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**Phạm Thái Ngọc**

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# SCALE DEVELOPMENT FOR CONSUMER COSMOPOLITANISM IN EMERGING MARKET: A STUDY IN VIETNAM

# A DISSERTATION SUBMITTED FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

Advisor: Assoc. Prof. Dr. Nguyen Nhu Ty and Dr. Pham Hong Hoa

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**SCALE DEVELOPMENT FOR**

**CONSUMER COSMOPOLITANISM IN EMERGING MARKET:**

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In Partial Fulfillment of the Requirements of the Degree of

**PHILOSOPHY DOCTOR OF BUSINESS ADMINISTRATION**

In Marketing

by

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Under the guidance and approval of the committee, and approved by all its members, the dissertation has been accepted in partial fulfillment of the requirements for the degree

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**Plagiarism Statements**

I would like to declare that, apart from the acknowledged references, this dissertation either does not use language, idea, or other original material from anyone; or has not been previously submitted to any other educational and research programs or institutions. I fully understand that any writings in this thesis contradicted to the above statement will automatically lead to the rejection from the Philosophy Doctor program.

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**Abstract**

This dissertation has scientifically achieved its objectives in developing a measurement instrument for consumer cosmopolitanism in the Vietnamese young market. To justify the construct's theoretical operationalization, the dissertation extensively reviewed the concept's evolution, underlying theories, measurement scale, and nomological networks. The literal investigation has exploited and pointed out academic issues around the concept, which resulted in limitations found across empirical studies employing three available scales adopted for the Vietnamese consumer market, namely (1) the COS scale (Cleveland and Laroche, 2007), (2) the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012), and (3) the CCOS scale (Lawrence, 2012). The dissertation has highlighted the necessity for a new measurement scale that is appropriate to capture the extent of the Vietnamese consumer cosmopolitan. The CCOMO scale has been formally constructed through in-depth interviews with twenty informants. The dissertation has developed and implemented a series of empirical studies to ensure the reliability, validity, and stability of the newly developed scale. The results have confirmed the soundness of the CCOMO scale in reflecting cosmopolitanism among Vietnamese youth. Besides academic contributions on consumer cosmopolitanism, the dissertation has provided insights about this segment. Understanding the cosmopolitan consumer's characteristics, drivers, and behavioral responses in specific purchasing situations would definitely assist marketing managers in designing better strategies for generating robust performance.

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# List of Abbreviations

CCT: Consumer Culture Thẻoy

CFA: Confirmatory Factor Analysis

EFA: Exploratory Factor Analysis

HCI: Human Capital Index

PCA: Principal Components Analysis

SEM: Structural Equation Modeling

TAM: Theory of Acceptance Modeling

TPB: Theory of Planned Behavior

TRA: Theory of Reasoned Action

SOEs: State-owned Enterprises

# Content

# CHAPTER 1 – INTRODUCTION

## 1.1 Background of the dissertation

A fundamental decision of the global expansion strategy is to determine potential consumers in different markets and subsequently exploit those segments (Rana et al., 2020). Thus, international marketers are spending their effort on explaining why some consumers exhibit favorable preferences toward global products while other consumers show resistance to them (Naseem, Verma, & Yaprak, 2015). Understanding consumer dispositions is significant since an effective marketing strategy requires a match between consumer characteristics and product attributes (Riefler, Diamantopoulos, & Siguaw, 2012). It was found that products with more suitable features for consumer preferences would get a higher probability of being purchased (Fan, Xi, & Liu, 2018). 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).

Undeniably, globalization is still a major force, imposing dramatic influences on how a market works. Since the world trend is global integration, with the advancement in transportation and technology, the barriers of country frontiers and physical distances have been diminished significantly (Terasaki, 2016). Due to changes in free-trade and e-commerce, consumers are exposed to numerous products all around the globe. It is not an exaggeration to say that it is rare to find a market in which consumers are restricted to purchasing only local products (Han & Won, 2018). Results from consumer behavior surveys validate the presence of both heterogeneity and homogeneity in consumer preference in any market (Ladhari, Souiden & Choi, 2015). Because of this notion, active global companies are interested in consumers who are highly open to new products and make purchasing decisions based on perceived performance rather than where they are produced. Hence, 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).

Operating in a world characterized by a high level of interdependence and interconnectedness among countries and people does not mean that all markets are globalizing at the same pace (Naseem, Verma, & Yaprak, 2015). Cultural differences are extremely persistent and continue to be a challenging obstacle for firms looking to expand their global footprint. One derivation of the international marketing debate is how much of a tradeoff should be divided between standardization and adaptation strategy (Lee & Griffith, 2019). Paradoxically, the most competitive companies are those who simultaneously achieve the highest local customization at the lowest global cost (Powers & Loyka, 2010). A standardization approach will achieve economies of scale in value-added activities, while an adaptation focus will better exploit customer values (Theodosiou & Leonidou, 2003). Contemporary strategists believe that the decision is based on a specific situation throughout the extensive comparison between the costs of tailoring for a target consumer's needs versus the profits gained from that segment (Power & Loyka, 2010). Part of the answer lies in the extent of cosmopolitanism and ethnocentrism held in each segment, since consumer centrism is considered a powerful tool to predict related preferences and behaviors (Prince et al., 2016). Research has shown that a high level of ethnocentrism will require an obvious customization strategy, while a strong level of cosmopolitanism will require an extensive standardization strategy in effectively targeting and positioning international consumer markets (Bartsch, Riefler, & Diamantopoulos, 2016).

Besides, the variation between the extent of consumer cosmopolitanism and consumer ethnocentrism in developed countries and in developing countries already exists. It depends on which sentiment has been held toward in-versus out-group products and which perceived quality has been attached to local or non-local products (Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). Prominent scholar Yaprak (2003) has pointed out that one of the most challenging issues in cross-national studies is that almost all phenomena are conceptualized and operationalized in industrialized countries and later adapted in other contexts, but in reality, the generalization is not consistent. In 2021, it was reported that

more than a billion (appropriately 85%) of people live in emerging countries (Worldbank, 2021). Emerging markets have grown to be a global economic powerhouse due to their large-scale contribution to global growth in 2018 (74%). This contribution is predicted to reach a high perk in 2023 (84%), and for many years to come (Ashmore, 2019). Regardless of measured methods, 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 because it would assist international companies in better sharpening their marketing offerings (Han & Won, 2018; Prince, Yaprak, & Palihawadana, 2019).

## 1.2 Research gap

The concept of cosmopolitanism first appeared in sociology in 1957 by Merton and is employed to refer to a group of people whose orientation is attached to the world rather than their local ones. In 1994, Cannon and colleagues introduced its application to consumer behaviors and directly established a link between cosmopolitanism and consumer cosmopolitanism. Since that time, consumer cosmopolitanism has been formally investigated along with the diffusion of globalization (Terasaki, 2016). 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 consolidated conceptual definition and an appropriate underlying theory has led to a multitude of measurement instruments to measure the extent of consumer cosmopolitanism (Bartsch, Riefler, & Diamantopoulos, 2016). A systematic literature review have also pointed out various existing scales with different core domains (Terasaki, 2016) and conflicting results across empirical studies (Makride et al., 2021). It is not yet known which instruments among those available are more sufficient to capture the phenomenon among

Vietnamese consumers since few replication studies have been conducted in this context (Nguyen & Pham, 2021).

So far, there are no prominent measurement scales for consumer cosmopolitanism that have been originally built by Asian emerging consumers, and even that does not mention variations in young consumer values as the consequences of globalization and digitalization (Makride et al., 2021). Furthermore, consumer cosmopolitanism changes according to the level of the economy's development, and thus, any scaling adaption requires a cautious review and consideration (Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). However, until this time, guidance on whether an adapted or a refined or a newly developed scale to measure the extent of cosmopolitanism among Vietnamese young consumer is extremely limited (Nguyen & Pham, 2021).

Consumer cosmopolitanism have been considered one of the most complicated and dynamic fields in consumer research because it reflects individual pyschological changes along with the diffusion of globalization (Bartsch, Riefler, & Diamantopoulos, 2016). Various measurement scales for consumer cosmopolitanism are available but have been operationalized based on distinctive underlying theories (Wang et al., 2015). The existence of multiple scales for consumer cosmopolitanism together with little empirical studies on this segment in Vietnam market call into question the effectiveness of targeting and communication strategies since the characteristics of cosmopolitan consumers are not well defined and addressed in Vietnam (Diallo, 2015).

## 1.3 Problem statement

A considerable amount of literature has been published on consumer cosmopolitanism because it plays a central role in building a successful international marketing strategy (Makrides et al., 2021). However, most studies in the field have only focused on the relationship between consumer cosmopolitanism and other related factors. There is a growing concern with regard to the consistency of results across empirical studies. Makrides and colleagues (2021) concluded that conflicting findings have been identified in the profile and behavior of cosmopolitan consumers. The most frequent explanation

given by academics has been contextual setting. Notwithstanding the substantial influence of situational differences, they could not be blamed for all contradictories among replicated studies, but researchers have been concerned about whether the measurement instrument could capture the conceptual nature or not (Dobrow & Tosti-Kharas, 2011). 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.

Actually, consumer cosmopolitanism is regarded as the most chaotic and instable construct within consumer centrism (Riefler, Diamantopoulos, & Siguaw, 2012; Makrides et al., 2021). The conjecture is based on the following reasons from notable researchers in the field. To begin with, social psychologists believe that a construct can be appropriately captured only if it has a universally theoretical definition. This is because a stable conception will help to determine the core domain to operationalize (Clark & Watson, 2016). 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).

Until now, five broad perspectives that cosmopolitanism could be developed across aspects are listed as: (1) a sociocultural condition; (2) a philosophy; (3) a political project; (4) competence; and (5) an attitude. A perspective is selected based on subjective judgments from the researchers, and thus, the lack of a ubiquitous understanding of consumer cosmopolitanism has been witnessed throughout its literature (Riefler, Diamantopoulos, & Siguaw, 2012). It could be found in some variations in defining this construct, such as: Cannon and Yaprak (2002) determined as an orientation, while Lawrence (2012) described it as an attitude, Zeugner-Roth, Žabkar, and Diamantopoulos (2015) characterized it as a personal trait, and Riefler (2017) conceptualized it as a sentiment. The absence of a unified theoretical definition among has remained for many years and will probably exist as a first-glance deficiency in any study focusing on consumer cosmopolitanism.

Even though Pichler (2009) suggested that two perspectives are applicable to measure the level of cosmopolitanism in the context of consumer behaviors, including: (1) competence; and (2) attitude, there is still another debate between scholars following a subjective approach and those following an objective one. Proponents of subjective measurement argue that cosmopolitanism is a personality trait that a consumer has inherited, while advocates of objective measurement postulate that cosmopolitanism is a learnable skill that a consumer has developed during his/her time (Pichler, 2009). The debate over the nomological validity of studies on both streams is still raging because the drivers of an innate are vastly different from those of a practice (Pichler, 2012). The argument about which is a more appropriate perspective of consumer cosmopolitanism will create managerial issues with strategic implications.

Furthermore, despite the same objective approach, it is recognized that there is disagreement among academics on which degree of consumer psychological angle should be suitable to operationalize cosmopolitanism (Terasaki, 2016; Prince et al., 2016). There is a conflict in conceptualizing consumer cosmopolitanism as an orientation or an attitude, and it will subsequently affect the predictability of empirical studies (Riefler, Diamantopoulos, & Siguaw, 2012). Consumer researchers believe that the level of specification of the subject will help to decide the personal disposition developed toward it (Reed II et al., 2012). To overcome this issue, it is noted that the construct's interest has to fully capture its nature and the extent of its scope. However, the absence of a reliable definition is considered an overarching reason for the research gap around consumer cosmopolitanism (Saran & Kalliny, 2012; Terasaki, 2016).

Finally, nearly three decades from the first scale of Cannon and colleagues (1994) was built to measure consumer cosmopolitanism, namely CYMYC scale, various researchers contributed their developed psychometric scale for this concept (Cleveland, Laroche, & Papadopoulos, 2009; Riefler, Diamantopoulos, & Siguaw, 2012; Lawrence, 2012; Saran & Kalliny, 2012). However, regardless of the similar measured concept, the core domain and underlying theory employed are diverse. Moreover, the most cited scales have been

developed in the setting of developed countries, while the extent of consumer cosmopolitanism varies across nations and it is believed that they could not be transferrable. Despite variations across contexts, existing scales have not kept up with rapid digitalization, necessitating refreshment (Liu & Hong, 2020). Current existing research on consumer cosmopolitanism is mostly conducted in well-developed emerging markets such as Singapore, Hong Kong, India, China, etc., while less-developed emerging market is required a better understanding of this segment (Makrides et al., 2021). It is confirmed that cosmopolitan consumer is existing and expanding to be one of the highly lucrative market in this economy (Terasaki, 2016). Therefore, in the context of emerging countries like Vietnam, there is little guidance on which scale should be employed to capture 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). Any shortcoming in the measurement scale will cause failures for segmenting and positioning strategies for international marketers (Cleveland & Laroche, 2007; Makrides et al., 2021). Moreover, Asian societies are experiencing changing consumer values as the result of industrialization and globalization (Han & Nam, 2020). Becoming more individualistic and westernized is well supported in the literature (Chen & Ren, 2016). Market data suggests that young Vietnamese consumers show more cosmopolitanism than their previous generations (Delanty, 2018). Emerging Vietnamese consumers reflect different purchasing behaviors that require a more comprehensive understanding for marketers to approach and serve them better. Despite a significant economic development and globalization, academic knowledge on consumer cosmopolitanism in Vietnam market is extremely scarce. Therefore, a focus on young consumers will certainly help embark on cosmopolitan segment in Vietnam (Nguyen, 2009; Nguyen et al., 2018; Han, 2017).

## 1.4 Research objective

Drawing upon problem statements, this dissertation aims to unravel some of the mysteries surrounding consumer cosmopolitanism. Three primary objectives of this study are: (1) to empirically replicate the most frequently used measurement scale of consumer

cosmopolitanism in the context of Vietnam; (2) to formally build a sound psychometric scale to measure the level of cosmopolitanism in Vietnamese young consumers if a newly scale is highlighted, and (3) to obviously depict the specialized characteristics of a young Vietnamese cosmopolitan consumer in various specific. Because the research problems have been emergent during the process, a pragmatic research with mixed method design will be employed (Creswell & Creswell, 2017). A brief explanation of how research objectives help to solve research questions will be provided.

To begin, the integrated analysis will reveal the contexts and debates surrounding consumer cosmopolitanism. Consequently, a thorough understanding will assist in developing theoretical frameworks and suggest directions on how to conceptualize the construct of interest and which approach should be used to measure the construct. The systematic review will provide a roadmap to justify: (1) which perspective should be followed to define consumer cosmopolitanism among the five board ones? (2) Which approach should be employed to operationalize consumer cosmopolitanism between subjective and objective ones? (3) Which level of psychological facet should be occupied to reflect consumer cosmopolitanism if an objective approach has been followed? The review of available measurement instruments and replication of the three most cited scales in the Vietnamese sample will support the justification for the theoretical definition and the underlying domain should be applied to consumer cosmopolitanism. The results will statistically prove the weaknesses of previous scales and help to select which one is the soundest? The empirical study will confirm whether a new scale should be developed to measure the construct in the context of Vietnam and provide fundamental ingredients to build it.

Secondly, if the development of a psychometric scale for Vietnamese cosmopolitan consumers is needed, the dissertation will develop a new instrument followed by the standard procedure suggested by DeVellis (2016). The newly born scale will be evaluated through a series of tests and re-tests based on its justified construct nature and theoretical domain to ensure its reliability, validity, and generality. The formal and systematic research

procedure in scale development will support academic questions about how to measure the extent of consumer cosmopolitanism in the Vietnamese young market in an effective and reliable manner.

Lastly, this dissertation will continue to unfold key features of Vietnamese young cosmopolitan consumers. The findings will be achieved through empirical studies around the newly scale and will provide practical insights for international marketers operating in the Vietnamese market to sharpen their segmenting and positioning strategies. Understanding the drivers and outcomes of young Vietnamese consumer cosmopolitanism will most likely provide practitioners with precise information to maximize market performance and boost brand presence.

## 1.5 Research question

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

•       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 if current scales are not sufficient to reflect the phenomenon in research context?

•       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

There are several important areas where this dissertation makes a considerable contribution to the field of consumer cosmopolitanism. Firstly, the study will undertake a comprehensive literature review and provide an important opportunity to advance our knowledge of consumer cosmopolitanism – a profound concept in international marketing. From a theoretical perspective, the integrated review will help researchers identify inconsistencies and existing problems around the concept 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. Secondly, if a new measurement scale has been formally developed for Vietnamese young consumers, the study will advance the understanding of this segment. Theoretically, the development of a sound psychometric instrument will help researchers capture the extent of the construct and thus better evaluate its nomological relationships. Managerially, the development and replication of a new scale will support practitioners to gain deep insights about their target consumers in terms of characteristics and behaviors in various purchasing situations. An intensive knowledge about cosmopolitan consumers is a key for the success of marketing strategies involving: product development, targeting, positioning, and promoting appeal, branding considerations and product-life cycle planning, etc., (Terasaki, 2016; Makrides et al., 2021).

## 1.7 Structures of the dissertation

This dissertation is organized with five sections. The introduction chapter will present the background of the study, problem statements, research questions, and research objectives. The first chapter helps to provide an overview of the academic issues and gaps in why the dissertation should be conducted. The purpose and significance of the dissertation will be declared to determine the scope of the whole dissertation. The literature review will be arranged in the second position. The second chapter will be devoted to a comprehensive literature review in which key parts will be included: (1) relevant theoretical definitions; (2) relevant underlying theories; (3) relevant justifications; and (4) relevant constructs and nomological networks. Chapter Two will help to provide fundamental theoretical foundations, a framework, and rationale for defense of the research procedures, models, and hypothesis. The research methodology will demonstrate how this dissertation has been carried out to achieve its research objectives. The third chapter will describe the careful research approach used to develop the dissertation's plans and procedures. Detailed research designs, methods, and interpretations will be briefly provided based on the nature of research problems. In respect to research objectives, a mixed method procedure will be employed, and thus in each phase, research design will be discussed. The research analysis

will be reported consequently. The fourth chapter will provide statistical results to confirm or contradict questions and hypotheses. The findings will be interpreted to state the similarities and differences with previous studies. The recommendations and limitations will be discussed and suggested in the last session. The fifth chapter gives contributions in terms of theoretical and managerial implications. Based on the limitations of the dissertation, precise suggestions for future researchers in the field will be provided.

# CHAPTER 2 – LITERATURE REVIEW

## 2.1 Research context - Vietnam economy and Vietnamese consumers

### *2.1.1 Vietnam economy*

Within 30 years of the economic and political reforms known as Doi Moi, Vietnam's economy has accomplished remarkable achievements. Since 1986, these reforms have been initiated to transform the national economy from a command economy to a socialist-oriented market economy. Doi Moi was primarily concerned with removing authorized barriers to progress and implementing many market-oriented policies, such as domestic market liberalization, foreign direct investment (FDI), private sector encouragement, and state-owned enterprises (SOEs) subsidy reduction (Tuan, 2012). By utilizing market-oriented policies, the Doi Moi released multiple barriers and motivated all sectors to exploit the market. The reforms have proved their effectiveness through positive outcomes recorded for Vietnam's economy.

During the early stages of the reform, the economy grew at a rate of 4.4 percent per year from 1986 to 1990, and it continued to grow at a rate of 6 percent per year from 1990 to 2020 (Fan et al., 2019). Those recorded numbers showed evidence of both the development of production in the Vietnamese market and the standards of living among Vietnamese consumers. In 2008, Vietnam was officially removed from the list of the world's poorest nations (Worldbank, 2021). In parallel with a considerable economic transformation, Vietnam has experienced miraculous social change. In line with improving living standards, health outcomes have improved substantially. Between 1993 and 2017, the infant mortality rate declined from 32.6 to 16.7 per 1,000 live births while the life expectancy increased from 70.5 to 76.3 years, making it the highest in the area among nations with similar economic levels (Worldbank, 2021). The human capital index (HCI) has a value of 0.69, which means that a child born in Vietnam will be 69 percent as productive if he or she receives full education and care.

The International Finance Corporation (IFC) first used the phrase "emerging market" to refer to a relatively small group of developing nations having middle-to-higher income

economies (Pillania, 2009). Later, the term's definition has been broadened to encompass nearly all developing nations (Pillania, 2009). Vietnam is catergoried as a Southeast Asian emerging markets with strong and stable economic growth rate in recent years together with the Government's commitment changes in policy and infranstructure to lure investment (Diallo & Cliquet, 2016; Na & Kang, 2019). Vietnam's rapid growth and industrialization have attracted a great number of foreign investors across industries. In 1986, foreign direct investment first recorded a positive number at 40.000 U.S. dollars and steadily accelerated until now. The most recent figure for foreign direct investment was 12.33 billion US dollars. However, the amount of foreign direct investment in 2020 was equivalent to 84.5% of the same period in 2019 (Worldbank, 2021). The dropdown has been blamed on the ongoing COVID-19. Since Vietnam has been extensively integrated into the global economy, the global pandemic has had a significant impact on the country in many ways, but the 2.9 percent increase in GDP recorded in 2020 demonstrates the country's resilience (Worldbank, 2021). Despite the problems caused by COVID-19, economists believe Vietnam remains appealing to international investment. Lockdown and travel restrictions have had an impact on the operations of FDI enterprises, but those issues have been only temporary and would not affect foreign firms. Together with timely policies from the government to accompany enterprises, Vietnam is still considered an attractive destination for investment (Vietnamplus, 2022). Vietnam has been made up a good case for emerging market research context (Na & Kang, 2019).

### 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. Vietnam's consumer market is constantly evolving, but there remain key specialized factors that certainly pose challenges to doing business effectively. The market is considered among the most highly potential options in the Southeast Asian region and is driven by its complex indicator system, including macro and micro levels. Macro factors

have a significant impact on Vietnamese consumers in general, as well as directly on the micro factors of each segment and even each individual (Ramya & Ali, 2016). Macro-influence factors include demography, economy, nature, technology, politics, and culture, which provide significant foundations for explaining the transformation of national values into personal values include: history, cultural, social, economic, personal, and psychological factors that serve a straightforward role in driving specific purchasing behaviors in different segments. Definitely, these factors do not impact all purchasers in the same way and all products to an equal extent. Some factors could be more prominent than others depending on different segments and cases. 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.
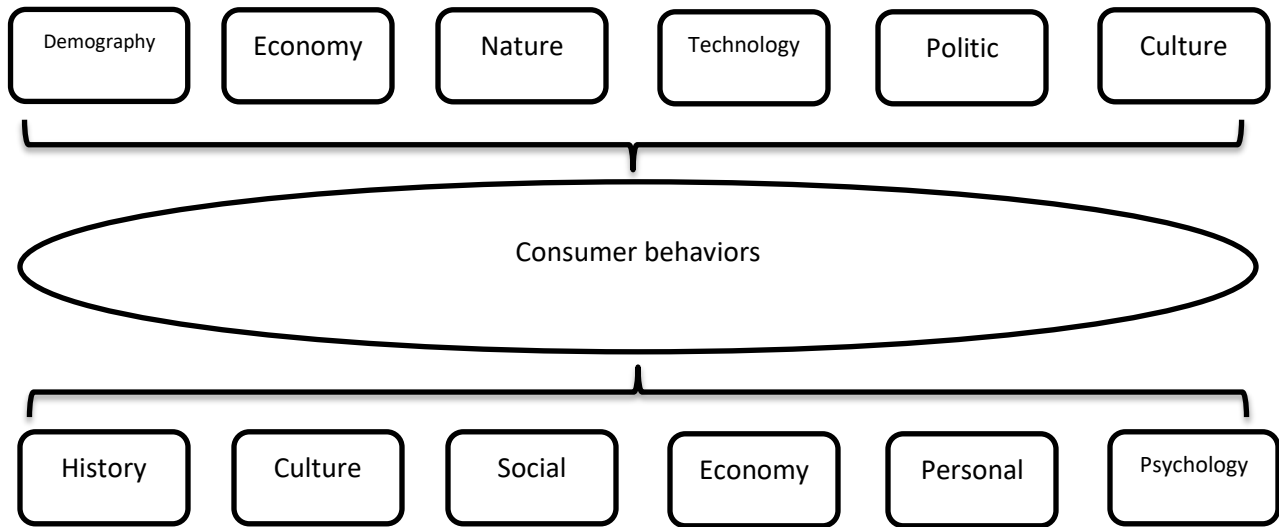


Figure 1: Key factors affecting Vietnamese consumer behaviors

*(Adapted from Ramya & Ali, 2016)*

In respect to consumption habits, Vietnamese consumers are evaluated as generally ethnocentric and various empirical researchers have supported the characteristics (Kucukemiroglu, Harcar, & Spillan, 2007; Nguyen, Nguyen, & Barrett, 2008; Vuong & Khanh Giao, 2020). The extent of ethnocentrism is actually significant in some segments, but it does not mean that all Vietnamese consumers are ethnocentric consumers. Because

the country has extensively integrated into globalization, younger consumers have reflected noticeably different differences in their beliefs, orientations, and attitudes than their previous generations. Vietnamese consumers are exposing numerous others all around the world to numerous others, and that has contributed to changes in their beliefs and experiences. They receive more product information regardless of their origin and can easily purchase them in the local markets. Additionally, the Vietnamese consumer market is becoming more and more globalized with the presence of many players, and that has driven the market to become more fragmented and heterogeneous. Previous studies have confirmed the existence of cosmopolitan and xenocentric groups of Vietnamese consumers (Thuy Hang Dao & von der Heidt, 2018; Nguyen & Pham, 2021). Contemporary consumer psychologists believe that the extent of ethnocentrism, cosmopolitanism, or xenocentrism is reflected as a continuum with a consumer rather than a single one (Prince et al., 2016) but will be varied with respect to different consumer segments. For example, young and metropolitan consumers tend to be more cosmopolitan than middle-aged and rural consumers.

Vietnamese consumers believe in quality, which would bring the product the highest performance, and quality is the top evaluative criteria driving their purchasing preferences across product types (Deloitte, 2021). There are various surrogate indicators which make up Vietnamese quality perception, such as: price, brand origin, promotion, etc. However, prominent attributes will differ depending on the product category. For example, Vietnamese consumers express favorable evaluations and strong preferences for local brands in food, beverages, and non-electronic products (Alcantara et al., 2020). On the other hand, they express higher preferences for foreign brands in consumer electronics products. Market research reports by Deloitte (2021) have found that Vietnamese consumers evaluate Japanese, Korean, and Western brands better and accept higher prices than local and Chinese brands on electronics products. The reason behind is the attachment between the product's required attribute and the country image on that attribute (Thuy Hang Dao & von der Heidt, 2018). 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. Young consumer (aged between 18 and 35 years) accounts for a critical and profitable segment in a nation with large scale population (Na & Kang, 2019; Bravi et al., 2020; Ha, Binh, & Dang, 2020). Student is considered as a perfect segment to conduct study on cosmopolitan consumer since they are deeply engaged in globalization and digitalization as well as are likely to become middle-class consumers in the future (Han, 2017; Yang, Farrell, & Lin, 2022). 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.

| Historial factors | Cultural factors | Social factors | Personal factors | Pyshological factors |
|---|---|---|---|---|
| National patriotism | Culture | Family | Age & stages in life cycle | Motivation |
| National animosity | Sub-culture | References group | Gender | Perception |
| | Social classes | Roles & status | Occupation | Learning |
| | | | Income level | Belief |
| | | | Education | Attitude |
| | | | Lifestyles | |
| | | | Personality | |
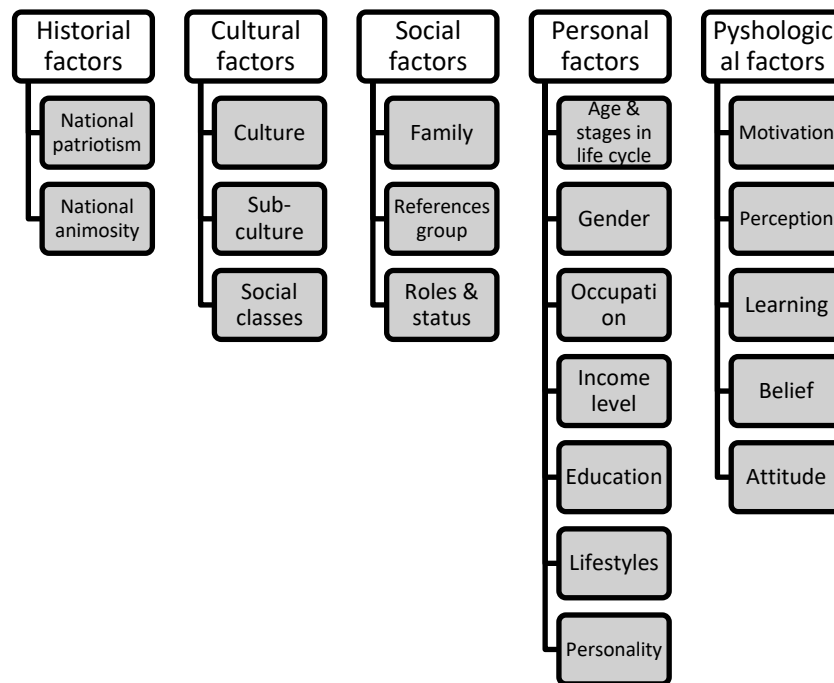
Figure 2: Fundamental micro factors affecting Vietnamese consumers

*(Adapted from Rupa, Umberger, & Zeng, 2019)*

## 2.2 Underlying theory

Prominent scholars strongly affirm that the underlying theory plays a decisive role in conceptualizing the nature of a construct and determining its relevant nomological relationships (Lawrence, 2012; Bartsch, Riefler, & Diamantopoulos, 2016). Moreover, it is argued that the absence of a uniform definition of consumer cosmopolitanism is caused by the lack of a grounded theory (Jarvis, MacKenzie, & Podsakoff, 2003). Underlying theories are significant in explaining the conceptual nature of consumer cosmopolitanisms, including: (1) The attitudinal theory (Fishbein & Ajzen 1977); (2) The identity theory (Stryker, 1968); (3) The social identity theory (Tajfel, 1978); (4) The cultural identity theory (Arnett Jensen, 2003); (5) The consumer culture theory (Appadurai, 1990); and (6) The acculturation theory (Berry 1997). Hence, the following section will provide the fundamental content of stated theories used in explaining consumer behaviors and relevant to consumer cosmopolitanism.

### 2.2.1 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". In other words, attitude is a latent construct that reflects a state of readiness toward something (Argyriou & Melewar, 2011). Attitude is an accumulated general evaluation that an individual has toward a specific object, and this ranges on a continuum from negative to positive or disliking to liking (Al-Debei, Akroush, & Ashouri, 2015). Researchers all agree that attitude is a learned judgment that a consumer gets through experiences associated with an object, and hence it is possible to change the attitude of a target segment in an expected manner (Ajzen, 2008). 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). As a result, consumer researchers have put great effort into understanding the formation process of attitudes because it helps to better adjust strategies aimed at changing attitudes. 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).

The concept of attitude has two meanings: (1) as a state of mind toward an object; and (2) as an evaluative judgment measured via categorization. In other words, it expresses two layers of meanings as a result and as a process. Assessing the attitude as well as understanding the process of formation will assist researchers and managers in adjusting their attitudinal change strategies. However, diverse views about attitude have resulted in puzzlement. The debates between functional and constructive theories anchor everything from characteristics to components of an attitude. Functionalists believe that attitude is stable because it is stored in memory and under object-related association, while constructivists assume that attitude is variable because it is activated according to social situations. According to functional theory, a consumer forms an attitude through accumulated information about a product either through a deliberative (rule-based) or spontaneous (associative) information process. By accepting this perspective, it is argued that consumers hold favorable attitudes towards products since they contain benefits and would satisfy their needs. Attitude is based heavily on cognitive beliefs and is elicited as a priming mechanism. Thus, the probability of activation will depend significantly on the importance of products' functions, the strength of association, and the frequency of prior priming. The functional theory plays as an underlying theory of the 'expectancy-value' introduced by Fishbein and Ajzen (1975), in which they focus on beliefs as determinants of attitude. On the other hand, constructivists assume that a consumer's attitude is not stored in the memory but retrieved from situational goals. According to the constructive theory, humans tend to avoid cognitive effort and thus often engage in heuristic processing strategies to make decisions. Constructivists do not disagree on the role of cognition, but they do rely on perceptually salient choice to explain attitude formation and activation. By accepting this perspective, consumers rely largely on initial information and then revise and adjust as any additional information is acquired at a later time. Given the notion that

consumers avoid cognitive effort, the initial information is more prominent in the process of evaluative judgment. The information can come from (1) direct experience or (2) ideas from other people, and they may express it in affective forms such as feelings or emotions. Thus, the attitude to contemporary constructivists is situational independence. The constructive theory of play serves as an underlying theory of serial information acquisition (Anderson, 2014) or anchoring and adjustment heuristic (Tversky & Kahneman, 2013). Empirical studies following this perspective are limited since they use the concept of evaluative judgment rather than attitude (Argyriou & Melewar, 2011). Regardless of several conflicts about attitudes between functionalists and constructivists, academics agree that it is hard to distinguish two perspectives in reality, and the combined approach by accepting two views will provide a better description and understanding of attitudes.

An attitude is an expression of an inner psychological process that reflects the direction of predisposition a consumer develops toward a related purchasing object. Attitude is regarded as a multi-dimensional construct, and a tri-component model has been considered as the most powerful one to explain attitudinal formation from two perspectives (Ostrom, 1969; Bagozz et al., 1979; Kaiser & Wilson, 2019). According to the tripartite model, attitude toward a specific object is composed of three components, namely: (1) cognitive; (2) affective; and (3) conative. Cognitive components refer to understandings, knowledge, or beliefs that a consumer has about the attitude object; (2) affective components refer to feelings or emotions toward the attitude object and (3) conative components refer to behavioral intentions a consumer is likely to take action toward a given object (Asiegbu, Powei, & Iruka, 2012; Kaiser & Wilson, 2019).

The formation of consumer attitudes has contributed to attitude theory, in which attitude is a focal factor in deciding relevant consumer behaviors. Following the general view of considering a consumer as an information processor, the cognitive approach seeks to explain behaviors from personal cognition. There are two types of cognitive models, including: (1) analytical models, which provide a framework to understand consumer decision-making processes; and (2) prescriptive models, which provide frameworks to

explain how consumer behavior is organized. The two prominent analytical models are the Theory of Buyer Behavior (Howard & Sheth, 1969) and the Consumer Decision Model (Kollat, Engel, & Blackwell, 1970), while the two well-known prescriptive models are the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1977) and the Theory of Planned Behavior (TPB) (Ajzen & Schmidt, 2020). The TRA and TPB rely on attitude to predict observed actions with other antecedents. Even though the TPB is an extension of the TRA, the TPB has become the most dominant in prescriptive models due to its predictive ability confirmed across empirical studies (Bray, 2008).

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

An individual's "sense of self" is a direct force that shapes his/her thinking, emotions, and actions (Reed II et al., 2012). 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. Hence, any social behavior could be predicted from an understanding of the nature of identity (Reed II et al., 2012). As a part of social components, an individual performs various roles during his/her lifetime and is also a member of many groups depending on their demographic criteria. Consequently, an individual's behavior would definitely be influenced by the roles they perform and groups they belong to.

Hogg, Terry, and White (1995) described personal and social identity as two sides of a coin, distinctive but interrelated and necessary to explain one's actions. The identity theory tries to establish a link between the self and society (Stryker, 1968; Stets & Burke, 2000). As previously stated, a self will take many roles in a social structure and try to carry out responsibilities associated with certain roles. 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). The fundamental principle of social identity is the concept of social categorization and social comparison, in which a person defines intergroup relations. The process of social categorization assists an individual in distinguishing

between in- and out-group members, whereas the process of social comparison assists an individual in perceiving similarities and differences with member groups and non-member groups. The social identity theory aims to explain behaviors based on social groups (Tajfel, 1968). Thus, the personal identity theory helps to demonstrate individuals' role-related behaviors, while the social identity theory seeks to justify how one belongs to a certain group and explains intergroup relations.

Reed II and colleagues (2012) postulates that an individual would likely adopt orientations that help him/her maintain a positive self with others and thus explain for favorable behaviors toward groups they belong while unfavorable actions toward groups they do not affiliate with (Tajfel, 1982; Zeugner-Roth, Žabkar and Diamantopoulos, 2015). It is depended on which social group an individual feels he/she belongs to or affiliates with (Hogg, 2016). The social identity theory does not restrict any group regardless of its breath (Prince et al., 2016). Any group requires some borders to differentiate it with the other ones and so the term 'us' versus 'them' could be distinguished. The social identity theory is not constrained by group size and breath (Hogg, Terry, & White, 1995). At country level, the home country is considered as in-group and others are treated as out-groups (Prince et al., 2016). The notion is also a focal point of the national identity at a time an individual feels attached with one nation when that identity has been made salient and the attachment will explicitly guide one's related actions. The social identity theory provides a theoretical foundation to understand consumer orientation, the concept that refers to a state of mind or tendency that guides consumer to certain of responses in his/her purchasing decision. Notable researchers agree on the conclusion that the degree of group attachment stands behind consumer orientations (Tajfel, 1982; Grace, 2005) because when a consumer self-categorizes which group he/she belongs to or affiliates, it will subsequently develop related identities, norms, and values attached with those groups.

In sum, identity theories lay the theoretical groundwork for understanding why self-concept influences consumer preferences and behaviors (Zeugner-Roth, abkar, & 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.

### *2.2.3 Consumer culture theory (CCT)*

Under the macro force of globalization process, the consumer culture theory is continually emerging and shaping (Askegaard & Linnet, 2011). 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). In other means, consumption is regarded as a way that an individual make sense of his/her life. 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. The CCT is thus confronted with market rules and continually shaped by globalization process (Steenkamp, 2019). The CCT research seeks to explain how and why a consumer purchases and consumes in respect with market contexts, cultural meanings and previous experiences to achieve self-identity (Steenkamp, 2019). In more general, the CCT helps to clarify the interrelationship among consumer behaviors, marketplace, and cultural meanings through the 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). The CCT operates on the principles of innovation, modernity, and freedom, and as a result, it is increasingly keeping up with market dynamics (Askegaard & Linnet, 2011). Steenkamp (2019) has postulated the CCT as the theoretical foundation for the development of consumer behaviors and the explanation of consumption. The CCT accounts for how culturally-grounded theories have been employed to clarify market systems and highlight the interrelationships among economics, marketing, social sciences, and culture (Arnould et al., 2019). Arnould and Thompson (2005) describe the CCT as a research domain that helps to understand consumption better because it integrates various facets of consumption, including

sociological, cultural, symbolic, and ideological aspects. The CCT is not a static theory but instead an evolving perspective on consumption and the multiple factors influencing consumption.

### 2.2.4 Acculturation Theory

Acculturation refers to the psychological transformation of a subject when facing outside factors (Berry, 1997). 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. As a result, the theory will almost certainly provide significant explanations for how a local consumer is exposed to and responds to global consumption culture in a variety of ways (e.g., media, travel, business, and so on) (Steenkamp, 2019).

One important derivation of the acculturation theory is to determine the influence of this process on a consumer's cultural identity. Globalization has increased interconnectedness in almost every aspect, including intercultural exchange among individuals (Ward & Geeraert, 2016). Contemporary researchers on acculturation theory have suggested a bi-dimensional model to better capture responses' scenarios than a uni-dimensional one (Steenkamp, 2019). The four acculturation possibilities are: (1) assimilation (adopting new cultural values while simultaneously replacing old ones); (2) integration (maintaining the two cultural values); (3) separation (retaining home cultural values while attempting to minimize contact with new ones); and (4) marginalization (refusing to maintain home cultural values while accepting new ones). The typology of acculturation responses is critical for justifying the existence of various identities that an individual may adopt and thus aids in demonstrating the formation of self-concept on multiple levels (Steenkamp, 2019). To summarize, acculturation theory lays the groundwork for explaining how a

consumer may transform and adopt multiple identities when confronted with a new culture on an intercultural level. The acculturation theory provides a theoretical framework to understand the macro transformation level before theories focusing on the micro transformation process, such as the social or identity theory or the attitudinal theory (Steenkamp, 2019).

