GIL DEL ALCÁZAR, MARÍA SOLEDAD, Ph.D. A Cross-Cultural Investigation of the Effect of Cosmopolitan Consumer Orientation on the Consumption of Sustainable Apparel Among Young Metropolitan Consumers (2021).
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Traditionally, when we think of cosmopolitan consumers we focus on their interest and favorable disposition towards purchasing foreign products. In a currently globalized world, individuals with a strong cosmopolitan consumer orientation (CCO) think of themselves beyond their city or country and consider the world their marketplace. Despite the acknowledged relevance of CCO in international marketing and consumer behavior, seldom does academic research study the effect of CCO on sustainable behavior. No published research, to the best of our knowledge, has examined the relationship between CCO and consumer behavior of sustainable apparel. Due to deterioration of the environment, the well-being of society, and the urgency to adhere to more sustainable lifestyles, this study proposes that CCO also drives consumers' intention to protect the world through the purchase of socially and environmentally responsible apparel.

Considering the rapid growth of the cosmopolitan consumer segment, the globalization of the apparel industry, and the worldwide acceptance of sustainable lifestyle among young generations, could latent consumer orientations such as CCO carry ethical implications and predict consumers' sustainable apparel behavior? Further, would the effect of CCO differ among young consumers from countries with different economic levels of development? To answer these questions, this study examined in an integrative conceptual model the effects of CCO on the intention to purchase sustainable apparel among young metropolitan consumers in three countries that differ in their level of economic development. Derived from the review of literature, a total of 13 hypotheses were developed upon the theory of planned behavior (TPB). This conceptual model provides the theoretical backbone to explain how emblematic determinants of purchase intention, such as attitude towards purchasing sustainable apparel, perceived norm, and perceived behavioral control (PBC), as well as CCO and apparel sustainability knowledge, affect the intention to purchase sustainable apparel.

A sample of 965 responses in three countries was retained for hypothesis analysis (319 for the US, 294 for Ecuador, and 352 for India). Data was analyzed using Structural Equation Modeling. After confirming the six-factor structure and analyzing the goodness of fit of the measurement

model, configural invariance and partial metric invariance were established in order to continue with structural model comparisons. Overall, the structural model supported the expected effect of CCO as a driver of sustainable apparel consumer behavior. The results of the path analysis provided full support for five, and partial support for two of the 13 hypotheses. The results showed that CCO, attitude towards purchasing sustainable apparel, and perceived norm significantly impact the intention to purchase sustainable apparel in the US, Ecuador, and India (H1, H7, H8 were supported). PBC's effect on the intention to purchase sustainable apparel was insignificant (H9 was not supported), which presages that the capability and/or ability to purchase sustainable apparel does not seem to predict stronger young consumer intentions to purchase sustainable apparel.

The strong CCO of young metropolitan US, Ecuadorian, and Indian consumers influenced their attitude towards purchasing sustainable apparel (H2 was supported), their apparel sustainability knowledge (H3 was supported); however, their CCO did not affect their perceived competence/adeptness to overcome barriers to carry out purchases of sustainable apparel (H6 was not supported). They perceived that CCO pressures them to comply to social norms in terms of purchasing sustainable apparel in the US and India (H5 was partially supported). In addition, the more knowledgeable the US and Ecuadorian consumers felt in apparel sustainability, the stronger attitude towards sustainable apparel they had, although in India the relationship was insignificant (H4 was partially supported). Young metropolitan consumers experienced practically similar influences independently of the economic standing of their nations (H10-13 were not supported).

The results suggest that CCO uplifts young metropolitan consumers to be more receptive to apparel sustainability. Thus, this study expands current knowledge on the ethical discourse of consumer cosmopolitanism. It provides empirical quantitative evidence of whether the integrative model guided by the TPB can explain the phenomena of CCO effects. The proposed model is instrumental not only because it explains the positive effect of cosmopolitan orientation on consumers' purchase intention of sustainable apparel, but also because it demonstrates that CCO reinforces apparel sustainability knowledge and attitudes towards purchasing sustainable apparel while pressuring consumers to comply with social norms under certain circumstances. Interestingly, CCO is not likely to impact current perceptions of barriers affecting purchases of

sustainable apparel. By investigating differences in the strength of the relationships between CCO and purchase behavior determinants, this study provides a clearer understanding of the homogeneity of young metropolitan cosmopolitan consumers in advanced and developing economies. Additionally, this research fills a gap in literature by studying an almost neglected country in cross-cultural CCO literature (i.e., Ecuador). The study findings also provide managerial implications, such as the identification of a viable market segment of young metropolitan cosmopolitan consumers with a positive disposition towards purchasing sustainable apparel. Since the study suggests homogeneity among cross-national metropolitan young cosmopolitan groups, it is likely that consumer cosmopolitanization voids national level deficiencies (e.g., informational and economic deficiencies) of the privileged market segment selected for this study in the context of sustainable apparel purchase behavior. Furthermore, the results of this study imply the importance of selecting appropriate sustainable apparel retailing practices for young cosmopolitan consumers. As with any research study, this study is subject to limitations that present opportunities for future studies.

A CROSS-CULTURAL INVESTIGATION OF THE EFFECT OF COSMOPOLITAN CONSUMER ORIENTATION ON THE CONSUMPTION OF SUSTAINABLE APPAREL AMONG YOUNG METROPOLITAN CONSUMERS

by

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Dr. Jin Su

Committee Chair

DEDICATION

This dissertation is dedicated to Maria Soledad, Marcelo, and Emad, also to my father, my mother, my siblings, and my grandmother.

May you never ever be limited by fabricated boundaries.

APPROVAL PAGE

This dissertation written by María Soledad Gil del Alcázar has been approved by the following committee of the Faculty of The Graduate School at The University of North Carolina at Greensboro.

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This dissertation is more than a lengthy formal document that argues that cosmopolitanism impacts sustainable apparel consumer behavior in partial fulfillment of the requirement for the degree of Doctor in Philosophy; it is the testament of a journey. An unpredicted, never boring, always challenging, and always perfect journey that started in 2015 when I moved to North Carolina with my two kids, a few bags, and a million questions. This journey would not have been possible without the support and guidance of my advisor and committee members, professors, fellow graduate student colleagues, and my family.

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CHAPTER I: INTRODUCTION

Cosmopolitan consumers regard the world as their marketplace, and they consciously seek to consume products, places, and experiences originating from cultures other than their own (Caldwell et al., 2006; Cannon & Yaprak, 2002; Urry, 2002). Marketing literature acknowledges that cosmopolitan consumer orientation (CCO) is a driver of consumer behavior and a relevant segmentation variable (Grinstein & Riefler, 2015; Riefler, 2012; Riefler et al., 2012; Zeugner-Roth et al., 2015). Furthermore, researchers claim CCO is on the rise (Riefler et al., 2012), making this orientation critically dynamic and impactful in research.

