer cosmopolitanism will subsequently drive a positive attitude toward global brands and higher foreign purchase intentions. Those related consumption behaviors would help to maximize the advantages of the standardization strategy of active global companies.

5.3 The 2nd quantitative research conclusion

The second quantitative research has achieved this dissertation's objective by employing and replicating the newly developed measurement scale of consumer cosmopolitanism in two specific contexts. The first specific context aims to explain the green behaviors of cosmopolitan consumers, and this situation will help the authors justify the theoretical operationalization of the construct. Practical implications for green marketing are also recommended. The second specific context intends to explain the changing behaviors of cosmopolitan consumers when the outbreak of COVID-19 is significant. The situation will assist the authors to not only validate the stability of the newly developed instruments but also contribute critical suggestions for the hospitality industry in response to future global health crises.

5.3.1 The 2nd quantitative research conclusion – green behaviors

5.3.1.1 Theoretical contributions

The CCOMO scale has achieved high reliability in terms of internal consistency and composite reliability and accepted validity in terms of convergent, discriminant, and nomological validity. Secondly, based on the literature review, the study has confirmed the conceptual nature and the theoretical underpinnings of consumer cosmopolitanism.

5.3.1.2 Managerial contributions

Thus, it is suggested that green marketing should be a strategic positioning for the cosmopolitan or global identity consumer segment because those groups of consumers tend to rank high on humanism and environmentalism values. Those consumers reflect greater pro-social behaviors in their purchasing

decisions and, consequently, express more responsive green products. Online green groups not only serve as a source of social influence on consumer behaviors, but they also serve to promote green behaviors.

5.3.2 The 2nd quantitative research conclusion – technology adoption

5.3.2.1 Theoretical contribution

Theoretically, the study empirically confirmed the validity for the extended TAM theory in times of global-heath crisis. The results provided logical explanations for the adoption of new technology when a pandemic is salient. We found that Vietnamese guests booking intention is determined by their social distancing concerns, subjective threat norms, consumer cosmopolitanism, and perceived trust toward robot-staffed hotels because the application of robotics is evaluated as an effective way to reduce the COVID-19 transmission when the widespread is ongoing.

5.3.2.2 Managerial contributions

Experts have suggested that businesses in the hospitality and tourism industries should invest in technology together with human resources to more responsively cope with the future and ensure the goals of hygiene, cleanliness, and safety. The study further highlights that crisis communication and local restrictions serve as facilitators for consumers' adoption of new technology. Moreover, the findings have indicated that consumer cosmopolitanism would be more receptive to accepting robot-staffed hotels. As a result, it is recommended that companies start their recovery strategy on guests ranking high in their cosmopolitanism in purchasing habits.

5.4 Limitations of the dissertation and future recommendations

5.4.1 The 1st quantitative research

First, the student samples collected for the scale replication process might pose an issue that later researchers should consider. The student sample does not perfectly represent the consumer cosmopolitanism segment in the Vietnam market, although consumer cosmopolitans account for a large part of this group. Second, this research framework does not include any antecedents as well as mediators and moderators of consumer cosmopolitanism. Third, the number of respondents who participated in the study is limited to produce robust results in statistical software.

5.4.2 The qualitative research

Above all, this study developed the CCOMO scale to measure the extent of cosmopolitan orientation among young Vietnamese consumers. Therefore, different segments, even from the same market or the

same segment from other countries should be thoroughly evaluated before adapting the CCOMO scale to capture the nature of consumer cosmopolitanism. Besides that, there are still other related characteristics and purchasing behaviors of consumer cosmopolitanism that have not been declared. Last but not least, the CCOMO has been built as a stable orientation and has not considered the influence of temporal perspectives

5.4.3 The 2ⁿᵈ quantitative research

The first limitation derives from the survey convenience sampling method, which may not be representative of the overall target market. Future researchers could. The second limitation derives from the limited number of samples collected, which might have an influence on empirical results. The third limitation derives from the conceptual models. There have been some factors selected to be taken into account in the research models, and thus the overall pictures of drivers and consequences have not been included.