Scholars have paid close attention to the relationship between theoretical foundations as well as the determination of the underlying theory in conceptualizing a construct (Steenkamp, 2019). A thorough review of the link will help consumer researchers justify the nature of a construct and define its relevant networks (Netemeyer, Bearden, & Sharma, 2003). Based on the integrated literature of grounded theories on consumer behaviors of previous prominent scholars (Bartsch, Riefler, & Diamantopoulos, 2016; Steenkamp, 2019), this dissertation has depicted figure 3 to demonstrate theoretical framework relations.

| **Antecedents** | **Disposition** | **Responses** |
|---|---|---|
| •Socio-demographic<br>•Past experience<br>•Consumer characteristic<br>•Cultural value | •Consumer orientation<br>•Consumer attitude | •Behavior intention<br>•Purchase behavior<br>•Post purchase behavior |
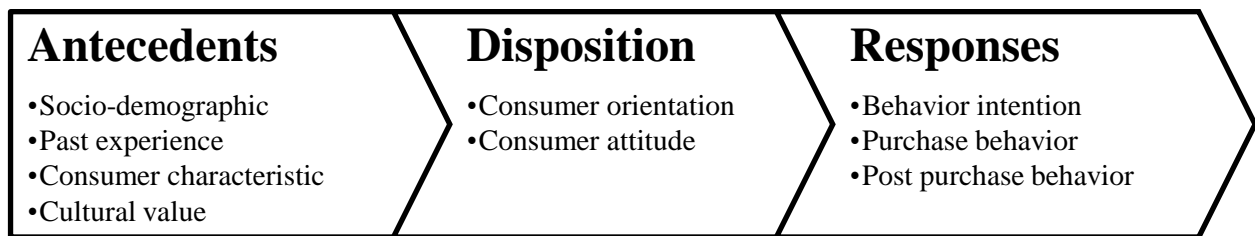
Figure 3: Theoretical frameworks in consumer behaviors

*(Adapted from Bartsch, Riefler, & Diamantopoulos, 2016)*

The review of underlying theories accounting for the domain of consumer dispositions constructed has proved the fundamental role of a definition. It helps determine which theory explains the scope and relationship of a certain construct in conjunction with other constructs. In the next section, theoretical background about consumer cosmopolitanism will be discussed in great details.

## 2.3 Theoretical backgrounds

### *2.3.1 Cosmopolitanism*

The word "cosmopolitanism" has its roots in Greek with the meaning "world citizenship" (Vertovec & Cohen, 2002). Generally speaking, cosmopolitanism acts as a family and a cosmopolitan is its member, who refers to an individual who is highly open, often travels, and develops a multicultural identity beyond his/her nationality (Kleingeld & Brown, 2006). At first glance, cosmopolitanism and transnationalism are often interchangeable because of the absence of a uniformly accepted definition (Audi, 2009). Until 2005, when Roudometof contributed a conceptual clarification between transnationalism, cosmopolitanism, and glocalization, the distinctions were theoretically acknowledged (Table A1 – Appendix A). The birth of cosmopolitanism has resulted in a variety of academic dilemmas, and one of the most highlighted issues was whether the plural or singular should be employed as an overarching approach. To understand the nature of cosmopolitanism, the awareness and acceptance of the presence of otherness have to be taken into account from within. It refers to a social reality where two frames of reference could actually co-exist and, thus, a person could reflect on which identity is more salient at a given time (Featherstone, 2002). Contemporary scholars reframe the definition of cosmopolitanism as internal globalization (or micro-globalization) as the transformation of people's psychological insides regardless of whether they are transnational or not. In other words, 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). Thus, recent theoretical definitions of cosmopolitanism and cosmopolitan have been corrected by revoking international mobility as a requirement (Roudometof, 2005). Global experiences, on the other hand, would serve as motivators for becoming more cosmopolitan (Featherstone, 2002). By accepting this perspective, cosmopolitan is a conceivable outcome of cosmopolitanism, and both of them should be treated as continuous variables rather than dichotomous ones. Because the two concepts refer to a journey of transformation rather than a destination of result, following these interpretations helps to

account for the fluctuating level of cosmopolitanism within a person (Delanty & Harris, 2018). 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 existence of cosmopolitanism is generating challenges in distinguishing among sociological concepts, including nationalism, patriotism, and cosmopolitanism (Table A1 – Appendix A). They reflect some degree of overlap but are distinguishable. Nationalists put priority on national concerns while cosmopolitans give first concern to human rights, and the priority will guide one's behavior to support their concerns. In addition, to nationalists, patriotism is a must-virtue, while to cosmopolitans, patriotism is a virtue but not a must-virtue (Audi, 2009). Generally speaking, a nationalist must be a patriot, but a cosmopolitan need not be a patriot. It is important to note that cosmopolitanism does not imply a rejection of nationalism or patriotism, but may express some of both. Cosmopolitanism has been understood as a social value that a cosmopolitan holds. The values of cosmopolitanism are devoted to a higher level of morality—a global standard for human rights and responsibility (Featherston, 2002).

Pichler (2009) consolidated five broad understandings of cosmopolitanism: (1) as a sociocultural condition; (2) as a philosophy; (3) as a multifaceted political project; (4) as a competence; and (5) as a predisposition. Firstly, cosmopolitanism is considered as a set of social and cultural conditions caused by globalization. It could be visualized that the formation of transnational social fields will allow people to recognize the presence of other people and other cultural differences around the globe (Roudemetof, 2005). In that condition, an individual can adopt open-mindedness or a closed view toward others. Secondly, cosmopolitanism is regarded as a philosophy in the case of viewing it as a thought. The thinking of a "citizen of the world" rather than a "citizen of any nation" will shape an individual to accept multi-cultural identities and support human rights (Vertovec & Cohen, 2002). Thirdly, cosmopolitanism is understood as a political project of national strategy. To integrate into international trade in order to foster the national economy,

governments must change policies to attract foreign investors and promote entrepreneurship (Audi, 2009). Fourthly, cosmopolitanism is grasped as a competence. This view categorizes cosmopolitanism as an innate trait that some people inherit from their parents and that a born personality will enable an individual to expose and respect cultural differences (Roudemetof, 2005). Finally, cosmopolitanism is treated as a predisposition centered on open-mindedness and diversity appreciation toward multiple issues in life. A cosmopolitan does not have to hold the same evaluations since the degrees might be influenced by various other factors. For the fourth and fifth, a boarder categorization has been used: practical cosmopolitanism—where the skills and practices have been emphasized for an individual to engage and interact with different cultures (Pichler, 2012).

With the advancement of technology, distances are now blurred and we know what is happening outside (Audi, 2009). The advent of the Internet allows the development of virtual cultural spaces where interactive discussions are ongoing and expanded (McEwan & Sobre-Denton, 2011). The presence of otherness exists in third culture—cultures are formed by people, and the more interaction there is, the stronger the bonds and the greater tolerance. Those virtual intercultural communities foster a level of cosmopolitanism in each person. The virtual third culture has gathered members from multiple nations as well as multiple cultures and thus helps to facilitate the self-multi-references. Of course, virtual communities do require several skills for a user to comfortably join, such as: technological know-how and Internet accessibility, language recognition, and difference tolerance. There is evidence to recognize the younger, educated, and more privileged segment tends to be more cosmopolitan (McEwan & Sobre-Denton, 2011). Regardless of higher opportunity, those capabilities are acquired during life and they stand as the greatest proof that cosmopolitans are probably learnt-to-be and not born-to-be.

In conclusion, acclaimed sociologists conclude that cosmopolitans and locals should be conceptualized as cluster attitudes toward a variety of indicators, or generally speaking, both categories should be considered as an orientation (Roudemetof, 2005; Pichler, 2009).

The individual has been classified as a cosmopolitan, which does not necessarily negate the extent of localism within and vice versa. Theoretically, there exist ideal types of pure cosmopolitan and pure local, in which they hold a consistent direction toward all considered issues. However, in reality, very few people fall into the ideal types. Individuals will certainly display different attitudes in respect to multiple dimensions because an evaluation is an accumulation of all connections towards a specific object. The more important here is the correlation of those attitudes hold by an individual to categorize he/she is a cosmopolitan or local, or combined of them (Roudemetof, 2005). Pichler (2009) highlighted that to better operationalize cosmopolitan as an orientation, it is noted that researchers should take into account a large number of attitudes.

### 2.3.2 Consumer cosmopolitanism

Consumer cosmopolitanism, or cosmopolitan consumer, has been regarded as one of the most turbulent and disorganized concepts in international marketing until this time (Riefler, Diamantopoulos, & Siguaw, 2012; Bartsch, Riefler, & Diamantopoulos, 2016; Dogan & Yaprak, 2017). This conclusion is made based on the absence of a universally accepted definition of consumer cosmopolitanism among notable authors. Theoretical definitions have been provided in each work but fail to reach a consistent conceptual nature. To make the issue even more chaotic, a similar construct that has been operationalized in different domains and scope will certainly result in significant differences in measuring its degree. Bartsch, Riefler, and Diamantopoulos (2016) strongly pointed out that researchers and practitioners were faced with a great number of promising factors to understand their target consumer behaviors but failed to utilize them effectively.

Cosmopolitanism has its roots in sociology and anthropology (Vertovec & Cohen, 2002) but could be applied in multiple disciplines, and the marketing field is one of those. Cosmopolitanism, which is characterized by open-mindedness and appreciation for diversity, is highly anticipated for international marketers to increase their outbound profit (Riefler, 2017; Han & Won, 2018; Srivastava & Balaji, 2018). Among the five perspectives to operationalize cosmopolitanism in multiple aspects (Pichler, 2009), there are two that

are applicable in consumer behaviors, which are: (1) as a competence; and (2) as a disposition, since they tap into psychological facets (Riefler, Diamantopoulos, & Siguaw, 2012).

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. Since then, the concept of consumer cosmopolitanism has been extensively investigated. Table A2 (Appendix A) provides a systematic summary of related research on consumer cosmopolitanism. It is recognized that the two concepts, cosmopolitanism and consumer cosmopolitanism, have been used interchangeably in consumer research despite the fact that it might create confused application in empirical research between cosmopolitanism in sociology and in consumer behaviors as well as between cosmopolitanism and consumer cosmopolitanism (Bartsch, Riefler, & Diamantopoulos, 2016). Hence, the author believes that the concept should be mentioned in a research context, which means that consumer cosmopolitanism or cosmopolitan consumer should be used instead of cosmopolitanism. There are four branches of theoretical definition that have been most frequently used by notable researchers in the field throughout the extensive review of consumer cosmopolitanism.

The first conceptual definition is introduced by Cannon and colleagues (1994): "cosmopolitan consumers are much more open to new ideas, and they tend to address functional needs with the kinds of products or services that best deliver the desired function, regardless of tradition or social influence." The definition highlights cosmopolitanism as a consumer orientation toward non-local products in general, and this orientation makes a consumer objectively evaluate his/her purchasing decision (Cannon & Yaprak, 2002). As for the first definition of consumer cosmopolitanism, the theoretical contribution should be acknowledged, but the deficiency was unavoidable (Riefler, Diamantopoulos, & Siguaw, 2012). As mentioned in the previous paragraph, Cannon and colleagues (1994) posited that cosmopolitanism was a general orientation that could be

employed straightforwardly in consumer behaviors; hence, cosmopolitanism and consumer cosmopolitanism were applied interchangeably. In their work, they affirmed that there is likely a situation where cosmopolitan consumers could be different in their personalities and needs, but the open-mindedness and diversity appreciation are true for all of them. The definition is followed by authors such as: Caldwell, Blackwell and Tulloch (2006); Saran and Kalliny (2012); Lawrence (2012); Parts and Vida (2013); Lee, Lee, and Lee (2014); Lee and Mazodier (2015); Jin and colleagues (2015).

The second 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." This conceptualization centers on particular practices and skills acquired by an individual and those qualities help him/she acculturate to the global consumer culture (GCC) together with (1) exposure to marketing activities of MNC's; (2) English language usage/exposure; (3) social interactions; (4) global mass media exposure; (5) openness to and desire to emulate GCC; and (6) self-identification with GCC. By accepting these characteristics, cosmopolitanism is considered as a learnable skill that anyone could take in and there will be someone who is a better adopter than others. The definition is followed by authors such as: Cleveland, Laroche, and Papadopoulos (2009); Cleveland and colleagues (2011); Cleveland and colleagues (2014); and Prince and colleagues (2016).

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." Riefler and Diamantopoulos (2009) emphasized key traits to portrait characteristics of a typical cosmopolitan consumer and accepted the complexity and multi-dimensions of this concept. The three aspects of consumer cosmopolitanism were suggested through the literature review of previous studies in the field and were evaluated as broad enough to capture the concept's nature. The definition tapped both on personal traits (open-minded) and

consumption preferences (diversity appreciation). The definition is followed by authors such as: Riefler, Diamantopoulos, and Siguaw (2012); Zeugner-Roth, Zabkar, and Diamantopoulos (2015); Terasaki (2016); Dogan and Yaprak (2017); Zhang and Hanks (2018).

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. However, this conceptualization does not determine which level of disposition should be used, and disposition is a broad and general construct. Consumer disposition could be regarded as orientation (traits, values, and norms) or attitude (learned predisposition) (Srivastava & Balaji, 2018). Depending on two criteria, including scope and frame, each disposition will be classified into each of four cells. The definition is mostly followed by contemporary authors such as: Srivastava and Balaji (2018); Cleveland and Balakrishnan (2019); Diamantopoulos (2019); and Riefler (2017).

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. The lack of consensus around the concept of consumer cosmopolitanism has been mentioned by several authors in their literature reviews. For example, Dogan and Yaprak (2017) pointed out that consumer cosmopolitanism has many operationalizations, while Bartsch, Riefler, and Diamantopoulos (2016) highlighted the disagreement among scholars about conceptual nature in the first place. Until 2021, Makrides and colleagues, in their literature review of 44 journal articles, admitted that the absence of consistency has been the most prominent academic issue in the field of consumer cosmopolitanism. 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). Throughout the extensive review of the

concept of consumer cosmopolitanism in consumer research, the first research gap has been strongly affirmed. The lack of a consensus among scholars is said to result in numerous limitations surrounding the validation of the concept involving core domain and measurement scale.

### 2.3.3 Profiles of a typical consumer cosmopolitanism

Regardless of the overlapping between cosmopolitanism and consumer cosmopolitanism, which still exists, this section will review several key features of a cosmopolitan consumer by focusing on research articles that belong to consumer behaviors. The understanding of fundamental characteristics of consumer cosmopolitanism will probably assist a researcher to reach the true nature of the construct. Cannon and colleagues (1994) describe a cosmopolitan consumer as more open to newness and, because of his/her transcended purchasing orientation, he/she will place emphasis on functional needs rather than where the products come from. Cleveland, Laroche, and Papadopoulos (2009) described how cosmopolitan consumers like to immerse themselves in cultural diversity and have the skills to do so. Because cosmopolitanism can be learnt, the degree of cosmopolitanism will certainly depend on the level of qualities acquired and situations exposed. Riefler, Diamantopoulos, and Siguaw (2012), through qualitative research on the construct, emphasize three aspects of a typical cosmopolitan consumer, including: (1) open-mindedness; (2) diversity appreciation; and (3) consumption transcending borders. The open-mindedness reflects a willingness to learn and engage with alien cultures. This trait is distinctive to foreign experience but refers to the state of mind toward new products or products from other countries (Riefler & Diamantopoulos, 2009). The appreciation of diversity indicates a respect for the differences. This characteristic shows a favorable attitude toward the availability of products regardless of their origins in domestic markets. Consumption transcending borders expresses the willingness to purchase products across the national territories. This feature demonstrates the intention to buy non-local products to satisfy their needs without feeling immoral like ethnocentric consumers (Riefler, Diamantopoulos, & Siguaw, 2012). Furthermore, Prince and colleagues (2016) explain why cosmopolitan consumers often respond positively toward global brands based on their

cosmopolitan value, and by that virtue, it motivates those consumers to continuously seek variety and interact with global communities. The merit on evaluation that distinguishes cosmopolitans from ethnocentric and xenocentric consumers drives their decisions for local, global, and foreign products with the same probability (Prince et al., 2016; Han & Won, 2018).

Caldwell, Blackwell, and Tulloch (2006) in their qualitative research to discover more in-depth cosmopolitanism orientation in consumers' contributed masculine and feminine traits. Masculine traits or pro-cosmopolitan features comprise the willingness to engage and expose oneself to different cultures and the ability to adapt and interact with out-groups. Feminine characteristics, on the other hand, are made up of ties to one's homeland, familiarity, and community appeal. Caldwell, Backwell, and Tulloch (2006) strongly support the coexistence of two types of traits within a consumer, implying that the cosmopolitanism–localism relationship is not completely reversed. Saran and Kalliny (2012) add one more characteristic of a cosmopolitan consumer, which is a higher tolerance toward others and their differences as well as diversities.

Terasaki and Perkins (2017) focused his effort on how people become consumer cosmopolitans and worked on a qualitative study to understand the drivers of cosmopolitan consumers. Twenty participants belonging to global identification took part in the interview with grounded theory approach analysis, helping the author identify four antecedents and three moderators. The four antecedents that positively influence consumer cosmopolitanism are: (1) personal international social networks; (2) influence of immediate family; (3) personality; and (4) education; and the three moderators that directly facilitate the relationship between antecedents and consumer cosmopolitanism are: (1) mama (or the impact of mother on cosmopolitan consumer outlook); (2) adaptation stress; and (3) reaffirming national identity. The findings from Terasaki and Perkins (2017) clarify the antecedents that foster the degree of cosmopolitanism among Japanese consumers. It helps not only for researchers to understand the nature of the construct through its

nomological relationship, but also for practitioners to plan marketing strategies aimed at consumer cosmopolitanism.

Bartsch, Riefler and Diamantopoulos (2016), and Han (2018) provide in-depth analysis of the socio-demographic antecedents of consumer cosmopolitanism. From the work of Bartsch, Riefler, and Diamantopoulos (2016), they conducted a systematic review across 22 high-ranking journals to capture the natures of 19 consumer dispositions, and consumer cosmopolitanism is among them. They found that socio-demographic and past experience did play a key part in forming consumer cosmopolitanism. For example, age is confirmed to negatively correlate with cosmopolitan consumers. In other words, younger consumers tend to express a more cosmopolitan purchasing habit than older ones. The results have also been found in Han (2018) with 28 countries. Other factors such as income, education, urban living, travel experience, expatriate stay, cross-cultural training, and cross-cultural interaction are approved to promote 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). Socio-demographic and experience have been moderators because they help to estimate the level of attitudinal dispositions a consumer hold at the point in time (Han & Won, 2018). For example, it is explained that every consumer has a certain level of cosmopolitanism and the difference between each one is the extent. In Vietnam market, a young segment is believed to express a higher level of cosmopolitanism in their purchaing behaviors than older segments (Bartsch, Riefler, & Diamantopoulos, 2016).

In 2019, Prince and colleagues (2019) have contributed findings about the psychological antecedents of cosmopolitan and ethnocentric consumers in five countries, including Britain, Germany, Austria, Denmark, and Slovakia. They explored that openness-to-change, self-transcendence values, individualizing moral foundations, and feminine gender identity foster consumer cosmopolitanism, while conservation, self-enhancement, binding moral foundations, and masculine gender identity drive consumer ethnocentrism. 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.

Broadly speaking, Diamantopoulos and colleagues (2019) portray a cosmopolitan consumer who will express a positive stance toward other cultures and people. However, they underscore that a cosmopolitan consumer does not mean an always global purchaser of products but an appreciation for the availability of products in their domestic markets. They see themselves as consumer in world markets and have possibility to access products regardless of their cultures. Cosmopolitan consumers seek out and highlight similarities among people around the world, respect global lifestyles, and enjoy participating in international events. In their empirical study in the U.K market, Prince, Yaprak, and Palihawadana (2019) demonstrated loyalty and authority as two moral pillars of consumer cosmopolitanism. The positive influence of loyalty on consumer cosmopolitanism helps to explain why he/she appreciates the cultural differences but does not mean he or she rejects the local values but instead expresses both characteristics concurrently. Furthermore, the negative influence of authority on consumer cosmopolitanism assists in demonstrating why they likely follow their own predilections rather than defend the social positions of individuals in social institutions. Consumer cosmopolitanism is more open-minded and tends to experience new cultural differences, so they are less likely to accept arbitrary dictates from legal sources of power (Prince, Yaprak, and Palihawadana, 2019). The results have pointed out personal characteristics that significantly contribute to consumer cosmopolitanism and consumer ethnocentrism. The research model also assists academics in better understanding the differences between the two constructs, as well as which characteristics stand behind consumer cosmopolitanism and ethnocentrism.

Thanks to previous researchers and their contributions, the characteristics of a cosmopolitan consumer have been identified. Regardless of conflicts among authors in conceptual definition and core domain, the portrait of a typical cosmopolitan consumer has been consistent across studies. This proves the segment exists in every market and it is

believed that a conceptual definition and a core domain should be compatible and revised according to contexts (Lawrence, 2012; Bartsch, Riefler, & Diamantopoulos, 2016).

### *2.3.4 Previous research on consumer cosmopolitanism and scale development process of the construct*

This section will extensively review some empirical studies related to consumer cosmopolitanism to provide a general overview of the construct and its networks. Consumer dispositions are among the highest priorities of international marketers since they provide a powerful tool to predict consumption behaviors, which is why there are a great number of studies in this field. However, to better understand the argument and the evolution of consumer cosmopolitanism, the review will be conducted based on clusters and its measurement instruments. We believe that by taking this approach, we will be able to see not only the evolution of the construct as a scholar, but also the academic conflicts between theoretical definition and measurement scale.

### *2.3.4.1 Consumer cosmopolitanism as a personal orientation and scale development process of the CYMYC*

The first group of empirical studies comes from Cannon and Yaprak (Cannon et al., 1994; Cannon & Yaprak, 2002). As previously mentioned Canon and colleagues (1994) were the first authors to introduce the application of cosmopolitanism in consumer behavior and also developed the CYMYC (the authors named it) scale to capture the extent of cosmopolitanism. Since this was the first time the scale had been measured to capture the construct of consumer cosmopolitanism in a marketing context, the authors based their reviews to generate items pool from sociology, psychology, and organizational literature. They have identified four dimensions, including: (1) search and evaluation of decision-related information; (2) organizational cosmopolitanism; (3) communication behavior; and (4) hunger for diversity. For each dimension, six indicators have been developed to reflect the dimension including three items reflecting cosmopolitanism perspective and three items reflecting localism persepective. The CYMYC was constructed as multi-dimensionality with 24 items under four first-ordered factors. In 2002, they conducted a study titled "Will the real-world citizen please stand up?". The many faces of cosmopolitan

consumer behavior" to delve into previously unknown facets of consumer cosmopolitanism. This study continued the theoretical definition as a general orientation to explore the antecedents as well as the categorization of consumer cosmopolitanism based on their needs (Cannon & Yaprak, 2002). They proposed models to classify different types of cosmopolitan consumers in this work, and their frameworks would thus serve as managerial implications for marketing managers. On one model, Cannon and Yaprak (2002) based one on two criteria, including customer orientation and the nature of product benefits, and divided consumers into four types. The first one is driven by local custom, while the second one is driven by local value. The third one is driven by principles of quality and efficiency, and the fourth one is driven by authenticity and global values. In another model, the authors employ two needs (e.g., need for quality versus need for variety) and their degrees (e.g., high versus low) to classify consumers into four sub-segments. The contributions of Cannon and Yaprak provide a clearer picture of various typologies of consumer cosmopolitanism and, by that approach, practitioners could build more effective strategies to position themselves in different segments.

Until 2017, Yaprak conducted another research named "Self-Construal and Willingness to Purchase Foreign Products: The Mediating Roles of Consumer Cosmopolitanism and Ethnocentrism" with Dogan (Dogan & Yaprak, 2017) among Turkish and American consumers. Results from the study supported the prediction of cosmopolitan consumers and their willingness to purchase foreign products. In this study, they followed the definition of Riefler, Diamantopoulos, and Siguaw (2012) as three-dimensionality (e.g., consists of open-mindedness, diversity appreciation, and consumption transcending borders) and adapted the C-COSMO scale to measure consumer cosmopolitanism. However, the result has not been confirmed for the second-ordered construct with three first-ordered dimensions, as the nature of the measurement scale and some of the items have been excluded after the exploratory factoring analysis (EFA). It raised concerns about the scale's validity when used in empirical studies, as well as the CYMYC scale's ability to capture the concept of consumer cosmopolitanism.

Furthermore, Prince, Yaprak, and Palihawadana (2019) have conducted research on exploring the moral bases of consumer ethnocentrism and consumer cosmopolitanism as purchase dispositions. They briefly review the theoretical definition of consumer cosmopolitanism from 1957. The various views in the conceptualizing of consumer cosmopolitanism have been recognized and the universally accepted definition of the concept is not achievable. They mention there are two perspectives: one view treating consumer cosmopolitanism as a consumer who exhibits three characteristics (Riefler, Diamantopoulos, & Siguaw, 2012) and the other view holding that a cosmopolitan consumer is one who has cultural openness. The findings from the empirical study pointed out loyalty as a positive moral virtue and authority as a negative moral antecedent of consumer cosmopolitanism (Prince, Yaprak, & Palihawadana, 2019). In measuring the concept of consumer cosmopolitanism, they adapted the C-COSMO scale to capture the concept. Thus, it has found inconsistent construct definitions among studies, even with the same author. Also in the study, they adapted the C-COSMO scale to capture the extent level of consumer cosmopolitanism rather than the CYMYC scale. There has been recognition of an issue in employing the CYMYC scale to measure consumer cosmopolitanism among empirical studies after a replicated study by Riefler and Diamantopoulos (2009). The problems found related to the CYMYC scale have somewhat influenced the theoretical definition employed to build the scale.

*2.3.4.2 Consumer cosmopolitanism as a specific set of qualities and scale development process of the COS*
The second group of empirical studies comes from Cleveland, Laroche, and their colleagues (Cleveland & Laroche, 2007; Cleveland et al., 2011; Cleveland et al., 2014; Prince et al., 2016; Laroche, Zhang, & Sambath, 2018; Cleveland & Balakrishnan, 2019). In 2007, Cleveland and Laroche proposed six distinct drivers that an individual needs to acquire to acculturate to a global consumer culture based on thorough literature review on relevant fields such as marketing, psychology, and sociology, etc., including: (1) Cosmopolitanism; (2) Exposure to marketing activities of MNC's; (3) English language usage and exposure; (4) Social interactions; (5) Global mass media exposure; and (6)

Openness to and desire to emulate global consumer culture. The COS scale was developed to capture the degree of cosmopolitanism within a person in general. Following scale development process of Churchill (1979), items of each dimension have been generated through (1) one-on-one depth interviews with four informants, and (2) two focus group sessions, each with four individuals. Scale purification and reduction have been conducted to ensure its reliability and validity. The finalized COS scale have been developed with 11 items.

Later, in the empirical research "Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes", they stated cosmopolitanism as an orientation that could directly apply to consumer behaviors and thus used the COS scale to measure consumer cosmopolitanism as well. By that point, the power of the COS scale in reflecting the level of consumer cosmopolitanism had become unconvincing, because the COS scale was designed to evaluate a cosmopolitan, not a consumer cosmopolitanism. This argument is raised by Lawrence (2012) and Terasaki (2016) since Cleveland and Laroche treated cosmopolitan and cosmopolitan consumers interchangeably and employed the measurement scale of cosmopolitanism for consumer cosmopolitanism. In the study, Cleveland, Laroche, and Papadopoulos (2009) found a relationship among consumer dispositions, including cosmopolitanism, consumer ethnocentrism, and materialism, and compared the demographic drivers of those dispositions in eight countries.

In 2019, Cleveland and Balakrishnan conducted an empirical study among Canadian and American consumers to identify psychological antecedents as well as outcomes of consumer cosmopolitanism and xenocentrism. They focus attention on those constructs because cosmopolitan and xenocentric consumers represent out-group orientation, and the findings would help international practitioners better design their global strategies. A cosmopolitan consumer is conceptualized as having cultural out-group proclivity and in-group respect, while a xenocentric one is conceptualized as only having cultural out-group inclination. Cleveland and Balakrishnan accepted credit for the variety among scholars in

theoretically defining consumer cosmopolitanism as a general disposition (Cleveland, Laroche, & Papadopoulos, 2009) or personal characteristic (Riefler et al., 2012). The COS scale was applied to reflect the constructs, and the results supported basic human needs in terms of autonomy, competence, and relatedness as positive drivers of consumer cosmopolitanism. The study also pointed out that a higher level of cosmopolitanism in a consumer would likely result in higher cross-group friendships, influentialness, and pro-environmental behaviors. Academically, the research model and empirical results from the study of Cleveland and Balakrishnan help confirm the nature of the construct consumer cosmopolitanism as a consumer disposition that is driven by needs and will influence purchasing behaviors.

Regardless of academic issues around the COS scale that have been raised, studies by Cleveland or Laroche still follow the theoretical definition and the measurement scale for this construct across their works (Cleveland et al., 2011; Cleveland et al., 2014; Prince et al., 2016; Laroche, Zhang, & Sambath, 2018; Cleveland & Balakrishnan, 2019). Cosmopolitanism, according to Cleveland and Laroche, is understood as a general orientation and could be applied in the context of consumption.

*2.3.4.3 Consumer cosmopolitanism as a personal trait and scale development process of the C-COSMO*
The third group of empirical studies comes from Riefler, Diamantopoulos, and their colleagues (Riefler & Diamantopoulos, 2009; Riefler, Diamantopoulos, & Siguaw, 2012; Zeugner-Roth, Zabkar, & Diamantopoulos, 2015; Diamantopoulos et al., 2019). In 2009, Riefler and Diamantopoulos thoroughly reviewed scale measurement for consumer cosmopolitanism and effortlessly replicated the CYMYC scale. Considering that the CYMYC scale was regarded as the only scale to capture the extent of cosmopolitanism in consumer research at that time and the empirical studies of Yoon and colleagues (1996, 1998, 2001, as cited in Riefler & Diamantopoulos, 2009), those reasons motivated Riefler and Diamantopoulos (2009) in reviewing and replicating the CYMYC in Austrian

respondents. The statistical results showed that the CYMYC scale had been protested for its poor reliability and the reason for it had been pointed out by the theoretical definition.

By that reasoning, 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 initial items pool of C-COSMO scale has been generated by extant literature review on cosmopolitanism and related constructs. Following the scale development process suggested by DeVellis (2003), the scale has been purifed and reduced by an Austrian consumer sample and checked multiple times to prove its acceptable reliability and validity. The C-COSMO scale has been finalized with 12 items under three dimensions. The C-COSMO scale assisted the authors in developing practical insights about a cosmopolitan consumer's characteristics and purchasing habits. In terms of human personality, a cosmopolitan consumer has been found to be more innovative, lower risk-avoidant, and less likely to identify with high-status people. In terms of demographic criteria, cosmopolitan consumers are often young, educated, and have more international experience. Riefler, Diamantopoulos, and Siguaw (2012) classified four clusters of consumer cosmopolitanism based on their extent of cosmopolitanism and localism by the k-mean method. The four segments provide an understanding of different typologies of cosmopolitan consumers for international managers to better design practical strategies.

In 2015, Zeugner-Roth, Zabkar, and Diamantopoulos conducted research to uncover the relationship between consumer ethnocentrism, national identity, consumer cosmopolitanism, and consumption-related activities in the Austrian and Slovenian contexts. Following the social identity theory, they found that consumer cosmopolitanism was positively predicted by foreign product judgment and willingness to buy foreign products, and the level of influence varied depending on different segments. The empirical results have provided insights about the influence of consumer cosmopolitanism, national identity, and consumer ethnocentrism on product judgment and willing to buy toward home and foreign countries. The concept definition and the C-COSMO scale have been followed

by Riefler, Diamantopoulos, and Siguaw (2012). The multi-dimensionalities of consumer cosmopolitanism have been confirmed by the authors, but the results of the comparison between the second-ordered construct and the three first-ordered constructs have not been reported. That raised the nature of the construct of the C-COSMO scale in this study.

Regardless of the definition as a consumer orientation in 2012, Diamantopoulos and colleagues (2019) have conceptualized consumer cosmopolitanism as a disposition, together with consumer ethnocentrism. In their work, they have not defined consumer cosmopolitanism as a general orientation or specific consumption variable but have concurrently adapted the COS scale (Cleveland & Laroche, 2007) to measure cosmopolitanism in general and the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012) to capture cosmopolitan consumers to estimate the relationship among factors. With the adaptation, it could be confirmed that cosmopolitanism and consumer cosmopolitanism are two distinct concepts.

### 2.3.4.4 Cross-national studies of consumer cosmopolitanism

The fourth group of empirical studies comes from Han, Won, and their colleagues (Han, 2017; Han & Won, 2018; Han, Wang, & Nam, 2020). The authors 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. In serial studies, the purchasing preferences have been more focused rather than explaining how to be a cosmopolitan consumer (Han & Won, 2018; Han, Wang, & Nam, 2020). Han (2017) conducted a cross-national study to investigate the levels of consumer cosmopolitanism and consumer ethnocentrism (CET) among young Chinese and Korean middle-class consumers on consumption behaviors in terms of perceived quality, brand attitude, and purchase intention. The result showed that the role of consumer cosmopolitanism was more significant than consumer ethnocentrism in perceived quality, brand evaluation, and purchase intention. The finding also pointed out that the extent of ethnocentrism among Chinese consumers was higher than Korean ones

at an individual level, but the influence of cosmopolitanism played considerably on consumer decision-making. Han (2017) explained that the outcomes were because the young and middle-class segments had been the main targets of the study and the extent of cosmopolitanism was believed to be higher in those groups. In the study, Han (2017) followed Cleveland, Laroche, and Papadopoulos (2009) to define consumer cosmopolitanism as a consumer who orients his/her consumption tendency beyond the local market, and because of their higher cosmopolitan values, they are more willing to accept new products. However, in capturing the extent of consumer cosmopolitanism, Han stated that the items had been adapted in Han and colleagues (2012), which had been employed by both Cleveland and colleagues (2009) and Riefler and colleagues (2012). This approach was unpersuasive because the main domains of the two measurement scales were different, and thus the integration of both scales was inappropriate.

Han and Won (2018) conducted a cross-national study in 21 countries to indicate country-level antecedents of cosmopolitan and ethnocentric consumers. In their work, they classified three broad drivers of consumer cosmopolitanism as well as consumer ethnocentrism, including cultural, economic, and demographic criteria. Han and Won accepted both definitions from Cleveland, Laroche, and Papadopoulos (2009) as a general orientation and Riefler, Diamantopoulos, and Siguaw (2012) as a specialized characteristic by mentioning the two conceptualizations in their literature review. The adapted measurement for consumer cosmopolitanism was drawn from previous works by Cleveland and Laroche (2007), Cleveland and colleagues (2009), and Riefler and colleagues (2012). In the study of Han (2017), there were five items employed to capture the concept of consumer cosmopolitanism, while in the study of Han and Won (2018), there were even nine items applied to capture the construct. The inconsistency between the two studies of Han in 2017 and 2018 triggered a concern about the measurement scale of consumer cosmopolitanism. In terms of cultural drivers, Han and Won (2018) found that consumer cosmopolitanism was high in individualism and uncertain avoidance countries, while it was low in power distance and masculinity countries. Consumer cosmopolitanism

was significant in countries with a high human development index and a positive trade balance, but it was uncorrelated with trade volume and the unemployment rate. On an individual level, consumer cosmopolitanism was high among young and female consumers.

Han and Nam (2020) conducted an empirical study to compare the differences in consumer perceptions toward similar and dissimilar out-groups and their products. They collected 862 individuals, including 288 from the Asian countries of origin, 284 from the European ones, and 290 from the North American ones. The findings indicated that the positive impact of consumer cosmopolitanism on Chinese consumer perception was not statistically different between non-Asian and Asian out-groups. In addition, the effect of consumer cosmopolitanism was also equally significant for Asian out-groups both among Japanese and non-Asian consumers. The concept of consumer cosmopolitanism was defined in previous studies (Han, 2017; Han & Won, 2018) by accepting consumer cosmopolitanism as a general orientation (Cleveland, Laroche, and Papadopoulos, 2009). However, in adapting the measurement scale for the construct, it has been found that there is a conflict in the items. Han and Nam (2020) stated that they adopted the scale from the previous study (Han & Won, 2018) to capture the extent of consumer cosmopolitanism with five items, while Han and Won (2018) used even nine items. Furthermore, they mentioned that the measurement scale was drawn from both the COS scale (Cleveland, Laroche, & Papadopoulos, 2009) and the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012), while none of the two original scales had the numbers of items as Han and Nam (2020) reported. Again, the adoption of the measurement scale in the study raised academic concern around the capability power to capture the concept of consumer cosmopolitanism.

Han, Wang, and Nam (2020) manipulated an empirical study among 421 young Chinese to investigate the influence of individualism on consumer dispositions and purchase intentions. The statistical result showed that the higher individualism, the more consumer cosmopolitanism and the lower consumer animosity. In the study, they have conceptualized consumer cosmopolitanism and consumer animosity as consumer dispositions that will

have a significant influence on consumer preferences toward foreign brands. However, Han, Wang, and Nam (2020) have adopted the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012) with 11-items instead of the COS scale or integration of both the scales like in previous studies. Moreover, the original C-COSMO scale of Riefler, Diamantopoulos, and Siguaw (2012) has been operationalized as a second-ordered construct with three first-ordered dimensions (e.g., open-mindedness, diversity appreciation, and consumption transcending borders), while Han, Wang, and Nam (2020) have adopted but operationalized as a uni-dimension construct. The change in measurement scale nature of the construct has been regarded as improper.

In sum, there has been an inconsistency on the scale applied to measure the extent of consumer cosmopolitanism among Han's studies. In 2018, they conducted a cross-national analysis with twenty-eight countries to determine the demographic antecedents of consumer cosmopolitanism and ethnocentrism. The COS scale of Cleveland and Laroche (2007) has been employed. However, in studies in 2017 (Han, 2017), and 2018 (Han & Won, 2018), they still adapted the COS scale (Cleveland & Laroche, 2007) but stated that they had integrated some items from Riefler, Diamantopoulos, and Siguaw (2012). The combined method has been found to be inappropriate because the two scale domains are different. Moreover, even though a similar theoretical definition has been followed to define consumer cosmopolitanism as an orientation, the C-COSMO scale has been adapted instead of the COS scale in the study of Han, Wang, and Nam (2020). Hence, it is concluded that the absence of consensus in employing a measurement scale captures the consumer cosmopolitanism among studies by Han and colleagues.

### 2.3.4.5 Consumer cosmopolitanism as a consumer disposition

The fifth group of empirical studies comes from Prince and colleagues (Prince et al., 2016; Prince et al., 2019; Prince et al., 2020). In the research 'Here, there and everywhere: A Study of Consumer Centrism, Prince and colleagues intended to indicate the consequences of three consumer centrisms, namely: consumer ethnocentrism, cosmopolitanism, and xenocentrism. Prince and colleagues (2016) aimed to determine the relationship among

consumer centrism, including ethnocentrism, cosmopolitanism, and xenocentrism, and the influence of those centrisms on consumer behaviors. There were 542 respondents, with 269 from the US and 273 from the UK. According to the findings of the study, a higher level of cosmopolitanism was associated with a higher level of social consciousness, global consumption orientation, and natural environmental concern. Based on the statistical findings, empirical data assisted in proving the existence of three centrisms within a consumer, the level of which varies depending on the segment. In the study, Prince and colleagues (2016) followed the theoretical definition of Cleveland, Laroche, and Papadopoulos (2009) to define consumer cosmopolitanism as a specific set of beliefs, attitudes, and qualities held by a certain consumer that make them more culturally adapted. The COS scale has also been adapted to capture the construct in the research model.

In 2019, in the research named "The moral bases of consumer ethnocentrism and consumer cosmopolitanism as purchase dispositions," consumer cosmopolitanism has been conceptualized as a consumer who is more open in his/her orientation and identity than the other. By employing that definition, consumer cosmopolitanism has been categorized as consumer dispositions, which are boarder in their scope in the conceptualization in 2016. Prince, Yaprak and Palihawadana (2019) mentioned the contrasting views on defining consumer cosmopolitanism as the extent a consumer exhibits three characteristics or the extent a consumer reflects a willingness to engage with other cultures, not only their own. In this study, Prince and colleagues (2019) adapted the C-COSMO scale of Riefler, Diamantopoulos, and Siguaw (2012) to measure the construct among 255 UK respondents. They explained the choice of the C-COSMO scale because they evaluated the COS scale of Cleveland, Laroche, and Papadopoulos (2009) as reflecting the out-group general disposition. The findings confirmed the antecedent roles of loyalty and authority on the forming of consumer cosmopolitanism, in which loyalty has contributed positively while authority has contributed negatively on cosmopolitan consumer. In the study, they employed Smart PLS-SEM to test the structural relationship and reported that the C-COSMO scale had achieved accepted threshold criteria. However, they have not specified

whether the C-COSMO has been structured as a second-ordered or first-ordered construct, and that has raised methodological concern because the original C-COSMO scale was designed as a high-ordered construct with three dimensions.