Several traits of cosmopolitan consumers suggest that CCO favorably relates to sustainable attitudes and consumption (Cleveland, Erdoğan, et al., 2011; Grinstein & Riefler, 2015; Lee et al., 2018; Riefler et al., 2012). It has been argued that a cosmopolitan approach incorporates a more ethical citizenship perspective, thus makes a more responsible contribution in a global community that is not limited by country borders (Archibugi, 2008; Holton, 2009; Moosmayer & Davis, 2016). While literature suggests that younger generations of consumers might be more receptive to sustainability (Chung Kwok-Pan et al., 2019), it is still unclear if latent consumer orientations, such as a strong CCO could contribute to this preconception. Unfortunately, empirical research has neglected to comprehensively study the relationship between CCO and sustainable consumption. Hence, there is a need to comprehensively test CCO as a predictor of sustainable purchase intention. Since cosmopolitan behavioral dispositions are product category specific (Cleveland et al., 2009; Cleveland, Papadopoulos, et al., 2011), this study proposes to examine specifically sustainable apparel consumption (i.e., sustainable apparel purchase intentions). The study of CCO in apparel products is relevant given the extraordinary internationalization of apparel production and consumption activities. Although the number of CCO empirical studies appears to be increasing, research on CCO in the context of apparel products is lacking. The purpose of this study is to fill the literature gap (identified later in this chapter) by testing the effect of CCO on sustainable apparel purchasing grounded in the Theory of Planned Behavior (TPB; Ajzen, 1985; Fishbein & Ajzen, 2009). The TPB within the reasoned action approach (M. Fishbein & Ajzen, 2009) proposes that intention to behave impacts behavior and that the combination of three components (i.e., attitude towards the behavior, perceived

norm, and perceived behavioral control) impact the intention to behave. This study's conceptual framework extends the TPB and proposes that CCO impacts four components: 1) attitude towards sustainable apparel, 2) perceived norms, 3) perceived behavioral control, and 4) consumer's apparel sustainability knowledge. Then the four components impact sustainable apparel purchase intention. As globalization enables cosmopolitan consumers to get access to the world marketplace, the level of country development becomes a relevant factor worth investigating. Country level of development is included as a moderator in the conceptual model.

Background

COSMOPOLITAN CONSUMER ORIENTATION (CCO)

Cosmopolitanism has captured the imagination of academics because it embodies political and social critique, as well as hope (Emontspool & Woodward, 2018) while offering a "rigorous, expansive and innovative body of theory for conceptualizing the hybrid and relational aspects of the globally networked social world" (Emontspool & Woodward, 2018, p.12). Cosmopolitans are individuals that think of themselves beyond the locality (Merton, 1968), and for the purpose of this study beyond their city and nationality. Politically, cosmopolitanism is associated with global citizenship (Kimberly Hutchings, 1999; Schueth & O'loughlin, 2008). Socially, cosmopolitanism can be adopted as a mode of global social order where individuals network globally and are expected to be oriented towards global ethical values (Cleveland, Erdoğan, et al., 2011; Grinstein & Riefler, 2015; Schueth & O'loughlin, 2008). Logically, this opens the door to develop/expand theory and examine relationships that can aid in explaining and advocating critical changes in our current globally networked world.

A cosmopolitan consumer orientation (CCO) is characterized by openness toward foreign countries and cultures, diversity appreciation brought about by the availability of products from different national and cultural origins, and a positive disposition towards consuming products from foreign cultures (Riefler et al., 2012). Thus, cosmopolitan consumers engage with other cultures and countries, appreciate having options when shopping, and are in favor of purchasing foreign products. Cosmopolitan consumers have exposure to different countries and products, and therefore are more "informed" or "sophisticated" than non-cosmopolitans (Zeugner-Roth et al., 2015). Cosmopolitans can be profiled on relevant consumption and demographic variables.

In general, they have been found to be innovative, risk taking, relatively young, urban residents, better educated and with international experience (Riefler, et.al., 2012). Rogers (2004) recognizes them as early adopters of innovations, and further suggests that cosmopolitans are critical for marketplace success.

Cosmopolitan consumers score high on universalism, self-direction, benevolence, and egalitarian values (Cleveland, Erdoğan, et al., 2011). Their values suggest that cosmopolitan consumers place importance on equality and environmental protection, and they feel social responsibility (Riefler et al., 2012; Schwartz, 2012). Also, their stands on traveling and involvement in novel experiences expose them to develop awareness and knowledge of environmental degradation and protection (Grinstein & Riefler, 2015).

SUSTAINABILITY IN THE TEXTILE AND APPAREL (T&A) INDUSTRY

Sustainability is the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. "Our Common Future", also known as the "Brundtland Report", delineates the worldly and necessary joint actions to impart common understanding and common spirited initiatives towards sustainable development (Brundtland et al., 1987), and is the landmark document issued by the United Nations. Sustainability comprises of three components: social, environmental and economic (Costanza & Patten, 1995; DesJardins, 2007; Elkington, 1998). Each component is relevant and influences apparel consumer behavior. The social dimension of sustainability refers to the well-being of people and communities (Elkington, 1998). The environmental dimension concerns with compromising natural resources, and the economic dimension refers to value creation and financial performance (Bansal, 2002). In the context of this research, studies relating to the environmental dimension and/or the social dimension are considered relevant for sustainability.

While the Textiles and Apparel (T&A) Industry makes a major contribution to the global economy via the trade, income, and employment it generates (MacCarthy & Jayarathne, 2012), it also heavily challenges sustainability (Caniato et al., 2012). Worldwide, the T&A industry is the second biggest world polluter (Carlile, 2018). The Environmental Justice Foundation and the Pesticide Action Network declared cotton the "dirtiest" agricultural commodity based on its use

of 16% of the world's insecticide (Turner, 2018). Processing cotton also consumes resources considerably; in average, 713 litters of water are used to make one cotton t-shirt (*Please Rent*, n.d.). Simultaneously, textile and apparel manufacturing is highly labor intensive, and the industry is known for labor law violations specially in developing economies (Jägel et al., 2012). Unfavorably, fast fashion further magnifies the fashion industry's negative impacts on resource consumption and welfare by raising the production and consumption volume of new apparel. The global extent of the issues related to social and environmental sustainability has demonstrated the need to understand sustainability from a global perspective.

Consumers today have a need-to-know-mentality, and they not only demand information about the product, but also demand information about the firm's business practices (Feitelberg, 2010). This explains why companies engage in sustainable practices and comply with policies/procedures to become members of and/or obtain certifications from sustainability friendly programs such as the Ethical Trading Initiative (Ethical Trading Initiative, n.d.), Better Cotton Initiative (Better Cotton Initiative, n.d.), Responsible Sourcing Network's Cotton Pledge (Responsible Sourcing Network, 2020), Greenpeace Detox campaign (Greenpeace, 2015), Action Collaboration Transformation (ACT; Action, Collaboration, Transformation, 2020), Sustainable Apparel Coalition (Sustainable Apparel Coalition, n.d.), Better Work (Better Work, 2020) or Sustainable Clothing Action Plan (SCAP; WRAP, 2020). Sustainable apparel is no longer retailed exclusively by companies that perceive sustainability as an essential feature of their apparel (e.g. Patagonia, People Tree, Eileen Fisher). Sustainable apparel is retailed by all types of firms in the global apparel industry. Currently, fast fashion brands (e.g., Zara, H&M, Primark, etc.) formerly known to disregard corporate social responsibility (Arrigo, 2013) due to their focus on efficient production processes (Cachon & Swinney, 2011; Simona Segre, 2005) have managed to integrate sustainability into their clothing lines (De Lenne & Vandenbosch, 2017). Engaging in sustainable alternatives helps diminish negative impacts on environmental and social resources.

Given the importance and urgency to adhere to more sustainable lifestyles with the purpose of slowing the deterioration of the environment and society, it becomes critical to identify agents of change that act as sustainability leaders. Considering the rapid growth of the cosmopolitan consumer segment, the globalization of the apparel industry, and the worldwide acceptance of

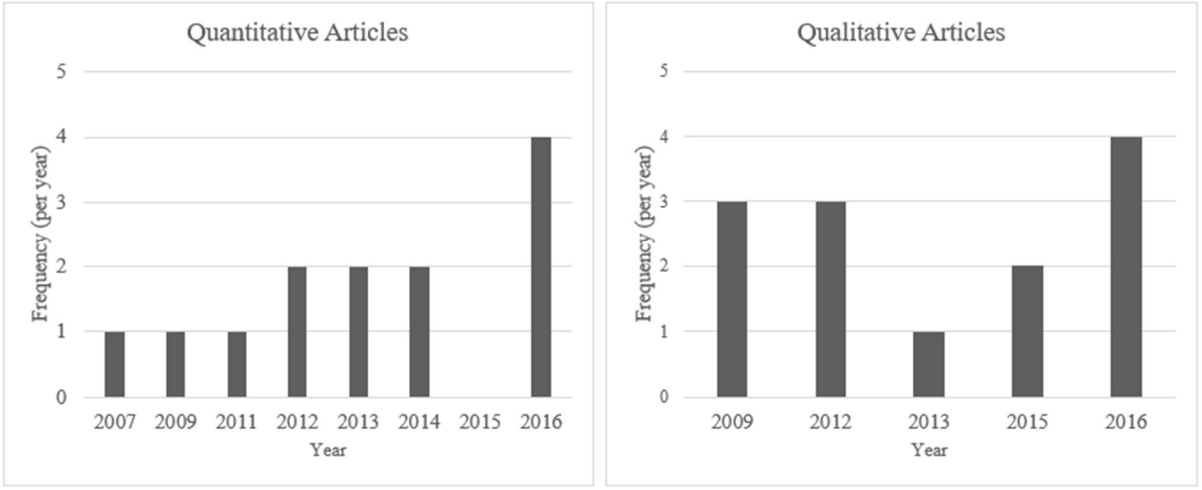
sustainable lifestyle among younger generations, could latent consumer orientations carry sustainable implications? Specifically, could CCO carry ethical and/or environmental implications and predict consumers' sustainable behavior?

Research Gaps

Five central research gaps have been identified through extensive literature review, including (1) limited quantitative research on consumer cosmopolitanism; (2) a void in the literature on the relationship between CCO and sustainable apparel consumption; (3) limited integrated research and use of attitudinal theories to systematically explain the relationship between CCO and sustainable consumption; (4) limited research on possible moderators on the relationship between CCO and sustainable consumption; (5) a void in CCO research with respect to some world geographies.

First, there is limited quantitative research on CCO in extant literature. Two trends might have affected the amount of research on CCO: 1) Only in the 1990s, as seminal articles on CCO started being published, authors started addressing cosmopolitanism as a consumer orientation (e.g., see Caldwell et al., 2006; Cannon & Yaprak, 1993; Hannerz, 1990; Holt, 1997; Thompson & Tambyah, 1999); and 2) while qualitative CCO research output seems to be more constant and diverse in literature, quantitative research output steadily increased since the publication of the Cleveland and Laroche (2007)'s CCO measurement scale. A structured ABI/INFORM Complete database search was conducted to display the second trend. From the initial search, a selection of 26 articles (see Figure 1) published between 2007 and 2016 that contribute to the study of cosmopolitan consumers and mention apparel was retained. The year 2007 was selected as a starting point for the database search because the first version of the most utilized CCO measurement scale was published in 2007 by Cleveland and Laroche (2007). Figure 1 shows the 26 articles retained organized by the frequency of articles published per year. The qualitative section of the figure shows a constant article output of 3-4 articles every three years. However, the quantitative section of the figure suggests an upward trend from one article every two years between 2007 and 2011 to two articles a year during 2012-2014 and then four articles in 2016.

Figure 1. Comparison Between Quantitative and Qualitative Article Output (2007-2016)



Note. Articles retrieved from ABI/INFORM Database via keyword search including "apparel" or "clothing" or "costume" or "fashion" or "dress" anywhere, and "consumer" anywhere, and "cosmopolit*" in the title or abstract (2007-2017). The selection includes 13 quantitative articles (see Asseraf & Shoham, 2016; Carpenter et al., 2013; Cleveland et al., 2009; Cleveland, Papadopoulos, et al., 2011; Cleveland & Laroche, 2007; Deb & Sinha, 2016; Frank & Watchravesringkan, 2016; Khare, 2014; Lysonski & Durvasula, 2013; Riefler et al., 2012; Rosenbloom et al., 2012; Tae Lee et al., 2014; Zdravkovic, 2013), and 13 qualitative articles (see Alcaraz et al., 2016; Fehérváry, 2009; Fewkes, 2012; Kate Hutchings et al., 2013; Jhala, 2015; Lewis, 2009; Maak, 2009; Moosmayer & Davis, 2016; Mueller et al., 2016; Reyes, 2012; Rojas Gaviria & Emontspool, 2015; Thomas et al., 2012; Tsai, 2016).

The literature review of quantitative articles suggests an effort to develop and validate CCO scales during the period from 2007 to 2016. Quantitative articles tended to investigate the effect of consumer cosmopolitanism on consumer behavior towards global, foreign, and domestic products in general. On the other hand, qualitative articles predominantly studied ethnographies describing a time in history exploring attitudes of the subjects adapting their consumption to their lifestyle, while the more politically inclined articles discussed ethical implications of cosmopolitan consumption. This shows interest in understanding the ethical side of cosmopolitanism in qualitative research earlier than in quantitative research. It is understandable that quantitative research would be catching up with the many discourses of consumer cosmopolitanism, and a quantitative study on the effect of CCO on consumer behavior toward sustainable apparel would help bridge the research gap.

Second, limited literature exists on the relationship between CCO and sustainable apparel consumption. Research suggests that CCO can predict consumption behaviors; however

behavioral outcomes tend to be product category and often country specific (Cleveland et al., 2009). Some knowledge exists on the effect of CCO on the consumption of global and traditional fashion apparel products (see Carpenter et al., 2013; Cleveland et al., 2009; Cleveland et al., 2011; Khare, 2014). However, it is not clear if cosmopolitan consumers have a different perception and purchase intention when it pertains to the consumption of sustainable apparel. Since the cosmopolitan consumer segment is increasing in size and reach (Riefler et al., 2012), a study on the impact of CCO on sustainable apparel consumer behavior extends consumer research on CCO in the sustainable apparel context and provides insights on the relationship between CCO and consumers' intention to purchase sustainable apparel.