Consequently, Prince and his colleagues conducted research aimed at determining the psychology of consumer ethnocentrism and cosmopolitanism in five countries in 2020 (Prince et al., 2020). They collected 1,010 respondents from five countries (e.g., Britain, Germany, Austria, Denmark, and Slovakia) and found that self-transcendence, openness-to-change, binding moral foundation, and feminine positively drive consumer cosmopolitanism. In this study, consumer cosmopolitanism has been defined as a consumer attitudinal disposition, which is similar in 2019, and the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012) has been adapted to determine the level of consumer cosmopolitanism. There were twelve items that had been adopted, but after the principal component analysis, only four items from the dimension of open-mindedness were retained. On this point, the validity of the C-COSMO scale in cross-national studies has been questioned. In this fourth group, we concluded that there was a lack of uniform theoretical definition of the concept of consumer cosmopolitanism among scholars and instrumentation to capture the construct among empirical studies conducted by similar researchers.

This section has revealed research problems around consumer cosmopolitanism across empirical studies conducted by prominent authors in the field (Terasaki, 2016; Dogan, and Yaprak, 2017). Not only the inconsistence and somewhat conflicting definitions have been found in the theoretical definition, but also the turbulence has been recognized in the measurement scale to reflect the construct (Makrides et al., 2021). It is confirmed that the issues around consumer cosmopolitanism are existing and growing from the first time they have been introduced in the marketing context. Regardless of the evaluation of this concept, theoretical-related problems have more or less influenced significantly the power of academic and managerial implications since the theoretical domain will assist in developing appropriate measurement items. It helps validate the research gap stating that

existing measurement scales are not sound enough to capture the extent of consumer cosmopolitanism with the current changes. Consequently, the scale requires refinements and refeshments, particularly in the context of Asian markets like Vietnam, where there is no measurement scale that has been originally developed for Vietnamese consumers and the emerging globalization and digitalization have accelerated and transformed many consumer values.

In the next section, justification for the conceptual nature, underlying theory, and measurement indicators will be discussed to support the scale development process of the construct consumer cosmopolitanism.

## 2.4 Justification for the theoretical operationalization of consumer cosmopolitanism

### 2.4.1 Justification for the conceptual nature of consumer cosmopolitanism

Through the extensive review of the concept of cosmopolitanism in sociological and consumer literature, we admit that consumer cosmopolitanism is a sub-set of cosmopolitanism that explicitly describes the purchasing pattern of a specific segment (Cannon & Yaprak, 2002). The conclusion has been acknowledged by prominent scholars in the field, namely Cleveland, Laroche, and Papadopoulos (2009); Riefler, Diamantopoulos, & Siguaw (2012); Prince and colleagues (2016); etc. Cosmopolitanism, as previously mentioned, is no longer understood as transnationalism but has evolved to refer to glocalization (internal globalization). The concept indicates the transformation of people when they are living in the era of globalization and encountering intercultural exchange. As a result of that transformation, a cosmopolitan is highly open and respectful of differences and others (Roudemetof, 2005). Cosmopolitan is the outcome of the acculturation process, and it occurs when a person interacts with a new culture (Steenkamp, 2019). Consumer cosmopolitanism is a direct application of cosmopolitanism to the field of marketing (Cannon et al., 1994), and there is still a controversy among scholars on whether cosmopolitan and consumer cosmopolitanism are distinctive and how both concepts have been measured.

Pichler (2009) provided five perspectives to conceptualize cosmopolitanism but argued that there are two appropriate ones to conceptualize the concept at the individual level, namely: (1) competence and (2) attitude. Pichler (2009) classified competence as a subjective approach and attitude as an objective approach because understanding cosmopolitan as a competence focuses on attachment or self-identity, whereas understanding cosmopolitan as a learned predisposition focuses on self-evaluation developing throughout their lives. It is undeniable, based on a review of the literature, that there is no universally accepted definition of consumer cosmopolitanism (Cannon & Yaprak, 2002; Riefler & Diamantopoulos, 2009; Bartsch, Riefler, & Diamantopoulos, 2016; Dogan & Yaprak, 2017). There are four broad definitions of consumer cosmopolitanism that have been employed the most by notable researchers: (1) orientation; (2) qualities or competences; (3) personality; and (4) disposition. However, the lack of a universally accepted definition of consumer cosmopolitanism among authors has been argued as the main reason for the limitations of the available measurement scale for this construct (Netemeyer, Bearden, & Sharma, 2003). In addition, DeVellis (2016) highlighted the critical role of a precise construct domain in the scale development procedure and strongly affirmed that researchers needed an explicit content domain to build sound items. As a result, before debating an appropriate method of building scale measurement, it is critical to first establish a well-defined construct definition. Because there were four different definitions of consumer cosmopolitanism, each one will be investigated for its ability to capture the conceptual nature of consumer cosmopolitanism and whether any limitations would occur if the perspective was employed.

To begin, cosmopolitanism has been conceived as an orientation, and as such, it assists a consumer in being open to new ideas and seeking products based on their needs regardless of their origin. This is the oldest definition tapping directly on consumer cosmopolitanism and is defined by the first authors who drew the link between cosmopolitanism and consumer behaviors (Cannon et al., 1994). In operationalizing the concept in marketing, Cannon and colleagues (1994) suggested an objective approach should be followed, in

which cosmopolitanism is conceived as a consumer orientation. An objective approach defines cosmopolitan as a cluster of attitudes and predispositions toward multiple issues, including consumption. By accepting this perspective, a cosmopolitan consumer is regarded as a part of a cosmopolitan, in which he/she adopts a cosmopolitan value in his/her consumption pattern. The definition determined orientation as the conceptual domain explicitly confirms consumer cosmopolitanism could be adopted and expressed in the consumption process. The CYMYC scale (Cannon et al., 1994), the COSMO scale (Lawrence, 2012), and the COSMOSCALE scale (Saran & Kalliny, 2012) have all used this theoretical definition as a foundation for their measurement scales. However, this definition has some flaws that have resulted in a deficiency for researchers and the scale that has evolved from it. Orientation here is not apparently stated as a personal orientation in general or a consumer orientation. It is crucial because it will demonstrate the breadth of the inclination the orientation brings. If it is a personal orientation, the stance will vary on a variety of issues in life's aspects, while if it is a consumer orientation, the state of mind will be expressed only in the field of consumption. Moreover, cosmopolitans perceive themselves as world citizens, and consequently, it will develop an orientation that guides their behaviors. Thus, the concept of consumer cosmopolitanism needs a more specific context for an orientation formed around it (Lee, Lee, & Lee, 2014), because if a cosmopolitan consumer also perceives oneself as a world citizen, the concepts of cosmopolitan and consumer cosmopolitan would be coinciding. If that was accepted, it would negate all academic contributions which supported cosmopolitanism's value as a driver of consumer cosmopolitanism (Cleveland et al., 2009; Purwanto, 2016; Prince, Yaprak, & Palihawadana, 2019).

Secondly, cosmopolitanism has been considered as a specific set of qualities held by certain individuals, and those qualities will help that person respect and appreciate the differences between others. The definition was introduced by Cleveland and Laroche (2007) in their research about skills that an individual acquires in a global consumer culture. Later, they adopted this definition for the conceptualization of consumer cosmopolitanism (Cleveland,

Laroche, & Papadopoulos, 2009; Cleveland et al., 2011). By accelerating this understanding, cosmopolitanism is considered as a learnable skill that anyone could learn and practice, and the notion is also applicable when employing consumer behaviors. The theoretical definition is the construct domain of the well-known COS scale, which has been adapted in many empirical studies. Nonetheless, the definition has been questioned on some issues. The definition rather focuses on the descriptions of cosmopolitanism as a learnable skill that a person could learn in the era of globalization to better achieve one's values. Furthermore, the definition is more appropriate to portray the characteristics of a cosmopolitan rather than a consumer because there are no purchasing-related activities mentioned. Thus, the definition is regarded as too general and vague to capture the construction of consumer cosmopolitanism (Lawrence, 2012; Riefler, Diamantopoulos, & Siguaw, 2012).

Thirdly, cosmopolitanism is treated as a personal trait that a certain consumer expresses. A cosmopolitan consumer is a consumer with open-mindedness and, because of this characteristic; it helps a consumer accept the presence of other cultures and their products. The definition is recommended by Riefler and Diamantopoulos (2009) through their extensive review of previous studies in the field. The definition accepts the multi-dimensionality of consumer cosmopolitanism. The theoretical definition has been the construct domain of the CCOSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012). However, this definition is cast into doubt by scholars by its nature as a human characteristic (Lawrence, 2012). The personality trait of open-mindedness is applied to all individuals, not just a certain consumer, and since it is innate, it is insignificant to spend effort on exploring the antecedents. If the understanding is accepted, we reject previous works on consumer cosmopolitanism's antecedents. Furthermore, it is also pointed out that a list of key characteristics of a segment could not provide a sufficient definition for that segment because personality is a relative concept and is measured by a continuous scale rather than a dictated one. Thus, we could not depict all the personal traits of any consumer segment.

Lastly, cosmopolitanism is considered a consumer disposition, and more specifically, consumer cosmopolitanism is a positive consumer disposition toward foreign and global products. Consumer disposition is a latent construct and consists of multiple consumers' psychological facets, such as: identities, orientations, attitudes, and beliefs. This definition is followed by contemporary researchers (Bartsch, Riefler, & Diamantopoulos, 2016; Dogan & Yaprak, 2017; Srivastava & Balaji, 2018). However, there was no measurement scale until this time, which leveraged this definition as a conceptual domain. The definition is argued to be too general and broad to capture the appropriate nature of consumer cosmopolitanism. It is because even the same disposition, identity, values, orientation, and attitude are significantly different in terms of scope and abstraction. Hence, this definition provides a little guidance on how to build a measurement scale for it.

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 for the product's information on 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). By leveraging orientation to theoretically define the concept, it helps to identify the psychological structure that accounts for the nature of the phenomenon at an individual level where the consumer's mind has been the main subject. The world consumer and world marketplace have been highlighted to clarify the consumption context and features relating to the purchasing habits of that consumer segment. The theoretical definition is believed to provide sufficient

information to determine the domain, the underlying theory, and consequently, build a measurement scale for the construct.

### *2.4.2 Justification for the underlying theory of consumer cosmopolitanism*

Regardless of the numerous arguments among authors around consumer cosmopolitanism, all agree it belongs to consumer dispositions, which are consumers' psychological facets (e.g., values, identities, orientations, beliefs, and attitudes). However, these internal processes are different in their nature and scope, and thus, the determination of a concept domain is significant. Netemeyer, Bearden, and Sharma (2003) postulated that the conceptual domain would help to delineate its relevant networks. Furthermore, the underlying theories behind consumers' psychological aspects are different, and that has added to the chaotic nature of consumer cosmopolitanism. Srivastava and Balaji (2018) pointed out that there is a competitive debate among scholars about whether consumer cosmopolitanism should be conceptualized as an orientation or an attitude. Bartsch, Riefler, and Diamantopoulos (2016) have specified six related theories to operationalize consumer dispositions, which are: (1) the attitude theory; (2) the identity theories, composed of personal, social, and national identities; (3) the consumer culture theory; and (4) the acculturation theory. A literature review of six consumer behavior theories has been illustrated. Given the conceptual nature of consumer cosmopolitanism, the following section will justify which theory is appropriate to operationalize the construct interest as well as whether the concept domain stated in the definition is significant.

To begin with, the consumer culture theory and the acculturation theory are inapplicable to understanding the nature of consumer cosmopolitanism because their foci fall outside the concept domain (Bartsch, Riefler, & Diamantopoulos, 2016; Prince et al., 2016). The consumer culture theory emphasizes the need to uncover relationships among consumer actions, the marketplace, and cultural meaning with respect to consumption. Thus, it helps to explain why a consumer makes a certain purchasing decision in a specific market (Steenkamp, 2019), while consumer cosmopolitanism refers to a purchasing preference that has been developed inside a consumer (Makrides et al., 2021). On the other hand, the

acculturation theory focuses on the transformation of a consumer when he/she is confronted with external factors. The acculturation theory seeks to indicate a possible response of a person when he/she interacts with a new culture, such as assimilation or integration. Hence, the acculturation theory helps to explain explicit behaviors when a person has intercultural exchanges in general, and it is irrelevant to use as a theory to operationalize consumer cosmopolitanism because its scope is argued to be too broad to employ in the consumption context.

There are two underlying theories that are appropriate to capture the conceptual domain of consumer cosmopolitanism, which are the attitude theory and the identity theory. Firstly, the attitude theory attempts to explain how an attitude has been developed toward a specific object. The tripartite model has clarified that an attitude is composed of three components that a consumer has toward an attitude object, such as: (1) cognitive; (2) affective; and (3) conative. Since attitude is a self-evaluative concept, it requires a specification of an object to determine judgments based on accumulated experiences with it. There is likely a chance that a consumer holds divergent attitudes toward two brands or two outlet stores regardless of the similar product categories or brands. By accepting the attitude theory as the underpinning of the concept of consumer cosmopolitanism, other cultures or un-local products become the object of the attitude. This explanation has been adopted by Lawrence (2012) to build the CCOS scale to measure consumer cosmopolitanism. Lawrence believes that multiple attitudes could exist toward an object, and it will depend on the strength of each attitude to determine the overall impression. It is true, but it is not convinced by the specific object of developing the preference of consumer cosmopolitanism. Even the most specific of the objects that could be inferred from the construct is considered too broad to make any specific evaluation. Riefler, Diamantopoulos, and Siguaw (2012) strongly argued that an attitudinal approach was not appropriate to operationalize consumer cosmopolitanism. In their work, they postulated that a high or low degree of consumer cosmopolitanism could directly influence consumer attitude toward a specific brand, but there was not a specific object for the construct per se.

Second, the self-identity theory emphasizes describing how and why people define themselves in various levels of social interaction. As mentioned above, self-concept helps to demonstrate how one defines him/herself as a member of a certain society, and it is significant because what a person thinks will definitely guide one's behaviors accordingly (Reed II et al., 2012). The personal identity theory attempts to explain a person's actions based on his or her roles and responsibilities, while the social identity theory tries to justify a person's interactions with other people in society. The social identity theory provides a conceptual framework for comprehending self-difference between in- and out-groups. Since a person has a tendency to act in a way that maximizes self-image, it is helpful to argue why one tends to support groups he/she belongs to rather than those he/she does not belong to. The notion works well at the national level, in which the home country is conceived as an in-group while the other country is conceived as an out-group. Thus, the social identity theory is the fundamental framework for explaining group attachment or feelings of belonging (Hogg, 2016). Bartsch, Riefler, and Diamantopoulos (2016) mentioned that consumer orientation is characterized by group attachment. Furthermore, orientation refers to a boarder state of mind toward a general issue with a wider abstraction, such as global consumer culture, foreign products, sustainable consumption, etc., As a result, it is satisfactory with the target of the concept of consumer cosmopolitanism, in which there is no specific object but only the tendency toward general issues. Leveraging the social identity theory as an underlying theory of consumer cosmopolitanism, the purchasing orientation would be developed from social identity at a national level when a consumer perceives themselves as global consumers and the world as a marketplace in general rather than a consumer of any market. According to Nguyen and Pham (2021), self-identity has significantly contributed to the formation of consumer cosmopolitanism. A cosmopolitan consumer will not differentiate products based on their origin as a result of that social categorization because he/she gains affiliation with the global market in general without bias toward specific markets (Prince et al., 2016).

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. Thus, it is likely a situation that a cosmopolitan consumer holds an unbiased preference toward foreign products in general but could express a favorable attitude toward brand A but an unfavorable attitude toward brand B given the fact that they are all foreign brands (Roudemetof, 2005).

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

An integrative literature review has found five existing scales measuring consumer cosmopolitanism constructs or cosmopolitanism in consumer research. This section will thoroughly review those instruments and justify each one's strengths and weaknesses.

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

Cannon and colleagues (1994) were the first researchers to draw an explicit link between cosmopolitanism and consumer behaviors and subsequently built a scale to measure cosmopolitanism in a consumer context, so-called the CYMYC scale. There were six indicators for each of four dimensions, namely: (1) search and evaluation of decision-related information; (2) organizational cosmopolitanism; (3) communication behavior; and (4) hunger for diversity. The CYMYC scale was developed and validated on an American sample by Cannon and colleagues (1994). After the CYMYC scale was published, Yoon and his colleagues (Cannon & Yaprak) replicated the CYMYC scale in serial studies and various contexts, such as: Korea (Yoon et al., 1996; Yoon, 1998), Turkey, and Ukraine (Yoon et al., 1996). The scale of the CYMYC has been shown in the Appendix B1.

However, the CYMYC scale has been recognized to have some deficiencies shown in various replicated studies. From the first validation sample, Cannon and colleagues (1994) reported a poor Cronbach's Alpha of 0.57 for the scale with twenty-four items and 0.68 for a reduced version with seventeen items. In multiple research studies by Yoon and his colleagues, the internal consistency results of the scale were even more dissatisfied: 0.35 for the full scale, 0.49 for the shortened scale of study in 1996, and 0.35 for the reduced scale of study in 1998. Regardless of the low internal consistency identified across replicated studies, Yoon believed that the poor results came from the multidimensionality of the nature of the scale when employed in cross-national studies instead of questioning its conceptual domain because the CYMYC scale appeared to be the only existing measurement to tap cosmopolitanism at that time (Riefler & Diamantopoulos, 2009).

In 2009, Riefler and his colleagues reviewed and replicated the CYMYC scale in two other Austrian samples. The weak results were also recognized (0.42 for the student sample and 0.47 for the consumer sample). We admitted the fact that the CYMYC scale suffered from low reliability across samples. In addition, Riefler and Diamantopoulos (2009) checked the scale nomological validity. What they generated: (1) five out of 24 items of a full sample positively correlated and (2) two out of five significant positively correlated with the CETSCALE instead of negative correlated as theoretical expectation. Hence, the CYMYC scale also faced a nomological validity issue. Rielfer and Diamantopoulos (2009) have pointed out that the weaknesses of application work in this field fall into the limitations of reliable measurement scale for consumer cosmopolitanism. The replication study also proposes a conceptualization of consumer cosmopolitanism, and in a later study, Riefler, Diamantopoulos, and Siguaw (2012) construct a C-COSMO scale based on this definition. A subsequent section discussed the C-COSMO scale in detail.

The contribution of Cannon and colleagues (1994) to the literature of consumer cosmopolitanism should be highly recognized since it has been marked as the first brick of cosmopolitanism in consumer behavior research. However, since it was the first version, there were existing weaknesses that later scholars should take into consideration to develop

a sounder measurement scale. One of the issues was the lack of conceptual basis to develop the scale item. Cannon and colleagues (1994) stated the aim was to create a scale to determine the extent of cosmopolitanism in a given population group, which falls outside the scope of consumer cosmopolitanism. 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)*
In 2007, Cleveland and his colleagues identified six board dimensions explaining how a person in this era of globalization could learn and develop themselves to fit it, and cosmopolitanism is believed to be a key feature for one to acculturate to the global consumer segment. Cosmopolitanism has been conceptualized as a highly mobile individual and, more than that, refers to a set of qualities held by a certain person. Those qualities will make one highly open with others and appreciate the diversity. Cleveland and Laroche (2007) developed a measurement scale followed Churchill's (1979) recommendation steps for constructing a measurement scale. The initial generation pool had 23 items and was reduced to six items under the uni-dimensionality nature through various scales of purification (Cleveland & Laroche, 2007). The COS scale has been considered as the most outstanding instrument in consumer research because of its consistent reliability reported in various replicated studies (Terasaki, 2016). Some of the recognized works that adapted the COS scale to measure the degree of consumer cosmopolitanism could be listed as: (1) Cleveland, Laroche, and Papadopoulos (2009); (2) Cleveland and colleagues (2014); (3) Lee, Lee, and Lee (2014); (4) Han and Won (2018); (5) Han (2018); (6) Han and Nam (2019); and (7) Han, Wang, and Nam (2020). The COS scale is shown in the Appendix B2.

However, the COS scale of Cleveland and Laroche (2007) has been justified by Riefler and Diamantopoulos (2009) by identifying shortcomings. Firstly, when following the detailed procedure, it could not recognize the main conceptual domain that the authors relied on to generate the item pool. Cleveland and Laroche (2007) defined cosmopolitanism as a specific set of qualities held by certain individuals and did not mention any specific consumer or consumption behaviors. In their later research in 2009, Cleveland and Laroche postulated that cosmopolitanism is an orientation that could apply directly to consumer behavior, and thus, the COS scale from that time has been employed for measuring consumer cosmopolitanism. 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). In fact, when reviewing the COS scale indicators, no item content has been clearly focused on the purchasing context. For example, one item "I enjoy exchanging ideas with people from other cultures/countries" describes a person's orientation rather than a consumer's orientation. Secondly, the process for scale development is somewhat confused in two published articles (2007 and 2009) because we could not determine whether the COS scale had been built in 2007 or 2009 and whether validated assessments had been conducted once or twice between publication in 2007 and 2009. The issue has been justified by Riefler, Diamantopoulos, and Siguaw (2012), and they also mentioned the psychometric properties of the COS scale, such as reliability and validity, were not reported in two studies. Furthermore, Riefler, Diamantopoulos, and Siguaw (2012) have found in Cleveland's later studies (e.g., Cleveland et al., 2011) the difference between the number of items as well as the items of the scale compared with the original scale. 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. Notable scholars in sociological and psychological fields strongly affirm the existence of cosmopolitan value in humans and the level will vary across segments (Pichler, 2009; Baillie Smith, Thomas, & Hazeldine, 2019;

Bayram, 2019). Cosmopolitanism, like patriotism, is a human virtue, remains at least at a minimum level, and will influence their related behaviors.

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

In 2012, Saran and Kalliny published their research on building an instrument to measure cosmopolitanism in a marketing context. They have adopted the conceptual definition from Cannon and Yaprak (2002) and define cosmopolitanism as a consumer whose orientation goes beyond local culture. In their research, Saran and Kalliny (2012) followed the scale development procedure from Churchill (1979) to build scale items after theoretically reviewing previous scales. There were 11 interviewers who participated in the qualitative phase to generate the first items. Saran and Kalliny (2012) have drawn the first data set from respondents from multiple regions, including Mexico, Venezuela, Tanzania, India, and the U.S., from a wide range of ages (17–41 years old), and educational levels (undergraduate, graduated, business professor). The initial pool had 65 items and was reduced through three empirical studies. The final scale has been named COSMOSCALE with six items under uni-dimensionality nature, which were checked for reliability and validity, including convergent, discriminant, and predictive validity. Three replicated studies for the COSMOSCALE were conducted among U.S. consumers and Mexican ones, with the number of respondents being about 200 for each study.

Regardless of the standard scale development process of COSMOSCALE, the scale has not been adapted by later empirical studies compared with the COS scale of Cleveland and Laroche (2007) and Riefler, Diamantopoulos, and Siguaw (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. By this justification, the COSMOSCALE seeks to capture the degree of cosmopolitanism within a consumer rather than a cosmopolitan consumer. For example, 'I think reading

about world events is worthwhile', apparently reflects a personal habit in general rather than a consumption orientation. Thus, any consumer would hold a level of cosmopolitanism, and a high level of cosmopolitanism in a consumer would lead to a higher preference for foreign products. The COSMOSCALE scale captures the extent of cosmopolitanism rather than consumer cosmopolitanism. Furthermore, when reviewing items of the COSMOSCALE scale, the content mainly focuses on world-mindedness and cultural differences in appreciation of a person in general without any mention of purchasing decisions. As a result, the COSMOSCALE has a similar content domain to the COS scale of Cleveland and Laroche (2007). However, when comparing between the two measurement scales, the COS scale has been more prominent than the COSMOSCALE (Han & Won, 2018) since it has been employed in many cross-national studies. In addition, the descriptive characteristics of informants that Saran and Kalliny (2012) employed to develop the initial items were not persuasive and logical because the differences among informants were extensively significant. There were no rules for the participants in the interview, while it was firmly suggested that the extent of cosmopolitanism differed considerably segment-by-segment and country-by-country (Terasaki, 2016; Makrides et al., 2021). Han and Won (2018) have statistically proved that young and feminine consumers tend to be more cosmopolitan than older and masculine ones. From those findings, we are concerned about the face validity of the COSMOSCALE. The final items of the COSMOSCALE have been shown in the Appendix B3.

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

After the work on review and replication on the CYMYC scale, they proposed a construct definition from integrative literature on cosmopolitans in a consumption context and built-scale development in 2012, named C-COSMO. The C-COSMO scale has been operationalized as a higher-order construct in Austrian samples, following guidelines from DeVellis (2003, as cited in Riefler, Diamantopoulos, & Siguaw, 2012) and Netemeyer, Bearden, and Sharma (2003), and is composed of three first-order factors (e.g., openness; respect for diversity; and global consumption). Its conceptual domain has been argued to

tap directly into consumer cosmopolitanism rather than cosmopolitans in general. 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. Terasaki (2016) has considered the C-COSMO scale as the most recognized scale after the COS scale (Cleveland & Laroche, 2007) in consumer cosmopolitanism literature and has applied it in a variety of later studies, such as: Austrian consumer market (Zeugner-Roth, Zabkar, and Diamantopoulos, 2015); Indian consumer market (Srivastava and Balaji, 2018); English consumer market (Prince, Yaprak, & Palihawadana, 2019); etc. The items and dimensions of the C-COSMO scale have been shown in the Appendix B4.

Furthermore, in the same year, 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. Lawrence (2012) believed that the open-mindedness in the C-COSMO scale should be categorized as a personal trait because any consumer could exhibit some level of the characteristic, not just a specific segment as a cosmopolitan consumer. Furthermore, if open-mindedness is considered an innate trait that is inherited at birth, it would contradict the authors' concept of nature, which states that consumer cosmopolitanism is created rather than born. Lawrence (2002) thought that if open-mindedness were excluded from the scale, it would definitely change the nature of the scale. Furthermore, the accepted reliability and validity of the C-COSMO scale have been reported in national empirical studies, which mean that there was only one geographical consumer segment in a study that could achieve the psychometric properties of the C-COSMO scale. For instance, in 2015, Zeugner-Roth, Zabkar, and Diamantopoulos employed the C-COSMO scale in their empirical study to determine the role of consumer ethnocentrism, national identity, and consumer cosmopolitanism toward product judgment and willingness to pay. The authors reported that since the C-COSMO scale was constructed as a multi-dimensionality construct in the study, the authors reported that they compared the psychometric properties

of the second-ordered factor and three first-dimensions to select the best fit. In this study, the C-COSMO scale under the high-ordered construct received higher accepted criteria. Throughout the literature review about empirical studies adapting the C-COSMO scale, this was among a few studies that had results supported by the multi-dimensionality of the concept of consumer cosmopolitanism. However, the sample was collected from Austrian and Slovenian consumers, which were regarded as compatible with the C-COSMO scale because it was built from Austrian consumers and Slovenian consumers because Slovenia was a neighbor of Austria.

In contrast, there have been numerous cross-national studies or different research contexts from the original scale that faced the issue when employing the C-COSMO scale to measure the extent of consumer cosmopolitanism, such as Das and Mukherjee (2019), Prince and colleagues (2020), Han, Wong, and Nam (2020). For example, Das and Mukherjee (2019) found the relationship between materialism, ethnocentrism, and cosmopolitanism in Indian consumers. The C-COSMO scale was employed to measure the extent of consumer cosmopolitanism. However, the psychometric properties of the scale faced some limitations since only five items had been retained. Similarly, Prince and colleagues (2020) in their cross-national studies with five countries, found only four items from the Openness dimension had been kept after the factor analysis. In the study of Han, Wong, and Nam (2020), they only reported the accepted fit value for the C-COSMO scale under the uni-dimensionality construct with 11 items. 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)

In 2012, Lawrence developed two scales related to positive foreign product purchasing intention, which are consumer cosmopolitanism and consumer xenocentrism. After thoroughly reviewing and justifying the work of the CYMYC and the C-COSMO scales, he strongly argued the necessity of new measurements for both scales. To overcome the previous stated shortcomings, he developed the measurement scale based on Canon and

colleagues (1994) as a construct definition and two-components of attitude formation as a conceptual domain. However, Lawrence (2012) looks at the affective and affective components of attitude and excludes the conative component because he reasons that the construct of consumer cosmopolitanism serves as a precursor to the formation of a consumer attitude toward a certain thing, such as an attitude toward foreign products, rather than a concept that contains any intention. Lawrence (2012) disagreed with Riefler, Diamantopoulos, and Siguaw (2012) in their justification not to employ the attitudinal domain to operationalize consumer cosmopolitanism. While Riefler, Diamantopoulos and Siguaw (2012) argued that any attitude that has been formed would require a specific object (Fishbein & Ajzen, 1975), Lawrence (2012) believed that local or un-local products could be specific enough for an attitude to have been developed. The CCOS (scale to measure consumer cosmopolitanism) and the CXEN (scale to measure consumer xenocentrism) have been built from the scale developments of Netemeyer, Bearden, and Sharma (2003) and Devellis (2011, as cited in Lawrence, 2012) in American samples. Both scales have been finalized with six items each and under a uni-dimensionality construct. To replicate both the newly developed scales, Lawrence (2012) conducted two studies to validate the CCOS and CXEN scale psychometric properties. The usable respondents for study 1 were 164 and for study 2 were 147 to ensure the new scales in terms of reliability, validity, and social desirability bias. Despite Lawrence having done a formal job in building two scales, the CCOS has been replicated in very limited later studies compared with the COS scale (Cleveland & Laroche, 2007) and the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012). Literally, there is no empirical study to employ the CCOS scale to capture the concept of consumer cosmopolitanism. The items of the CCOS scale have been shown in the Appendix B5.

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. Nonetheless, we have found that there were two items that contained a willingness to purchase, such as: (1) I satisfy my curiosity about other cultures by purchasing products from that culture; and (2) I like to buy products that are not typically available in the U.S. Secondly, Lawrence (2012) stated that it was possible for a multiple attitude toward a specific object to co-exist, and we have not cast doubt on that conclusion and agreed on the categorization of the foreign product as an object attitude. 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, and multi-cultural events). The construct domain and final items seem to be in conflict with each other. 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. Furthermore, some items of the CCOS scale mentioned as "foreign products" or "products from other countries" were not found to be appropriate to manifest the tolerance or merit of a cosmopolitan consumer toward products. We believe that "foreign or products from other countries" includes a subjective judgment from within a consumer.

### 2.4.3.6 Justification for replacing the CONCOS scale (Altıntaş & colleagues, 2013)
In 2013, Altntaş and colleagues developed an instrument to capture the extent of consumer cosmopolitanism. In contrast with previous authors, Altntaş and colleagues conceptualized cosmopolitanism as a reverse attitude to a xenophobic one. Instead of focusing on the consumers' openness to cultural products, they based it on out-group hostility to define the construct of consumer cosmopolitanism. Since xenophobia is a type of attitude that reflects dislike and hatred toward the other, the opposite attitude would exhibit like and unprejudiced toward the other. There were 484 respondents who lived in Ankara (Turkey) and took part in face-to-face interviews to generate the initial pool. After conducting a principal component analysis (PCA) with orthogonal rotation, they extracted three factors with 15 items each. The CONCOS scale has been operationalized as a high-ordered construct with three dimensions, named: (1) cultural acceptance, (2) diversity, and (3) one-

world consciousness. The CONCOS scale has been employed to check reliability and validity (e.g., convergent, discriminant, and nomological validity). The items of the CCOS scale have been shown in Appendix B6.

The CONCOS scale has not been often adapted by other researchers in their empirical studies. There are some identified reasons to explain for the limitation of the CONCOS scale in replication ability. Firstly, the definition of consumer cosmopolitanism as the reserve attitude of xenophobia is somewhat irrelevant and unfocused. Netemeyer, Bearden, and Sharma (2003) strongly postulate that the content domain plays a critical role in building a sound measurement scale for a construct. Hence, a general and unrelated conceptual definition as Altıntaş and colleagues (2013) defined would be concerned by its nature. Secondly, through the scale development process, it is hard to indicate the scale domain. Even the authors did mention consumer cosmopolitanism would be conceptualized as an attitude the underlying attitudinal theory had not been discussed and served any role. It would additionally raise question related with conceptual domain. Thirdly, regardless of the objective in measuring consumer cosmopolitanism, the items' content did not center on consumption but rather world orientation in general. For example, the item "Humanistic principles and consciousness are more important than which country I live in" or "I believe that every country can develop by seeing differences as a wealth of their country" does not specify purchasing decisions. 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). Then, it was unclear whether Altntaş and colleagues (2013) approached 484 respondents as their sample for a

later or concurrent replication study. If the sample was collected at the same time as the face-to-face interview, the question would be how respondents gave their ratings. On the other hand, if the sample was approached afterward, the process would be more complicated and time-consuming since the respondents' information had to be kept after the interview and they would continually participate in the survey. By following this flow, it was claimed that the replication study was not satisfied to ensure the psychometric properties of the scale. Prominent qualitative researchers have strongly suggested that the sample recruited for generating initial items of a scale should be different from the sample collected for generalizing (Netemeyer, Bearden & Sharma, 2003; Corbin & Strauss, 2008; DeVellis, 2016).

Table 1 shows the summary of the justification of existing scales measurement of consumer cosmopolitanism. The summary has highlighted limitations and weaknesses occurred with the existing measurement scales of consumer cosmopolitanism. Regardless of previous scales' shortcomings, the dissertation could not conclude whether a need for a new scale should be built. The question is answered after the replication of avaiable scales in the intended market. In case of a new scale is nescessary, previous justifications would argue for how a new scale should be constructed in terms of conceptual nature, underlying theory, and operational level. Besides that, existing scales are not truly compatible with the present rising globalizations and digitalizations; as a result, the scale needed some reviving, particularly in the context of emerging markets like Vietnam.

Table 1: Summary of the justification of existing scales measurement

| No. | Scale | Dimensions/ Items | Conceptual nature | Underlying theory | Criticize |
|---|---|---|---|---|---|
| 1 | CYMYC scale (Cannon et al., 1994) | 4/24 | N/a | N/a | -Suffer from scale development process; -Capture the construct of cosmopolitanism rather than consumer cosmopolitanism; -Low reliability and validity. |
| 2 | COS scale (Cleveland & Laroche, 2007) | 1/6 | N/a | N/a | -Suffer from scale development process; -Capture the construct of cosmopolitanism rather than consumer cosmopolitanism. |
| 3 | COSMOSCALE (Saran & Kalliny, 2012) | 1/6 | Orientation | N/a | -Suffer from scale development process; -Capture the construct of cosmopolitanism rather than consumer cosmopolitanism; -Low reliability and face validity. |
| 4 | C-COSMO scale (Riefler, 2012) | 3/12 | Personality trait | N/a | -Low reliabilty and validity in cross-national studies |
| 5 | CCOS scale (Lawrence, 2012) | 1/6 | Attitude | Attitude theory | -Inconsistency between underlying theory and measured items; -Suffer from validition and generality. |
| 6 | CONCOS scale (Altıntaş et al., 2013) | 3/6 | Attitude | N/a | - Suffer from scale development process; -Capture the construct of cosmopolitanism rather than consumer cosmopolitanism; -Low reliability and face validity, and generality. |

*Source: From this dissertation summarized*

### *2.4.4 Justification for measurement items of the construct consumer cosmopolitanism*

Inherited from the theoretical definition and underlying theory, a scale developed for the construct of consumer cosmopolitanism should be operationalized at an individual level, where the consumer mind accounts for the predicting behaviors. Thus, measurement items generated for the construct must reflect its conceptual nature as a general orientation that a consumer holds, with the goal of influencing his/her purchasing habits. Under social identity theory, the theory helps explain how an orientation has been developed in conjunction with self-perception. Scale measurement must reflect the self-identity as a world consumer and the world as a marketplace regardless its location. The scale must capture a biased state of mind toward a general object. Thus, items of the scale would not mention any specific product, brand, or outlet.

Indicators are expected to describe the fundamental characteristics of a typical cosmopolitan consumer that make one different from other segments. The scale will include items which portray habits in the purchasing process ranging from searching, comparing, buying, and evaluating. For the scale to measure the construct better, it has to contain at least one item reflecting the core values, including cosmopolitanism and humanism. Moreover, it is expected that the scale would help predict possible purchasing behaviors of the segment, such as attitudes, emotions, intentions, or actual behaviors.

## 2.5 Related constructs and nomological networks with consumer cosmopolitanism

The absence of a consensus on the theoretical definition as well as a sound psychometric measurement scale of consumer cosmopolitanism has been recognized throughout its literature review (Bartsch, Riefler, & Diamantopoulos, 2016; Dogan & Yaprak, 2017). Given the importance of this concept in international marketing, it requires a precise construct definition as well as a reliable instrument tool to capture and measure the extent of consumer cosmopolitanism (Bartsch, Riefler, & Diamantopoulos, 2016; Zhang & Hanks, 2018). The rationales for the conceptual nature and underlying domain have been argued in order to construct a new scale for consumer cosmopolitanism. However, related constructs and nomological relationships are needed to review for later reliability and validity ensure if a new scale for consumer cosmopolitanism is highlighted. Whether a total newly developed scale or partial refined scale is built, the scale is required to be valiated. As above justification, consumer cosmopolitanism is among consumer dispositions, which are driven by (1) socio-demographic, (2) past-experience, (3) consumer characteristic, (4) consumer value, and will significantly influence on related (1) behavior intention, (2) actual behavior, and (3) post-purchase behavior (as Figure 3). Moreover, consumer cosmopolitanism is justified as an orientation in general so it covers multiple of attitude toward various specific objecs. Thus, constructs belong to socio-demographic, past-experience, consumer characteristic, and consumer value will be hypothesized to influence on consumer cosmopolitanism while constructs belong to attitude and behavior intention will be hypothesized to be affected by consumer cosmopolitanism (Bartsch, Riefler, & Diamantopoulos, 2016). In addition, other consumer centrism such as consumer

ethnocentrism and consumer xenocentrism will be hypothesized to be correlated with consumer cosmopolitanism (Makrides et al., 2021).

### 2.5.1 Drivers of consumer cosmopolitanism

The literature review has pointed out a variety of antecedents in terms of cultural, psychological, economic, and demographic criteria (Han, 2017; Han & Won, 2018). However, consumer researchers believe that personal traits and psychological facets play significant roles in characterizing consumption dispositions (Ramya & Ali, 2016). This section has emphasized characteristics and values that are confirmed as crucial antecedents 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). People are different in the amount of risk they incur in various situations. The concept of risk aversion is composed of the fear of both uncertainties and unexpected outcomes (Matzler, GrabnerKräuter, & Bidmon, 2008). In the field of consumer behaviors, consumers ranking high on risk aversion will certainly experience more anxiety when making decisions toward new products (Zare et al., 2010). They are afraid of the ambiguity of the product information or the undesirable performance of the product (Matzler, GrabnerKräuter & Bidmon, 2008). Risk aversion is frequently negatively correlated with openness because both concepts reflect an opposite preference for and acceptance of the outside and otherness (Konuk, 2018). Obviously, consumers differ in their perceived risk and, consequently, vary in their purchasing habits. Previous consumer psychologists have found that people with higher levels of risk aversion tend to be more ethnocentric consumers (Wang & Chen, 2004; Casado-Aranda et al., 2020), while those with higher levels of risk-taking tend to be more cosmopolitan consumers (Riefler, Diamantopoulos & Siguaw, 2012; Han & Won, 2018). This is explained because being highly receptive and willing to try new products is argued as a prosecutor of consumer cosmopolitanism (Terasaki, 2016). Riefler, Diamantopoulos, and Siguaw (2012) employed

risk aversion to check the nomological validity of the C-COSMO scale in terms of its drivers and also supported the antecedent role of risk aversion and consumer cosmopolitanism. As a result, a cosmopolitan consumer perceives a lower risk in trying new products for their needs, regardless of their origins, because they frequently rank high in risk-taking level (Prince et al., 2016). Thus, it is hypothesized that risk aversion will have a negative 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). Innovativeness is considered a human trait and is correspondingly exhibited in purchasing behaviors (Vandecasteele & Geuens, 2010). Consumer innovativeness is defined as the inclination to adopt new items earlier and more easily than the majority of other customers in the market (Midgley & Dowling, 1978; Roehrich, 2004). Han and Won (2018) believe that innovativeness traits will characterize consumer cosmopolitanism because cosmopolitan consumers are more open to accepting new products. Innovative people tend to welcome new things, new ways in their lives, and they are not afraid to acquire new product information. Consumer researchers have proposed that innovativeness is a driver of consumer cosmopolitanism because a high ranking on this trait increases cosmopolitan consumers' open-minded orientation and makes them enjoy the availability of products in markets (Terasaki, 2016). Previous empirical studies have provided evidence for the link between innovativeness and consumer cosmopolitanism across research contexts. For example, Khare and Kautish (2020) found a positive correlation between innovativeness and consumer cosmopolitanism in influencing willingness to use fast-food restaurants. 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). Variety seeking behavior is a result of attribute satiation from previously familiar choices (Sharma, Sivakumaran, & Marshall, 2010) and often occurs with low-involvement products because they are often small purchases and do not cost too much money. Consumers with a high level of variety seeking often switch between options, primarily to avoid boredom rather than dissatisfaction with product performance (Sharma, Sivakumaran & Marshall, 2010). Sapic, Filipovic, and Dlacic (2019) have confirmed the positive association between variety seeking and consumer cosmopolitanism in Croatian and Serbian fast-food markets. Researchers on consumer cosmopolitanism have acknowledged that variety-seeking regardless of origin is part of the characteristics of this type of consumer (Zeugner-Roth, abkar & Diamantopoulos, 2015; Prince et al., 2016). 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). Materialism has been widely used in various related areas, such as marketing, economics, anthropology, social, and political sciences (Arndt et al., 2004). To be applicable in consumer behavior, materialism has been re-conceptualized as the extent to which individuals are involved in keeping and enhancing their self-image through the acquisition of products that are associated with social status symbols (Srikant, 2013; Shrum et al., 2013). Materialism is argued to be a cultural value that will undoubtedly influence how consumers respond to local and non-local products (Cleveland, Laroche, & Papadopoulos, 2009). However, the direction will vary depending on the level of economic development in different countries. This is because the development of the national economy will be shaped by consumer evaluations between domestic products and foreign ones. In Bevan-Dye and colleagues' (2012) study, it was found that materialistic consumers in developing countries have higher preferences for foreign products because foreign products are associated with possession and status. Literature suggests materialism is

another main social-psychological antecedent of consumer attitude toward a specific product's origin (Shankarmahesh, 2006; Bevan-Dye et al., 2012). 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). According to Nguyen and Pham (2021), materialism has no positive influence on consumer cosmopolitanism among the Vietnamese young population. 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). Understanding a consumer's identity, whether he/she adopts a global or local one, will assist marketing managers to sharpen their positioning strategies (Yang et al., 2018). 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). A global identity reflects itself on the bigger group of humans rather than a smaller group like national identity (Renger & Reese, 2017). A consumer with a global identity is a main target of international companies since it reflects a mental and psychological aspect that makes him/she develop a more favorable attitude toward globalization and human kind. Prominent consumer psychologists believe that a consumer's global identity is critical in developing a cosmopolitan identity (Türken & Rudmin, 2013; De Rivera & Carson, 2015). Identification with global lifestyles will transcend into open-mindedness toward others that consumers hold in their purchasing orientation (Strizhakova & Coulter, 2019). A consumer's global identity is important in determining the extent of cosmopolitanism and in explaining pro-environmental behaviors (Renger & Reese, 2017; Nguyen & Pham, 2021). Green behaviors are clarified conceptually and empirically by a global identity in a cosmopolitan consumer because the actions serve for in-group benefits, and the in-group

from a global identity is for all humans. Thus, it is hypothesized that global identity will have a positive influence on consumer cosmopolitanism.