Third, comprehensive research on the relationship between CCO and sustainable consumption behavior is limited and the use of attitudinal theory to systematically explain frameworks comprising CCO is scant. In other words, although studies have implied the existence of a relationship between CCO and sustainable consumption, there has been a lack of attention to develop theory-based frameworks to examine the relationships between CCO and consumer behavior toward sustainable products. It seems insufficient, for example, to study the relationship between CCO and sustainable consumption behavior without considering components suggested by attitudinal theories such as consumer attitude towards sustainable apparel, perceived norms and perceived behavioral control, or factors that reinforce existing cosmopolitan dispositions of consumers such as apparel sustainability knowledge. Lee et al. (2018) suggested their study is the first and probably the only study to have attempted to systematically use the theory of planned behavior to explain the relationship between CCO and the consumption of fair-trade coffee in Korea. Thus, research is needed to systematically incorporate relevant theory to explain the relationship between CCO and sustainable apparel consumer behavior.

Fourth, understandably since there are limited empirical studies on the relationship between CCO and sustainable consumption of apparel, little is known about moderators of the relationship. Several studies indicate significant differences among cosmopolitan consumers based on demographics (Carpenter et al., 2013; Han & Won, 2018; Jin et al., 2015; Phillips & Smith, 2008; Riefler et al., 2012; Schueth & O'loughlin, 2008) and macroeconomic indicators (Han & Won, 2018; Jin et al., 2015; Pichler, 2009). Thus, different consumer segments from developed countries and developing countries may have different patterns of attitudinal and

behavioral dispositions. In this dissertation, young metropolitans from one developed country and two developing countries will be surveyed. Sampling young metropolitans will likely provide homogeneous samples enabling the comparison of cosmopolitan consumers cross-culturally based on the country level of development.

Fifth, there are world geographies that are almost neglected in cross-cultural CCO literature. Particularly, little is known about cosmopolitan consumers in Central and South America, as well as in Africa. While several authors study cosmopolitan American consumers in the US, Canada, and Mexico (North America), to the best of the author's knowledge, there is not a single article that studies cosmopolitan consumers in Ecuador (South America), for example. This dissertation investigates the impact of CCO on sustainable apparel consumer behavior in three countries that are politically, culturally, and developmentally different: Ecuador, India, and the US. While India and the US are large in extension and population and receive considerable attention in academic research, Ecuador is small in territory and receives minimal attention in academic research. This cross-cultural study aims to provide implications regarding the apparel sustainability orientation of cosmopolitan consumers as well as current and future enablers/barriers impacting world sustainable apparel consumption.

Purpose of the Study

To close the aforementioned research gaps, the overall purpose of this study is to investigate the impact of CCO on consumer's sustainable apparel consumption intention from a cross-cultural perspective. To accomplish the research purpose, three research objectives are distinguished. The first research objective is to examine how CCO impacts consumer's sustainable behavior based on an integrative model. A conceptual framework based on the TPB is used to investigate the effects of CCO on the three determinants of purchase intention towards sustainable apparel (attitude, perceived norm, and perceived behavior control). Through testing the CCO variable as an antecedent of intention to purchase sustainable apparel, this study examines quantitively whether CCO has implications on sustainable consumer behavior.

The second research objective is to examine whether the effects of CCO on the three determinants of sustainable apparel purchase intention vary across different countries. Consumers from different countries may have different CCO levels and react differently to the

three determinants of sustainable apparel purchase intention. This study examines differences between culturally and developmentally different countries, including one advanced economy (United States) and two developing economies/emerging markets (India and Ecuador). The potential differences among the three different countries may influence the strength of the proposed relationships between the constructs. The third research objective is to determine whether there are any moderators impacting the relationships between the CCO and the three determinants of sustainable apparel purchase intention. This study integrates country development level as a moderator into the framework.

Significance of the Study

This study has significance in multiple aspects. The study has the potential to provide practical and theoretical implications in the areas of apparel sustainability and consumer behavior. Firstly, this study expands CCO research into an exciting area – sustainable apparel consumer behavior. Quantitative consumer studies on CCO in literature tend to address consumer's purchase of foreign products or evaluation of foreign products; however, the literature suggests that cosmopolitan dispositions are product category specific (Cleveland et al., 2011). Various studies have addressed the possibility of positive predisposition for sustainable behaviors by consumers with high cosmopolitan orientation based on individual and cultural determinants (Cleveland, Erdoğan, et al., 2011; Grinstein & Riefler, 2015; Lee et al., 2018); however, the relationship has not been tested quantitatively in a comprehensive framework supported by theory. This study is an effort to expand CCO research into apparel consumer behavior specifically focusing on the sustainable apparel context. Thus, this study has special significance to literature in both CCO and apparel areas; and contributes to the literature by investigating the relationship between CCO and sustainable apparel consumer behavior.

Secondly, the study's conceptual framework is grounded on the TPB within the reasoned action approach (Ajzen, 1985; M. Fishbein & Ajzen, 2009). The integration of theory and multiple factors such as attitude towards sustainable apparel, perceived norms, perceived control, apparel sustainability knowledge, and country level of development into the conceptual model to explain the relationship between CCO and purchase intentions contributes to the literature in both CCO and apparel consumer behavior areas. Thirdly, the integration of country level of development as a moderator contributes to the identification of when and how model relationships can vary (i.e.,

the moderators make the relationship stronger or weaker). The examination of potential moderators provides a greater understanding of CCO's effects.

Fourthly, this study is designed to compare three diverse countries. Including two emerging markets located in two culturally and geographically different continents in the study allows for a better understanding of consumer behavior in emerging markets. However, including a third country and allowing it to be one advanced economy provides extra diversity and richness to the analysis of the relationship between CCO and sustainable consumption without the complexity of handling a large number of countries in the same study.

In summary, this study links two major trends in society and industry: cosmopolitanism, and sustainable consumer behavior. On the one hand, the rise in cosmopolitan consumers implies openness to products in different markets and more responsible consumption; and on the other hand, the society and environment need the openness of conscious consumers to adopt products that promote sustainability. The study provides theoretical contributions to research in both CCO and sustainable apparel consumer behavior areas and offers practical implications to the textile, apparel, and retail industries.

Definition of Key Terms

This section provides key terms, along with their definitions, used throughout this dissertation.

Apparel: A garment made of fabric that covers the body (S. B. Kaiser, 1997).

Consumer's apparel sustainability knowledge: Refers to the extent of apparel sustainability information (social and environmental issues) accessible from memory that the individual perceives to know or to be able to research. In the context of this research, knowledge of social issues in apparel involves issues pertaining to social equity (e.g., working conditions of factory workers, child labor, sweatshop issues and fair wage for factory workers) as well as knowledge about socially responsible businesses (Shen et al., 2012). Knowledge of environmental issues involves being informed about environmental issues in the apparel business, as well as knowledge of the environmental impact of apparel products across the supply chain and the brands that sell environmentally friendly products (Shen et al., 2012).

Cosmopolitan consumer orientation (CCO): A consumer orientation characterized by openness toward foreign countries and cultures, diversity appreciation brought about by the availability of products from different national and cultural origins, and positive disposition towards consuming products from foreign cultures (Riefler et al., 2012). Thus, cosmopolitan consumers regard the world as their marketplace, and they consciously seek to consume products, places and experiences originating from cultures other than their own (Caldwell et al., 2006; Cannon & Yaprak, 2002; Urry, 2002).