### 2.5.2 Outcomes of consumer cosmopolitanism

Consumer cosmopolitanism has been regarded as a promising target market for international companies seeking to gain higher profits beyond their boundaries (Terasaki, 2016; Srivastava & Balaji, 2018). A cosmopolitan consumer holds an unprejudiced evaluation and thus will definitely exhibit positive preference for non-local products and respond actively to global consumer positioning (Cleveland & Balakrishnan, 2019). This section will review possible behavioral responses 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). In the era of globalization, the concept has been divided into many layers since it is possible to have a hybrid product whose brand origin is different from its production. Olshavsky and Miller (1972) conceptualize quality as a form of overall evaluation of a product. Perceived quality is considered as the consumers' evaluation of a product's overall excellence or superiority (Zeithaml, 1988; Roth & Romeo, 1992). Perceived quality is a subjective construct because it reflects one's personal judgment and varies correspondingly in each person (Snoj, Korda, & Mumel, 2004). The perceived quality of foreign products is different according to the relative comparison in the development level of the national economy between the local country and other ones. The perceived quality of a product from a developed country is often higher than that of a product from an underdeveloped country in the mind of a consumer from a developing country because quality is associated with a country's higher level of development (Zeugner-Roth, Zabkar, & Diamantopoulos, 2015). The country image of a product's origin serves as a surrogate indicator for a consumer's subjective quality judgments (Yeh, Chen, & Sher, 2010). Perceived foreign product quality is regarded as among the behaviors of cosmopolitan consumers because they treat all products equally and even respond favorably if foreign products are perceived as better than local ones. A

cosmopolitan consumer's goal is to seek products that deliver the best performance, and thus product evaluation will likely be based on its competitive advantages over other competitors rather than its country of origin (Jin et al., 2015). Thus, it is argued that consumer cosmopolitanism will have a neutral influence on foreign products' perceived quality and even a favorable influence in the context of developing countries, where foreign products are attached to quality and value (Zeugner-Roth, Zabkar, & Diamantopoulos, 2015). 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 is a psychological tendency that has been learned by an individual to express a favor or disfavor toward a particular entity (Eagly & Chaiken, 1998). 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). A cognitive component of foreign product attitude refers to the belief that understandings, knowledge, or beliefs that a consumer has about foreign products. An affective component of foreign product attitude refers to feelings or emotions that consumers have toward foreign products. A conative component of foreign product attitude refers to behavioral intentions that a consumer is likely to take action toward foreign products (Asiegbu, Powei, & Iruka, 2012; Kaiser & Wilson, 2019). A cosmopolitan consumer is highly open-minded and does not hold any prejudice toward any product regardless of its origin (Terasaki, 2016; Prince et al., 2016). Consumer cosmopolitanism looks for products that deliver the best performance for his/her needs, and thus, in the context of Vietnam, a cosmopolitan consumer will hold a favorable attitude toward foreign products (Riefler et al., 2017). Various empirical studies across industries have confirmed the positive relationship between consumer cosmopolitanism and attitudes toward foreign products (Parts & Vida, 2013; Lawrence, 2012; Cleveland & Balakrishnan, 2019). 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

A global product is anything that is produced for global markets, sold, and, subsequently, consumed in countries around the world (Strizhakova, Coulter & Price, 2008). 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). Followed by the tripartite model of an attitude (Ostrom, 1969; Bagozz et al., 1979), an attitude toward global products is composed of three components. A consumer's cognitive attitude toward global products refers to understandings and beliefs that a consumer has toward global products. An affective attitude toward global products refers to feelings and emotions a consumer has toward global products. A conative of an attitude toward global products refers to the behavioral intentions a consumer has toward global products. As a result, consumers with a high level of cosmopolitanism will almost certainly respond actively to global items because they are frequently associated with high performance and perceived quality (Prince et al., 2016; Bartsch, Riefler, & Diamantopoulos, 2016). Moreover, global products are believed to be products of global consumer cultures and will serve as a way to express global identity (Steenkamp & De Jong, 2010). 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

Intention is the likelihood of acting in a certain manner (Ramayah, Lee & Mohamad, 2010). 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). Moreover, foreign products are associated with prestige and value, and, subsequently, they will receive favorability from cosmopolitan consumers (Bartsch, Riefler & Diamantopoulos, 2016; Riefler, 2017). As mentioned, perceptions of foreign products will

vary depending on the level of national development, since a country's image could serve as a surrogate indicator for consumers to evaluate (Yeh, Chen, & Sher, 2010). Vietnam is considered a developing country, and thus, in the perception of the Vietnamese consumer, foreign products are associated with competitive advantages compared with local ones. Empirically, previous studies have found that cosmopolitan consumers had favorable attitudes and higher purchase intentions toward foreign products (Purwanto, 2016; Srivastava, Gupta, & Rana, 2021; Nguyen & Pham, 2021). Thus, it is hypothesized that consumer cosmopolitanism will have a positive influence on purchase intention toward foreign products.

### 2.5.3 Other consumer centrism

The concept of consumer centrism has been introduced by Prince and colleagues (2016) based on the social identity theory, including: (1) consumer ethnocentrism; (2) consumer cosmopolitanism; and (3) consumer xenocentrism. Multiple centrism is argued to be an important concept for understanding and predicting consumer behavior in the globalized era. The review of other consumer centrism beyond consumer cosmopolitanism will provide an insightful understanding of the conceptual nature and the interrelation among constructs that are closely paralleled. Thus, this dissertation does not agree with prior studies which state that consumer ethnocentrism, consumer xenocentrism, and consumer cosmopolitanism exist singularly, which means that a consumer has only constituted one attitudinal disposition toward a specific object. We are not alone in this argument. Other contemporary authors also take a similar stance, such as: Steenkamp, Ter Hofstede, and Wedel (1999); Lawence (2012); Prince and colleagues (2016). The construct "multiple centrism" refers to various references that one could hold at once.

### 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. Highly ethnocentric consumers will likely feel unethical when buying non-local brands since their actions will have a

detrimental impact on the national economy. The CETSCALE has been developed since 1987 by Shimp and Sharma to capture the extent of consumer ethnocentrism and construct it as a unidimensionality. Since then, the CETSCALE has been employed to measure the level of ethnocentric consumption in many different research contexts (Sharma, 2015; Kibret & Shukla, 2021). The CETSCALE proves it as a consistent predictor for local purchasing intention when it achieves high validity and reliability across studies (Lindquist et al., 2001; Pentz, Terblanche, & Boshoff, 2013; Makanyeza & Du Toit, 2016). Regardless of the similarity in the development of the two concepts, consumer ethnocentrism and consumer cosmopolitanism, CETSCALE has done a very good job of capturing the extent of ethnocentrism in a consumer, while there is no robust scale to capture the extent of cosmopolitanism in a consumer (Lawrence, 2012). The development of the instrument for the measurement of the concept of consumer ethnocentrism has served as a guideline for the measurement of the concept of consumer cosmopolitanism since the two concepts were developed from sociological fields.

Shimp and Sharma (1987) are honored as gurus in the consumer ethnocentrism field not only because they were the first authors who set the foundation for the concept in marketing but also because they contributed a sound measurement to capture the extent of ethnocentrism in consumers (CETSCALE). Consumer ethnocentrism was conceptualized as a belief, orientation, or preference and that conceptual nature was employed to build the CETSCALE (Shimp & Sharma, 1987). The term "tendency" was used rather than "attitude" because the term "tendency" was argued to describe a general feeling of a consumer while the term "attitude" described a specific feeling of a consumer toward an object. According to Shimp & Sharma (1987), they employed tendency to define the concept of consumer ethnocentrism since they believed that it would better capture the phenomenon, while attitude would be appropriate to capture more specific phenomena. The CETSCALE was constructed in response to that reference and proved its robustness across empirical studies (Shankarmahesh, 2006; Alsughayir, 2013; Siamagka & Balabanis, 2015). The CETSCALE has provided a crucial guideline for the development of an instrument indicator of the

construct of consumer cosmopolitanism. As a result, it is justified to operationalize consumer centrism as orientation rather than attitude, because each of the concepts associated with consumer centrism does not intend to determine the reference toward any specific object. In addition, a consumer orientation is formed and explained under the theory of social identity (Reed II et al., 2012; Bartsch, Riefler, & Diamantopoulos, 2016). Thus, it has been supported by the above justification on how to conceptualize and capture the extent of consumer cosmopolitanism.

Consumer ethnocentrism is a trans-situational concept, and thus the extent will vary depending on different time periods. 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). It is possible that a consumer will exhibit high cosmopolitanism and low ethnocentrism, or high in one and low in the other (Riefler, Diamantopoulos, & Siguaw, 2012; 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; Nguyen & Pham, 2021).

### 2.5.3.2 Consumer Xenocentrism

Consumer xenocentrism is the newest concept in consumer centrism and is derived from the sociological term "xenocentrism" (Prince et al., 2016). Kent and Burnight (1951) define a xenocentric person as an individual who prefers other groups/societies to his/her own. With a xenocentric person, an outside group is perceived and evaluated with a positive bias, while the in-group may or may not be disparaged or rejected regardless of whether the in-group is superior or not to the out-group. As a result, 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). Consumer xenocentrism can also be traced back to social identity theory, but it is the inverse of consumer ethnocentrism. While ethnocentric

consumers are more likely to support their in-group, xenocentric consumers are more likely to support their out-group, and cosmopolitan consumers are more likely to support multiple groups (Rojas-Méndez & Chapa, 2019). At first glance, consumer xenocentrism seems to contrast with the social identity theory since the theory provides background to explain in-group orientation. However, consumer psychologists confirm it does not (Prince et al., 2016; Balabanis & Diamantopoulos, 2016). Contemporary researchers have suggested employing multiple centrism to treat the three components because it helps reflect the extent as a continuum that any consumer can hold (Prince et al., 2016). It is affirmed that there are very few consumers who are pure ethnocentric, or cosmopolitan, or xenocentric, and the degree could be changing, not static. Thus, an ethnocentric consumer will express the highest level of inward orientation, a xenocentric consumer will express the lowest level of inward orientation, and a cosmopolitan consumer will express somewhere in the middle of this oriental continuum. In other words, xenocentric consumers feel strongly attached to out-groups and so they become marginalized by their in-groups. These references lead to consumer xenocentrism, which prefers foreign products over local ones (Balabanis & Diamantopoulos, 2016; Rojas-Méndez & Chapa, 2019).

However, prominent researchers have mentioned that consumer segments vary depending on the development of the national economy and history (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; Nguyen & Pham, 2021). 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 depicts theoretical nomological relationship of consumer cosmopolitanism in general as its theoretical nature.
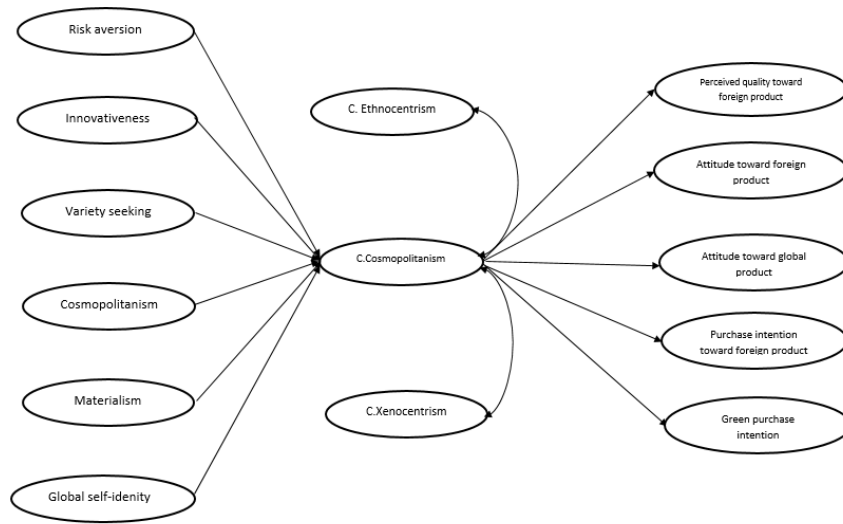
Figure 4: Theoretical nomological networks of consumer cosmopolitanism

*(From this dissertation summarized)*

## 2.6 Consumer cosmopolitanism and other specific contexts

Consumer cosmopolitanism is a domain of community that is expressed in self-identity, which results in an orientation toward respect for cultural differences and a feeling of global belonging (Bookman & Hall, 2019). Consumer cosmopolitanism is a complex concept and is existed in various typologies depended on considered dimensions. To validate a scale measurement for consumer cosmopolitanism, it is not only investigate it in general context as its theoretical nomological networks but also examine it in specific contexts (Riefler et al., 2012; Cleveland & Balakrishnan, 2019). Thus, this dissertation would consider two specific contexts in which a cosmopolitan consumer expresses his/her typical behaviors. From political dimension, consumer cosmopolitanism would be activated in their world citizenship or global duty. That is when a moral cosmopolitan consumer displays his/her commitment toward humanity involving solidarity, equality, ethic, as well as environmentalism (Woodward & Emontspool, 2018). Consumer cosmopolitanism is expected to favorably respond toward eco-business because it helps reflect humanism

values (Bookman & Hall, 2019). Thus, scholars strongly believe that green marketing are among specific research contexts to certify a typical world cosmopolitan consumer (Khare & Kautish, 2020). From cultural dimension, consumer cosmopolitanism would be triggered in their openness and willing to try something new (Papastergiadis, 2018). That is when an aesthetic cosmopolitanism displays his/her desire to seek for cultural differences in various life activities. Consumer cosmopolitanism is expected to positively react toward new adoption since it helps highlight the innovativeness (Lim & Park, 2013). Therefore, researchers on the field affirm that new technology adoption is a proper context to verify a typical cosmopolitan consumer (Westjohn et al., 2009).

### 2.6.1 Consumer cosmopolitanism and Green consumption

Consumer cosmopolitanism is defined as perceiving oneself as a consumer of the global market rather than a consumer of any specific nation (Terasaki, 2016). A cosmopolitan consumer is more responsive to global news and events as a result of that consumption orientation (Makrides et al., 2021). Consumer cosmopolitanism is highly aware of global issues because they are perceived to have more or less an influence on the benefits of that consumer. Global warning and pollution are among the top environmental issues that will definitely impact human lives (Kayaalp, Naml, & Meral, 2021). The call for sustainability is raised in almost every aspect to both increase awareness and reduce one's personal footprint on Earth (Dantas et al., 2021). In a marketing context, eco-friendly behaviors are considered the future trends not only in consumers but also in companies. Consumers are changing their behaviors to become more and more sustainable, thus supporting cause-marketing from businesses (Thomas, Kureshi, & Vatavwala, 2020). Researchers focusing on cosmopolitan consumers strongly believe that they will express green behaviors because they perceive benefits gained higher than other segments (Grinstein & Riefler, 2015). Green marketing is thus suggested as a potential strategy to target cosmopolitan consumers because it activates humanism value that a cosmopolitan consumer holds. Khare and Kautish (2020) have provided empirical results for the relationship between cosmopolitan orientation and green knowledge among Indian consumers.

Consumer psychologists affirm the role of identity to explain consumption behaviors (Reed II et al., 2012). The concept of self will certainly influence how an individual responds to the world around them. Thus, 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. Consumer cosmopolitanism will be proposed in a conceptual model that has accounted for its antecedents and consequences.

### 2.6.1.1 Underlying theory and conceptual model

The theory of attitude formation has been employed to explain the development of consumer attitudes toward green products. Following the tripartite model (Ostrom, 1969; Bagozz et al., 1979; Kaiser & Wilson, 2019), an attitude is composed of three components, named: (1) cognitive; (2) affective; and (3) conative. Green products are more likely to elicit consumer action (Asiegbu, Powei, & Iruka, 2012; Kaiser & Wilson, 2019). Part of an attitude is its cognitive component, and this component is developed by an online community, global self-identity, and consumer cosmopolitanism. The proposed research model of the research has been developed in Figure 5 below.



Figure 5: Proposed research model of the 1st specific quantitative study

*(Adapted from Kaiser & Wilson, 2019)*

*2.6.1.2 Theoretical definitions and hypotheses development*

2.6.1.2.1 Green products

A green product is defined as one that is made from non-toxic components, manufactured using environmentally friendly techniques, and meets the standards set by recognized authorities (Kumar & Ghodeswar, 2015). The manufacture of a green product could take place in all processes or in each individual stage during the process (Suki, 2016). Green products are on their way to becoming an indispensable trend in the world and a main consideration of marketers (Suki, 2016). Green consumption is becoming an important evaluative criterion for some segments, and governments are constantly controlling for sustainability, which has contributed to significant efforts on green products (Zahid et al., 2018). Consumer psychologists have confirmed that green behaviors are driven by humanism and cosmopolitanism values since those values transcend themselves into actions that support human groups (Chen, Chen, & Tung, 2018; Mayekar & Sankaranarayanan, 2019).

2.6.1.2.2 Attitude toward green products

Attitude toward green products is defined as the learned predisposition toward products that have little impact on the environment or support for sustainability (Chen, Chen, & Tung, 2018; Alhosseini Almodarresi et al., 2019). Green attitude, in other means, is a favorable overall evaluation toward friendly products (Ajzen, 2008). Thus, accumulated connections will contribute to the development of consumer attitudes toward green products in terms of: (1) cognitive, (2) affective, and (3) conative components. Consumer attitude toward green products is influenced by that consumer awareness about the positive contribution of green products to the sustainability and will help predict their behaviors toward green consumption (Indriani, Rahayu, & Hadiwidjojo, 2019).

2.6.1.2.3 Green product awareness

Green product awareness is reflected as a consumer's consciousness about purchasing and using green products that would contribute positively to the environment (Rizwan et al., 2014). Green product awareness is expressed by the knowledge that a consumer could

recognize a green product and how it helps to achieve the sustainability of the world (Qiao, Choi, & Pan, 2021). Green product awareness is defined as a consumer's understanding of environmental issues and how they can reduce their environmental footprints through their purchasing habits (Yu, Han, & Hu, 2016). The knowledge and beliefs a consumer has about green products will contribute to forming a positive attitude toward those products. Previous empirical studies have proved the relationship (Rizwan et al., 2014; Lutfie, Syafrina, & Hidayat, 2017; Rajadurai, Bathmanathan, & Azami, 2018). Thus, it is hypothesized that

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

Furthermore, environmental issues are global concerns, so a consumer with high cosmopolitanism will be more aware of green products because they are global trends and beneficial to human groups in general. Green products are categorized as a global positioning strategy to attract consumer cosmopolitanism (Grinstein & Riefler, 2015). Khare and Kautish (2020) have empirically found that Indian cosmopolitan consumers had higher knowledge about green products. As a result, it is hypothesized that consumer cosmopolitanism will have a positive influence on green product awareness. Thus, it is hypothesized that:

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

Furthermore, an individual with a global self-identity reflects a high level of human values since he or she perceives himself as a global citizen, and consequently, this segment is expected to live with their goals in support for the whole society or human group in general (Valencia Sáiz, 2005). In line with previous justification, this self-identity will account for the development of a cosmopolitan orientation in consumption (Pichler, 2009; Terasaki, 2016). In 2020, Khare and Kautish found that a consumer with a global self-identity tends to express a higher awareness of green products and sustainable consumption. Thus, it is hypothesized that:

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

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

2.6.1.2.4 Online green community

Online or virtual communities are created when people communicate and share information through electronic platforms (Park & Cho, 2012; Vohra & Bhardwaj, 2019). Through the advancement of technology and the Internet, everyone has become familiar with online communities. In marketing, online communities allow consumers to exchange information without the same geographic and time limitations as offline ones (Nguyen et al., 2016). Another advantage of virtual communities is the connection with an unlimited number of consumers, and thus it helps users gain a great deal of knowledge and consumption information. An online community is a virtual society that would have a significant influence on how a consumer understands, perceives, and evaluates a certain product/brand (Park & Cho, 2012). In eastern societies like Vietnam, where the value of collectivism is ranked high in the social value system, social impact is argued to be one of the influential factors in understanding consumer behavior. Because virtual communities are not mandatory, a consumer has freedom in choosing which groups they want, and he/she tends to join online groups that are consistent with personal values to express self-conception (Turner, 2010). Being a member of any online community gives one a sense of being in-group and gives one a tendency to act in a way that follows that group's norms (Hall-Phillips et al., 2016). As a result, members of online green environments are expected to increase one's global self-identity because those groups work for good reasons and benefits. Socio-psychologists have pointed out the positive relationship between global values and global identities (Renger & Reese, 2017; Schmitt et al., 2019). Thus, it is hypothesized that:

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

Joining in green communities will definitely help a member expose more information about green products and eco-consumption, and consequently, increase understanding. This relationship has been empirically found across studies such as: Malaysia (Suki, 2016), Bangladesh (Siddique & Hossain, 2018), Pakistan (Hussain, Khokhar, & Asad, 2014), and

others. Grinstein and Riefler (2015) pointed out that cosmopolitanism valued green behaviors, and thus a cosmopolitan consumer would express a positive attitude toward green products.

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

By following green groups, a consumer will have a higher chance of exposing information and expressing a higher level of awareness, which will result in related behaviors. Thus, green behaviors are expected to be found among consumers who are members of green groups. It is explained that being a member of a green online group would increase the level of exposure of green product information and would likely lead to green purchasing behaviors. As a result, it is hypothesized that green online communities influence green product awareness and later green behaviors (Lutfie, Syafrina, & Hidayat, 2017; Siddique & Hossain, 2018). Thus, it is hypothesized that:

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

### 2.6.2 Consumer cosmopolitanism and technology adoption
Consumer cosmopolitanism is characterized by an open mind and a willingness to try new products (Prince et al., 2016). Previous studies on finding this group's personality have provided empirical results for the contribution of risk-taking and innovation (Riefler et al., 2012; Terasaki, 2016). Consequently, 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).

Tourism and the hospitality industry are characterized by their high-touch since human interaction plays an essential role in value creation and will determine customer satisfaction (Zeng, Chen, & Lew, 2020). The highly human resource-centric nature of the industry makes it dependent on employees since their performance contributes to the core of the service products (Bharwani & Butt, 2012; Kloutsiniotis & Mihail, 2020). With severe consequences on human health, COVID-19 has apparently influenced all social and

economic aspects as well as changed how people live and work around the globe. Human interaction has been substantially reduced because humans are determined as the main transmitter. Obviously, the hotel and travel industries have been the first impacted by the pandemic and will be predicted to be the last to recover under the practice of social distancing (Jiang & Wen, 2020).

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. Thus, redefining the hospitality operations to adapt to the new normal is a "must" for survival. Hygiene, cleanliness, and safety are the main focal points for the reformulation since they are ranked as the necessary criteria to select a hotel when in a global health crisis (Tuomi, Tussyadiah, & Stienmetz, 2021). Robot-served are not new, but they are novel solutions to reduce human interaction in such high-contact sectors as the tourism and hospitality sector. 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. This study intends to identify prominent determinants of guests' booking intentions toward robot-staffed hotels during and after COVID-19. 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. The statistical results will provide a comprehensive understanding of which factors are key drivers of Vietnamese travelers' adoption of new technology and their behaviors in the context of health crises. Moreover, the findings will support managers to be proactive in rebuilding business operations, ensuring the goal of social distance in ad-hoc situations. Covid-19 has been selected even it is just temporarily salient because it accelerates the adoption of new technology among consumers and thus the research time-frame would help achieve reseach objective in validating the measurement scale.

*2.6.2.1 Underlying theory and 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). Based on the underlying theory and previous research, it is proposed that guests' booking intentions toward robot service hotels after the COVID-19 are determined by their booking intentions during the COVID-19. During the COVID-19, social distancing concerns, subjective threat norms, perceived trust toward robot service hotels, and consumer cosmopolitanism influence intention (Kim et al., 2021). Figure 6 is the proposed research model of the hypothesis.
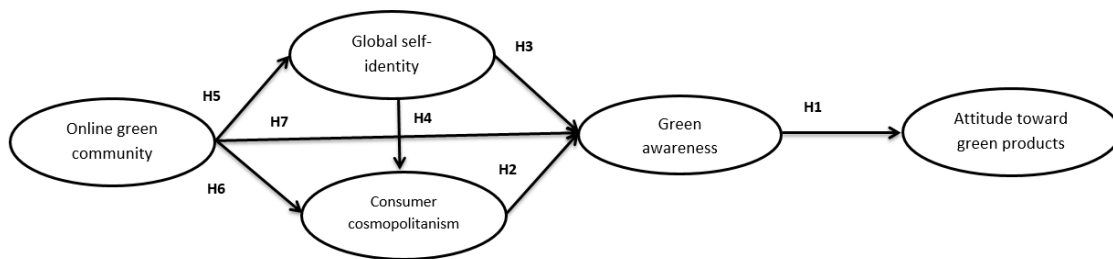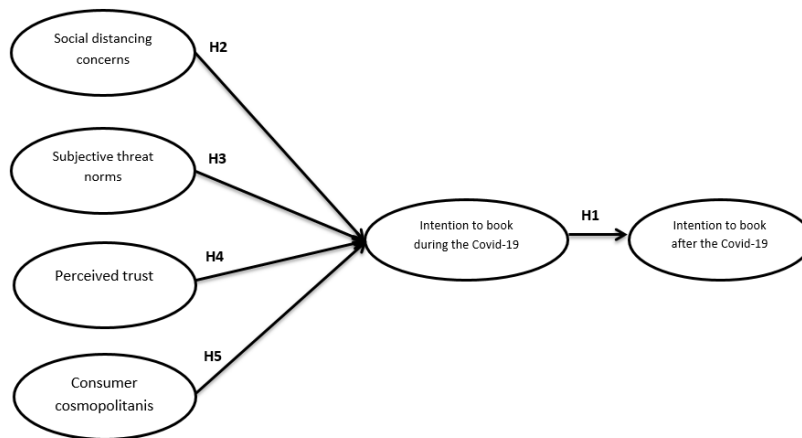


Figure 6: Proposed research model of the 2<sup>nd</sup> specific quantitative study

*(Adapted from Kim and colleagues, 2021)*

*2.6.2.2 Theoretical definitions and hypotheses development*

2.6.2.2.1 Guest's booking intention toward robot-staffed hotels

Intention is defined as a willingness that is stored in human memory and will lead to an action at the perfect time (Ajzen, 2008). Intention is argued as a motivation that will consequently drive behavior. In other words, the higher the intention, the higher the motivation to carry out that intention. However, the relationship will be shifted if there is a longer time between intention and action. Guests' booking intentions refer to their willingness to select a hotel for their stays (Cha, 2020).

When consumers adopt new technology, it is expected that they will maintain their decisions as long as they are satisfied with the selected choice. Kim and colleagues (2021) have provided support for a guest's hotel booking intention toward robot-staffed, which would influence their intention even after the pandemic. Thus, it is proposed that:

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

### 2.6.2.2.2 Social distancing concerns toward the Covid-19

Social distancing is a commonly implemented measure to reduce the spread of a virus when a human is a transmitter of the disease. From the first detection of the coronavirus until it became a global pandemic, social distancing and isolation have been the most responsive strategies of all governments. Together with risk communication and cases reported, people are well aware of the outbreak of COVID-19 and its negative consequences on human health. Practicing social distancing and getting vaccinated are both widely accepted as effective preventative measures (WHO, 2021). People are changing their habits to quickly adopt COVID-19 and are more concerned about human touch (Beck & Hensher, 2020; Maryati, 2020; Maltagliati et al., 2021). Higher concern for social distancing likely leads to greater selection for alternative solutions for physical experience. Recent empirical studies have found support for the social distancing concerns and booking intention toward machine application to minimize human interaction (Zhang et al., 2020; Shen et al., 2020; Kim et al., 2021). Thus, we propose:

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

### 2.6.2.2.3 Subjective threat norms

Subjective norms are normative beliefs about the social expectations of significant people toward a person and will drive that individual to comply with those expectations (Fishbein & Ajzen, 1975; Ajzen, 2008; Cho & Lee, 2015). Consumer psychologists have suggested the significant role of subjective norms on consumer perceptions and intentions in the

context of risk or uncertainty because consumers are more easily influenced by others when they feel insecure (Gong, Zhang, & Sun, 2021). Empirical results in the fields of service have confirmed the positive impact of subjective threat norms on consumer perceived risk and behavior intention in times of risk (Kaushik, Agrawal, & Rahman, 2015; Polat, Erdoan, & Sesliokuyucu, 2021). Moreover, the level of influence is proposed to be more prominent in collectivist cultures than in individualist ones since consumers ranking high in collectivism tend to comply with group norms. Thus, we propose that:

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

### 2.6.2.2.4 Perceived trust

Trust can be described as a feeling of assurance and a willingness to rely on someone or something (Roca, Garca, & De La Vega, 2009). Trust is regarded as a dynamic process and continuously built over time. Researchers on consumer trust have defined two ways to construct trust as: (1) a belief, confidence, attitude, or expectation; and (2) defining trust as a behavioral intention (Chen, 2008; Kim, Chung, & Lee, 2011). In the context of the global health crisis where humans are the main transmitters, consumer perceived trust for robot-staffed is more preferable and demanding in physical activities such as hotels, restaurants, public places, airlines, hospitals, etc. (Cha, 2020; Pani et al., 2020; Ghafurian, Ellard, & Dautenhahn, 2021, August). Kim and colleagues (2021) have confirmed the positive relationship between perceived trust and booking intention toward robot-staffed hotels. Thus, we propose:

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

### 2.6.2.2.5 Consumer cosmopolitanism

Consumer cosmopolitanism welcomes new information, which has resulted in increased concern for global issues and increased trust in new technology. The findings have been empirically found in consumers' adoption of new technology in service industries,

particularly among younger segments who reflect a higher level of cosmopolitanism in their consumption habits (Lim & Park, 2013; Kaushik, Agrawal, & Rahman, 2015). Thus, we propose:

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

**SUMMARY OF CHAPTER 2**

The chapter has provided sufficient theoretical foundation and background to conduct this dissertation's objectives. As stated in Chapter 1, there are three research gaps anchored by an inadequate systematic review of the concept of consumer cosmopolitanism; a conflict among empirical results; and a lack of formal construction of a psychometric scale to capture the construct among Vietnamese young consumers to describe the featured characteristics of this segment. Thus, the chapter has started on research context by first mentioning Vietnam's economy in general and Vietnamese consumers in particular. The section has provided basic information about the Vietnamese market, its operations, and developments, as well as the characteristics of Vietnamese consumers for later justifications on adaptation. Then, the theoretical foundations of the main construct itself have been thoroughly discussed in terms of its origin, its definitions, and its attributes. The section is aimed at supplying a complete picture of the concept of consumer cosmopolitanism, its roles, and its related issues. The underlying theories have been mentioned afterward. The section has helped to rationalize which one would be used to operate the nature of the construct. The justifications have been followed to affirm the most appropriate rationale to build the construct in terms of: (1) conceptual nature; (2) underlying theory; (3) existing measurement scale; and (4) expected measurement items. Finally, the theoretical foundations of related constructs have been reviewed (e.g., drivers, consequences, etc.), both in definitions and in their theorized and empirical relationships. The final section would assist with later nomological assessment for either the replication studies or the validation of a new measurement scale when discussing the two specific contexts.

# CHAPTER 3 – RESEARCH METHODOLOGY

## 3.1 Research approach

The research problems around consumer cosmopolitanism have been recognized and justified throughout the extensive review of academic literature. Prominent researchers in this field have acknowledged the absence of a clear and precise construct definition, which is regarded as the fundamental step to developing a sound measurement scale to capture the nature of the construct. In addition, there are three available psychological instruments to measure consumer cosmopolitanism in a marketing context, including: (1) The COS scale (Cleveland & Laroche, 2007); (2) The C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012); and (3) The CCOS scale (Lawrence, 2012). Regardless of whether the same construct has been measured, the underlying theories of those measurement scales are different and the samples used to generate the items are all in developed countries. The concern about which measurement scale is the most optimal and should be adapted in developing countries has been raised among researchers and practitioners aiming to expand their footprints in those markets. For those theoretical problems, the objectives of the dissertation have been stated previously: (1) to replicate the three available scale measurements of consumer cosmopolitanism to determine which instrument is the most appropriate for applying to Vietnamese young consumers, and if the results are not satisfactory, (2) to develop a new scale to estimate the extent of Vietnamese consumer cosmopolitanism; and (3) to validate the new instrument in multiple empirical studies. 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). There are four widely employed philosophical worldview in research including postpositivism, constructivism, transformative, and pragmatism. While postpositivism aims at theory verification, constructivism aims at theory generation. On the other hand, transformative involves change process while pragmatism centers on problem (Creswell & Creswell, 2017). Instead of focusing on methods, researchers emphasize the research problem and use all approaches available to understand the problem. Individual researchers have a wide range of options rather than commit to a

limited method. Researchers are thus free to select the study methodologies, techniques, and procedures that best match their goals and objectives. Table 2 will present key elements of four widely-employed worldviews in scientific research. Therefore, to solve research problems, mixed methods have been employed in the dissertation. The following sections will continue to state research design and research methods.

Table 2: Four widely-employed worldviews

| Postpositivism | Constructivism |
|---|---|
| - Usually true for quantitative research | - Usually true for qualitative research |
| - Determine causes or outcomes | - Seek for in-deepth understanding |
| -  Reductionism | - Inductivenism |
| **Transformative** | **Pragmatism** |
| -Focuses on inequities, lives/ experiences of marginalized groups | - Mixed-methods studies |
| - Links political and social action | - Multiple approaches |
| - Change orientation | - Problem orientation |

*Source: Creswell and Creswell (2017)*

## 3.2 Research design

To solve the research problems, a mixed method design is required. The dissertation first intends to replicate the three existing measurement scales of consumer cosmopolitanism in Vietnamese young consumers before deciding how to develop a new sound psychometric scale to capture the nature of this construct. Thus, a mixed method has been designed in which the 1st quantitative data has been collected first, analyzed, used the results to prepare or justify for the qualitative data, and finally recruited the 2nd quantitative data to qualify the conclusion (Creswell & Creswell, 2017). The result of the qualitative data will help to explain the issues raised by the 1st quantitative data, and the 2nd quantitative data will help to support the finding of the qualitative data. Based on the research objectives, the first quantitative is designed to determine which is the most appropriate to capture the extent of consumer cosmopolitanism in Vietnam among the most frequently employed. The quantitative results in the 1st research will be analyzed and compared to determine whether a new scale measurement is required for the context. The qualitative will be conducted to

develop a psychometric scale that is sound enough to reflect the construct in the target market. Later, the 2nd quantitative will be continued to validate the newly built or newly refined scale in specific contexts. The 1st quantitative research is kept a role as a preliminary research before the main research is conducted and later the 2nd quantitative research is aimed to replicate to assess validity and reliability of a newly scale. Mixed research method is argued to satisfactorily achieve research objectives. Figure 7 depicts the proposed mixed method of this dissertation.

| 1st Quantitative | → | Qualitative | → | 2nd Quantitative |

Figure 7: The dissertation research design

*(From Creswell & Creswell, 2017)*

### 3.2.1 The 1st quantitative research design

The research objective has been stated first. Consequently, the literature has been reviewed to provide theoretical definitions of related concepts and a theoretical framework for developing research models and hypotheses. The quantitative data has been collected to confirm the hypotheses and draw conclusions on related issues. Figure 8 provides the 1st quantitative research design followed by Creswell and Creswell (2017).

| Step 1: Research proloms | → | Step 2: Literature review | → | Step 3: Conceptual framework | → | Step 4: Hypothese development | → | Step 5: Data collection | → | Step 6: Data analysis |
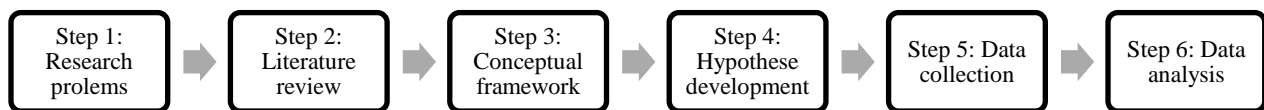
Figure 8: The 1st quantitative research design

*(From Creswell & Creswell, 2017)*

### 3.2.2 The qualitative research design

The data results from the first quantitative research will be used to define the conceptual nature and the underlying theory of consumer cosmopolitanism and to construct a psychometric measurement scale of consumer cosmopolitanism. The scale development procedure has been employed by DeVellis (2016) with eight steps. After the newly

developed scale has been developed, multiple tests will be conducted to ensure its reliability and validity. Figure 9 depicts the scale development procedures.
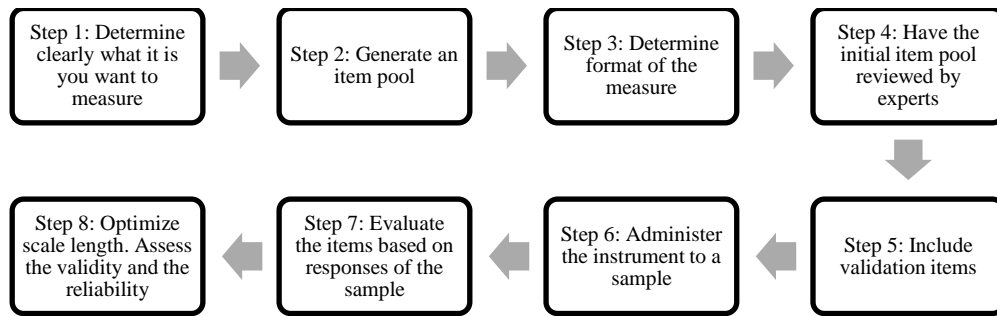


Figure 9: Scale development procedures

*(From DeVellis, 2016)*

Following DeVellis (2016), the author will design the qualitative research in the Table 3.

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 checking (Study 2) | 2. Generate initial pool and Maintain reliable items |
| **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 |

*Source: From this dissertation summarized*

### 3.2.3 The 2nd quantitative research design

The followed-up quantitative research aims at checking the reliability and validity of the newly constructed scale in a theoretical framework. Similar to the initial qualitative research, the research model will be developed after the review of literature related to consumer cosmopolitanism. Quantitative data will be recruited to test hypotheses, and the discussion about the measurement scale will be stated. The second quantitative research has been followed up as Figure 10.

| Step 1: Research prolems | Step 2: Literature review | Step 3: Conceptual framework | Step 4: Hypothese development | Step 5: Data collection | Step 6: Data analysis |
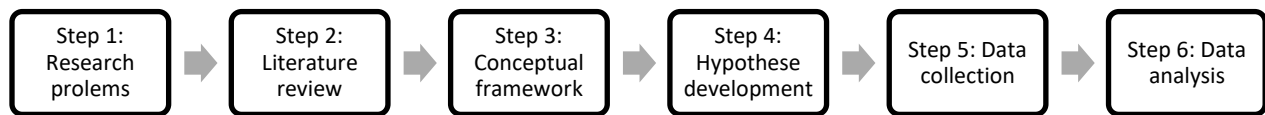
Figure 10: The 2nd quantitative research design

*(From Creswell & Creswell, 2017)*

## 3.3 Research methods

### 3.3.1 The 1st quantitative research method

### 3.3.1.1 Data collection

A survey has been employed to collect the necessary data to check the research model. The survey will be the most optimal method to collect quantitative data corresponding with respondents' behaviors such as attitudes, beliefs, perceived quality, and intentions (Creswell & Creswell, 2017). A questionnaire will include two parts of questionnaires with closed-ended questions, including: (1) evaluative criteria and demographic information. There are six constructs that require a respondent to rate their evaluation, namely: consumer cosmopolitanism, attitude, perceived quality, and purchase intention toward foreign products. The research objective is to replicate the three available measurement scales of consumer cosmopolitanism: the COS scale, the C-COSMO scale, and the CCOS scale, and thus six constructs include three measurement scales of consumer cosmopolitanism and three consumer consequences. 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

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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). The table 4 shows the adapted measurement items. 5-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.

Table 4: Adapted measurement scales

| Measurement scale | Authors |
|---|---|
| **The COS scale** | Cleveland et al., (2007) |
| I enjoy exchanging ideas with people from other cultures or countries. | |
| I am interested in learning more about people who live in other countries. | |
| I enjoy being with people from other countries to learn about their views. | |
| I like to observe people of other countries, to see what I can learn from them. | |
| I like to learn about other ways of life. | |
| I find people from other cultures stimulating. | |
| **The C-COSMO scale** | Riefler et al., (2012) |
| *Open-mindedness* | |
| When traveling, I make a conscious effort to get in touch with the local culture. | |
| I like having the opportunity to meet people from many different countries. | |
| I like to have contact with people from different cultures. | |
| I have got a real interest in other countries. | |
| *Diversity appreciation* | |
| Having access to products coming from many different countries is valuable to me. | |
| The availability of foreign products in the domestic market provides valuable diversity. | |
| I enjoy being offered a wide range of products coming from various countries. | |
| Always buying the same local products becomes boring over time. | |
| *Consumption transcending borders* | |
| I like watching movies from different countries. | |

| | |
|---|---|
| I like listening to music of other cultures. | |
| I like trying original dishes from other countries. | |
| I like trying out things that are consumed elsewhere in the world. | |
| **The CCOS scale** | Lawrence (2012) |
| I satisfy my curiosity about other cultures by purchasing products from that culture. | |
| I like to buy products that not typically available in Vietnam. | |
| I enjoy getting a taste of other cultures by purchasing foreign products. | |
| When given the chance, I enjoy international media such as magazines, television, movies or books. | |
| I enjoy attending evens primarily intended for people from other cultures. | |
| I enjoy trying products that are popular in other countries. | |
| **Attitude toward foreign products** | Mitchell and Olson (1981) |
| I believe that foreign products are good in quality. | |
| I like foreign products. | |
| I interest in foreign products. | |
| **Perceived quality toward foreign products** | Roth and Romeo (1992) |
| Quality | |
| Innovation | |
| Workmanship | |
| Reliability | |
| Design | |
| **Purchase intention toward foreign products** | Klein, Ettenson, and Morris (1998) |
| I will consider purchasing foreign products. | |
| I like to purchase foreign products. | |
| I will always purchase foreign products | |
| If two products are the same, I will purchase foreign products over domestic ones. | |

Students (from the age of 18 to 25) from five universities in Ho Chi Minh City, the most urbanized city in Vietnam, 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.

Han and Won (2018) strongly postulate that a young consumer will be more cosmopolitan than an old one. Within-subject has been applied to three measurement scales of cosmopolitanism since the research aim is to compare the reliability and validity of the three. The number of respondents will be expected to reach 300, qualified to analyze the structural equation modeling.

*3.3.1.2 Data analysis*

Quantitative data collected will be analyzed by SPSS and AMOS version 20 for reliability and validity tests. Firstly, reliability tests are composed of internal consistency and composite reliability tests. The internal consistency is checked by the Cronbach's alpha, while the composite reliability is checked by the CR value. Secondly, validity tests are composed of convergent and discriminate validity by the confirmatory factor analysis (CFA). Harman's Single Factor Test has been employed in CFA to check common method variance. A common method variance is appeared if all indicators are purposely loaded on one factor gaining acceptable model fit (Fuller et al., 2016). Structural equation modeling (SEM) has been conducted to check research hypotheses only if the reliability and validity tests are accepted. The threshold of each test has been presented in Table 5. The results of the CFA and SEM have been accepted. Model fit of both tests has been satisfied as threshold values illustrated in Table 6.

Table 5: Cronbach's alpha threshold values

| Cronbach's alpha | Level of internal consistency |
|---|---|
| α >= 0.9 | Excellent |
| 0.9 > α >= 0.8 | Good |
| 0.8 > α >= 0.7 | Acceptable |
| 0.7 > α >= 0.6 | Questionable |
| 0.6 > α >= 0.5 | Poor |
| 0.5 > α | Unacceptable |

*Source: Hair and colleagues (2006)*

Table 6: Model fit threshold values

| Measure | Thresthold value |
|---------|------------------|
| Chi-square/df (cmin/df) | < 3 good; < 5 sometimes permissible |
| p-value for the model | > 0.05 |
| CFI | >0.95 great; >0.9 traditional; >0.8 sometimes permissible |
| GFI | >0.95 |
| AGFI | >0.8 |
| SRMR | <0.09 |
| RMSEA | <0.05 good; 0.05-0.1 moderate; >0.1 bad |
| PCLOSE | >0.05 |

*Source: Hair and colleagues (2006)*

### 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

The objective of this study is to extract the qualified respondents who could participate in the deep interview. Terasaki (2016) strongly believes that only those who are truly cosmopolitan consumers could contribute valued items to build the concept of consumer cosmopolitanism. The author has also employed this extraction method for the exploratory analysis of the characteristics of cosmopolitan consumers with a global identification. Han and Won (2018) also affirm that a young consumer has a higher tendency to be more cosmopolitan than an old one, and hence, a sample of young consumers will be selected to recruit. 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 sampling method will be used, with 500 questionnaires distributed across five universities. The author will expect to reach 300 qualified questionnaires.

Since the extent of consumer cosmopolitanism has been the main focus, the survey with closed-ended questions will be used to collect the data from respondents. The questionnaire will be composed of two sections: (1) evaluative criteria and (2) demographical information. According to Riefler, Diamantopoulos, and Siguaw (2012), there are four typologies to categorize the extent of consumer cosmopolitanism and consumer localism as shown in Table 7. When the extent of consumer ethnocentrism differs, a consumer cosmopolitanism can be classified as transnational or glocal (Terasaki, 2016).

Table 7: Four typologies of consumer cosmopolitanism

| Cosmopolitanism/ Ethnocentrism | Low | High |
|---|---|---|
| High | Transnational | Glocals |
| Low | Marginal | Nationals |

*Source: Cleveland, Papadopoulos, and Laroche (2011)*

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) to capture the extent of consumer cosmopolitanism with 12 items and the CETSCALE scale of Shimp and Sharma (1987) with seven items to capture the extent of consumer ethnocentrism. To ensure the compatibility between two versions of language, back-translation process has been adopted to minimize errors and misunderstandings (Koenig & Al Zaben, 2021). For each indicator of the two scales, the respondents gave their evaluations on the agreement anchor from 1 as "strongly disagree" to 5 as "strongly agree". The demographic information (e.g., gender, email, phone number, age, income, educational level) will be designed under closed-ended questions. The personal information is asked but guaranteed personal privacy for the purpose of deep interview later. Only those who fulfill all the requirements of the survey will be qualified to analyze.

- o Study 2

The objective of the 2nd study is to generate an initial item pool for the measurement scale of consumer cosmopolitanism. After the first study, four expected clusters of young consumers have been classified, and those who are high only in cosmopolitanism 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. They will be carefully informed about the deep interview in order to ensure volunteered participation, such as the purpose, requirements, agenda, and duration of each interview. A reminder will be conducted one week and 24 hours before the interview. The location to conduct the interview will be at the convenience of the interviewees, but the author will have to secure the least amount of noise and distraction for recording.

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. The structured questionnaire will be designed to capture the conceptual nature and the theoretical domain of the construct consumer cosmopolitanism and will be adapted by notable researchers in this field (Cleveland & Laroche, 2007; Riefler, Diamantopoulos, & Siguaw, 2012; Lawrence, 2012). Four key sources are used to create the item pool for the constructs: the authors, the existing literature, the experts and the open-ended replies from interviewees. Appendix C has been shown the open-ended questionnaire for the in-depth interview. The interview will be conducted in Vietnamese, the mother tongue of the interviewees, and thus the explanation will be better. Then, back-translation of the answers will be applied. To guarantee the content equivalence, back-translation review will be employed by a researcher who is bilingual and has expertise in the domain (Koenig & Al Zaben, 2021).

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. Subsequently, the initial pool is first delivered to experts for evaluating the content, clarification, and relevance. They were asked to judge

any item in all aspects based on the constructed definition and explanation. 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. Participants will be carefully guided to read each item and assess whether it is appropriate to capture the main construct definition. The number of experts in the second content validity will be expected to be ten.

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

The objective of study 3 is to reduce the number of items from the initial pool of items and assess the dimensionality of the newly developed scale. A new sample of students will be collected. Because the scale aims at measuring the extent of consumer cosmopolitanism among young Vietnamese consumers, students will be approached. However, students from different universities will be recruited to increase the reliability. A survey with closed-ended questionnaires will be employed to collect evaluations from the respondents toward the initial pool of items of consumer cosmopolitanism. Back-translation will be employed to establish content equivalence and meaning validation (Koenig & Al Zaben, 2021). 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). The number of respondents in the study will be expected to reach 300.

3.3.2.1.3 Phase Three - Reliability, validity and nomological check
o  Study 4

The objective of study 4 is to replicate the newly developed scale of consumer cosmopolitanism in an empirical study. In this study, the author will emphasize the reliability and nomological networks in terms of antecedent aspects. 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) demographic information. The

evaluative criteria are composed of four constructs, namely: consumer cosmopolitanism, risk aversion, innovativeness, and variety seeking. 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). Back-translation will be employed to establish content equivalence and meaning validation (Koenig & Al Zaben, 2021). Demographical information will also be collected (e.g., gender, income, educational level) for descriptive statistics.

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. The questionnaire will include some questions aimed at testing the attention span, such as: "Please tick the level of "neutral" on this item" to ensure the concentration of the respondents. Only those who pass the attention check will be qualified to analyze. The expected number of respondents will be 300 after the attention check.

o Study 5

The objective of study 5 is to check the reliability and nomological validity in terms of drivers and outcomes of the newly developed scale. A survey design will be applied to collect the data and be designed with closed-ended questionnaires. The first part will be composed of four constructs, such as: cosmopolitanism, consumer cosmopolitanism, consumer ethnocentrism, and foreign product purchase intention, while the second part will contain demographical criteria. 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. Back-translation will be employed to establish content

equivalence and meaning validation (Koenig & Al Zaben, 2021). 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. An attention check will be included to guarantee the quality of the data. The expected number of respondents will be 300 after the attention check.

   o Study 6

This study aims to conduct an empirical study to test known-group validity for the newly developed scale. 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. Han and Won (2018) have highlighted the difference level of cosmopolitanism between young and older segment, in which a younger consumer tends to express a higher level of cosmopolitanism in his/her purchasing behaviors than an older one. Thus a scale measured consumer cosmopolitanism is expected to express that tendency (Riefler, Diamantopoulos, & Siguaw, 2012). 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. To ensure the equivalence between two versions of language, back-translation is also applied (Koenig & Al Zaben, 2021). In the demographic section, the author will use the answer to differentiate between Generations X and Z.

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. The expected number of samples will be 200 after the attention check.

   o Study 7

The objective of the study is to retest the reliability and validity of the newly developed scale. To achieve the objective, 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. The first part will be composed of three constructs, including: materialism, consumer cosmopolitanism, and attitude toward global brands, and the second part will be demographic information. 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). Back-translation will be employed to establish content equivalence and meaning validation (Koenig & Al Zaben, 2021). In addition, back-translation will help to correct any error or misunderstanding might be occurred. A five-point Likert scale will be applied to indicate the agreeableness evaluation of each item, while the close-ended multiple options will be applied to collect demographic information. 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

The Cronbach's Alpha has been conducted first to assess the internal consistency of constructs. After the values have been accepted for the two constructs, the k-means clustering will be implemented to categorize respondents into recommended groups. The four expected clusters are as follows: (1) high cosmopolitanism with low ethnocentrism; (2) high cosmopolitanism with high ethnocentrism; (3) low cosmopolitanism with high ethnocentrism; and (4) low cosmopolitanism with low ethnocentrism. The correlation between consumer cosmopolitanism and consumer ethnocentrism has been checked to ensure the two constructs are significant and distinctive. The Cronbach's Alpha, k-mean clustering, and correlation have been assessed by SPSS version 20.

o   Study 2

Each interview will be recorded during the time it takes place and will be transcripted to conduct the content analysis. Back-translation will be employed to ensure the comparability between the two language versions. The content analysis will be conducted by Nvivo software version 11. As recommended by DeVellis (2016), the minimum pool size should be 50% greater than the final scale. The author expects that the final, newly developed scale would have the maximum of eight items, and thus the initial pool should have at least 16 items.

After the initial pool item has been generated, it will be analyzed for content validity. The aim is to keep reliable items by experts. The first assessment will be delivered to experts for evaluation of the content, clarity, and relevance. They will be asked to: (1) judge any item in all aspects based on the construct definition and explanation on a five-point scale anchored from 1 = "strongly disagree" to 5 = "strongly agree"; and (2) recommend additional items to tap the construct's domain of content (Walsh & Beatty, 2007).

After the first assessment, the initial item pool will be continued to deliver the second group of experts. The author will count the number of participants who assign the item into the construct ($n_c$), the number of participants who will not assign the item into the construct ($n_0$), and the total of participants (N). Two indexes will be applied:

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

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

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. To increase the power of the content validity assessment, each item is required to pass the two indexes to be kept in the item pool.

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

After collecting and filtering the quantitative data, it will be analyzed to determine the dimensionality and reliability of the newly developed scale. 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. The objective is to explore the patterns that emerge in all of the variance through the principal components analysis (PCA) with promax rotation (Corner, 2009). 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). The remaining items will be conducted using Cronbach's alpha to assess the internal consistency and the threshold value will be followed as in Table 6.

3.3.2.2.3 Phase Three - Reliability, validity and nomological check
o   Study 4, Study 5 and Study 7

Before conducting the data, 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. Cronbach's Alpha will be assessed by SPSS version 20 and the threshold value will be followed as in Table 5. The composite reliability, convergent, and discriminate validity will be analyzed through the CFA test by AMOS version 20. Harman's Single Factor Test has been employed in CFA to check common method variance. A common method variance is appeared if all indicators are purposely loaded on one factor gaining acceptable model fit (Fuller et al., 2016).  The nomological validity will be confirmed through the SEM test by AMOS also. Only if the construct has been qualified for its measurement, its relationship with other constructs in the research model will be performed. The model fit will be followed as in Table 6.

o   Study 6

The non-response bias will be checked for both samples before conducting further known-group validity. The Cronbach's alpha of two constructs will be assessed separately in each sample to test the internal consistency. The threshold value for internal consistency will be

followed as in Table 5. One-way ANOVA will be applied to compare the mean score of consumer cosmopolitanism between the two groups (Park, 2009). Levene's test of homogeneity of variances will help to explain whether the variance in scores is the same for each group (Park, 2009).

- o If the Sig. value is greater than 0.05, the assumption of homogeneity of variance will not be violated.

An ANOVA will be performed. If the sig. value is less than 0.05, we can conclude that there is a significant difference between the means of the two groups. On the other hand, if the Sig. value is larger or equal to 0.05, we can conclude that there is an insignificant difference between the means of the two groups.

- o On the other hand, if the Sig. value is lower than 0.05, the Robust Tests of Equality of Means will be checked and Welch and Brown-Forsythe tests will be conducted since the assumption of homogeneity of variance will be violated.

Robust tests of equality of means will be performed. If the sig. value is lower than 0.05, we can conclude that there is a significant difference between the means of the two groups. On the other hand, if the Sig. value is larger or equal to 0.05, we can conclude that there is an insignificant difference between the means of the two groups.

- o When there is a significant different between the two groups has been confirmed, the descriptive table of the two groups will be checked to see which group has a higher mean.

### 3.3.3 The 2$^{nd}$ quantitative research method

*3.3.3.1 The 2$^{nd}$ quantitative research method – Green consumption*

3.3.3.1.1 Data collection

The objective of the study is to test the reliability and validity of the newly developed scale in a specialized context. Thus, the author has selected to focus on consumer green behavior to understand the role of consumer cosmopolitanism on related constructed. A structured

survey will be designed to collect quantitative data from the respondents. There will compose of two parts in a questionnaire for a respondent to give his/her answer on statements. The first part will be evaluative criteria, which will include five constructs. 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). Table 8 has showed the constructs instruments. Consumer cosmopolitanism will be measure by the newly developed scale with eight items. Back-translation will be employed to establish content equivalence and meaning validation (Koenig & Al Zaben, 2021).  5-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 such as: gender, age, education level, and income level. The closed-end questions with multiple choices have been applied for this part.

To achieve the objective of this study, urban young consumers will be the main target. 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. The attention check will be employed to ensure the quality of the data.

Table 8: Adapted measurement scales in the context of green consumption

| Measurement scale | Authors |
|---|---|
| **The Online Community** | Park and Cho (2012) |
| The friendship I have with other members in my online community means a lot to me. | |
| When I think of members of my online community, I think of "we" instead of "they". | |
| I am happy to help others by sharing online information with other community members. | |

| | |
|---|---|
| I would be happy for my online community growth. | |
| I feel a sense of being connected to members of my online community. | |
| I am very committed to my online community. | |
| My online community is something I really care about. | |
| I have a positive feeling toward my online brand community. | |
| I would like to have long-term membership in my online community. | |
| My online community is an important source to get product information. | |
| I post my questions in my online community to get advice for my best option among alternative item. | |
| I post my questions in my online community to get opinions after my product purchasing. | |
| **Global Self-identity** | |
| The way that I dress is influenced by the advertising activities of foreign or global companies. | |
| Advertising by foreign or global brands has a strong influence on my product choices. | |
| I pay attention to the product bought by people in my age group that live in other countries. | |
| I try to pattern my lifestyle, way of dressing, etc. to be a global consumer. | |
| I like reading magazines about the product, decor and trends in other countries. | |
| I prefer to buy products that I think is popular in many countries around the world rather than products traditionally consumed in my own country. | |
| I identify myself with famous international brands from different countries. | |
| **Green product awareness** | |
| Realize that the existence of product efforts to maintain the environment. | Rizwan and colleagues (2014) |
| See environmental label from the product. | |
| Understand the meaning of the environmental slogans provided by the product. | |
| Can remember the environmental symbols that exist in the product. | |
| When you find a product labeled care about the environment then they will consume it. | |
| **Green product attitude** | Ajzen (2006) and Alhosseini Almodarresi and colleagues (2019) |
| I think that there is a significant difference between green products and typical products. | |
| I have a positive attitude toward green products compared with typical products. | |
| I prefer green products to typical products. | |

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. Cronbach's alpha and composite reliability will be assessed to check the reliability of constructs in the research model. The outer loadings were then examined to determine the dimensionality of the constructs as well as their indicator. The convergent and discriminant validity have been checked before running the structural equation modeling. The hypotheses will be confirmed at p-value 0.001. Besides, Harman's Single Factor Test has been employed in CFA to check common method variance. A common method variance is appeared if all indicators are purposely loaded on one factor gaining acceptable model fit (Fuller et al., 2016).

*3.3.3.2 The 2ⁿᵈ quantitative research method – Technology adoption*

3.3.3.2.1 Data collection

This study has been approached by quantitative research methodology. After hypotheses have been developed from the literature review, 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. The first section included short information about the COVID-19, its mechanism, and related health consequences, together with current mobility requirements and restrictions implemented by Vietnam's authorities. The second section asked participants to evaluate their risk levels in terms of: (1) subjective threat norms; (2) consumer cosmopolitanism; and (3) social distancing concerns. The third section first required participants to imagine their next trips and plan to select a hotel. Then, the section included evaluations in terms of: (1) perceived trust toward robot service hotels; (2) booking intention toward robot service hotels during and (3) after the COVID-19. Back-translation will be employed to establish content equivalence and meaning validation (Koenig & Al Zaben, 2021). Table 9 provides reflective measurement scales adapted from the questionnaire. The final section was demographic information. Reflective measurement scales were adapted to conceptualize constructs in the study. The applied scales were selected and filtered from the pilot test to get the most appropriate ones for the Vietnam context. Each variable in the reflective constructs was measured by the Likert scale, with

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an anchor from 1 classified as strongly disagreeing to 5 classified as strongly agreeing. For the fourth section, a closed-end with several options was designed to collect the data.

Table 9: Adapted measurement scales in the context of technological adoption

| Measurement scale | Authors |
|---|---|
| **Social threat norms** | Ajzen (2008) and Bae and Chang (2021) |
| Most people who are important to me think it is okay for me to engage in untact tourism. | |
| Most people who are important to me support that I engage in untact tourism. | |
| Most people who are important to me agree with me about engaging in untact tourism. | |
| Most people who are important to me understand that I engage in untact tourism. | |
| **Social distancing concerns** | Kim and colleagues (2021) |
| I keep social distance from others. | |
| I support social distancing when the Covid-19 is salient. | |
| Practicing social distancing to reduce the widespread of the Covid-19. | |
| **Perceived trust** | Cha (2020) |
| In general, I trust in the robot-staffed hotels. | |
| I would describe the robot-staffed hotels as reliable. | |
| Robots have better hygienic practice. | |
| Robots cannot transmit diseases to humans. | |
| **Guest's intention to book robot-staffed hotels during the Covid-19** | Cha (2020) |
| Given the opportunity, I would book robot-staffed hotels during the Covid-19. | |
| I am likely to book robot-staffed hotels during the Covid-19. | |
| I will book robot-staffed hotels during the Covid-19. | |
| **Guest's intention to book robot-staffed hotels after the Covid-19** | Cha (2020) |
| Given the opportunity, I would book robot-staffed hotels after the Covid-19. | |
| I am likely to book robot-staffed hotels after the Covid-19. | |
| I will book robot-staffed hotels after the Covid-19. | |

The research was conducted in Ho Chi Minh City, the biggest metropolis of 10 million Vietnamese, where there has been the highest percentage of mobility for their businesses and personal travels (Vietnam tourism, 2021). However, in response to the fourth wave of

the COVID-19, Ho Chi Minh City authorities issued social distancing measures and a lockdown from July 9th to September 30th. Vietnamese living in Ho Chi Minh City during that time have been significantly affected by the outbreak of COVID-19 and consequently changed their lifestyles and habits. As a result, Vietnam and HCMC have made a perfect context to estimate the determinant of a guest's booking intention toward robot service hotels. 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

First, the research model was assessed to ensure the reliability and validity of the tests through Exploratory Factoring Analysis (EFA) and Confirmatory Factoring Analysis (CFA) tests. Structural Equation Modeling (SEM) was performed as suggested by Hair et al. (2006) to confirm the research hypotheses. The hypotheses will be significant at a p-value lower than 0.001. Descriptive statistics would also be conducted to describe the sample. Harman's Single Factor Test has been employed in CFA to check common method variance. A common method variance is appeared if all indicators are purposely loaded on one factor gaining acceptable model fit (Fuller et al., 2016).

## SUMMARY OF CHAPTER 3

This chapter provides the research methodology for the whole dissertation. This provides a comprehensive understanding about methods, techniques, and procedure for how research problems have been approached and objectives have been scientifically solved. The dissertation followed a mixed methods approach to solve research objectives. The chapter has extensively described research designs and, specifically, research methods of data collection, analysis, and interpretation for each phrase. The mixed methods design has been started with a quantitative phase first followed by a qualitative phase. In each phrase,

after the research design has been demonstrated, data collection and target respondents have been mentioned. In data analysis, the software and threshold values employed have also been explained in Chapter 4 to interpret the results.

# CHAPTER 4 – DATA ANALYSIS AND RESULTS

## 4.1 The 1st quantitative research

### 4.1.1 Descriptive statistic

There were 700 surveys distributed, but the satisfied collected were only 340, achieving a response rate of 48.6%. Among 340 valid cases, there were 197 female respondents and 147 male respondents. All are under 30, perfectly representative of young educated consumers, and almost all are still single (n =328), highly educated, and have a monthly dependent income of less than 10 million VND, accounting for 95.3% of the total sample. Table 10 provides the sample description.

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 per month. | 324 | 95.3 |
| | From 10 million and above per month | 16 | 4.7 |

### 4.1.2 Internal consistency

Cronbach's alpha has been assessed to determine the internal consistency of reviewed measured scales. Among the three scales, the COS scale of Cleveland and Laroche (2007) with six items has gained a good reliability value of 0.819, while the C-COSMO scale of Riefler, Diamantopoulos, & Siguaw, (2012) with 12 items has gained just acceptable reliability with 0.703, and the CCOS scale of Lawrence (2012) with six items has gained questionable reliability with 0.667.

### 4.1.3 Dimensionality assessment

The factor analysis was conducted to identify and organize a large number of items from the questionnaire into the constructs under one specific variable (Anderson & Gerbing, 1988; Gaskill et al., 2001). As suggested by Hair et al. (2006), the EFA was to be conducted to determine the structure of latent dimensions among the observed variables reflected in the items of an instrument based on the hypothesized theory. Since the study aimed at checking the dimensionality of the three scales as their expected theories, the EFA was selected rather than the PCA. The principal axis factoring has been conducted to first extract the factors by using the promax rotation method.

The factor analysis was conducted to identify and organize a large number of items from the questionnaire into the constructs under one specific variable (Anderson & Gerbing, 1988; Gaskill et al., 2001). As suggested by Hair et al. (2006), the EFA was to be conducted to determine the structure of latent dimensions among the observed variables reflected in the items of an instrument based on the hypothesized theory. Since the study aimed at checking the dimensionality of the three scales as their expected theories, the EFA was selected rather than the PCA. The principal axis factoring has been conducted to first extract the factors by using the promax rotation method.

After the analysis of factor analysis to test the dimensionality of the three available scale measurements of consumer cosmopolitanism, the author has found related shortcomings in the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012) and the CCOS scale (Lawrence, 2012). The detailed pattern matrix of the three measurements is shown in Tables G1, G2, and G3 (Appendix G).

### 4.1.4 Validity assessment

The confirmatory factor analysis has been conducted to determine composite reliability by CR value, convergence validity by the average variance extract (AVE) value and discriminant validity by the maximum shared value (Fornell & Larcker, 1981; Hair et al., 2006). Followed by the results from EFA, the validity assessment has been conducted not

only on the extracted components as separated first-ordered construct but also on the theorized dimension as second-ordered construct. Convergent validity will be assessed by examining the factor loadings of the measures on their respective constructs (Anderson & Gerbing, 1998). The factor loadings are above 0.5, preferably 0.7 indicating convergent validity (Hair et al., 2006). Common method variance has not been an issue in the study because one construct model did not achieve an acceptable model fit (Fuller et al., 2016). Table 11 provides the CFA results of the 1st quantitative research.

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 |

*Note: CR >= 0.7; AVE >= 0.5; and MSV<AVE*

*Bold numbers mean they achieved accepted threshold values*

It is concluded that the three measurement scales of consumer cosmopolitanism have suffered from shortcomings in reliability and validity when replicated in Vietnamese consumers. The AVE was lower than 0.5, which indicated the convergent validity of the COS scale of Cleveland and Laroche (2007) did not meet the satisfaction criteria.

In the analysis of the sub three separated single factors of Riefler, Diamantopoulos, and Siguaw (2012), not only the CR values were less than 0.7 but also the AVE values of C-COSMOa and C-COSMOb were less than 0.5, which meant that the composite reliability and convergent validity were not satisfied. In contrast, in the analysis of three dimensionalities under second-ordered construct, both the CR and the AVE values did not meet the cut-off value, and thus, it is concluded that the C-COSMO scale has faced problems in reliability and validity in the empirical study conducted on Vietnamese consumers.

In the assessment of the CCOS scale by Lawrence (2012), if the sub two separated single factors had been run, the CCOSa and CCOSb suffered from reliability and convergent validity since the values of CR and AVE of the two factors were lower at 0.7 and 0.5, respectively. Moreover, the MSV value was larger than the AVE value of the CCOSa, indicating unsatisfied discriminant validity of the CCOSa. On the other hand, if the two dimensionalities under the second-ordered construct have been run, composite reliability, convergent validity, and discriminant validity were not supported. However, this assessment is not followed as a theoretical construct of CCOS as Lawrence (2012) suggested but is followed with the result of extracted factors from the EFA test. Since the CCOS has not qualified the measurement validity, structural equation modeling will not be conducted for the CCOS scale.

**Nomological validation of replicated scales in this study**

The study embedded the scales into a nomological network of three behavioral factors relating to the outcomes of consumer cosmopolitanism in terms of: (1) attitude toward foreign products; (2) perceived quality toward foreign products; and (3) purchase intention

toward foreign products. Based on theoretical literature and previous empirical studies (Parts & Vida, 2013; Sousa et al., 2018; Han & Won, 2018), hypotheses have been proposed. Cosmopolitan consumers base their purchasing decisions on functional need rather than origins and social pressure (Cannon & Yaprak, 2002; Jaffe & Nebenzahl, 2006). In developing countries, where foreign products are associated with higher quality, consumer behavioral intentions toward non-local ones are positive. Thus, the author has developed three hypotheses related to the two remaining scales, namely: COS of Cleveland and Laroche, (2007) and C-COSMO of Riefler, Diamantopoulos, and Siguaw (2012) as follows: Cosmopolitan/Consumer cosmopolitanism has a positive influence on (1) attitude; (2) perceived quality; and (3) purchase intention toward foreign products.

Table 12: Nomological validation of the COS scale (Cleveland & Laroche, 2007) and the 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** | | | |
| *$\chi2[143] = 376.613$ (p <.001), $\chi2/df=2.634$ (<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 | Unaccepted |
| C-COSMOa → Perceived quality toward foreign products | 0.088 | 0.168 | Unaccepted |
| C-COSMOa → Purchase intention toward foreign products | 0.051 | 0.492 | Unaccepted |
| C-COSMOb → Attitude toward foreign products | 0.542 | *** | Accepted |
| C-COSMOb → Perceived quality toward foreign products | 0.55 | *** | Accepted |
| C-COSMOb → Purchase intention toward foreign products | 0.585 | *** | Accepted |

| | | | |
|---|---|---|---|
| C-COSMOc → Attitude toward foreign products | 0.085 | 0.318 | Unaccepted |
| C-COSMOc → Perceived quality toward foreign products | 0.06 | 0.389 | Unaccepted |
| C-COSMOc → Purchase intention toward foreign products | -0.053 | 0.476 | Unaccepted |
| **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 | Unaccepted |
| C-COSMO → Perceived quality toward foreign products | 0.743 | 0.004 | Unaccepted |
| C-COSMO → Purchase intention toward foreign products | 0.654 | 0.378 | Unaccepted |

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

Following the analysis from the SEM test, both the remaining scales have not met as theoretically hypothesized and even resulted in mixed outcomes among sub-dimensions under one construct. The COS scale (Cleveland & Laroche, 2007) and the C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012) are not satisfied with the content validity because no favorable consumer responses have been found. The results contradict the theoretical nature of the construct, and thus, it has raised the validity and generality of the measurement instruments adopted to capture the extent of consumer cosmopolitanism among Vietnamese young consumers.

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. One cannot argue for the shortcomings of a whole scale, but results from this study could conclude that existing measurements for consumer cosmopolitanism are not well suited to capture this phenomenon for consumers in the Vietnamese context. Therefore, the study highlights a need for a new scale to better measure consumer cosmopolitanism in the Vietnamese market, especially in the younger segment. Because the first quantitative research has provided empirical proof for the inappropriateness of three existing measurement scales for consumer cosmopolitanism in the Vietnamese market, the qualitative research will be conducted afterward.

## 4.2 The qualitative research

### *4.2.1 Phase One: Item generation and Content validity*

#### *4.2.1.1 Study 1*

There were 1000 questionnaires that had been distributed to respondents who were students in five colleges/universities in Ho Chi Minh City, but only 452 of them were usable (achieved at a 45.2% response rate). Students were chosen because they were thought to be the most representative of consumer cosmopolitanism (Han & Won, 2018) and the sample had sufficiently achieved. Table 13 shows the demographic information of the sample. The CCOSMO and CETSCALE scales achieved high reliability with 0.932 for 12 items (Table H1 – Appendix H) and 0.903 for 7 items in Cronbach's Alpha (Table H2 – Appendix H). The correlation coefficient between C-COSMO and CETSCALE was -0.026 (non-significant), meaning that the two scales are unrelated and independent (Table 14). With a k-mean clustering, we found four typologies had been segmented. Table 15 summarizes the cluster description.

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 14: Correlations between the CCOSMO and the CET scales

**Correlations**

|  |  | SCET | SCOS |
|---|---|---|---|
| SCET | Pearson Correlation | 1 | -.026 |
|  | Sig. (2-tailed) |  | .577 |
|  | N | 452 | 452 |
| SCOS | Pearson Correlation | -.026 | 1 |
|  | Sig. (2-tailed) | .577 |  |
|  | N | 452 | 452 |

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 |
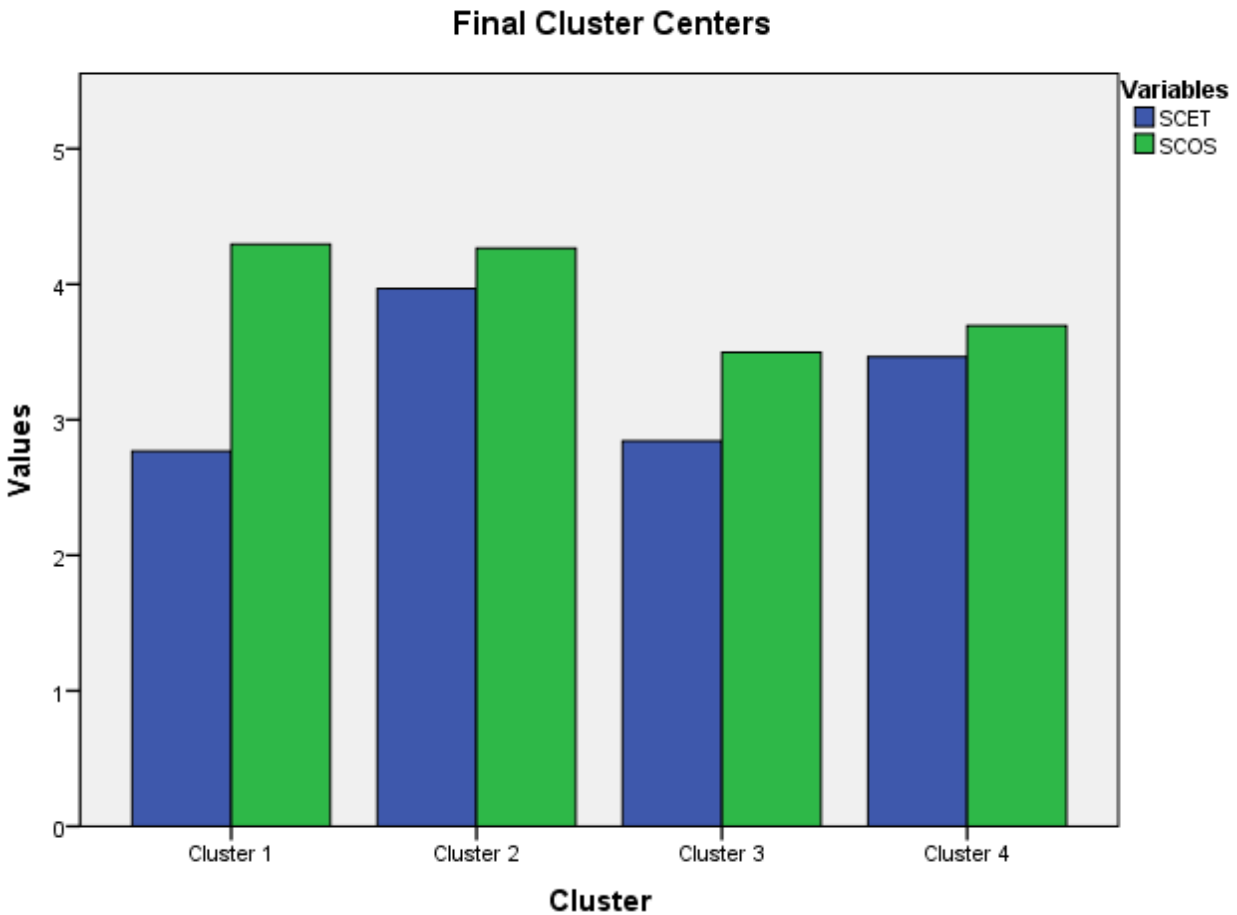
Figure 11: Final cluster center bar graphs

*(Source: from the analysis of this study by k-mean clustering SPSS)*

115 respondents who were classified as transnational consumers with the highest extent of cosmopolitanism in their behaviors among the four clusters would be contacted by their personal information left in the questionnaire (Table 15, Figure 11, and Table H3 - Appendix H). The author hoped that there would be 15 respondents who agreed to participate in the deep interview, achieving the 13% agreeableness rate.

### 4.2.1.2 Study 2

Twenty-five out of 115 transnational respondents agreed to participate in the deep interview, achieving a 17% agreeableness rate. All of them would like to be interviewed in Vietnamese, and the meeting was conducted in their recommended locations, such as:

campuses, coffee shops, or libraries. They were provided information about the deep interview in terms of its objectives, how it would be conducted, what should be prepared, and its privacy disclosure one week before the interview. The respondents were reminded again 24 hours before the interview. Table 16 shows the profiles of 20 informants.

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 |

Each interview has taken more than one hour and been recorded by a mobile machine for later transcription. The structured open-ended questionnaire has been well-prepared to ensure similarity and consistency among interviewees. Every question has been passed out one-by-one and asked for more information. To make sure the interviewee's thinking has

been understood, the author would always repeat or rephrase the answers before continuing to the next questions.

The deep interview with 20 informants lasted for two months, and the author has been transcribing right after each interview has been done. The transcription has been done by an app named Sonix and back-translated by another app named Lingvanex to guarantee compatibility between the two versions. Besides, the author has also asked for a bilingual researcher to translate to ensure the content equivalence (Appendix D). Then, the transcript files were imported into Nvivo version 11 for the content analysis. The content analysis from Nvivo has generated the item pool for consumer cosmopolitanism with 24 items, which was adequate for a final with six to eight items (DeVellis, 2016). Table 17 lists the 24 items from the initial pool.

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 |

**1st expert review of initial item pool**

Following the generation of the initial pool of 24 items, five marketing faculty lecturers and three marketing managers from global companies working in Vietnam – all of whom were highly knowledgeable in psychology and consumer behavior – were asked to judge any item in all aspects based on the construct definition and explanation as either 1 = "strongly inappropriate", 2 = "inappropriate", 3 = "neutral", 4 = "appropriate", and 5 = "strongly appropriate" and suggestions were made. Item was kept only if all eight evaluators rated it to be at least "appropriate" (Walsh & Beatty, 2007). Table 18 provides information about eight experts participated in the first review. Appendix E has been shown in the first expert review form.

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 shows the initial pool item after the first expert review.

Table 19: Initial items pool after the 1<sup>st</sup> 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 |

**2<sup>nd</sup> review of item pool**

22 items from the initial pool were checked for content validity (Anderson & Gerbing, 1991; Colquitt et al., 2019). In Study 1, we recruited a group of 18 participants who were transnational consumers, but were not the 20 interviewees who took the deep interview. They were asked to evaluate each of 22 items based on the definition of consumer cosmopolitanism. Participants were carefully guided to read each item and assess whether it was appropriate to capture the main construct. Appendix F shows the second content

review. We counted the number of participants who assigned the item into the construct ($n_c$), the number of participants who did not assign the item into the construct ($n_0$), and the total of participants was 18 (N). Two indexes were applied:

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

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

Anderson and Gerbing (1991) suggested that the cut-off value for psa should be larger or equal to 0.5 and that for csv should be larger or equal to 0.3. To increase the power of the content validity assessment, each item had to pass the two indexes to be kept in the item pool. Table 20 provides the descriptive information of 18 evaluators participated in the second review.