Sustainability: The ability or quality to meet the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland et al., 1987). Sustainability comprises of three components: social, environmental, and economic (Costanza & Patten, 1995; DesJardins, 2007; Elkington, 1998). The social dimension of sustainability refers to the well-being of people and communities (Elkington, 1998). The environmental dimension refers to the compromising of natural resources and the economic dimension refers to value creation and financial performance (Bansal, 2002). In the context of this research, studies relating to the environmental dimension and/or the social dimension are considered relevant for sustainability.

Sustainable apparel: Refers to apparel that integrates one or more aspects of social or environmental sustainability in its development, such as fair-trade principles under sweatshop-free labor conditions without harming workers or the ecosystem, using biodegradable materials and/or without the use of pesticides (Goworek et al., 2012; Joergens, 2006; Su et al., 2019).

Sustainable development: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland et al., 1987, p. 41).

Textile and Apparel (T&A) Industry: The Textile and Apparel Industry is broken into two major segments: 1) the production of textiles and fabric from raw materials (fiber-to-fabric), and (2) the transformation of fabric into clothing and other accessories (Dickerson, 1999; Michigan State University, n.d.). The textile industry produces fabrics, but also materials such as carpeting, bed linens, curtains, towels, upholstery or industrial products (e.g., fire hoses, or weed barrier fabric; Michigan State University, n.d.; Woodard, 2011). The apparel industry consists of cutting

and sewing to create apparel or accessories (including footwear), and includes knitting mills (Michigan State University, n.d.).

Theory of Planned Behavior (TPB): The TPB is a theory used to understand and predict behaviors. The theory posits that attitude, perceived norm and perceived behavioral control serve to guide the decision to perform a behavior (M. Fishbein & Ajzen, 2009).

Dissertation Outline

This dissertation consists of five chapters. Chapter I provides a brief overview of the study. It introduces the background information about the research topic, gaps in the current literature, research purpose and objectives, significance of the study, and the key terms to be used throughout the study. In Chapter II, an extensive review of relevant literature is provided, covering the major concepts and theories that serve as the research foundation. Based on this review, a conceptual framework is proposed, consisting of 13 hypotheses. Chapter III discusses the methodology of the study, including the sample, measurements, data collection and analysis methods. Chapter IV provides the results of the data analysis and the quantitative procedures to evaluate the hypotheses. Chapter V discusses the study findings, offers theoretical and practical implications, and concludes the dissertation with the research limitations and suggestions for future research.

CHAPTER II: LITERATURE REVIEW

This second chapter reviews relevant literature for the study. Firstly, the chapter starts by introducing relevant literature on cosmopolitanism, cosmopolitan consumer orientation (CCO), and sustainable apparel consumer behavior. Next, it provides relevant background on the three countries of interest in the study (i.e., Ecuador, India, and the US) and young consumers. Then, a discussion of the theoretical foundation for the study follows, which leads to the presentation of the proposed conceptual framework and its hypothesized relationships.

Cosmopolitanism and CCO

In early classical periods of Greek thought, cosmopolitanism was regarded as a "disdain of patriotism, a desire for harmonious international relations and an emphasis on the primacy of the individual" (Hill, 1998, p. 171). Later, in the 18th century, cosmopolitanism portrayed individuals regarding themselves as citizens of the world, who would be willing to explore and experience other cultures (Hill, 1998). In sociology, Merton (1968) refreshed the interest in the concept addressing cosmopolitanism as a social orientation. Merton's cosmopolitans were those who "lived their lives within the structure of a nation rather than purely within the structure of the locality" (p. 237). Thus, cosmopolitans were members of groups larger than the city or immediate locality, whereas the locals or parochials would be content building relations within the locality with little interest in an outer circle.

Gouldner (1957) in "Cosmopolitans and locals: Toward an analysis of latent social roles" based his analysis on Merton's role theory (Merton, 1957, 1968) and analyzed cosmopolitan and local social identities or positions in an organizational social system. The call of role theory and the determination of cosmopolitanism as a latent concept are key aspects for the development of cosmopolitanism as a consumer orientation, since cosmopolitans form characteristic patterns of behavior based on the social context they are acting in (Gouldner, 1957). Although the orientation is not directly observable, it can be inferred by the inclination to consider and accept outer and/or specialized references (Gouldner, 1957).

Several subsequent manuscripts complemented and advanced Merton's and Gouldner's perspectives; however, it was only in the 1990s that scholars began studying cosmopolitanism as a consumer orientation taking primary efforts at conceptualizing and investigating CCO (e.g., see Caldwell et al., 2006; Hannerz, 1990; Holt, 1997; Thompson & Tambyah, 1999). Riefler and Diamantopoulos (2009) conducted an extensive review of the concept, identified aspects of CCO that seemed to be in wide agreement within the discipline of consumer behavior, and considered aspects that appeared to be of relevance to the conceptualization of CCO. They proposed that a cosmopolitan consumer (or person with strong CCO) can be conceptualized 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 & Diamantopoulos, 2009, p. 415). This refers to three aspects of CCO: "the extent to which a consumer exhibits an open-mindedness towards foreign countries and cultures (i.e., open mindedness), appreciates the diversity brought about by the availability of products from foreign countries (i.e., diversity appreciation), and is positively disposed towards consuming products from foreign countries (i.e., consumption transcending borders)" (Riefler et al., 2012, p. 287).

A structured ABI/INFORM Complete database search was conducted to examine the published research on CCO related to apparel. Table 1 provides an overview of the scattered literature during the decade from 2007 to 2016 that contributed to the study of cosmopolitan consumers with relation to apparel. The year 2007 was selected as a starting point for the database search because the first version of the most utilized measurement scale was published in 2007 by Cleveland and Laroche (2007).

A careful review of the selected quantitative literature sample in Table 1 shows that between 2007 and 2016, there was a need for CCO conceptualization, construct development, as well as measurement scales development. For example, Cleveland et al. (2009) validated its CCO measurement scale, and Riefler et al. (2012) developed the second most used CCO measurement

Table 1. Summary of the Articles that Contributed to CCO and Apparel Literature (2007-2016) Retrieved from ABI-Inform Database

Author(s)	Method (Context)	Key contributions to CCO literature
Cleveland and Laroche (2007)	Quant. (Canada, 67% respondents born in Canada)	Development and validation of a multi-dimensional scale for the measurement of Acculturation to the Global Consumer Culture (AGCC) containing a cosmopolitanism dimension.
Cleveland et al. (2009)	Quant. (Canada, Mexico, Chile, Sweden, Greece, Hungary, India, and South Korea)	-Validated measures for CCO scale. -Materialism and CCO jointly and positively predicted behavior in 22 of the 48 product categories. Products appealing to human universals (i.e., products that connote membership in transnational communities) favor the emergence of CCO dispositions.
Fehérváry (2009)	Qual. (Hungary)	Analyzed the "Nostalgie" in modern socialist Hungary of the 1960s along consumerism and political subjectivity. The state as the abstract, unitary source behind flawed goods, shortages and poverty gave a way to cosmopolitan modern women to use fashion to position themselves as the ever-changing and up-to-date individuals within a shifting context.
Lewis (2009)	Qual. (Malaysia)	Analyzes the influence of media in Malaysian women of the 1920s-1930s. The Modern Girl represents a new way of looking at the history of colonial Malaysia in the interwar period: one not focused on ethnic nationalism and communalism, but on a shared, multi-ethnic mode of belonging rooted in a globalist environment. Modern Girl was central to a discourse of 'cosmopolitanism' with tensions between cultural authenticity, diversity, and modernity regarding issues such as education, politics, women's liberality, and fashion.
Maak (2009)	Conceptual	Conceptual manuscript on the cosmopolitical corporation and its responsible participation in the global community as an agent of justice/as a government.