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 provides results of the two indexes employed to evaluation each item's content validity in the second expert review.

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 |

After this stage, five items (3rd, 8th, 11th, 13th, and 14th) were eliminated. However, there was a 9th item that passed only the test of $p_{sa}$, but the author decided to keep it for later evaluation. 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

A structured questionnaire was designed, which contained 17 items from the initial pool for the purpose of reduction. Each item would be evaluated on a five-point Likert scale ranging from one as "strongly disagree" to five as "strongly agree". Students from colleges and universities in Ho Chi Minh City were approached to distribute the questionnaire. After excluding invalided questionnaires, there were 300 usable ones to run the purification assessment. It took one month to collect the data, so the non-response bias test was followed by Mentzer and Lambert (2015). To assess the test, the answers of early respondents (the first 1/3 of the sample) were compared with the answers of late ones (the last 1/3 of the sample) by t-test. The result ($p = 0.983 > 0.05$) indicated no significant difference between the two group means. Thus, non-response bias was not an issue in this sample (Barclay et al., 2002; Aggarwal, 2015).

A data set with 329 respondents was conducted for factoring analysis by SPSS. Principal component exploratory factor analysis (PCA) with Varimax rotation was selected because the stage's objective was interpretation of the factors extracted and is most applicable when items are highly correlated (Abdi & Williams, 2010). If an item loaded 0.5 or more and did not cross-load in other factors by more than 0.3, it was retained in that factor (Yong & Pearce, 2013). The result showed that eight items loaded on the first item had been retained (Table 22).

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.
a. Rotation converged in 5 iterations.

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). Following the scale development and validation procedure of DeVellis (2016), we conducted Confirmatory Factoring Analysis (CFA) for eight retained items to assess further reliability and validity. The model fit has gained a high satisfactory fit (De Carvalho & Chima, 2014): Cmin/df = 1.644 (3); GFI = 0.976; AGFI = 0.956; TLI = 0.972; CFI = 0.98; and RMSEA = 0.044. All items had substantial and significant loadings on the main construction. After scale purification, the 17 initial items pool was reduced to the final scale with eight items. All indexes were satisfied on a newly developed scale. From this time, the author named the newly developed scale for consumer cosmopolitanism the CCOMO scale. Table 23 shows the final CCOMO scale.

Table 23: Final CCOMO scale

| No | Measured items |
|---|---|
| 4th | Care about product's information in its label to evaluate the quality. |
| 5th | Depend on perceived performance to evaluate product quality. |
| 7th | Different brands from different countries will be different so I have to try to find the best suit for my needs/wants. |
| 8th | Know many products and brands to find which are appropriate. |
| 9th | Care about the well-being of society. |
| 10th | Search information before making a decision. |
| 11th | Don't care about made-in information but brands. |
| 12th | Prefer to buy products that could be used in many situations. |

The final measurement scale of consumer cosmopolitanism has been retained and refined with eight items under the uni-dimensionality construct. Each indicator has been compared with existing items from the available scale measurement of consumer cosmopolitanism. Only three out of eight items from the newly developed scale have been mentioned by previous authors, while the other five have not appeared in widely used scales. Five items have one thing in common: they all tap directly into the consumption context and are thought to more closely reflect the construct of consumer cosmopolitanism. Different from existing measurement scales, the new scale highlights the purchasing habits of a typical cosmopolitan consumer. The newly refined scale has also manifested an unbiased orientation in evaluating products regardless of cultural differences and social distances. Items are still being validated with theoretical justification. All indicators are appropriately matched with the conceptual nature and underlying theory argued for the construct. Because the scale has been built adopted from previous methods and there have been three items existing from other scale, the CCOMO scale has been refined rather than fully developed. Table 24 shows how each item from the CCOMO is theoretically defined.

Table 24: Theoretical justification of the CCOMO scale

| No. | Measure items | Existing items from available scale | Theoretical justification |
|---|---|---|---|
| 4th | Care about product's information in its label to evaluate the quality. | None | Conceptual nature/ Underlying theory |
| 5th | Depend on perceived performance to evaluate product quality. | None | Conceptual nature/ Underlying theory |
| 7th | Different brands from different countries will be different so I have to try to find the best suit for my needs/wants. | Yes | Conceptual nature/ Underlying theory |
| 8th | Know many products and brands to find which are appropriate. | Yes | Conceptual nature/ Underlying theory |
| 9th | Care about the well-being of society. | None | Conceptual nature/ Underlying theory |
| 10th | Search information before making a decision. | Yes | Conceptual nature/ Underlying theory |
| 11th | Don't care about made-in information but brands. | None | Conceptual nature/ Underlying theory |
| 12th | Prefer to buy products that could be used in many situations. | None | Conceptual nature/ Underlying theory |

## *4.2.3 Phase Three: Reliability, validity, and stability of the scale*

### *4.2.3.1 Study 4*

A new sample of 352 students was collected after eliminating unusable surveys. A non-bias response was conducted with the first 1/3 of early respondents and the last 1/3 of late respondents by t-test. The result proved that non-response bias was not significant ($p = 0.25 > 0.05$) in this study (Table 25).

Table 25: Independent samples test of study 4

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| SUMCOS | Equal variances assumed | .433 | .511 | 1.154 | 219 | .250 | .14734 | .12772 | -.10438 | .39906 |
| | Equal variances not assumed | | | 1.154 | 218.393 | .250 | .14734 | .12769 | -.10432 | .39899 |

The Cronbach's alpha was employed to check the internal consistency of four measurement constructs. All achieved high values (more than 0.9), pointing out the excellent reliability. Appendix I (Table I1, I2, I3, and I4) shows the Cronbach's Alpha of risk aversion, innovativeness, variety seeking, and consumer cosmopolitanism.

The EFA was analyzed to check whether the patter of data had been extracted as a theoretical foundation. The results of the KMO and Bartlett's Test were 0.931 (>0.9) at a significant level of 0.0001 and the cumulative total variance explained was 81.439 (>50) (Table I5 and I6, Appendix I). The pattern matrix showed the extracted factors and loaded items as expected, with a loading value higher than 0.3 on a single factor and no-cross loading on another factor (Table I7, Appendix I).

The CFA was used to assess the composite reliability and validity of constructs. The model fit of the construct correlation achieved satisfactory fit: Cmin/df = 1.22 (3); GFI = 0.957 (>0.9); AGFI = 0.942 (>0.9); TLI = 0.996 (>0.9); CFI = 0.996 (>0.9); and RMSEA = 0.025.

All measurement constructs received no reliability and validity concerns. Common method variance has not been a problem in the study because one construct model did not achieve an acceptable model fit (Fuller et al., 2016). Table 26 shows the measurement of constructs. The CCOMO scale gained high value indexes in which composite reliability was 0.96,

average variance extract (AVE) was 0.751 (> 0.5), and maximum shared variance (MSV) was 0.593 (AVE).

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** |

We continued to estimate the relationships among constructs based on the proposed research model. The model fit was accepted (De Carvalho & Chima, 2014): Cmin/df = 1.22 (3); GFI = 0.957 (>0.9); AGFI = 0.942 (>0.9); CFI = 0.996; and RMSEA = 0.025. Table 27 displays standardized path estimates and hypotheses testing.

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 |

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

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 refined scale achieved nomological validity when hypothesized antecedents were confirmed to have directly influenced consumer cosmopolitanism. Risk aversion reflects the extent to which uncertainty is reduced for things that may happen in life, and thus this personality trait will negatively correlate with a consumer who ranks high in cosmopolitanism orientation—who is more open to new things (Prince et al., 2016; Terasaki, 2016). On the other hand, innovativeness refers to the

extent of creativity and, thus, will subsequently positively contribute to consumer cosmopolitanism because a cosmopolitan consumer will try new products to seek out the ones that best meet their functional needs (Riefler, Diamantopoulos, & Siguaw, 2012; Khare & Kautish, 2020). Finally, variety seeking refers to the trait of a person, who looks for variety in all aspects of life and, as a result, will have a positive correlation with consumer cosmopolitanism—who has a higher tendency to find and consume various products to satisfy themselves.

### 4.2.3.2 Study 5

Study 5 was conducted to assess the nomological validity of the CCOMO scale in the relationship with its antecedent and outcome. There were 850 questionnaires distributed, but only 403 of them were returned and validated. A similar method was applied to check non-response bias, and the result of the t-test implied this bias did not occur in the study ($p = 0.903 > 0.05$) (Table 28).

Table 28: Independent samples test result of study 5

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|
| SUMCCOS | Equal variances assumed | .848 | .358 | .122 | 267 | .903 | .01062 | .08714 | -.16094 | .18218 |
| | Equal variances not assumed | | | .122 | 264.278 | .903 | .01062 | .08710 | -.16088 | .18212 |

Firstly, the Cronbach's alpha was employed to check the internal consistency of four constructs. The results showed that all constructs had achieved a high value (more than 0.9), which implied high internal consistency. The Cronbach's Alpha results have been listed in Appendix J (Table J1, J2, J3, and J4).

The EFA has been assessed to test the dimensionality of the constructs and explore whether any item had a low loading value and a cross-loading value on more than a single factor. The KMO and Bartlett's Test (0.941) and the cumulative total variance explained (69.108) satisfied the threshold value (Table J5 and J6, Appendix J). The pattern matrix in Table J7 (Appendix J) has proved the dimensionality of all the constructs as a theoretical expectation.

After the dimensionality of the constructs, the CFA test to assess the reliability and validity of constructs The model fit of the construct correlation gained accepted fit (De Carvalho & Chima, 2014): Cmin/df = 2.063 (3); GFI = 0.908 (> 0.8); AGFI = 0.883 (> 0.8); CFI = 0.969 (> 0.9); and RMSEA = 0.051. Constructs in the research model satisfied reliability and validity tests. The CCOMO scale achieved good internal reliability (CR = 0.938) and validity in terms of convergent (AVE = 0.656) and discriminant validity (MSV<AVE). Besides, the study has not suffered from common method variance since all indicators under one factor did not gained an acceptable model fit (Fuller et al., 2016). Table 29 shows construct measurements of the study 5

Table 29: 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** |

The research model was estimated by SEM and confirmed the results because the model fit reached the satisfied cut-off value (De Carvalho & Chima, 2014): Cmin/df = 2.336 (3); GFI = 0.897 (>0.8); AGFI = 0.871 (>0.8); CFI = 0.96 (>0.9); and RMSEA = 0.058. Table 30 shows the results of standardized path estimates and hypotheses testing of study 5.

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 |

*Note: \*\*\*: 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 (Nguyen & Pham, 2021). Furthermore, CCOMO's nomological validity was confirmed when the positive relationship between consumer cosmopolitanism and foreign product purchase intentions was supported. The result has also been confirmed in the comparable context of Nguyen and Pham (2021). Besides, in respect to its theoretical nature, consumer cosmopolitanism is expected to negatively correlate with consumer ethnocentrism (Prince et al., 2016; Terasaki, 2016; Nguyen & Pham, 2021). The empirical results from the replicated study confirmed a negative relationship between the CCOMO and CETSCALE scales (r =-0.134, p 0.001). This study's finding was consistent with Sharma (2015), Prince and colleagues (2016), and Nguyen and Pham (2021) in proving consumer ethnocentrism as a predictor of local purchasing intentions but not necessary as a driver of foreign ones.

*4.2.3.3 Study 6*

An empirical study was conducted in Study 6 to test known-group validity. There were 1,000 questionnaires distributed, but only 202 were usable. A new sample of Generation Z was recruited from students and received 200 validated. Table 31 provides demographic information of study 6's sample. 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 32 and 33). The two samples were considered appropriate to compare between consumers of different generations.

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 |

Table 32: Independent samples test of early Gen X and late Gen X

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| SUMCCOS | Equal variances assumed | .087 | .768 | -1.198 | 200 | .232 | -.16365 | .13655 | -.43291 | .10561 |
| | Equal variances not assumed | | | -1.198 | 199.563 | .232 | -.16365 | .13659 | -.43299 | .10569 |

Table 33: Independent samples test of early Gen Z and late Gen Z

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | | |
| | | | | | | | | | Lower | Upper | |
| SUMCCOS | Equal variances assumed | .782 | .378 | .858 | 198 | .392 | .10375 | .12096 | -.13479 | .34229 | |
| | Equal variances not assumed | | | .858 | 197.374 | .392 | .10375 | .12096 | -.13479 | .34229 | |

Before conducting further know-group differences, internal reliability was assessed by Cronbach's alpha, and the CCOMO scale achieved good reliability (0.972). The result of the Cronbach's Alpha has been shown in the Appendix K. A one-way ANOVA was applied to compare the mean score of consumer cosmopolitanism between the two samples. The test of homogeneity of variance was significant at 0.053 ($> 0.05$), which implied two groups both had equal homogeneity of variance. The table 33 shows the results of ANOVA. This 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 34: Results of ANOVA of study 6

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | 142.502 | 1 | 142.502 | 66.455 | .000 |
| Within Groups | 857.732 | 400 | 2.144 | | |
| Total | 1000.234 | 401 | | | |

Using Games–Howell post hoc tests, the sample of Generation Z was significantly higher than the mean of the sample of Generation X, as theoretically expected. The study helped to confirm the validity of the CCOMO scale through empirical research conducted on a known sample. 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. Figure 12 displays the mean plot of the two generations.

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 |
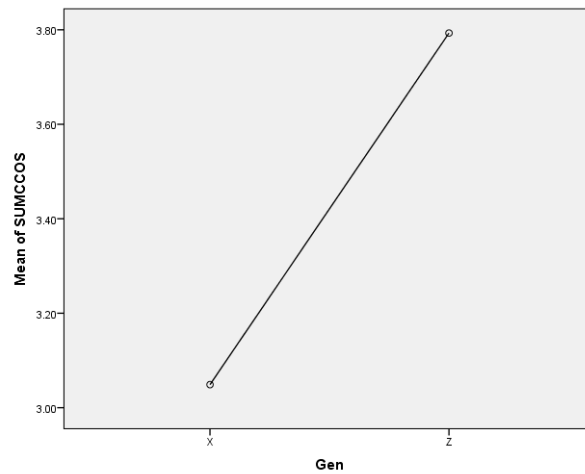


Figure 12: Mean plot of the two Generations from study 6

*4.2.3.4 Study 7*

The study aimed to retest the reliability and validity of the CCOMO scale across the time period. To achieve the objective, we conducted this empirical research 6 months after the first replication study (Study 4). A fresh sample of students was recruited, and 524 questionnaires were usable after excluding invalidated ones. Table 36 provides descriptive statistic of the sample.

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 |

Non-respondent bias was conducted by t-test between the first 1/3 of respondents and the last 1/3 of respondents. Result from the table 37 indicated the sample did not suffer from the issue of non-respondent bias (p = 0.73 > 0.05).

Table 37: Independent samples test of study 7

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | | |
| | | | | | | | | | Lower | Upper | |
| SUMCCOS | Equal variances assumed | .179 | .673 | -.346 | 349 | .730 | -.03576 | .10347 | -.23926 | .16775 | |
| | Equal variances not assumed | | | -.346 | 348.276 | .730 | -.03576 | .10346 | -.23924 | .16772 | |

The Cronbach's alpha was performed to check the internal consistency of constructs before checking other tests. The results showed the high values (more than 0.9) of materialism, consumer cosmopolitanism, and attitude toward global brands. The results of the Cronbach's Alpha have been listed in the Appendix L (Table L1, L2, and L3). The EFA was employed to test the dimensionality of the constructs. The results from the KMO and

Bartlett's Test and the cumulative total variance explained were passed the cut-off value. The results have been listed in Table L4, L5, and L6 (Appendix L).

Before conducting the SEM test, the CFA was run to evaluate the constructs' measurement in the research model. The model of the construct measurement gained accepted fit (De Carvalho & Chima, 2014): Cmin/df = 2.174 (3); IFI = 0.988 (>0.9); TLI = 0.986 (>0.9); CFI = 0.988 (>0.9); and Rmsea = 0.047. All constructs achieved satisfactory reliability and validity. The study has not faced problem of common method variance (Fuller et al., 2016). Table 38 shows the construct measurements. The CCOMO scale maintained its reliability, convergent, and discriminant validity after six months of the first replication study.

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** |

The SEM was analyzed to check the research model, and the model fit passed the cut-off values (De Carvalho & Chima, 2014): Cmin/df = 2.156 (> 3); IFI = 0.988 (> 0.9); TLI = 0.986 (> 0.9); CFI = 0.988 (> 0.9); and RMSEA = 0.047. Table 39 shows the results of the hypothesis.

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 | Unaccepted |
| Consumer cosmopolitanism → Attitude toward global brands | 0.674 | *** | Accepted |

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

Materialism did not have a significant contribution to consumer cosmopolitanism. This result was consistent with previous studies in the same developing contexts (Cleveland, Laroche, & Papadopoulos, 2009; Fastoso & González-Jiménez, 2020; Nguyen & Pham,

2021). Moreover, consumer cosmopolitanism was found to positively influence attitudes toward global products in various categories, and this result was compatible with other research in this field. The study again confirmed the stability of the CCOMO scale in terms of reliability and validity across time. Table 40 shows the summary of results of the qualitative research.

Table 40: Summary of results of the qualitative research

| | Study | Scale development | Properties scale |
|---|---|---|---|
| **Phase One: Item generation and Content validity** | | | |
| 1 | | Defined target interviewees | Item generation and Content validity |
| 2 | Initial pool | 24 items | |
| | 1st expert review | 22 items | |
| | 2nd review | 17 items | |
| **Phase Two: Psychometric properties of the scale** | | | |
| 3 | Factor analysis | 8 items | Scale reduction |
| **Phase Three: Reliability, validity, and nomological checking** | | | |
| 4 | | 8 items | Reliability, validity, and drivers checking |
| 5 | | 8 items | Reliability, validity, and outcomes checking |
| 6 | | 8 items | Reliability and know-group validity |
| 7 | | 8 items | Reliability, validity, and stability |

**Profiling young Vietnamese cosmopolitan consumers**

To better target a segment, it is believed that its characteristics should be profiled. The dissertation has developed a psychological scale to capture the extent of the cosmopolitan of young consumers in the context of a developing country like Vietnam. Through replicated studies, the author proved its sound nature in terms of reliability and validity with respect to time. Furthermore, empirical studies help to portrait typical features of young consumer cosmopolitanism.

Employing data from Study 4, the correlation between consumer cosmopolitanism and other personality traits has been estimated. These are as follows: (1) risk aversion, (2) inventiveness, and (3) variety seeking. Correlation assessment will posit the profile of consumer cosmopolitanism with related behaviors. Table 41 shows the correlation results.

Table 41: Correlation results from study 2

| Profiling variables | Correlation with consumer cosmopolitanism |
|---|---|
| Risk aversion | r = -0.016 (p = 0.771) |
| Innovativeness | r = 0.77 (p < 0.001) |
| Variety seeking | r = 0.57 (P < 0.001) |

Empirical results pointed out that consumer cosmopolitanism tends to be highly innovative and to seek diversity in almost every aspect of life ($r = 0.77$ and $r = 0.57$, respectively). These characteristics are consistent with the theoretical nature of the segment. However, risk aversion was found not to be significantly correlated with consumer cosmopolitanism. Consumer cosmopolitanism is more open and often looks for newness in their purchasing decisions, and thus, is expected to be positively correlated with risk-taking and negatively correlated with risk aversion (Riefler, Diamantopoulos, & Siguaw, 2012; Terasaki, 2016). Our findings suggest that consumer cosmopolitanism is the willingness to try new products.

Using data from Study 5, the correlation between consumer cosmopolitanism and cosmopolitanism has been assessed. The result showed a significant correlation ($r = 0.617$, p 0.001), which added an additional characteristic of consumer cosmopolitanism. We concluded that the cosmopolitan consumer is more cosmopolitan than other consumers. It is noted that cosmopolitanism is distinctive from consumer cosmopolitanism. Cosmopolitanism refers to a value that makes a person open to and appreciates cultural differences, while consumer cosmopolitanism describes a consumer who looks for the best-fitting products regardless of where they are produced. Finally, applying data from study 7, the correlation between consumer cosmopolitanism and materialism has been tested. There was no significant correlation found between the two constructs ($p = 0.222$). It is shown that one could not determine if a cosmopolitan consumer is materialistic, as confirmed by an insignificant correlation.

### 4.3 The 2<sup>nd</sup> quantitative research

*4.3.1 The 2<sup>nd</sup> quantitative research – Consumer cosmopolitanism and green consumption*

There were 1,300 questionnaires that had been distributed on green/eco groups on social media (e.g., Songxanh, Change, Ngoinhaxanh, etc.), but only 632 had been returned. After filtering 632 questionnaires, 536 were qualified to conduct quantitative analysis. Table 42 shows the descriptive statistics of the sample.

Table 42: Descriptive statistic of the 2<sup>nd</sup> 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 |

Before checking the structural equation modeling, the reliability and validity of the constructs have to be assessed. The Cronbach's alpha has been employed to check the internal consistency. There was one item from the green product awareness (PA2) that had been deleted to increase the Cronbach's Alpha. All constructs achieved high reliability (more than 0.9). The results have been shown in Appendix M (Table M1, M2, M3, M4, and M5). The EFA test had been employed to test the dimensionality of constructs and excluded unqualified item. The KMO and Bartlett's test (0.952) and the cumulative total variance explained (75.912) were satisfied the threshold value (Table M6 and M7, Appendix M). The pattern mix in the Table M.8 (Appendix M) has expressed the

dimensionality of constructs as theoretical expectation. The CFA had been conducted to test the reliability in term of composite reliability and the validity in terms of convergent and discriminant validity. The model fit passed cut-off values: (1) Cmin/df = 1.814; (2) CFI = 0.983; (3) IFI = 0.983; (4) RMSEA = 0.039. The study has been free from common method variance when one construct model has not achieved model fit (Fuller et al., 2016). Table 43 has showed the construct measurements in which all constructs achieved reliability and validity.

Table 43: Construct measurements of the 2$^{nd}$ 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 |

The structural equation modeling has been run as the research model. The model fit has passed threshold values: (1) Cmin/df = 2.3 (<3); (2) CFI = 0.972; (3) IFI = 0.972; (4) RMSEA = 0.049.

Table 44: Standardized path estimates and hypotheses testing of the 2$^{nd}$ 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 |

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

The second quantitative has confirmed the five hypotheses of the research model. Figure 13 shows the result of research hypotheses. Consumer green product awareness is positively influenced by global self-identity, consumer cosmopolitanism, and online community at 0.314, 0.307, and 0.133. Knowledge about green products and how they could positively contribute to society are characterized by global self-identity and consumer cosmopolitanism at a higher level than green online communities. The study found that global identity positively contributes to consumer cosmopolitanism at 0.504, which again supports the argument that identity has significantly impacted on how a consumer develops his/her orientation. Furthermore, the study discovered that green online communities have a 0.21 influence on consumer global self-identity. 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. In other words, consumer global self-identity plays a mediating role in explaining the relationship between online community and consumer cosmopolitanism in this study. Finally, the study has found that the intention to purchase green products is positively influenced by green product awareness at 0.412. In other words, the understanding of the advantages of green products will help to predict a consumer's willingness to select eco-products rather than normal ones.
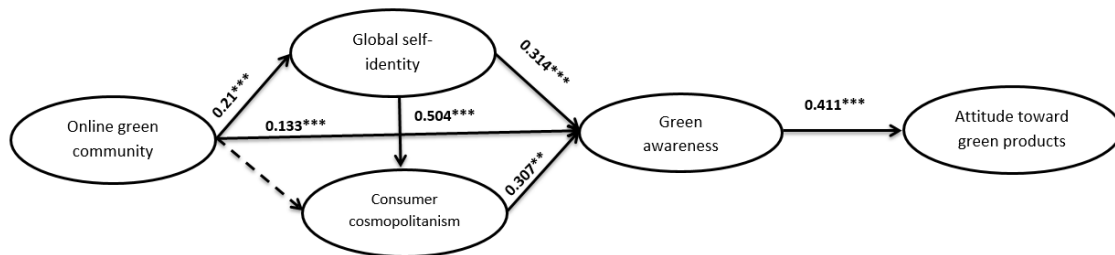


Figure 13: The result of hypotheses of the 1st specific quantitative study

This quantitative research helps to support the validity and reliability of the CCOMO scale in a specific context. This phrase has replicated the CCOMO scale in a conceptual model of the formation of an attitude toward green products. The CCOMO scale has been empirically proven for its measurement assessments through the tests of the EFA and CFA.

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The empirical results have also supported the conceptual nature of consumer cosmopolitanism through the nomological relationship with its theoretical antecedents and outcomes. Consumer cosmopolitanism has its underlying foundation as an orientation and thus is driven by self-identity and will influence related attitudes.

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

There were 401 usable cases after 1,200 surveys distributed on tourism/travelling social media groups (e.g.: Vietnam Tourism Community, Vietnam Travel Group, Vietnam Tourism, etc.,). Table 45 provides the demographic information of the sample.

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 |

The six constructs were first checked for internal consistency through Cronbach's Alpha. All have achieved good reliability (Table N1, N2, N3, N4, N5, and N6, Appendix N). The EFA test has also been employed to test the dimensionality of constructs and exclude unqualified items. The KMO and Bartlett's test (0.901) and the cumulative total variance explained (86.661) satisfied the threshold value (Table N7 and N8, Appendix N). The pattern mix in Table N.9 (Appendix N) expresses the dimensionality of constructs as a theoretical expectation. The CFA has been conducted to test the reliability in terms of

composite reliability and the validity in terms of convergent and discriminant validity. The model fit passed cut-off values: (1) Cmin/df = 1.814; (2) CFI = 0.983; (3) IFI = 0.983; and (4) RMSEA = 0.039. Common method variance has not been an issued in the study since the model fit of all indicators under one factor did not gain an accepetable model fit (Fuller et al., 2016). Table 46 shows the construct measurements in which all constructs achieved reliability and validity.

Table 46: Construct measurements of the 2$^{nd}$ 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 |

All constructs in the research model were satisfied with their psychometric properties in terms of internal consistency, reliability, convergent, and discriminant validity. The research model has been analyzed by the SEM test and the model fit has been achieved with the accepted fit by Hair et al., (2006). The model fit of the structural equation modeling passed the threshold values: (1) Cmin/df = 2.243; (2) CFI = 0.98; (3) IFI = 0.98; (4) RMSEA = 0.031.

Table 47: Standardized path estimates and hypotheses testing of the 2$^{nd}$ 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 guest booking intention toward robot service hotels during the Covid-19. | 0.335 | *** | Confirmed |
| 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 |

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

The results statistically confirmed five of the seven hypotheses of the research model. Figure 14 shows the result of research hypotheses. Concerns about social distancing, perceived trust in robot-staffed hotels, subjective threat norms, and consumer cosmopolitanism all influence consumer preferences for robot-staffed hotels. Moreover, the authors also found that consumer preferences for robot-staffed hotels during the outbreak of COVID-19 would subsequently increase their intention to book for robot-staffed hotels after COVID-19. The study has confirmed the relationship among constructs as expected foundations and the study has approved the role of consumer preference for robot-staffed hotels during COVID-19 in bridging the influence of subject threat norms, consumer cosmopolitanism, social distancing concerns, and perceived trust toward robot service hotels on guest's booking intention toward robot-staffed hotels after COVID-19.
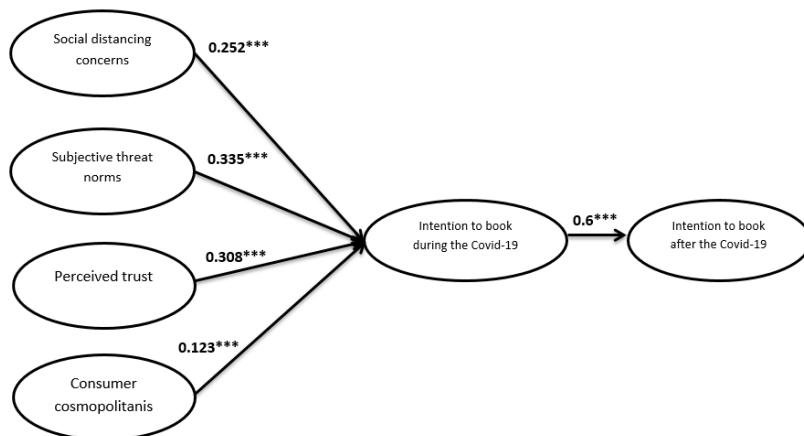


Figure 14: The result of hypotheses of the 2nd specific quantitative study

## SUMMARY OF CHAPTER 4

This chapter has provided detailed data collection and analysis. Data collected has been descriptively reported before conducting related assessment. Qualitative data has been taken for content analysis and validity checks, while quantitative data has been checked for its reliability and validity. Results and findings have been concluded based on threshold values suggested by prominent researchers. Conclusions for each phrase have also been reported. Chapter 5 will continue with discussions, implications, and future directions.

**CHAPTER 5 – DISCUSSION**

In conclusion, the dissertation has significantly contributed to marketing theory, which will be specified in each phase below. The dissertation pointed out research gaps around the concept of consumer cosmopolitanism in the current literature review, including the existence of various measurement scales under different core domains and the lack of an approriate psychometric scale to capture the phenomenon in Vietnam market. To achieve the objectives, three studies designed as mixed methods were conducted to uncover, develop, and suggest a sound psychometric scale for Vietnamese young cosmopolitan consumers. The first quantitative research indicated the limitations of the three most-frequently employed scale of consumer cosmopolitanism, including: (1) the COS (Cleveland et al., 2009); (2) the C-COSMO (Riefler, Diamantopoulos, & Siguaw, 2012); and (3) the CCOS (Lawrence, 2012). Empirical results highlighted a need for an updated scale since there was none of the available indicators that gained an accepted thresthold for reliability and validity. The first quantitative research has justified on how the concept of consumer cosmopolitanism should be defined and how the construct should be operationalized to minimize problematic scale properties. The qualitative research formally and successfully refined a measurement scale reflecting the extent of the cosmopolitan consumer in the context of the emerging market. The CCOMO scale is constructed and validated through a multiple-test and procedure suggested by noted scale development researcher DeVellis (2016). The newly refined scale is argued to better capture the degree of Vietnamese young cosmopolitan consumers alongside current emerging globalizations and digitalizations. The CCOMO proves the existing limitations of consumer cosmopolitanism have been academically solved and provides practitioners a more reliable tool to target the segment. The second quantitative research again validated the CCOMO scale in two specific contexts (e.g., green consumption and technology adoption) and confirmed its nomological relationships. The empirical results not only verify the theoretical justifications of a construct but also provide insights on how a typical cosmopolitan consumer likely responds to sophisticate their marketing offerings.

## 5.1 The 1ˢᵗ quantitative research conclusion

The first quantitative research has achieved this dissertation's objective of replicating three available measurement scales of consumer cosmopolitanism among Vietnamese young consumers. The results of the study have assessed and compared the three instruments in terms of their reliability and validity in the research context. The study has highlighted a need for a new scale to capture the phenomenon among Vietnamese consumers.

### 5.1.1 Justifications for COS scale of Cleveland and Laroche (2007)

The COS scale has achieved the most stabilization among the three measurement instruments in terms of reliability, dimensionality, and validity. However, as a theoretical hypothesis, the study has not found any significant support for the behavioral outcomes of consumer cosmopolitanism in terms of (1) attitude; (2) evaluation; and (3) purchase intention toward foreign products. Thus, it is argued that the COS scale does not fully capture the extent of the concept of consumer cosmopolitanism and could not cover its characteristics as expected in the context of Vietnam. In tracing back into the scale domain, what Cleveland and Laroche (2007) intend to measure is cosmopolitan in general, not in the consumption context. Cosmopolitan in the development of the COS scale has been referred to as a specific set of beliefs, attitudes, and qualities held by certain people (Hannerz, 1992) rather than characteristics of a consumer in his/her purchasing habits. As a result, the COS scale has not been reflected the nomological validity of the construct. As theoretical acknowledge, cosmopolitan and consumer cosmopolitanism are distinct constructs with positive correlations. As a result, the COS scale (Cleveland & Laroche., 2007) is claimed to be inapproriate for measuring consumer cosmopolitanism among Vietnamese young consumers.

### 5.1.2 Justifications for the C-COSMO scale of Riefler, Diamantopoulos, & Siguaw (2012)

Although Riefler, Diamantopoulos, and Siguaw (2012) strictly followed the scale-development guidelines of DeVellis (2003) and Netemeyer et al. (2003), the C-COSMO suffered from low internal consistency, mixed dimensionality, and contrast nomological validity in this replication study. Riefler, Diamantopoulos, and Siguaw (2012) have not

based their research on attitudinal theory as they mentioned in the scale underlying theory but only based on three dimensions that a cosmopolitan consumer would likely express, namely: (1) open-mindedness; (2) diversity appreciation; and (3) consumption transcending borders. However, as Lawrence (2012) justifies, the three characteristics are subjective and may not adequately reflect a particular cosmopolitan consumer as well as in different research context.

### 5.1.3 Justifications for the CCOS scale of Lawrence (2012)

The CCOS has been identified as the weakest scale among three replicated scales. Nomological validation has not been conducted with the CCOS because of the issues in convergent and discriminant validity in this study. Lawrence (2012) even followed the most appropriate construct definition of consumer cosmopolitanism and, based on attitude theory as the key domain; however, the exclusion of the cognitive component of attitude formation seems to lead to related issues. As a defined construct, consumer cosmopolitanism tends to address functional needs with the kinds of products and services that best deliver the desired function, regardless of tradition or social influence, and that thinking belongs to a cognitive rather than an affective component. Hence, the development of consumer cosmopolitanism on affective feelings is not totally persuasive. Furthermore, Lawrence (2012) has built and replicated the CCOS in U.S. samples, which might not capture this phenomenon in other developing contexts.

In 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 in terms of reliability, validity, and stability. In summary, the key causalities of those measurement scales come from inconsistent construct definitions and theoretical domains to operationalize the concept. The initial quantitative research helps this dissertation achieve its first objectives by reviewing and replicating the three most

frequently employed measurement scales of construct consumer cosmopolitanism in developing Asian markets. The results from this phrase call for a new scale to capture the extent of Vietnamese consumer cosmopolitanism. Moreover, the initial quantitative research has contributed to the justification for the theoretical operationalization of the construct in terms of its conceptual nature and underlying theory.

In marketing literature, there is a growing interest in consumer cosmopolitanism not only in its characteristics but also in its formation (Terasaki, 2016). Understanding consumer cosmopolitanism and how cosmopolitan a target segment is crucial, especially with multinational companies actively looking for high growth in any foreign market (Cleveland & Laroche, 2012). However, faced with measurement validation, empirical studies on consumer cosmopolitanism have generated fragmented and unreliable findings. At the first glance of the origin, there is significant disagreement among authors in distinguishing concepts such as cosmopolitanism, cosmopolitan, and consumer cosmopolitanism. For example, in the work of Vertovec & Cohen (2002), cosmopolitanism is conceived as competencies and practices. This notion focuses on specific behaviors and skills of people that enable them to participate in different cultures. On the other hand, Roudemetof (2005) centers on the important role of attitudes to understand cosmopolitanism, while Pichler (2009) depends heavily on attachment to operationalize the concept. The disagreement on the construct definition of cosmopolitanism would consequently result in a similar problem for any concept developed from it. Some argue it is a predisposition at birth (or personal trait), while others believe it is a learnable skill (Cleveland et al., 2009) of a group of consumers, and the debate has been derived from the various definitions of cosmopolitanism pointed out above.

Through a thorough literature review and replication, the study has justified the distinctive definitions of a cosmopolitan and a cosmopolitan consumer. Followed Pichler (2009), cosmopolitans hold various orientations, and various typologies are distinguished by a combination of attitudes toward various aspects, which we cannot strictly discriminate across all people (Pichler, 2009). A cosmopolitan is a certain person that holds some

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specific set of beliefs, attitudes, and qualities that make him/her actively consume cultural differences (Werbner, 2020). Cosmopolitans maintain a high willingness to engage with others rather than just their own identity in all aspects. Consumer cosmopolitanism is developed from cosmopolitans in the consumption context, and hence the scope of this construct only covers purchase and consumption behaviors. Consumer cosmopolitanism refers to a consumer's openness to new ideas and a tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence (Cannon & Yaprak, 2002). Consumer cosmopolitanism might not have a bias toward either their own or foreign countries, but the conscious openness to the world and cultural differences leads them to be willing to try products that are not the cultural norm (Lawrence, 2012). This positive preference for non-local products is even more significant in developing contexts due to the higher quality and status attached to global positioning strategies. One could classify consumer cosmopolitanism as a niche market of the cosmopolitans. Because consumer cosmopolitanism is conceptualized as a consumer orientation, social identity theory is employed to operationalize the construct and delineate its nomological networks.

## 5.2 The qualitative research conclusion

The qualitative research has achieved this dissertation's objective in refining a sound psychometric scale to measure the extent of cosmopolitanism among Vietnamese young consumers. From the justifications of the replication study, a newly refined scale 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 discussions

Consumer cosmopolitanism is still considered one of the most chaotic and ambiguous concepts in the field of international marketing (Terasaki, 2016; Prince et al., 2016), but has emerged as a powerful segment for global companies to sophisticate their strategies. Literature has witnessed extreme controversy among authors about which is the most appropriate definition of consumer cosmopolitanism (Riefler, Diamantopoulos, & Siguaw,

2012; Prince et al., 2016). The issue is not only confused between cosmopolitanism and consumer cosmopolitanism, but also arguable in which theoretical domain the construct should be operationalized. The lack of a sound psychometric measurement scale of consumer cosmopolitanism is the main reason for the inconsistent results across studies. The qualitative has formally developed a psychometric instrument to measure consumer cosmopolitanism. The newly refined scale is believed to reflect better the extent of cosmopolitanism among Vietnamese young consumers and would result in reliable findings. The development of the CCOMO scale is argued to support the existing literature review of consumer cosmopolitanism ranging from redefining a conceptual nature, determining underlying theory, to identifying limitations of available measurement scales for the construct. Moreover, the newly scale is followed and refined to match with the current emerging globalizations and digitalization, particularly in in the context of emerging markets like Vietnam.

From a methodological perspective, the study has 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 any consumer construct. Regardless of multiple stages and steps, the process helped to ensure the validity, reliability, and stability of a newly refined scale. The main objective of each phase was strictly followed to guarantee its theoretical content, reliability, and validity. As a result, the CCOMO scale provides a reliable psychometric scale to reflect the extent of cosmopolitanism in the young Vietnamese consumer market. Scale development process suggested by DeVellis (2016) is confirmed as a reliable and effective procedure in both cases of a new scale has been totally developed or partially refined.

### 5.2.2 Managerial discussions
Consumer cosmopolitanism is believed to represent a central segment in achieving the global footprint of international companies. This segment is confirmed as a trend in the

globalization era and will help marketers decide how much to tradeoff between standardization and customization in their market offerings (Terasaki, 2016). The CCOMO scale will provide a sharp tool for both academics and practitioners to better understand the key features of cosmopolitan consumers in the Vietnamese market. 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. Regardless of cultural orientation, a cosmopolitan consumer is not risk averse and materialistic, since we found no correlation between consumer cosmopolitanism and risk aversion as well as materialism. In other words, we could not conclude whether a person is a cosmopolitan consumer or not based on how materialistic or risk-averse they are.

However, with respect to structural relationships, risk aversion negatively contributed to the formation of a cosmopolitan orientation in young consumers, while innovativeness, cosmopolitanism, and variety seeking positively contributed to this orientation. Nonetheless, materialism is found to have an insignificant influence on consumer cosmopolitanism. These socio-psychological antecedents would assist marketers in drawing up strategies aimed at strengthening the cosmopolitanism orientation of a young target consumer. It is also noted that the extent of cosmopolitanism in a consumer is not a destination but exists as a journey and thus could be high or low depending on time periods. 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 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 refined 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 refined 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 consumption

#### 5.3.1.1 Theoretical discussions

The second quantitative research has contributed to the theoretical aspects in several ways. Firstly, it has achieved its objectives in replicating the CCOMO scale in a specific context. Green behaviors have been categorized as pro-social behaviors that require consumers to internalize moral standards into their identity and behave in a way that is acceptable within a society. Green behaviors also reflect a global identity since environmentalism is a global issue for humankind. The research has found that consumer cosmopolitanism has a positive impact on consumer green product awareness as a theoretical expectation. The CCOMO scale has achieved high reliability in terms of convergent, discriminant, and nomological validity. Secondly, based on the literature review, the study has confirmed the conceptual nature and the theoretical underlying of consumer cosmopolitanism. Consumer cosmopolitanism has been defined in this dissertation as a consumer orientation that is formed by global self-identity and will influence his/her related beliefs and actions. The research model has been supported to confirm the conceptual nature and the underlying theory justified in operationalizing the CCOMO scale. Finally, the research results have been supported for the attitude theory model in explaining Vietnamese green consumption. Consumer attitudes toward green products are developed by their awareness of those products in terms of availability and benefits. Green product awareness is found to be driven by three factors: (1) an online green community; (2) global self-identity; and (3) consumer cosmopolitanism. It could be predicted that being a member of green groups,

perceiving one's self as a global citizen, and global consumers would increase the level of favorable attitude through a greater understanding of green products.