Author(s)	Method (Context)	Key contributions to CCO literature
Fewkes (2012)	Qual. (India)	Discusses Indian traders in the early 20th century acting as cultural brokers negotiating their own understanding of societies to generate profit.
Reyes (2012)	Qual. (Philippines)	Describes the 1880s Philippine women aspiring to consume Western style.
Riefler et al. (2012)	Quant. (Austria, Singapore, and sample of members of the United World College which brings together students for multiple nations)	-Conceptualized consumer-research-specific 3 dimensional (i.e., open-mindedness, diversity appreciation, and consumption transcending borders) and psychometrically sound measurement instrument. -Profiled cosmopolitan consumer as innovative, risk averse, less susceptible to normative influence, not ethnocentric, relatively young, educated, with international experience (travelled), urban, willing to buy foreign products. -Purely demographic variables were not particularly useful to profile cosmopolitan segments.
Rosenbloom et al. (2012)	Quant. (China)	-Self-perceptions of cosmopolitanism, ethnocentrism, and global-local identity influence global brand purchase intent. Brand liking, then familiarity and trust are the strongest overall predictor of global brand purchase intent. -CCO predicted purchase intent of Colgate, but not Chanel, Levi's, Prada, or Zara.
Thomas et al. (2012)	Qual. (South Africa)	Describes a South African young subculture use of style to promote nonconformist aspects of self.
Carpenter et al., 2013	Quant. (US)	To varying degrees, demographics, and individualism impact four of the dimensions of AGCC. CCO and social interaction consistently reduce ethnocentrism towards retailers among the sample data.
Hutchings et al. (2013)	Qual. (United Arab Emirates, expatriates from Australia, New Zealand, UK, and US)	Examined Western women in the United Arab Emirates (UAE). The female expatriates studied did not perceive gender and cultural stereotyping at work but identified stereotyping as occurring in the non-work context.; some of which resulted from the women engaging in auto-stereotyping.

Author(s)	Method (Context)	Key contributions to CCO literature
Lysonski and Durvasula (2013)	Quant. (Nigeria)	Young urban Nigerians are transitioning into a global market, effects of the acculturation to global consumer culture (AGCC) in terms of CCO, exposure to marketing activities of multinationals, English language usage, social interaction and global mass media exposure are present.
Zdravkovic (2013)	Quant. (US)	A person's level of cosmopolitanism contributes to the perception of equality when evaluating COO images while a person's level of ethnocentrism contributes to the perception of differences when evaluating COO images.
Khare (2014)	Quant. (India)	Utilitarian, value expressive factors of normative influence and CCO influence Indian consumers' fashion clothing involvement. Type of city, income, and education moderated influence of normative values and cosmopolitanism on fashion clothing involvement.
Tae Lee et al. (2014)	Quant. (South Korea, Taiwan)	Influence of economic nationalism (EN) is biased towards domestic products; and CCO may be related to bias against domestic products. EN related strongly to normative and informational interpersonal influence, whereas CCO was more underpinned by informational influence. Thus, cosmopolitans tend to internalize information from their in-group as evidence of reality.
Jhala (2015)	Qual. (Indian)	Examines the cosmopolitan world two mid-twentieth-century royal Indian women adapting to meet modern paradigms and traditional customs simultaneously. Definitions of sex, marriage, and domesticity were increasingly cross-cultural and pan-historical in nature, incorporating aspects both of the 'modern' and the 'traditional', the Indic and the European, the regional and the transnational.
Rojas Gaviria and Emontspool (2015)	Qual. (Belgium)	Studies the cultural dynamics of expatriate amateur theater in Brussels, specifically how a multicultural marketplace develops in a global city. Drawing on global cities as markets in continuous reconstruction and subject to cultural experimentation, the paper turns the attention of the research community to the collective, reflexive, and experimental aspects of symbolic consumption. It shows how arts and cultural products represent valuable

Author(s)	Method (Context)	Key contributions to CCO literature
		contexts for international marketing research, providing original insights into market dynamics and cultural experimentation.
Asseraf and Shoham (2016)	Quant. (Israeli Jews)	The inter-country analysis reveals that the significant relationships of ethnocentrism, affinity and cosmopolitanism on product ownership were reduced significantly upon the addition of product judgment (mediator between attitudes and purchase behavior). Affinity outweighs animosity with respect to impacting product judgment and ownership.
Deb & Sinha (2016)	Quant. (India)	Globalization has impacted both Hindus and Muslims clothing preferences. Foreign brands will be accepted more openly by Hindus as they have cosmopolitan outlook. Muslims are inclined to prefer brands they can associate with their religious beliefs, although they desire foreign brands too. Muslims, although not guided by ethnocentrism, are influenced by religiosity.
Frank and Watchravesringkan (2016)	Quant. (US)	Cosmopolitanism and self-identification with global consumer culture have a positive effect on perceived brand equity (PBE) of global sportswear brands among young consumers, while exposure to marketing activities of MNCs and global mass media exposure has a negative effect. PBE reveals a positive association toward the brand, which in turn affects brand resonance.
Prince et al. (2016)	Quant. (UK, US)	Confirmed relationships of consumer ethnocentrism (CET) - consumer xenocentrism (XEN), XEN-CCO and natural environmental concern (NEC)-CCO. Also confirmed the negative CCO-CET relationship.
Alcaraz et al. (2016)	Conceptual	Discusses cultural, ethical and governance angles on the debate of cosmopolitanism versus globalization, and global responsibility. This work can help nurture a cosmopolitan sensitivity which celebrates difference; highlights expanded concerns for the "distant other", global responsibility, and citizenship; and fosters involvement in new forms of governance.
Moosmayer and Davis (2016)	Qual. (China)	Discusses the cosmopolitan perspective on the influences of corporate sustainability and NGO engagement on the adoption of sustainable products by exploring how firms and NGOs talk about cosmopolitan claims regarding supply chain responsibility (SCR).

Author(s)	Method (Context)	Key contributions to CCO literature
		Legalistic discourse connects to a governmental function of rule development and enforcement (exemplified by Apple and a group of Chinese NGOs); in contrast, moralistic discourse connects to a citizenship function that focuses on doing good to the global community (exemplified by Adidas and Greenpeace).
Mueller et al. (2016)	Qual. (China)	Study shows that the ability of foreign products to meet the individual's need or enhance his/her self-esteem more so than domestic products is indicative of something more than simply an international, cosmopolitan, or modern orientation. Consumer xenocentrism (CX) is prevalent in China, especially among the new emerging wealthy classes, younger consumers, and the local elite.
Tsai (2016)	Qual. (China and India)	Examines a cosmopolitan capitalist type that while performing cross-border economic transactions also engages in cross-cultural translation and demystification of the other.