*5.3.1.2 Managerial discussions*

The study has contributed to managerial implications in some considerable ways. It is confirmed that consumer green product awareness is improved by the level of global identity, consumer cosmopolitanism, and the degree of interaction with green virtual communities. Furthermore, consumer cosmopolitanism is defined by a global self-identity, emphasizing the role of global identity in increasing consumer awareness of green products. Adopting a global identity not only enables a consumer to engage in actions that global communities promote but also strengthens the level of cosmopolitanism in their purchasing habits. Being a member of green online groups also helps a consumer learn more about green products and develops his/her understanding of them and their positive contributions to society in general. Consumer awareness about green products is important since it plays a decisive role in influencing their attitude toward environmentally friendly products. In consumer behavior research, attitude is considered a crucial concept since it represents an overall evaluation and will certainly guide behaviors toward an attitude object. Thus, a positive attitude toward green products will help marketers predict favorable consumer responses to green products. Green behaviors are being promoted for global economic sustainability and green marketing will be forecasted to become a future trend (Song, Qin, & Qin, 2020; Thakkar, 2021). 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. Besides, the existence and development of green virtual communities also contribute to green awareness among consumers. Online green groups not only serve as a source of social influence on consumer behaviors, but they also serve to promote green behaviors. It could be concluded that consumers will have a positive attitude when they understand the benefits that green products offer to their needs and society. Therefore, the empirical study has highlighted the

role of green awareness in determining consumers' responses toward those products, and it is suggested that practitioners should take into account strategies to provide information as well as prioritize specific green segments.

### 5.3.2 The 2<sup>nd</sup> quantitative research conclusion – technology adoption

#### 5.3.2.1 Theoretical discussions

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. The study has been conducted in a specific context where the influence of COVID-19 has put considerable changes on people habits, and thus made the study more rational to estimate the relationship among variables. In lines with previous studies adapted the extended TAM theory, consumer intentions are driven by their perceived trust and risk associated. 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. The findings have pointed out the mediation role of booking intention toward robot-staffed hotels during the COVID-19 to explain the influence of subjective threat norms, consumer cosmopolitanism, social distancing concerns, and perceived trust toward robot-staffed on intention after the COVID-19.

#### 5.3.2.2 Managerial discussions

Managerially, the study helped practitioners understand the drivers of guests' booking intentions toward robot-staffed hotels during and after COVID-19. Consumer preferences for a new solution will be influenced by the perceived cost and benefits associated with that option. Consequently, for the promotion of any new adoption, managers should encourage strategies supporting that technology's advantages such as: usefulness, trust, convenience, etc. The outbreak of COVID-19 is a reality that our world has to accept regardless of its adverse consequences. Although any pandemic will always end, no experts or scientists can predict the exact time. Obviously, the longer COVID-19 is in effect, the

greater the perceived risk and preference for more secure options. Reconstruction hotel operations are urgent in handling and preparing for crises and uncertainties (Zeng, Chen, & Lew, 2020; Kim et al., 2021). Historical epidemic and pandemic outbreaks causing serious damage to the hospitality industry from the 21st century are listed as: (1) the severe acute respiratory syndrome (SARS) outbreak in 2003; (2) the H1N1 pandemic in 2009; (3) the Middle East respiratory syndrome epidemic (MERS) in 2012; (4) the Ebola virus epidemic in 2014; (5) and the Zika virus epidemic in 2016. Thus, technology-based solutions deserve to be invested in because they provide a feasible way to achieve contactless service when the human touch is reduced. 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

Although this phrase has achieved its objectives in reviewing and replicating the three prominent measurement scales of the concept of consumer cosmopolitanism, there have been some obvious limitations that future research should take into consideration.

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. However, other young segments should be also replicated to decide which scale would be approriate before ada. Second, this research framework does not include any antecedents as well as mediators and

moderators of consumer cosmopolitanism. In the conceptual research framework of Barsch and colleagues (2016), they have proposed a set of drivers and outcomes. To better indicate a nomological network, the relationship between consumer cosmopolitanism and other related factors should be examined. Third, the number of respondents who participated in the study is limited to produce robust results in statistical software. This limitation could be tracked down to the data collection method through an online Google form, which resulted in a low response rate from participants. Thus, later research should take into account the data collection methods to avoid the stated issues.

### 5.4.2 The qualitative research

Despite these practical findings, the study still faces issues that need to be addressed for future research to be improved. 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 markets should be thoroughly evaluated before adapting the CCOMO scale to capture the nature of consumer cosmopolitanism. External validity of the CCOMO scale. Future research should take into consideration the variation among segments to employ the most appropriate measurement scale. Cross-comparision is needed to perform before any adoption or revision in any different segement because variations do significantly exist. Besides that, there are still other related characteristics and purchasing behaviors of consumer cosmopolitanism that have not been addressed. These will help draw a clearer picture of this segment for marketers to advance their positioning strategy. Later research should continue to profile consumer cosmopolitanism with other related features.

Last but not least, the CCOMO has been refined as a stable orientation and has not considered the influence of temporal perspectives. As mentioned above, the level of cosmopolitanism in a consumer could be thick or thin (Dobson, 2006) depending on which value has been activated. A patriotism communication strategy or a pandemic like COVID-19 would more or less influence the extent of consumer cosmopolitanism. Future research should take into account the specific context to reflect this orientation more accurately.

### 5.4.3 The 2ⁿᵈ quantitative research

Aside from scientific and practical findings, both quantitative studies aimed at replicating the CCOMO scale in specific contexts have suffered from weaknesses. The first limitation derives from the survey convenience sampling method, which may not be representative of the overall target market. Future researchers could improve by employing more representative sampling methods such as random probability sampling. The second limitation derives from the limited number of respondents collected, which might have an influence on empirical results. Thus, it is suggested that future research should increase the number of respondents to enhance the power of estimations. 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. Future studies should take into consideration other factors serving different roles to examine the relationship between consumer cosmopolitanism in various contexts.

# APPENDIX

## Appendix A: Systematic literature review

Table A1: Summary of related concept

| No. | Concept | Conceptual definition | Authors |
|-----|---------|-----------------------|---------|
| 1 | Transnationalism | - In the 1990s, the term "transnationalism" was initially used to describe immigrant cohorts, such as those from Central America who immigrated to countries with mature industrial civilizations like North America and Western Europe. Originally, it refers to things which take place across national boundaries, including materials, symbols, ideas, and people, etc. (Roudometof, 2005).<br>- Contemporary transnationalism is defined as a process that globalization has allowed cross-nations and by that it would allow a large numbers of people "out of place" – those who cross national borders – are called trans-nationalist (Mitchell, 2016). Transnationalists live in multiple countries, societies so they recognize cultural differences and take them for granted. Transnationalists are objective in using country-of-origin information to make decisions (Gowricharn, 2009). | Roudometof (2005); Gowricharn, (2009) and Mitchell (2016) |
| 2 | Glocalization | - The concept 'glocalization' as 'internal globalization' or 'micro-globalization is referred to the process of globalization that takes place at individual. Globalization is not just presented in large structures but also in everyday life, at the micro-level (Roudometof, 2005). In other words, micro-globalization engages certain global processes into the local setting (Khondker, 2004).<br>- Internal globalization refers to the phenomenon wherein a large number of people get exposed to other cultures on a daily basis without necessarily traveling across borders such as via the Internet, TV broadcast, news, or tourists, experts, etc.,. (Roudometof, 2016). Glocalization refers to the process taking place at an individual level, and people living in that world will later adopt different attitudes toward various aspects such as ethnocentric, cosmopolitan, or xenocentric in purchase decisions, which results in different employing country-of-origin information. (Pichler, 2009). | Khondker (2004), Roudometof (2005; 2016); and Pichler (2009) |
| 3 | Nationalism | - The concept of nationalism itself comprises a belief that one holds that his/her country is superior to others and thus should be dominant (Bonikowski, 2016). The extreme extent of the phenomenon reflects the detrimental aspect of positive in-group judgment (Mummendey, Klink, | Rawwas, Rajendran, & Wuehrer(19 |

| | | & Brown, 2001). Nationalists tend to give priority to national concerns, and the degree might range from minimal to extreme (Audi, 2009).<br><br>- In the context of purchase decision, nationalists are willing to support their local products rather than imported one because nationalists believe that behavior could hurt their country (Eriksen, 2007). Extreme nationalist not only holds unconditional love for his/her country but also scores high on animosity towards other countries (Rawwas, Rajendran, & Wuehrer, 1996). Nationalists tend to use country-of-origin information to support their buying habits. | 96); Mummende y, Klink, & Brown (2001); Eriksen, 2007; Audi (2009); and Bonikowski (2016) |
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| 4 | Patriotism | - The concept patriotism refers to strong feelings of attachment and loyalty to one's own country without the corresponding out-group derogation (Mummendey, Klink, & Brown, 2001). Patriotism can be manifested in different spectrum depended on situations where it is activated (Audi, 2009). Patriots express a love and proud for their motherlands, and thus willing to act in a way that support for the country if possible. However, patriots are different from nationalists since patriots put love for their country but do not hold animosity toward other like nationalists (Brubaker*, 2004).<br><br>- Consumer rating high on patriotism use country-of-origin information to help them recognize and support their home country without any damage for other countries (Meas et al., 2014) | Mummende y, Klink, & Brown (2001); Audi (2009); and Meas et al., (2014) |
| 5 | Ethnocentrism | - The concept of ethnocentrism first defined by Sumner (1906, as cited in Shankarmahesh, 2006) as the worldview wherein one's own group occupies the center when compared to all others. Ethnocentrism is argued as a natural human value and thus reveals itself in different social interaction (Siamagka & Balabanis, 2015). Because an ethnocentric person has a bias toward the in-group, he or she develops a belief about the appropriateness of support for the in-group (Hammond & Axelrod, 2006).<br><br>- The information about in-group helps an ethnocentric person decide which group to support, and thus the closer in-group is more positively evaluated (Siamagka & Balabanis, 2015). One's country-of-origin serves as an information clue for ethnocentric to develop one's positive evaluation of where he or she belongs (Shankarmahesh, 2006). | Shankarmah esh, (2006); Hammond & Axelrod, (2006); and Siamagka & Balabanis (2015) |

Table A2: Systematic literature review about the concept of consumer cosmopolitanism

| No | Previous work | Authors (Publized year) | Construct definition |
|----|---------------|-------------------------|----------------------|
| 1 | Will the real-world citizen please stand up! The many faces of cosmopolitan consumer behavior | Cannon & Yaprak (2002) | - The tendency of cosmopolitans to define themselves and evaluate their behavior on the basis of an objective evaluation of the best practices found in the broader world context. |
| 2 | Acculturation to the global consumer culture: Scale development and research paradigm | Cleveland & Laroche (2007) | - 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 culture(s). |
| 3 | Cosmopolitanism as a consumer orientation: Replicating and extending prior research | Caldwell, Blackwell & Tulloch (2006) | - Cosmopolitanism is a significant consumer orientation. A cosmopolitan consumer orientation manifests when people regard the world as their market place, consciously seeking to consume products, places and experiences originating from cultures other than their own. |
| 4 | Consumer cosmopolitanism: Review and replication of the CYMYC scale | Riefler & 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. |
| 5 | Cosmopolitanism, consumer ethnocentrism, and materialism: An eight-country study of antecedents and outcomes | Cleveland, Laroche, & Papadopoulos, (2009) | - A specific set of beliefs, attitudes, and qualities held by certain people. A cosmopolitan has "a conscious openness to the world and to cultural differences" (Skrbis, Kendall, & Woodward 2004) and "a willingness to engage with the Other, an intellectual and aesthetic stance of openness toward divergent cultural experiences" (Hannerz, 1992). |
| 6 | Cosmopolitanism, individual-level values and cultural-level values: A cross-cultural study | Cleveland & colleagues (2011) | - A specific set of attitudes, beliefs and traits, most of all, "an ethos of cultural openness". |
| 7 | Cosmopolitan consumers as a target group for segmentation | Riefler, Diamantopoulos, & Siguaw (2012) | - A consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards consuming products from foreign countries. |
| 8 | Cosmopolitanism: Concept and Measurement | Saran & Kalliny (2012) | - Cosmopolitanism is a concept in which people have an inclination to learn about groups other than their own. A cosmopolitan frame of mind |

| | | | could lead to increased interest and acceptance of products from other cultures. |
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| 9 | Consumer xenocentrism and consumer cosmopolitanism: the development and validation of scales of constructs influencing attitudes towards foreign product consumption | Lawrence (2012) | - A consumers' openness to new ideas and a tendency to address functional needs with the kind of products or services that best deliver the desired function, regardless of tradition or social influence. |
| 10 | The development and validation of a consumer cosmopolitanism scale: The polar opposite of xenophobic attitudes | Altıntaş & colleagues (2013) | - Cosmopolitanism is as the virtue of not seeing foreigners as a threat, not being hateful towards foreigners, and embracing cultural diversity. It is claimed that the reverse structure of the xenophobic attitudes can be evaluated as cosmopolitanism.<br><br>- The basic logical conceptualization of this study is that cosmopolitanism is the opposite of the xenophobic structure based upon out-group hostility. |
| 11 | The Effects of Cosmopolitanism on Consumer Ethnocentrism, Product Quality, Purchase Intentions and Foreign Product Purchase Behavior | Parts & Vida (2013) | - Cosmopolitanism to a "world citizen" — an individual whose orientation transcends any particular culture or setting. |
| 12 | Cross-linguistic validation of a unidimensional scale for cosmopolitanism | Cleveland & colleagues (2014) | - Cosmopolitanism is foremost a learned disposition: a general orientation reflecting a set of values, opinions, and competencies held by certain individuals; specifically a genuine, humanitarian appreciation for, desire to learn from and ability to engage with, peoples of different cultures. In short, an affinity for cultural diversity and the proclivity to master it. |
| 13 | Economic nationalism and cosmopolitanism: A study of interpersonal antecedents and differential outcomes | Lee, Lee, & Lee (2014) | - Cosmopolitan consumers are also viewed as world citizens, who regard the world as their marketplace and whose consumption orientation transcends any particular cultural setting.<br><br>- Cosmopolitans tend to be more independent and objective, hence demanding, in the evaluation of products and services. |
| 14 | Consumer ethnocentrism, national identity and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective | Zeugner-Roth, Žabkar, & Diamantopoulos (2015) | - Consumer cosmopolitanism is primarily a pro-out group construct. Consumer cosmopolitanism captures "the extent to which a consumer (1) exhibits open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, and (3) is positively disposed towards |

| | | | consuming products from different countries" (Riefler, Diamantopoulos, and Siguaw, 2012). |
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| 15 | The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects | Lee & Mazodier, (2015) | - Cosmopolitan consumers as open-minded world citizens, whose consumption orientation transcends any particular cultural setting.<br><br>- An open mindset implies a propensity to accept new ideas and enhances attitudes toward global advertising. |
| 16 | The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status | Jin & colleagues (2015) | - Cosmopolitanism is described as "a conscious openness to the world and its cultural differences. |
| 17 | A taxonomy and review of positive consumer dispositions toward foreign countries and globalization | Bartsch, Riefler, & Diamantopoulos (2016) | - Consumer cosmopolitanism has been categorized as a positive disposition toward foreign products, but multiple authors have conceptualized using different levels of abstraction and breadth. |
| 18 | Cosmopolitan consumers: research overview and research opportunities | Terasaki (2016) | - Consumer cosmopolitanism is centering more on the positive aspects of globalization in a consumer behavior context.<br><br>- Cosmopolitan consumer is open-mindedness, diversity preference, and consumption that transcend borders. |
| 19 | Here, there and everywhere: A study of consumer centrism | Prince & colleagues (2016) | - Consumer cosmopolitanism is defined as a specific set of beliefs, attitudes and qualities that involve a conscious openness to the world and to cultural differences. It involves a willingness to engage with outsiders and a receptive openness to the world and to cultural differences. The cosmopolitan consumer also displays personal competence in understanding and interacting with alien cultures. |
| 20 | Cosmopolitanism and ethnocentrism among young consumers in emerging Asia: Chinese vs Koreans towards Japanese brands | Han (2017) | - Consumers with cosmopolitan values prefer globally popular products and brands and show less ethnocentrism in their brand choices. |
| 21 | Self-construal and willingness to purchase foreign products: The mediating roles of consumer cosmopolitanism and ethnocentrism | Dogan & Yaprak (2017) | - Cosmopolitan consumer is open-mindedness, diversity preference, and consumption that transcend borders. |

| 22 | Cross-country differences in consumer cosmopolitanism and ethnocentrism: A multilevel analysis with 21 countries | Han & Won (2018) | - Consumers with cosmopolitan values not only are open to learning from other cultures but also appreciate cultural diversity (Zeugner-Roth, Žabkar, & Diamantopoulos, 2015). |
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| 23 | Understanding Cosmopolitanism and Brand Origin Recognition Accuracy: The Moderating Effect of Need for Cognition | Laroche, Zhang, & Sambath (2018) | - Cosmopolitans are a global consumer segment and they seem to have similar tastes on foreign product consumption. |
| 24 | Online reviews: The effect of cosmopolitanism, incidental similarity, and dispersion on consumer attitudes toward ethnic restaurants | Zhang & Hanks (2018) | - Consumer cosmopolitanism is considered a major socio-psychological construct underlying consumer preference for foreign vs. domestic products/brands (Parts & Vida, 2011). As consumers, cosmopolitans tend to be more acculturated to the global consumer culture, and they are more likely to consume products from other cultures and places. |
| 25 | Consumer dispositions toward global brands | Srivastava & Balaji (2018) | - Consumers with high cosmopolitan orientation seek self-enhancing activities that allow them to express their identity. Additionally, they exhibit a positive disposition to consume products from foreign markets and cultures, as well as appreciate the diversity brought by the products from different national and cultural origins (Riefler & Diamantopoulos, 2009). |
| 26 | Will Consumer Cosmopolitanism Save the World? Should It? | Kjeldgaard (2018) | - Cosmopolitan consumption is characterized by an outward and open orientation towards the other, cosmopolitan consumption being the consumption of cultural differences. |
| 27 | Appreciating vs venerating cultural outgroups: the psychology of cosmopolitanism and xenocentrism | Cleveland & Balakrishnan (2019) | - Cosmopolitanism as a general dispositional construct, as opposed to employing a consumption-focused operationalization.<br><br>- Cosmopolitanism refers to a proclivity toward and skill at navigating foreign cultures and members of cultural outgroups, however, this tendency does not preclude appreciation for one's own cultural ingroup (Cleveland & Laroche, 2012). |
| 28 | On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment | Diamantopoulos & colleagues (2019) | - A cosmopolitan disposition should be understood as an out-group disposition favorably targeted toward other cultures and people. |
| 29 | The moral bases of consumer ethnocentrism and consumer | Prince & colleagues (2019) | - Cosmopolitan consumers possess voracious appetites for consuming culturally authentic experiences, both global and local; they will not necessarily feel economic or moral obligations |

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| | cosmopolitanism as purchase dispositions | | toward buying domestic products or sense socio-cultural threats from doing so. |
| 30 | Positive and Negative Sentiments Towards Other Nations | Riefler (2017) | - Consumer cosmopolitanism is one of the consumer dispositions and is classified as a positive sentiment towards other countries' products. |
| 31 | How inter-country similarities moderate the effects of consumer ethnocentrism and cosmopolitanism in out-group country perceptions: An Asian perspective | Han & Nam (2019) | - Cosmopolitanism specifically refers to consumers' consumption tendencies that extend beyond their own culture, localness, or society (Riefler & Diamantopoulos, 2009). Cosmopolitanism can positively affect consumer perceptions of foreign countries and their products in general. |
| 32 | The changing nature of consumer animosity and cosmopolitanism among young, individualistic consumers in emerging Asia: evidence from China | Han, Wang, & Nam (2020) | - Cosmopolitanism refers to consumers' consumption tendencies that extend beyond their own culture, localness or society (Riefler & Diamantopoulos, 2009). |
| 33 | Materialism, cosmopolitanism, and emotional brand attachment: The roles of ideal self-congruity and perceived brand globalness | Fastoso, & González-Jiménez (2020) | - Cosmopolitanism describes a conscious openness among individuals towards the world and towards cultural differences, a willingness to engage with different cultures, and competence with alien cultures (Cleveland et al., 2009). Cosmopolitans show a preference for products of higher social value such as luxury and globally popular apparel, but they do so because in their eyes such products symbolize "modern lifestyles or an association with the global elite". |
| 34 | The psychology of consumer ethnocentrism and cosmopolitanism: a five-country study of values, moral foundations, gender identities and consumer orientations | Prince & colleagues (2020) | - Consumer cosmopolitanism, a positive driver of foreign product consumption and a pro-out-group orientation without requiring a pro-in-group bias, is, by contrast, a disposition that exhibits open-mindedness toward foreign cultures along with an appreciation for diversity in products, people and cultural experiences (Cleveland et al., 2009; Riefler et al., 2012). |

Table A3: Summary of empirical studies about consumer cosmopolitanism

| Factor | Previous work | Country | Study type | Product type | Relationship to CCOS |
|---|---|---|---|---|---|
| **Demographic factors** | | | | | |
| **Sex** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements, included: food/beverage consumption, apparel, consumer electronics and communication devices, appliances, and luxury product | Overall, women scored higher on COS than men (evidenced in Canada, Greece, Hungary, and Sweden samples) |
| | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Overall, women scored higher on COS than men (evidenced in the overall and Canadian samples) |
| | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Non-significant |
| | Prince et al., (2016) | U.K and U.S | Survey | N/a | Non-significant |
| | Han & Won (2018) | 21 countries | Survey | N/a | Non-significant |
| **Age** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements, included: food/beverage consumption, apparel, consumer electronics and communication devices, appliances, and luxury product | The negative relationship between age and COS were found in three groups (Korea, Hungary, and Sweden) |
| | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Younger consumers tend to be more cosmopolitanism |
| | Lee, Lee, and Lee (2014) | Taiwan and Korea | Survey | Car, shampoo, athletic shoes | Younger consumers tend to be more cosmopolitanism (significant in Taiwanese consumers) |

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| | Prince et al., (2016) | U.K and U.S | Survey | N/a | Younger consumers tend to be more cosmopolitanism in the aggregated sample and the U.K sample |
| | Han & Won (2018) | 21 countries | Survey | N/a | Non-significant |
| | Han, Wang, & Nam, 2020 | China | Survey | N/a | Non-significant |
| **Income** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements, included: food/beverage consumption, apparel, consumer electronics and communication devices, appliances, and luxury product | No relationship |
| | Prince et al., (2016) | U.K and U.S | Survey | N/a | Non-significant |
| **Education** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements, included: food/beverage consumption, apparel, consumer electronics and communication devices, appliances, and luxury product | Higher educated respondents tended to be more cosmopolitan (significant in the Mexican, Greek, Hungarian, and Swedish samples) |
| | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Higher educated consumers tend to be more cosmopolitanism |
| | Prince et al., (2016) | U.K and U.S | Survey | N/a | Higher educated consumers tend to be more cosmopolitanism in the aggregated sample (significant in the U.S and U.K samples) |
| **International experience** | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Having experience with other cultures positively drive consumer cosmopolitanism |

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| | Prince et al., (2016) | U.K and U.S | Survey | N/a | Having experience with other cultures positively drive consumer cosmopolitanism in the aggregated sample (significant in the U.S and U.K samples) |
| **Location** | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Urban consumers tend to be more cosmopolitanism than rural ones |
| **Socio-psychological factors** | | | | | |
| **Materialism** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements | Uncorrelated in the aggregated sample, excepted for the Korean sample |
| | Prince et al., (2016) | U.K and U.S | Survey | N/a | Non-significant |
| | Han & Won (2018) | 21 countries | Survey | N/a | Negatively drives consumer cosmopolitanism in overall sample |
| **Conformity** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Non-significant |
| **Tradition** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in Canadian sample |
| **Benevolence** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in overall sample but not in single country |
| **Universalism** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in overall sample (Canadian and Turkish samples) |
| **Self-direction** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in overall sample (Canadian and Turkish samples) |

| Stimulation | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Non-significant |
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| Hedonism | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Non-significant |
| Achievement | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in the Canadian samples |
| Power | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Negatively drives consumer cosmopolitanism in overall sample (significant in the Canadian sample) |
| | Han & Won (2018) | 21 countries | Survey | N/a | Negatively drives consumer cosmopolitanism in overall sample |
| Security | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Negatively drives consumer cosmopolitanism in overall sample (significant in the Canadian sample) |
| Conservatism | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Non-significant |
| | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Non-significant |
| Hierarchy | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Non-significant |
| Mastery | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Non-significant |
| Affective autonomy | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in the overall sample |
| Intellectual Autonomy | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in overall sample (significant in the Canadian sample) |

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| **Egalitarianism** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in overall sample (Canadian and Turkish samples) |
| **Harmony** | Cleveland et al., (2011) | Canada and Turkey | Survey | N/a | Positively drives consumer cosmopolitanism in overall sample (Canadian and Turkish samples) |
| **Global openness** | Altıntaş et al (2013) | Turkey | Survey | N/a | Positively drives consumer cosmopolitanism |
| **Global xenophobia** | Altıntaş et al (2013) | Turkey | Survey | N/a | Negatively drives consumer cosmopolitanism |
| **Information influence** | Lee, Lee, and Lee (2014) | Taiwan and Korea | Survey | Car, shampoo, athletic shoes | Positively drives consumer cosmopolitanism in both Taiwanese and Korean samples |
| **Independent self-construal** | Dogan & Yaprak (2017) | Turkey and U.S | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample |
| **Individualism** | Han & Won (2018) | 21 countries | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample |
| | Han, Wang, & Nam, 2020 | China | Survey | N/a | Positively drives consumer cosmopolitanism |
| **Uncertainty avoidance** | Han & Won (2018) | 21 countries | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample |
| **Human development index** | Han & Won (2018) | 21 countries | Survey | N/a | Negatively drives consumer cosmopolitanism in the total sample |
| **Openness to trade** | Han & Won (2018) | 21 countries | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample |

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| **Trade balance** | Han & Won (2018) | 21 countries | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample |
| **Unemployment rate** | Han & Won (2018) | 21 countries | Survey | N/a | Non-significant |
| **Brand origin recognition accuracy** | Laroche, Zhang, & Sambath (2018) | Canada | Survey | N/a | Consumer cosmopolitan rates higher brand origin recognition accuracy scores than non-cosmopolitans |
| **Need for autonomy** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the U.S sample) |
| **Need for competence** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the U.S and Canada samples) |
| **Need for relatedness** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the U.S and Canada samples) |
| **Neuroticism** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Non-significant |
| **Loyalty** | Prince, Yaprak, & Palihawadana (2019) | U.K | Survey | N/a | Positively drives consumer cosmopolitanism |
| **Authority** | Prince, Yaprak, & Palihawadana (2019) | U.K | Survey | N/a | Negatively drives consumer cosmopolitanism |
| **Self-enhancement** | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Negatively drives consumer cosmopolitanism in the total sample (significantly positive in the UK sample) |
| **Self-transcendence** | Prince et al., (2020) | UK, Germany, Austria, | Survey | N/a | Positively drives consumer cosmopolitanism in the |

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| | | Denmark, and Slovakia | | | total sample (significant in the UK sample) |
| **Openness-to-change** | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the German and Denmark samples) |
| **Individual. moral found** | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the UK, German, Austrian, and Slovakian samples) |
| **Binding moral found** | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Negatively drives consumer cosmopolitanism in the total sample (significant in the UK and Austrian samples) |
| **Feminine role-identity** | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the Austrian and Denmark samples) |
| **Masculine role-identity** | Prince et al., (2020) | UK, Germany, Austria, Denmark, and Slovakia | Survey | N/a | Positively drives consumer cosmopolitanism in the total sample (significant in the Slovakian sample) |
| **Consumer ethnocentrism** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements | Overall, there was a negative correlation between consumer ethnocentrism and consumer cosmopolitanism (evidenced among Canada, Korea, Hungary, India, and Sweden) |
| | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Negative correlation between consumer ethnocentrism and consumer cosmopolitanism |
| | Lawrence (2012) | U.S | Survey | N/a | Negative correlation between consumer |

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| | | | | | ethnocentrism and consumer cosmopolitanism |
| **Consumer xenocentrism** | Lawrence (2012) | U.S | Survey | N/a | Positive correlation between consumer cosmopolitanism and consumer xenocentrism |
| | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Positive correlation between consumer cosmopolitanism and consumer xenocentrism in the total sample (significant in the U.S and Canada sample) |
| **Consumer innovativeness** | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Positive correlation between innovativeness and consumer cosmopolitanism |
| **Risk aversion** | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Negative correlation between risk aversion and consumer cosmopolitanism |
| **Consumer SNI (need to enhance one's image with significant others through consumption)** | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Negative correlation between consumer SNI and consumer cosmopolitanism |
| **Products-consumption** | Cleveland, Laroche, & Papadopoulos (2009) | Canada, Mexico, Greece, Korea, Hungary, India, Chile, Sweden | Survey | 48 consumption-related statements | COS positively predicted the consumption of 31 out of 48 particular products such as: personal portable stereo CD and DVD players, television set, digital camera, computer, mobile phone, ATM, computer usage, Web surfing and e-mail, DVD, washing machine, hair dryer, vacuum, refrigerator, microwave oven, bicycle, fragrances, cosmetics, jewelry, wine/champagne, boxed chocolates, jeans, athletic shoes, and business attire, beer, wine, coffee, tea, |

| | | | | | and traditional foods and beverages |
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| **Global consumption orientation** | Riefler, Diamantopoulos, & Siguaw (2012) | Austria | Survey | N/a | Non-significant |
| | Prince et al., (2016) | U.S and U.K | Survey | N/a | Consumer cosmopolitanism positively influences on global consumption orientation in the U.S sample |
| **Intention to purchase foreign products** | Saran & Kalliny (2012) | U.S and Mexico | Survey | N/a | Consumer cosmopolitanism positively influences on the intention to purchase foreign products in both the U.S and Mexican samples |
| | Han (2017) | China and Korea | Survey | N/a | Consumer cosmopolitanism positively influences on intention to purchase foreign products in the total sample (significant in the Chinese sample) |
| | Dogan & Yaprak (2017) | Turkey and U.S | Survey | N/a | Consumer cosmopolitanism positively influences on intention to purchase foreign products in the total sample |
| | Zeugner-Roth, Žabkar, & Diamantopoulos (2015) | Austria and Slovenia | Survey | N/a | Consumer cosmopolitanism positively influences on the intention to purchase foreign products in the Slovenian sample |
| **Affinity for global products** | Lawrence (2012) | U.S | Survey | N/a | Consumer cosmopolitanism positively influences the affinity for global products |
| **Domestic product judgment** | Zeugner-Roth, Žabkar, & Diamantopoulos (2015) | Austria and Slovenia | Survey | N/a | Consumer cosmopolitanism positively influences on domestic product judgment in the Austrian and Slovenian samples |

| | | | | | |
|---|---|---|---|---|---|
| **Foreign product judgment** | Zeugner-Roth, Žabkar, & Diamantopoulos (2015) | Austria and Slovenia | Survey | N/a | Consumer cosmopolitanism positively influences on foreign product judgment in the Austrian sample |
| **Brand affection** | Lee, R., & Mazodier, M. (2015) | U.K | Survey | N/a | Consumer cosmopolitanism positively influence on brand affection |
| **Home product country image** | Jin et al., (2015) | 11 countries | Survey | N/a | Consumer cosmopolitanism positively influences on Home PCI in both developed and developing countries (significantly stronger in developed countries than developing ones) |
| **Foreign product country image** | Jin et al., (2015) | 11 countries | Survey | N/a | Consumer cosmopolitanism positively influence to Foreign PCI in both developed and developing countries (significantly stronger in developing countries than developed ones) |
| **Consciousness-of-Kind** | Prince et al., (2016) | U.K and U.S | Survey | N/a | Consumer cosmopolitanism positively influence on consciousness-of-Kind (significant in the U.S sample) |
| **Natural Environment Concern** | Prince et al., (2016) | U.K and U.S | Survey | N/a | Consumer cosmopolitanism positively influences on natural environment concern in the U.K sample while negatively influences on natural environment concern in the U.S sample |
| **Foreign product perceived quality** | Han (2017) | China and Korea | Survey | N/a | Consumer cosmopolitanism positively influences on foreign product perceived quality in the total sample (significant in the |

| | | | | | Chinese and Korean samples) |
|---|---|---|---|---|---|
| **Attitude toward foreign products** | Han (2017) | China and Korea | Survey | N/a | Non-significant |
| **Attitude toward global brands** | Srivastava & Balaji (2018) | India | Survey | Automobiles, Beverages, Cosmetics, Laptops, and Telecom | Consumer cosmopolitanism positively influence on attitude toward global brands from both developed and emerging countries |
| | Han, Wang, & Nam, 2020 | China | Survey | N/a | Consumer cosmopolitanism positively influence on attitude toward global brands |
| **Influential-ness** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Consumer cosmopolitanism positively influence on influentialness in the total sample (significant in both the U.S and Canada samples) |
| **Cross-Group Friendships** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Consumer cosmopolitanism positively influences on cross-group friendships in the total sample (significant in both the U.S and Canada samples) |
| **Environmental behaviors** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Consumer cosmopolitanism positively influences on environmental behaviors in the total sample (significant in both the U.S and Canada samples) |
| **Maladaptive health-diet** | Cleveland & Balakrishnan (2019) | U.S and Canada | Survey | N/a | Non-significant |
| **Country attitudes** | Han & Nam (2019) | China and Japan | Survey | N/a | Consumer cosmopolitanism positively influences on country attitudes in the total sample (significant in the Chinese and Japanese samples) |

| | | | | | |
|---|---|---|---|---|---|
| **Country-product attitudes** | Han & Nam (2019) | China and Japan | Survey | N/a | Consumer cosmopolitanism positively influences on country –product attitudes in the total sample (significant in the Chinese and Japanese samples) |
| **Emotional brand attachment** | Fastoso & González-Jiménez (2020) | China | Survey | N/a | Consumer cosmopolitanism positively influences on emotional brand attachment |

# Appendix B: Existing measurement scales for consumer cosmopolitanism

**B.1 The CYMYC scale (Cannon et al., 1994)**

1. I don't like experimenting with things I don't enjoy.

2. I get uncomfortable when people suggest that there is a "right" way to do something.

3. I like to surround myself with things that are familiar to me.

4. When I make important decisions, I rely a lot on the opinions of my friends.

5. I tend to appreciate many different kinds of music.

6. You can usually solve a lot of problems by simply doing what you are supposed to do.

7. I pay a lot of attention to local news.

8. I tend to evaluate people by what they do, not who they are or what position they hold.

9. Foreigners often leave me uncomfortable.

10. I tend to be very loyal to my friends.

11. I wish I could speak at least one foreign language.

12. I appreciate the importance of following tradition.

13. I enjoy getting news from all over the world.

14. I tend to get intensively involved with the people around me.

15. I like to have contact with people from different cultures.

16. I often feel like an "outsider" in my community.

17. I am most comfortable when I am talking to my close friends.

18. World issues concern me more than the issues of any one country.

19. I enjoy experimenting with many different kinds of foods.

20. I feel very close to the people in my community.

21. I like immersing myself in different cultural environments.

22. When I make an important decision, I look for information from as many different sources as possible.

23. I avoid settings where people don't share my values.

24. I can usually make a good decision if I have the proper information.

**B.2 The COS scale (Cleveland & Laroche, 2007)**

1. I enjoy exchanging ideas with people from other cultures or countries.

2. I am interested in learning more about people who live in other countries.

3. I enjoy being with people from other countries to learn about their views and approaches.

4. I like to observe people of other countries, to see what I can learn from them.

5. I like to learn about other ways of life.

6. I find people from other cultures stimulating.

**B.3 The COSMOSCALE scale (Saran & Kalliny, 2012)**

1. I think it's good to spend time with people who are willing to talk and learn about other cultures.

2. I think I respect others' culture the way I respect mine.

3. I think if people have a positive attitude toward other communities, there would be less conflict in the world.

4. I think to be successful; one needs to be able to use materials, information, knowledge, etc. from other cultures.

5. I am ready to learn about other cultures through listening, observation, thinking, and reflecting.

6. I think reading about world events is worthwhile.

**B.4 The C-COSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012)**

A. Open-mindedness

1. When traveling, I make a conscious effort to get in touch with the local culture and traditions.

2. I like having the opportunity to meet people from many different countries.

3. I like to have contact with people from different cultures.

4. I have got a real interest in other countries.

B. Diversity appreciation

1. Having access to products coming from many different countries is valuable to me.

2. The availability of foreign products in the domestic market provides valuable diversity.

3. I enjoy being offered a wide range of products coming from various countries.

4. Always buying the same local products becomes boring over time.

C. Consumption transcending borders

1. I like watching movies from different countries.

2. I like listening to music of other cultures.

3. I like trying original dishes from other countries.

4. I like trying out things that are consumed elsewhere in the world.

**B.5 The CCOS scale (Lawrence, 2012)**

1. I satisfy my curiosity about other cultures by purchasing products from that culture.

2. I like to buy products that not typically available in the U.S.

3. I enjoy getting a taste of other cultures by purchasing foreign products.

4. When given the chance, I enjoy international media such as magazines, television, movies or books.

5. I enjoy attending evens primarily intended for people from other cultures.

6. I enjoy trying products that are popular in other countries.

**B.6 The CONCOS scale (Altıntaş et al., 2013)**

1. It is more important for oneself to her/his contribution to the world than which country he/she lives in.

2. I believe that world is a common nation of humanity.

3. Humanistic principles and consciousness are more important than which country I live in.

4. Every person should be treated as equal.

5. Every person must reinforce their own experiences and learn things with other cultures.

6. I belong to the world.

7. It needs to learning from a culture not insult it.

8. People should learn from a culture rather than insult it.

9. I believe that every country can develop by seeing differences as a wealth of their country.

10. I believe in equal distance to every culture.

11. I believe that every different cultural experience develops me.

12. The most important thing is to make an intra-congruency of differences.

13. Every person has to balance their own values with the world.

14. Interaction with differences is more important than stereotypes and habits.

15. To experience multiculturalism is a useful attribute.

# Appendix C: Open-ended item generation survey

PART 1 - OPEN-ENDED QUESTIONS FOR ITEMS GENERATION

**COSMOPOLITANISM**

In your opinion, is there anyone called cosmopolitanism? Please explain why you think there is someone who is cosmopolitanism…………………………………………………………………………….......

If yes, please carefully describe their behaviors and give examples to clarify your ideas.………………………………..

Please listen to this explanation about cosmopolitanism: cosmopolitanism or internal globalization (or micro globalization) is the transformation of people's psychological insides regardless of whether they are transnational or not. In other means, 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)

Do you agree with the above explanation? Do you want to add or delete anything?…………………………………..

In your opinion, how could an individual become a cosmopolitan? Could you give some reasons?.……………………

**CONSUMER COSMOPOLITANISM**

In your opinion, is there anyone called consumer cosmopolitanism? Could you define them?…………………………..

If yes, please carefully describe their behaviors and give examples to clarify your ideas………………………………...

Please listen to this explanation about consumer cosmopolitanism: cosmopolitan consumers hold orientation that views themselves as world consumers and the world as their marketplace. They address functional needs and make purchasing decision based on products that best deliver the desired performance regardless of cultural differences and social variances

Do you agree with the above explanation? Do you want to add or delete anything?…………………………………..

In your opinion, how could an individual become a consumer cosmopolitan? Could you give some reasons?.......................................................………………………………………………………………………………..

PART 2 – PERSONAL OPINIONS

1. When evaluating a product/service, which evaluative criteria will be employed? Why do you think they are important?..................................................………………………………………………………………………………

2. What do you think about the information "made-in"?……………………………………………………………………

3. Could you help explain why a consumer could prioritize a product/service made in specific countries rather than their countries? Please give examples to explain……………….…………………………………………………………..

4. What do you think about imported products/brands are available in local markets?…………………………………..

5. Is there any threat for local products/brands if there are available of imported one in the markets?……. …………….

PART 3 – PERSONAL INFORMATION

1. Gender…………………………………………………………………………………………………………………...

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2. Born year………………………………………………………………………………………...