Note. Articles Retrieved from ABI/INFORM Via Keyword Search: “apparel” or “clothing” or “costume” or “fashion” or “dress” anywhere, and “consumer” anywhere, and “cosmopolit*” in the title or abstract (2007-2016)

scale. Some of the CCO research findings were derived from the use of the Acculturation to Global Consumer Culture (AGCC) scale (see Carpenter et al., 2013; Frank & Watchravesringkan, 2016; Lysonski & Durvasula, 2013), which is a scale relevant to CCO. After 2012 quantitative research became more consistent, the use of Cleveland et. al. (2009) scale became more frequently adopted and the output of quantitative research of CCO increased.

In terms of the topics analyzed by the articles selected from 2007 to 2016, while the quantitative articles focused on CCO effects on brand liking, global/foreign brands, COO evaluation, fashion involvement, product judgement, product ownership, and natural environmental concern, the qualitative articles seemed more specific and complex. Two trends could be identified among the qualitative studies: the ethnographic discourses and the politically inclined discourses. Ethnographic articles discussed topics such as the influence of media in Malaysian women of the 1920s (Lewis, 2009); a South African young subculture use of style to promote nonconformist aspects of self (Thomas et al., 2012); Philippine women aspiring to consume Western style in the 1880s (Reyes, 2012); the xenocentrism of Chinese to enhance the self-esteem (Mueller et al., 2016); foreign women involvement, adaptation and stereotyping in an Arab country (Kate Hutchings et al., 2013); Indian women hybridization to meet modern paradigms and traditional customs in the 1940s (Jhala, 2015); Indian traders in a town as cultural brokers negotiating their own cultural understanding to generate profit in the early 20th century (Fewkes, 2012), and a cosmopolitan capitalist type that while performing cross-border economic transactions also engages in cross-cultural translation and demystification of the other (Tsai, 2016). The politically inclined articles discuss the cosmopolitan approach towards a more ethical and global citizenship perspective that has a more responsible participation in the global community without political borders and with the responsible participation of corporations (Maak, 2009; Moosmayer & Davis, 2016).

All the ethnographic articles have in common that they study a particular time in history and exemplarize the attitudes of the subjects that adapt consumption to their cosmopolitan orientation. On the other hand, one can infer from the more political inclined qualitative and conceptual studies that the cosmopolitan discussion was transforming into an ethical discussion.

In sum, through qualitative articles, one would almost feel that cosmopolitanism is the more sophisticated, more responsible, younger sister of globalization, and that quantitative research is catching up to the many discourses of CCO.

Application of CCO in Consumer Behavior Research

CCO literature frequently describes and seeks to explain discourses of consumer tensions within cultural authenticity, diversity, and modernity (Alcaraz et al., 2016; Deb & Sinha, 2016; Fehérváry, 2009; Fewkes, 2012; Kate Hutchings et al., 2013; Jhala, 2015; Khare, 2014; Lewis, 2009; Lysonski & Durvasula, 2013; Mueller et al., 2016; Prince et al., 2016; Reyes, 2012; Thomas et al., 2012). Cosmopolitan consumers are omnivorous (Hannerz, 1990). They are agents of cultural change and transmission (Hannerz, 1992). Cosmopolitan consumers exchange information via media and personal communications, and create attachments (Rantanen, 2004). Since cosmopolitanism is about different ways of relating at a distance, cosmopolitan consumers appreciate distance (Rantanen, 2004). Although cosmopolitan consumers are portrayed as avid travelers (Riefler et al., 2012), global media empowers them to potentialize their strong CCO without leaving their native countries (Craig & Douglas, 2006).

Cannon and Yaprak (1993) were the first to introduce CCO in a marketing context (Riefler & Diamantopoulos, 2009). Since then, the concept of CCO has been applied in consumer behavior and international marketing to provide insights concerning when (i.e., which product categories) and where (i.e., locations) marketing strategies could be standardized across countries or when and where strategies should be customized (e.g., Cleveland et al., 2011; Grinstein & Riefler, 2015). Findings also offer insights as to how different countries are affected by globalization and are more/less apt to absorb foreign or global ideas (see Cleveland et al., 2011). Literature in international marketing suggests that CCO can provide insight as to how marketing communications should be handled to promote products (see Cleveland et al., 2011; Grinstein & Riefler, 2015).

The impact of CCO on consumer behavior varies by consumption contexts, thus product category is critical and implications should not be generalized cross-culturally (Cleveland et al.,

2011; Zeugner-Roth et al., 2015). Cleveland et al. (2011)'s landmark study claimed that behavioral outcomes were largely product category-specific, and to a lesser extent country specific. Overall, their results suggested that CCO can positively predict consumption of global apparel such as blue jeans, athletic shoes, business attire, however it did not predict the purchase of traditional national clothing or fur/leather coats (Cleveland et al., 2011). CCO also predicted the use of modern communication devices (e.g., computers, the Internet, e-mail, and mobile phone) and the purchase of luxury products (e.g., fragrances, cosmetics, jewelry, expensive wine/champagne, and boxed chocolates; Cleveland, Papadopoulos, et al., 2011). Unfortunately, the study did not examine any sustainable product category.

Although studies on CCO in apparel are very limited, the study of CCO in T&A is relevant given the extraordinary internationality and globality of apparel. Literature suggests that Indian consumers use apparel to communicate their cosmopolitan identity within acceptable social norms (Chakraborty & Sadachar, 2019; Khare, 2014). Chakraborty and Sadachar (2019) found that CCO, Western acculturation and consumer ethnocentrism predict attitude and purchase intention towards Western apparel brands among Indian consumers. Their results suggest that CCO significantly impacts purchase intention directly and through attitude indirectly. Khare (2014) studied the incidence of CCO on fashion involvement of Indian consumers. The author found that group conformance and CCO simultaneously affect fashion involvement. The author argued that cosmopolitan values influence consumers' lifestyle and views about the world; and Indian consumers are willing to imbibe global brands that communicate distinct global identity. Apparel (especially global fashion apparel) is adopted if it implies a good fit with social norms, enhances group acceptability and helps in self-construal (Khare, 2014). Furthermore, Khare (2014) and Lim and Park (2013) support the assertion that CCO increases consumers' flexibility to adopt innovations. It is not clear whether collectivism is responsible for this effect, or if the findings apply cross-culturally.

There is no consistency in literature regarding the relationship between CCO and social norms. Literature shows cosmopolitan consumers tend to exhibit certain traits such as objectivity (Cannon & Yaprak, 2002), innovativeness (Riefler et al., 2012; Rogers, 2004), open-mindedness

and appreciation for diversity rather than uniformity (Riefler et al., 2012). In Riefler et al. (2012) the Austrian sample results suggested a negative correlation between CCO and susceptibility to normative influence (SNI), implying disinterest in complying to group norms. Also, Tae Lee, Lee, and Lee (2014) concluded that cosmopolitan consumers are underpinned more by informative influence than normative influence. Although the only apparel product included in their study were Taiwanese athletic shoes, results were consistent for conspicuous and inconspicuous products, for domestic and foreign products, and for products with high and low market share in South Korea and Taiwan. Thus, cosmopolitans are expected to rely more on observing -probably also searching, comparing, and learning- in order to internalize behaviors enacted by others in their social groups. Khare (2014) in her study on fashion involvement implies that Indian consumers appear to balance global values and lifestyle with group conformity. Lee, Jin, and Shin (2018) found that the relationship between perceived norm and purchase intention of fair-trade coffee in South Korea is stronger for people with high CCO, than for people with moderate or low CCO. This might be happening because the objectivity in evaluating products and self-direction values combined with high universalism, benevolence and egalitarianism found in consumers with stronger CCO (Cannon & Yaprak, 2002; Cleveland, Erdoğan, et al., 2011) go along with subjective norms to strengthen purchase intention.