3. Highest educational level……………………………………………………………………...

4. Current occupation……………………………………………………………….....................

5. Place of origin…………………………………………………………………………………

6. Current address……………………………………………………………….....................

7. Have you ever purchased something from global websites? Which types of products?……………………………

8. Have your ever followed foreign products/brands' fanpage? Could you give some examples?………………………

## Appendix D: Back-translation of the initial item pool

| No | Vietnamese version | English version |
|---|---|---|
| 1 | Sẵn sàng trải nghiệm cái mới, sản phẩm mới, độc lạ | Willing to experience new things, new products, strange ones |
| 2 | Quan tâm/ Sử dụng thương hiệu/ nhãn hiệu toàn cầu | Care/Use about global brands/labels |
| 3 | Thích sản phẩm ngoại nhập vì nó chất lượng hơn | Like foreign products because it's more qualified |
| 4 | Quan tâm thông tin sản phẩm trên bao bì để đánh giá chất lượng sản phẩm | Care about product's information in its label to evaluate the quality |
| 5 | Dựa vào hiệu suất cảm nhận được để đánh giá chất lượng sản phẩm | Depend on perceived performance to evaluate product quality |
| 6 | Tìm kiếm sản phẩm đáp ứng tốt nhất nhu cầu và mong muốn mặc cho nó sản xuất ở đâu | Look for products that could best satisfy needs and wants regardless of their origins |
| 7 | Thương hiệu khác nhau từ các quốc gia khác nhau chắc chắn sẽ khác nhau nên tôi phải trải nghiệm để tìm kiếm sản phẩm tốt nhất cho nhu cầu và mong muốn của mình. | Different brands from different countries will be different so I have to try to find the best suit for my needs/wants |
| 8 | Biết nhiều sản phẩm và thương hiệu để tìm kiếm sự phù hợp | Know many products and brands to find which are appropriate |
| 9 | Quan tâm đến sự phát triển của xã hội | Care about the well-being of society |
| 10 | Tìm kiếm thông tin trước khi ra quyết định | Search information before making a decision |
| 11 | Không quan tâm quốc gia xuất sứ so với thương hiệu | Don't care about made-in information but brands |
| 12 | Thích mua sản phẩm có thể sử dụng trong nhiều tình huống | Prefer to buy products that could be used in many situations |
| 13 | Sẵn sàng nhận thông tin sản phẩm để sử dụng lần sau | Willing to receive product's information for later use |
| 14 | Hiểu biết về văn hóa khác nhau thông qua việc mua sản phẩm của họ | Know other cultures by purchasing their products |
| 15 | Tìm kiếm sản phẩm có chất lượng tốt | Look for products with good quality |
| 16 | Dựa vào giá trị để đánh giá sản phẩm | Depend on value to evaluate the products |
| 17 | Tư duy mở đối với sản phẩm đến từ nước khác | Their openmindedness toward products from other countries |
| 18 | Tò mò về sản phẩm mới | They are curious about new products |
| 19 | Dễ dàng tiếp nhận ý kiến hay đánh giá của những người xung quanh | They are easily receptive people's idea, evaluation |
| 20 | Tìm kiếm sản phẩm có ấn tượng tốt | Look for products with good impression |
| 21 | Tìm kiếm sản phẩm có thể sử dụng ở nhiều quốc gia khác nhau | Could use products from different countries |
| 22 | Tôi ủng hộ sự sẵn có của các sản phẩm ngoại nhập trong thị trường Việt Nam | I support for the availability of foreign products in Vietnamese market |
| 23 | Dựa vào thông tin quốc gia xuất sứ để đánh giá chất lượng sản phẩm | Depended on COO information to evaluate products' quality |
| 24 | Luôn luôn mua sản phẩm ngoại nhập | Always buy foreign products |

# Appendix E: 1ˢᵗ Expert review instrument for consumer cosmopolitanism

You should first read the definition of the construct of interest. You will then be given a number of potential scale items to evaluate. Please rate each item on its relevance to the construct in question as well as the items' overall conciseness and clarity. Besides, if you feel as though any of the items could be enhanced please indicate those changes on the paper. After having read the proposed scale items you feel that we have omitted any items that might tap the construct in question, please mention them at the end of each item.

Definition of Consumer Cosmopolitanism: "Cosmopolitan consumers hold orientation that views themselves as world consumers and the world as their marketplace. They address functional needs and make purchasing decision based on products that best deliver the desired performance regardless of cultural differences and social variances."

*Keeping the Consumer Cosmopolitanism construct in mind please rate each scale item for relevance and conciseness/clarity.

*Also, please make any correction/modifications to scale items that you feel will improve the items.

1. Willing to experience new things, new products, and strange ones.

|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 01 (If any)……………………………………………………..

2. Care/Use about global brands/labels.

|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 02 (If any)……………………………………………………..

3. Like foreign products because it's more qualified.

|  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 03 (If any)…………………………………………………..

4. Care about product's information in its label to evaluate the quality.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 04 (If any)…………………………………………………..

5. Depend on perceived performance to evaluate product quality.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 05 (If any)…………………………………………………..

6. Look for products that could best satisfy needs and wants regardless of their origins.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 06 (If any)…………………………………………………..

7. Different brands from different countries will be different so I have to try to find the best suit for my needs/wants.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 07 (If any)…………………………………………………..

8. Know many products and brands to find which are appropriate.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 08 (If any)…………………………………………………..

9. Care about the well-being of society.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 09 (If any)…………………………………………………..

10. Search information before making a decision.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 10 (If any)…………………………………………………..

11. Don't care about made-in information but brands.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 11 (If any)…………………………………………………..

12. Prefer to buy products that could be used in many situations.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 12 (If any)…………………………………………………..

13. Willing to receive product's information for later use.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 13 (If any)…………………………………………………..

14. Know other cultures by purchasing their products.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 14 (If any)…………………………………………………..

15. Look for products with good quality.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | | | | | |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 15 (If any)…………………………………………………………..

16. Depend on value to evaluate the products.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 16 (If any)…………………………………………………………..

17. Their open-mindedness toward products from other countries.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 17 (If any)…………………………………………………………..

18. They are curious about new products.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 18 (If any)…………………………………………………………..

19. They are easily receptive people's idea, evaluation.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | This item is concise to the construct. | O | O | O | O | O |
|---|---|---|---|---|---|

Suggestions for Item 19 (If any)…………………………………………………..

20. Look for products with good impression.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 20 (If any)…………………………………………………..

21. Could use products from different countries.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 21 (If any)…………………………………………………..

22. I support for the availability of foreign products in Vietnamese market.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 22 (If any)…………………………………………………..

23. Depended on COO information to evaluate products' quality.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 23 (If any)……………………………………………………..

24. Always buy global brands.

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 24 (If any)……………………………………………………..

Suggestions for additional items (if any) and please kindly explain the reasons.

…………………………………………………………………………………………………..

# Appendix F: 2<sup>nd</sup> review instrument for consumer cosmopolitanism

You should first read the definition of the construct of interest. You will then be given a number of potential scale items to evaluate. Please rate each item on its relevance to the construct in question as well as the items' overall conciseness and clarity. Besides, if you feel as though any of the items could be enhanced please indicate those changes on the paper. After having read the proposed scale items you feel that we have omitted any items that might tap the construct in question, please mention them at the end of each item.

Definition of Consumer Cosmopolitanism: "Cosmopolitan consumers hold orientation that views themselves as world consumers and the world as their marketplace. They address functional needs and make purchasing decision based on products that best deliver the desired performance regardless of cultural differences and social variances."

*Keeping the Consumer Cosmopolitanism construct in mind please rate each scale item for relevance and conciseness/clarity.

*Also, please make any correction/modifications to scale items that you feel will improve the items.

1. Willing to experience new things, new products, and strange ones.

|  | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 01 (If any)……………………………………………………………………..

2. Care/Use about global brands/labels.

|  | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 02 (If any)……………………………………………………………………..

3. Like foreign products because it's more qualified.

|  | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 03 (If any)……………………………………………………………………………..

4. Care about product's information in its label to evaluate the quality

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 04 (If any)……………………………………………………………………………..

5. Depend on perceived performance to evaluate product quality.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 05 (If any)……………………………………………………………………………..

6. Look for products that could best satisfy needs and wants regardless of their origins.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 06 (If any)……………………………………………………………………………..

7. Different brands from different countries will be different so I have to try to find the best suit for my needs/wants.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 07 (If any)……………………………………………………………………………..

8. Know many products and brands to find which are appropriate.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 08 (If any)……………………………………………………………………………..

9. Care about the well-being of society.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 09 (If any)……………………………………………………………………………..

10. Search information before making a decision.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 10 (If any)……………………………………………………………………………..

11. Don't care about made-in information but brands.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 11 (If any)……………………………………………………………………..

12. Prefer to buy products that could be used in many situations.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 12 (If any)……………………………………………………………………..

13. Willing to receive product's information for later use.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 13 (If any)……………………………………………………………………..

14. Know other cultures by purchasing their products.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 14 (If any)……………………………………………………………………..

15. Look for products with good quality.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | This item is concise to the construct. | O | O | O | O | O |

| | | | | | |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 15 (If any)………………………………………………………………………………..

16. Depend on value to evaluate the products.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 16 (If any)………………………………………………………………………………..

17. Their open-mindedness toward products from other countries.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 17 (If any)………………………………………………………………………………..

18. They are curious about new products.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 18 (If any)………………………………………………………………………………..

19. They are easily receptive people's idea, evaluation.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 19 (If any)……………………………………………………………………………..

20. Look for products with good impression.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 20 (If any)……………………………………………………………………………..

21. Could use products from different countries.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 21 (If any)……………………………………………………………………………..

22. I support for the availability of foreign products in Vietnamese market.

| | Strongly inappropriate | Inappropriate | Neutral | Appropriate | Strongly appropriate |
|---|---|---|---|---|---|
| This item is relevant to the construct. | O | O | O | O | O |
| This item is concise to the construct. | O | O | O | O | O |

Suggestions for Item 22 (If any)……………………………………………………………………………..

Suggestions for additional items (if any) and please kindly explain the reasons.

………………………………………………………………………………………………………………………….

# Appendix G: Data analysis of the initial quantitative research

Table G.1: Pattern matrix in the analysis of the COS scale (Cleveland and Laroche, 2007)

**Pattern Matrix[a]**

| | Factor | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| COS1 | .484 | | | |
| COS2 | .789 | | | |
| COS3 | .711 | | | |
| COS4 | .594 | | | |
| COS5 | .683 | | | |
| COS6 | .716 | | | |
| PQ1 | | .786 | | |
| PQ2 | | .804 | | |
| PQ3 | | .809 | | |
| PQ4 | | .664 | | |
| PQ5 | | .378 | | |
| PI1 | | | .375 | |
| PI2 | | | .829 | |
| PI3 | | | .452 | |
| ATT1 | | | | .636 |
| ATT2 | | | | .866 |
| ATT3 | | | | .761 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table G.2: Pattern matrix in the analysis of the CCOSMO scale (Riefler, Diamantopoulos, & Siguaw, 2012)

**Pattern Matrix[a]**

| | Factor | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CCOSMO1 | | | .382 | | | |
| CCOMO2 | | | .832 | | | |
| CCOSMO3 | | | .648 | | | |
| CCOSMO4 | | | .471 | | | |
| CCOSMO5 | | | | .404 | | |
| CCOSMO6 | | | | .762 | | |
| CCOSMO7 | | | | .537 | | |

| | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| CCOSMO9 | | | | | .859 | |
| CCOSMO10 | | | | | .668 | |
| CCOSMO11 | | | | .432 | | |
| PQ1 | .771 | | | | | |
| PQ2 | .735 | | | | | |
| PQ3 | .779 | | | | | |
| PQ4 | .636 | | | | | |
| PI3 | | | | | | .795 |
| PI4 | | | | | | .461 |
| ATT1 | | .604 | | | | |
| ATT2 | | .849 | | | | |
| ATT3 | | .765 | | | | |

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table G.3: Pattern matrix in the analysis of the CCOS scale (Lawrence, 2012)

**Pattern Matrix[a]**

| | Factor | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| PQ1 | .745 | | | |
| PQ2 | .799 | | | |
| PQ3 | .829 | | | |
| PQ4 | .717 | | | |
| PQ5 | .366 | | | |
| ATT1 | | | .636 | |
| ATT2 | | | .835 | |
| ATT3 | | | .805 | |
| CCOS1 | | .690 | | |
| CCOS2 | | .671 | | |
| CCOS3 | | .584 | | |
| CCOS4 | | | | .631 |
| CCOS5 | | | | .415 |
| PI2 | | .323 | | |
| PI3 | | .590 | | |
| PI4 | | .339 | | |

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

# Appendix H: Cronbach's Alpha of the COS and CET scales from the study 1 – Phase 1

Study 1 – 452 respondents

Table H1: Cronbach's Alpha of the COS scale - Internal consistency

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .932 | 12 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| COS1 | 3.78 | .728 | 452 |
| COS2 | 3.87 | .819 | 452 |
| COS3 | 3.88 | .809 | 452 |
| COS4 | 3.85 | .798 | 452 |
| COS5 | 3.78 | .738 | 452 |
| COS6 | 3.95 | .791 | 452 |
| COS7 | 3.93 | .805 | 452 |
| COS8 | 3.76 | .852 | 452 |
| COS9 | 3.96 | .840 | 452 |
| COS10 | 3.95 | .867 | 452 |
| COS11 | 3.98 | .888 | 452 |
| COS12 | 3.89 | .836 | 452 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| COS1 | 42.79 | 47.312 | .702 | .927 |
| COS2 | 42.70 | 46.410 | .698 | .927 |
| COS3 | 42.69 | 46.297 | .720 | .926 |
| COS4 | 42.73 | 46.767 | .684 | .927 |
| COS5 | 42.79 | 47.386 | .684 | .927 |
| COS6 | 42.62 | 46.791 | .689 | .927 |
| COS7 | 42.64 | 46.221 | .731 | .926 |
| COS8 | 42.81 | 46.737 | .636 | .929 |
| COS9 | 42.61 | 46.038 | .713 | .926 |
| COS10 | 42.62 | 45.632 | .725 | .926 |
| COS11 | 42.59 | 45.200 | .744 | .925 |
| COS12 | 42.68 | 45.895 | .731 | .926 |

Table H2: Cronbach's Alpha of the CET scale - Internal consistency

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .903 | 7 |

**Item Statistics**

|  | Mean | Std. Deviation | N |
|------|------|------|------|
| CET1 | 3.32 | .782 | 452 |
| CET2 | 3.09 | .946 | 452 |
| CET3 | 3.33 | .826 | 452 |
| CET4 | 3.27 | .800 | 452 |
| CET5 | 3.12 | .886 | 452 |
| CET6 | 3.03 | .894 | 452 |
| CET7 | 3.10 | .814 | 452 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|------|------|------|------|
| CET1 | 18.93 | 17.336 | .689 | .891 |
| CET2 | 19.16 | 16.159 | .707 | .890 |
| CET3 | 18.91 | 17.223 | .660 | .894 |
| CET4 | 18.98 | 16.840 | .754 | .884 |
| CET5 | 19.13 | 16.165 | .770 | .881 |
| CET6 | 19.21 | 16.419 | .720 | .887 |
| CET7 | 19.15 | 17.098 | .694 | .890 |

Table H3: K-mean cluster with two construct consumer cosmopolitanism and ethnocentrism

**Final Cluster Centers**

|      | Cluster | | | |
|------|------|------|------|------|
|      | 1    | 2    | 3    | 4    |
| SCET | 2.77 | 3.97 | 2.84 | 3.47 |
| SCOS | 4.29 | 4.27 | 3.50 | 3.69 |

**Appendix I: Constructs measurements from Study 4 of Phase Three: Psychometric properties of the scale**

Table I.1: Reliability statistics of the risk aversion scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .955 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| RA1 | 6.52 | 1.458 | .900 | .937 |
| RA2 | 6.52 | 1.384 | .947 | .901 |
| RA3 | 6.51 | 1.459 | .868 | .961 |

Table I.2: Reliability statistics of the innovativeness scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .911 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| IN1 | 6.80 | 4.029 | .818 | .876 |
| IN2 | 6.73 | 3.923 | .841 | .857 |
| IN3 | 6.68 | 3.602 | .813 | .884 |

Table I.3: Reliability statistics of the variety seeking scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .978 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| VS1 | 7.07 | 4.736 | .951 | .969 |
| VS2 | 7.05 | 4.672 | .958 | .964 |
| VS3 | 7.07 | 4.756 | .949 | .971 |

Table I.4: Reliability statistics of the CCOMO scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .960 | 8 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| COS1 | 24.83 | 43.722 | .868 | .953 |
| COS2 | 24.88 | 45.148 | .814 | .957 |
| COS3 | 24.86 | 45.611 | .822 | .956 |
| COS4 | 24.82 | 43.156 | .860 | .954 |

| | | | | |
|---|---|---|---|---|
| COS5 | 24.80 | 44.771 | .833 | .955 |
| COS6 | 24.74 | 43.614 | .868 | .953 |
| COS7 | 24.78 | 43.472 | .868 | .953 |
| COS8 | 24.81 | 44.286 | .844 | .955 |

Table I.5: The KMO and Bartlett's Test of study 4

**KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .931 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 6728.122 |
| | df | 136 |
| | Sig. | .000 |

Table I.6: Total Variance Explained of study 4

**Total Variance Explained**

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 9.003 | 52.960 | 52.960 | 8.794 | 51.732 | 51.732 | 8.281 |
| 2 | 2.793 | 16.430 | 69.390 | 2.676 | 15.739 | 67.470 | 5.264 |
| 3 | 1.732 | 10.187 | 79.577 | 1.641 | 9.655 | 77.125 | 2.700 |
| 4 | .948 | 5.578 | 85.154 | .733 | 4.314 | 81.439 | 6.003 |
| 5 | .336 | 1.974 | 87.129 | | | | |
| 6 | .299 | 1.758 | 88.887 | | | | |
| 7 | .273 | 1.606 | 90.493 | | | | |
| 8 | .260 | 1.527 | 92.020 | | | | |

| | | | |
|---|---|---|---|
| 9 | .243 | 1.432 | 93.452 |
| 10 | .230 | 1.352 | 94.805 |
| 11 | .192 | 1.132 | 95.936 |
| 12 | .187 | 1.100 | 97.036 |
| 13 | .166 | .974 | 98.010 |
| 14 | .158 | .932 | 98.942 |
| 15 | .067 | .394 | 99.336 |
| 16 | .060 | .351 | 99.687 |
| 17 | .053 | .313 | 100.000 |

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table I.7: Pattern matrix of study 4

**Pattern Matrix**[a]

| | Factor | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| COS8 | .952 | | | |
| COS4 | .875 | | | |
| COS11 | .872 | | | |
| COS10 | .862 | | | |
| COS5 | .829 | | | |
| COS9 | .823 | | | |
| COS7 | .820 | | | |
| COS12 | .815 | | | |
| VS1 | | .974 | | |
| VS2 | | .968 | | |
| VS3 | | .945 | | |

| | | | | |
|---|---|---|---|---|
| RA2 | | | .997 | |
| RA1 | | | .923 | |
| RA3 | | | .889 | |
| IN2 | | | | .902 |
| IN1 | | | | .776 |
| IN3 | | | | .721 |

Extraction Method: Principal Axis Factoring.

 Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

## Appendix J: Constructs measurements from Study 5 of Phase Three: Psychometric properties of the scale

Table J.1: Reliability statistics of the cosmopolitanism scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .934 | 6 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| C1 | 18.08 | 25.121 | .820 | .920 |
| C2 | 17.95 | 24.727 | .821 | .919 |
| C3 | 18.09 | 24.225 | .862 | .914 |
| C4 | 18.29 | 25.758 | .767 | .926 |
| C5 | 18.18 | 26.053 | .750 | .928 |
| C6 | 18.03 | 25.121 | .805 | .921 |

Table J.2: Reliability statistics of the consumer ethnocentrism scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .931 | 7 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CET1 | 18.27 | 28.831 | .768 | .921 |
| CET2 | 18.59 | 28.759 | .776 | .920 |
| CET3 | 18.36 | 28.400 | .786 | .919 |
| CET4 | 18.43 | 28.515 | .812 | .917 |
| CET5 | 18.64 | 29.057 | .784 | .919 |
| CET6 | 18.73 | 29.189 | .734 | .924 |
| CET7 | 18.65 | 28.969 | .786 | .919 |

Table J.3: The reliability statistics of the CCOMO scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .939 | 8 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CCOMO1 | 27.54 | 25.289 | .793 | .930 |
| CCOMO2 | 27.68 | 25.741 | .722 | .935 |
| CCOMO3 | 27.76 | 26.320 | .703 | .936 |
| CCOMO4 | 27.51 | 24.698 | .780 | .931 |
| CCOMO5 | 27.64 | 25.346 | .771 | .931 |
| CCOMO6 | 27.53 | 24.519 | .857 | .925 |
| CCOMO7 | 27.53 | 24.812 | .836 | .927 |
| CCOMO8 | 27.60 | 25.201 | .798 | .930 |

Table J.4: Reliability statistics of the purchase intention scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .912 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| I1 | 7.89 | 3.088 | .814 | .881 |
| I2 | 7.95 | 3.000 | .858 | .844 |
| I3 | 8.02 | 3.097 | .798 | .894 |

Table J.5: The KMO and Barlett's Test of study 5

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .941 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 8189.370 |
| | df | 276 |
| | Sig. | .000 |

Table J.6: Total Variance Explained of study 5

**Total Variance Explained**

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 10.329 | 43.037 | 43.037 | 10.032 | 41.800 | 41.800 | 8.510 |
| 2 | 4.606 | 19.193 | 62.230 | 4.289 | 17.870 | 59.670 | 5.267 |
| 3 | 1.959 | 8.162 | 70.392 | 1.650 | 6.877 | 66.546 | 7.678 |
| 4 | .901 | 3.754 | 74.146 | .615 | 2.562 | 69.108 | 6.654 |
| 5 | .604 | 2.518 | 76.665 | | | | |
| 6 | .541 | 2.254 | 78.918 | | | | |
| 7 | .505 | 2.104 | 81.023 | | | | |
| 8 | .457 | 1.902 | 82.925 | | | | |
| 9 | .444 | 1.851 | 84.776 | | | | |
| 10 | .398 | 1.659 | 86.434 | | | | |
| 11 | .345 | 1.438 | 87.872 | | | | |
| 12 | .334 | 1.393 | 89.266 | | | | |
| 13 | .290 | 1.208 | 90.473 | | | | |
| 14 | .286 | 1.192 | 91.665 | | | | |
| 15 | .265 | 1.103 | 92.768 | | | | |
| 16 | .242 | 1.010 | 93.778 | | | | |
| 17 | .237 | .990 | 94.767 | | | | |
| 18 | .226 | .944 | 95.711 | | | | |
| 19 | .206 | .858 | 96.569 | | | | |
| 20 | .189 | .788 | 97.356 | | | | |

| | | | |
|---|---|---|---|
| 21 | .173 | .722 | 98.078 |
| 22 | .165 | .689 | 98.767 |
| 23 | .155 | .645 | 99.413 |
| 24 | .141 | .587 | 100.000 |

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table J.7: Pattern Matrix of study 5

**Pattern Matrix**[a]

| | Factor | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| CCOMO5 | .883 | | | |
| CCOMO 2 | .828 | | | |
| CCOMO 7 | .824 | | | |
| CCOMO 6 | .810 | | | |
| CCOMO 8 | .766 | | | |
| CCOMO 3 | .761 | | | |
| CCOMO 1 | .749 | | | |
| CCOMO 4 | .726 | | | |
| CET4 | | .848 | | |
| CET3 | | .830 | | |
| CET5 | | .828 | | |
| CET7 | | .817 | | |
| CET1 | | .810 | | |
| CET2 | | .792 | | |
| CET6 | | .759 | | |

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| | | | | |
|---|---|---|---|---|
| C3 | | | .861 | |
| C1 | | | .842 | |
| C4 | | | .839 | |
| C6 | | | .805 | |
| C5 | | | .790 | |
| C2 | | | .764 | |
| I2 | | | | .767 |
| I3 | | | | .651 |
| I1 | | | | .643 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

**Appendix K: Constructs measurements from Study 6 of Phase Three: Psychometric properties of the scale**

Table K.1: Reliability statistics of the CCOMO scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .972 | 8 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CCOMO1 | 23.98 | 47.925 | .889 | .968 |
| CCOMO2 | 23.99 | 48.075 | .881 | .969 |
| CCOMO3 | 23.93 | 48.284 | .870 | .969 |
| CCOMO4 | 23.93 | 48.073 | .887 | .968 |
| CCOMO5 | 23.93 | 48.174 | .897 | .968 |
| CCOMO6 | 23.90 | 47.842 | .896 | .968 |
| CCOMO7 | 23.91 | 47.331 | .904 | .968 |
| CCOMO8 | 23.92 | 47.757 | .882 | .969 |

# Appendix L: Constructs measurements from Study 7 of Phase Three: Psychometric properties of the scale

Table L.1: Reliability statistics of the materialism scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .973 | 6 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| MAT1 | 13.59 | 37.607 | .903 | .968 |
| MAT2 | 13.57 | 37.932 | .916 | .967 |
| MAT3 | 13.53 | 37.749 | .910 | .967 |
| MAT4 | 13.55 | 37.652 | .915 | .967 |
| MAT5 | 13.56 | 37.413 | .911 | .967 |
| MAT6 | 13.52 | 37.600 | .905 | .968 |

Table L.2: Reliability statistics of the CCOMO scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .967 | 8 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|

| | | | |
|---|---|---|---|
| CCOMO1 | 26.17 | 45.366 | .885 | .962 |
| CCOMO 2 | 26.10 | 44.586 | .887 | .961 |
| CCOMO 3 | 26.13 | 45.280 | .873 | .962 |
| CCOMO 4 | 26.07 | 45.053 | .863 | .963 |
| CCOMO 5 | 26.13 | 45.109 | .861 | .963 |
| CCOMO 6 | 26.08 | 44.963 | .867 | .963 |
| CCOMO 7 | 26.05 | 45.016 | .875 | .962 |
| CCOMO 8 | 26.07 | 45.087 | .849 | .964 |

Table L.3: Reliability statistics of the attitude scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .960 | 3 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| ATT1 | 7.28 | 5.331 | .900 | .954 |
| ATT2 | 7.22 | 5.015 | .933 | .929 |
| ATT3 | 7.20 | 5.015 | .915 | .942 |

Table L.4: The KMO and Bartlett's Test of study 7

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .944 |
|---|---|
| Bartlett's Test of Sphericity Approx. Chi-Square | 11097.850 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| df | | | | 136 | | | | |
| Sig. | | | | .000 | | | | |

Table L.5: Total Variance Explained of study 7

**Total Variance Explained**

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 8.025 | 47.204 | 47.204 | 7.837 | 46.097 | 46.097 | 7.516 |
| 2 | 5.250 | 30.880 | 78.084 | 5.106 | 30.036 | 76.133 | 5.166 |
| 3 | 1.305 | 7.674 | 85.758 | 1.174 | 6.906 | 83.038 | 5.299 |
| 4 | .307 | 1.806 | 87.564 | | | | |
| 5 | .266 | 1.563 | 89.127 | | | | |
| 6 | .243 | 1.431 | 90.558 | | | | |
| 7 | .210 | 1.238 | 91.796 | | | | |
| 8 | .186 | 1.094 | 92.890 | | | | |
| 9 | .182 | 1.072 | 93.962 | | | | |
| 10 | .168 | .987 | 94.949 | | | | |
| 11 | .159 | .934 | 95.883 | | | | |
| 12 | .143 | .841 | 96.723 | | | | |
| 13 | .136 | .801 | 97.525 | | | | |
| 14 | .122 | .718 | 98.242 | | | | |
| 15 | .115 | .674 | 98.917 | | | | |
| 16 | .107 | .629 | 99.545 | | | | |
| 17 | .077 | .455 | 100.000 | | | | |

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table L.6: Pattern matrix of study 7

**Pattern Matrix**[a]

| | Factor | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| CCOMO 1 | .939 | | |
| CCOMO 2 | .909 | | |
| CCOMO 6 | .888 | | |
| CCOMO 7 | .886 | | |
| CCOMO 8 | .868 | | |
| CCOMO 3 | .860 | | |
| CCOMO 4 | .856 | | |
| CCOMO 5 | .847 | | |
| MAT2 | | .931 | |
| MAT4 | | .930 | |
| MAT5 | | .928 | |
| MAT3 | | .926 | |
| MAT6 | | .919 | |
| MAT1 | | .918 | |
| ATT2 | | | .943 |
| ATT3 | | | .911 |
| ATT1 | | | .876 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

# Appendix M: Constructs measurements in 2<sup>nd</sup> Quantitative – green consumption

Table M.1: Reliability statistics of the CCOMO scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .968 | 8 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CCOMO1 | 26.09 | 46.451 | .886 | .963 |
| CCOMO2 | 26.03 | 45.747 | .888 | .962 |
| CCOMO 3 | 26.06 | 46.359 | .876 | .963 |
| CCOMO4 | 26.00 | 46.105 | .866 | .964 |
| CCOMO5 | 26.07 | 46.211 | .862 | .964 |
| CCOMO6 | 26.02 | 45.943 | .870 | .963 |
| CCOMO7 | 25.99 | 45.996 | .879 | .963 |
| CCOMO8 | 26.00 | 46.157 | .853 | .964 |

Table M.2: The reliability statistics of the online community scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .947 | 12 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| ONL1 | 37.19 | 60.424 | .797 | .942 |
| ONL2 | 37.37 | 63.344 | .568 | .949 |
| ONL3 | 37.07 | 58.928 | .830 | .940 |
| ONL4 | 37.36 | 63.069 | .596 | .948 |
| ONL5 | 37.04 | 59.316 | .814 | .941 |
| ONL6 | 37.41 | 64.130 | .542 | .949 |
| ONL7 | 37.03 | 58.807 | .810 | .941 |
| ONL8 | 37.02 | 59.351 | .806 | .941 |
| ONL9 | 37.01 | 58.695 | .832 | .940 |
| ONL10 | 36.98 | 59.465 | .801 | .941 |
| ONL11 | 36.96 | 59.478 | .797 | .941 |
| ONL12 | 36.96 | 59.613 | .814 | .941 |

Table M.3: Reliability statistics of the global self-identity scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .974 | 7 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| GS1 | 20.98 | 31.822 | .907 | .970 |
| GS2 | 20.98 | 31.141 | .919 | .969 |

| | | | | |
|---|---|---|---|---|
| GS3 | 20.98 | 31.041 | .912 | .969 |
| GS4 | 20.98 | 31.114 | .902 | .970 |
| GS5 | 21.03 | 31.448 | .891 | .971 |
| GS6 | 20.98 | 31.215 | .906 | .970 |
| GS7 | 21.00 | 31.529 | .893 | .971 |

Table M.4: Reliability statistics of the perceived quality scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .966 | 4 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| PQ1 | 10.58 | 9.455 | .904 | .958 |
| PQ2 | 10.55 | 9.011 | .922 | .953 |
| PQ3 | 10.57 | 8.986 | .919 | .954 |
| PQ4 | 10.54 | 9.034 | .916 | .955 |

Table M.5: Reliability statistics of the perceived status scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .954 | 4 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| PS1 | 10.47 | 9.330 | .874 | .944 |
| PS2 | 10.51 | 9.077 | .878 | .943 |
| PS3 | 10.48 | 8.859 | .904 | .935 |
| PS4 | 10.46 | 8.787 | .898 | .937 |

Table M.6: The KMO and Bartlett's Test of the 2nd quantitative research – green consumption

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .952 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 20739.793 |
| | df | 561 |
| | Sig. | .000 |

Table M.7: Total Variance Explained of the the 2nd quantitative research – green consumption

**Total Variance Explained**

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 12.484 | 36.718 | 36.718 | 12.296 | 36.164 | 36.164 | 7.845 |
| 2 | 7.330 | 21.559 | 58.277 | 7.018 | 20.642 | 56.806 | 9.651 |
| 3 | 3.388 | 9.965 | 68.241 | 3.217 | 9.461 | 66.267 | 9.005 |
| 4 | 2.218 | 6.523 | 74.764 | 2.086 | 6.135 | 72.402 | 6.997 |
| 5 | 1.409 | 4.145 | 78.909 | 1.193 | 3.510 | 75.912 | 6.446 |
| 6 | 1.275 | 3.749 | 82.658 | | | | |
| 7 | .440 | 1.295 | 83.953 | | | | |

| | | | |
|---|---|---|---|
| 8 | .405 | 1.192 | 85.145 |
| 9 | .386 | 1.135 | 86.280 |
| 10 | .353 | 1.039 | 87.319 |
| 11 | .333 | .978 | 88.297 |
| 12 | .316 | .928 | 89.225 |
| 13 | .283 | .831 | 90.057 |
| 14 | .264 | .777 | 90.833 |
| 15 | .245 | .721 | 91.554 |
| 16 | .238 | .700 | 92.254 |
| 17 | .222 | .652 | 92.907 |
| 18 | .212 | .624 | 93.530 |
| 19 | .196 | .576 | 94.107 |
| 20 | .194 | .570 | 94.677 |
| 21 | .182 | .536 | 95.212 |
| 22 | .165 | .484 | 95.696 |
| 23 | .161 | .473 | 96.170 |
| 24 | .156 | .460 | 96.629 |
| 25 | .151 | .444 | 97.073 |
| 26 | .137 | .403 | 97.476 |
| 27 | .130 | .381 | 97.857 |
| 28 | .128 | .376 | 98.234 |
| 29 | .119 | .349 | 98.582 |
| 30 | .113 | .333 | 98.916 |
| 31 | .105 | .308 | 99.224 |
| 32 | .102 | .299 | 99.523 |
| 33 | .088 | .260 | 99.782 |

| | Factor | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 34 | .074 | .218 | 100.000 | | |

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table M.8: Pattern matrix of the 2<sup>nd</sup> quantitative research – green consumption

**Pattern Matrix<sup>a</sup>**

| | Factor | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| ONL9 | .877 | | | | |
| ONL3 | .866 | | | | |
| ONL5 | .856 | | | | |
| ONL7 | .846 | | | | |
| ONL12 | .840 | | | | |
| ONL1 | .836 | | | | |
| ONL10 | .836 | | | | |
| ONL8 | .831 | | | | |
| ONL11 | .817 | | | | |
| ONL4 | .564 | | | | |
| ONL2 | .554 | | | | |
| ONL6 | .500 | | | | |
| CCOMO1 | | .926 | | | |
| CCOMO2 | | .907 | | | |
| CCOMO6 | | .902 | | | |
| CCOMO7 | | .877 | | | |
| CCOMO8 | | .876 | | | |
| CCOMO5 | | .857 | | | |
| CCOMO3 | | .847 | | | |

| | | | | | |
|---|---|---|---|---|---|
| CCOMO4 | | .845 | | | |
| GS2 | | | .952 | | |
| GS1 | | | .944 | | |
| GS4 | | | .920 | | |
| GS3 | | | .917 | | |
| GS6 | | | .905 | | |
| GS7 | | | .890 | | |
| GS5 | | | .872 | | |
| PQ2 | | | | .953 | |
| PQ3 | | | | .937 | |
| PQ4 | | | | .937 | |
| PQ1 | | | | .898 | |
| ATT2 | | | | | .915 |
| ATT3 | | | | | .871 |
| ATT1 | | | | | .856 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

# Appendix N: Constructs measurements in the 2<sup>nd</sup> Quantitative – technology adoption

Table N.1: Reliability statistics of the CCOMO scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .968 | 8 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CCOMO1 | 26.07 | 47.680 | .884 | .963 |
| CCOMO2 | 26.14 | 48.842 | .873 | .964 |
| CCOMO3 | 26.09 | 48.276 | .875 | .963 |
| CCOMO4 | 26.08 | 48.114 | .858 | .964 |
| CCOMO5 | 26.05 | 47.840 | .865 | .964 |
| CCOMO6 | 25.91 | 46.411 | .882 | .963 |
| CCOMO7 | 26.08 | 47.796 | .867 | .964 |
| CCOMO8 | 25.92 | 46.824 | .883 | .963 |

Table N.2: Reliability statistics of the social distancing concern scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .985 | 3 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| SDC1 | 8.27 | 5.706 | .966 | .979 |
| SDC2 | 8.24 | 5.788 | .972 | .975 |
| SDC3 | 8.26 | 5.769 | .965 | .980 |

Table N.3: Reliability statistics of the perceived trust scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .963 | 4 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| PT1 | 9.09 | 10.034 | .906 | .952 |
| PT2 | 9.11 | 9.952 | .915 | .949 |
| PT3 | 9.17 | 9.790 | .927 | .945 |
| PT4 | 9.27 | 9.402 | .890 | .958 |

Table N.4: Reliability statistics of the social threat norms scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .970 | 4 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| STN1 | 10.04 | 11.173 | .911 | .964 |
| STN2 | 9.98 | 11.254 | .934 | .957 |
| STN3 | 9.99 | 11.227 | .932 | .957 |
| STN4 | 9.94 | 11.419 | .918 | .961 |

Table N.5: The reliability statistics of the booking intention scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .961 | 3 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| BI1 | 7.05 | 3.015 | .921 | .939 |
| BI2 | 7.10 | 2.968 | .918 | .941 |
| BI3 | 7.07 | 2.967 | .910 | .947 |

Table N.6: Reliability statistics of the post booking intention scale

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .964 | 3 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| PBI1 | 5.42 | 4.070 | .929 | .943 |
| PBI2 | 5.49 | 4.155 | .928 | .944 |
| PBI3 | 5.51 | 3.991 | .914 | .955 |

Table N.7: The KMO and Bartlett's Test of the 2nd quantitative research – technology adoption

**KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .901 |
|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 13235.307 |
| | df | 300 |
| | Sig. | .000 |

Table N.8: Total Variance Explained of the 2nd quantitative research – technology adoption

**Total Variance Explained**

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 7.435 | 29.739 | 29.739 | 7.299 | 29.198 | 29.198 | 6.429 |
| 2 | 6.267 | 25.068 | 54.806 | 6.090 | 24.359 | 53.556 | 4.726 |
| 3 | 3.219 | 12.877 | 67.683 | 3.153 | 12.612 | 66.168 | 4.622 |
| 4 | 2.604 | 10.415 | 78.098 | 2.493 | 9.972 | 76.140 | 3.157 |
| 5 | 1.678 | 6.712 | 84.811 | 1.579 | 6.316 | 82.456 | 4.993 |
| 6 | 1.153 | 4.611 | 89.422 | 1.051 | 4.205 | 86.661 | 5.023 |
| 7 | .405 | 1.620 | 91.042 | | | | |
| 8 | .236 | .943 | 91.985 | | | | |

| | | | |
|---|---|---|---|
| 9 | .213 | .854 | 92.839 |
| 10 | .190 | .759 | 93.598 |
| 11 | .180 | .719 | 94.317 |
| 12 | .167 | .667 | 94.984 |
| 13 | .151 | .604 | 95.588 |
| 14 | .146 | .584 | 96.172 |
| 15 | .133 | .533 | 96.705 |
| 16 | .126 | .504 | 97.209 |
| 17 | .107 | .428 | 97.637 |
| 18 | .099 | .395 | 98.032 |
| 19 | .095 | .380 | 98.412 |
| 20 | .089 | .358 | 98.770 |
| 21 | .082 | .327 | 99.097 |
| 22 | .076 | .306 | 99.403 |
| 23 | .070 | .282 | 99.685 |
| 24 | .044 | .177 | 99.862 |
| 25 | .035 | .138 | 100.000 |

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table N.9: Pattern matrix of the 2nd quantitative research – technology adoption

**Pattern Matrix[a]**

| | Factor | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| CCOMO1 | .906 | | | | | |
| CCOMO 3 | .900 | | | | | |
| CCOMO 6 | .894 | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| CCOMO 8 | .894 | | | | |
| CCOMO 2 | .892 | | | | |
| CCOMO 4 | .883 | | | | |
| CCOMO 5 | .879 | | | | |
| CCOMO 7 | .870 | | | | |
| STN2 | | .964 | | | |
| STN3 | | .955 | | | |
| STN4 | | .931 | | | |
| STN1 | | .919 | | | |
| PT3 | | | .949 | | |
| PT2 | | | .948 | | |
| PT1 | | | .919 | | |
| PT4 | | | .908 | | |
| SDC2 | | | | .985 | |
| SDC3 | | | | .977 | |
| SDC1 | | | | .972 | |
| PBI2 | | | | | .952 | |
| PBI1 | | | | | .937 | |
| PBI3 | | | | | .934 | |
| BI2 | | | | | | .951 |
| BI1 | | | | | | .946 |
| BI3 | | | | | | .909 |

Extraction Method: Principal Axis Factoring.

 Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

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