Although literature on perceived control of cosmopolitans is scant, cosmopolitan consumers score low in risk aversion (Riefler et al., 2012) and by definition have an open mind in addition to positive disposition towards diversity (Riefler et al., 2012; Riefler & Diamantopoulos, 2009); these positions are expected to give them an advantage for overcoming perceived non-monetary barriers to conduct purchases. Lee et al. (2018) in their study on fair-trade coffee reported a positive and significant correlation between CCO and perceived behavioral control.

Consumer Research on Sustainable Apparel Attitudes and Behaviors

The effect of consumers' apparel sustainability attitude on behavior (e.g. willingness to pay, purchase intention, willingness to pay more, purchasing behavior) has been studied in literature (Bhaduri & Ha-Brookshire, 2011; De Lenne & Vandenbosch, 2017; Hyllegard et al., 2012, 2014; Jai & Chang, 2015; Jung Choo et al., 2013; Jung et al., 2016; Kozar & Hiller Connell, 2013;

Magnuson et al., 2017; Reimers et al., 2016; Shen et al., 2012). The Theory of Reasoned Action (TRA) is commonly and explicitly used by authors to study attitudes of consumers in different countries towards sustainable apparel. Table 2 denotes a sample of quantitative articles with a variety of sampled countries that utilize TRA to support their theoretical framework. Generally, consumer attitude towards sustainable apparel serves as a predictor of sustainable apparel behavioral outcomes.

Also, the effect of sustainability knowledge on sustainability attitudes has been studied in literature (Bhaduri & Ha-Brookshire, 2011; De Lenne & Vandenbosch, 2017; Dickson, 2000; Hiller Connell & Kozar, 2012; Hyllegard et al., 2014; Kozar & Hiller Connell, 2013; Shen et al., 2012). Previous research suggests that having sustainability knowledge is frequently a prerequisite for consumers to engage in sustainable behaviors and that a lack of sustainability knowledge is a constraint (Bhaduri & Ha-Brookshire, 2011; Dickson, 2000; Hiller Connell, 2010; Kozar & Hiller Connell, 2013; Shen et al., 2012). Knowledge of social issues in apparel includes having knowledge of working conditions of factory workers, and payment of fair wages as well as knowledge about socially responsible businesses (Shen et al., 2012). Knowledge of environmental issues in apparel involves having knowledge about the environmental impact of apparel manufacturing and of apparel across the supply chain, as well as having knowledge of eco-fashion and environmentally friendly brands (Shen et al., 2012).

Dickson (2000) constitutes a landmark study in the area. The study provides valuable baseline information on personal values, beliefs, knowledge, personal characteristics, attitudes about socially responsible business practices in the apparel industry and intentions to purchase apparel from socially responsible businesses. Her study results revealed that consumers perceived their level of sustainability knowledge as low. Unfortunately, no significant relationship was detected between support for socially responsible businesses and apparel purchase intention. It was reported that if greater levels of knowledge could be achieved, then support for socially responsible apparel businesses may increase to a point where it would directly affect consumer's purchase behavior toward sustainable apparel (Dickson, 2000, p.28).

Table 2. Current Consumer Studies on Sustainable Apparel Attitudes and Behaviors

Article	Theories	Term Used	Variables	Findings
Dickson (2000)	Value-Attitude-Behavior Hierarchy	Socially responsible apparel businesses (SRAB)	**IV**s: Consumer knowledge of issues in foreign clothing manufacturing businesses, SRAB and US clothing manufacturing; personal values (macro and micro) and beliefs. **Mediator:** Attitudes relating to SRAB practices**.** **DV:** Intentions to purchase apparel from SRAB.	-Greater knowledge about industry leads to greater concern for industry workers. -Consumers with greater knowledge and concern show more support for SRAB. -Consumers may have insufficient knowledge of problems in the apparel industry. Sample consisted of 219 well-educated US women between 13 and 60 years old.
Bhaduri and Ha-Brookshire (2011)	TRA and consumer value perspective	Apparel from firms with transparent business practices (FWTBP)	**IVs**: Prior knowledge, utilitarian value, hedonic value, social responsibility value**.** **Mediator:** Attitude toward buying apparel from FWTBP, consumer value gain (CVG). **Moderators:** Trust (distrust), price/quality**.** **DV:** Purchase intention for apparel from FWTBP.	-Attitude towards and intention to purchase from FWTBP seemed to be affected by prior knowledge about the apparel industry, and distrust on firm's transparency, among other factors. -Consumers would buy the product from the firm with transparent business if the price is worth the price. Purposive sample consisted of 13 US participants (seven of them 18-30 yrs. old, five 31-60 yrs. old).
Ha-Brookshire and Norum (2011)	NA	Socially responsible (SR) cotton products**	**IVs:** Attitudes toward SR cotton apparel, demographics, apparel product evaluative criteria. **DV:** Willingness to pay for organic cotton shirt, sustainable cotton shirt, and US grown cotton shirt.	-Consumers with stronger attitudes toward socially responsible cotton apparel, female and younger were more willing to pay more for socially responsible cotton. Sample consisted of 500 US respondents over 21 years old (48.8% under 55 years old).

Article	Theories	Term Used	Variables	Findings
Hyllegard et al. (2012)	TRA	Socially responsible (SR) apparel**	**IVs:** Hangtag use, perception of hang tag use, clothing involvement, SR purchasing behaviors, evaluations of hang tags, attitude toward the brand, subjective norm. **DV:** Purchase intention towards an apparel brand.	-Attitude toward brand, subjective norm, clothing involvement, and past SR apparel purchasing behavior predicted intent to purchase SR apparel brand. -The use of point-of-purchase communications (e.g., hang tags with explicit information) provides knowledge about apparel companies' engagement in SR business practices, and influence attitudes as well as purchase behaviors toward apparel brands. Sample consisted of 764 US adults (18-84 yrs. old).
Shen et al. (2012)	Based on Dickson's (2000) model	Ethical fashion	**IVs:** Knowledge of ethical fashion (sweatshops and eco-fashion), concern about ethical fashion (sweatshops and eco-fashion), beliefs about the fashion industry. **Mediators:** Support for environmentally responsible businesses (ERB) and socially responsible businesses (SRB) **DV:** Willingness to pay premium for ERB and SRB.	-Lack of knowledge prevented consumers from translating their concerns into actual purchases. -Beliefs about the fashion industry impacted consumer support for ERB and SRB. -The average respondent gave higher priority to social issues than environmental issues. Sample consisted of 109 Hong Kong participants.
Kozar and Hiller Connell (2013)	NA	Sustainable apparel	**IVs:** Socially responsible (SR) apparel knowledge, environmental responsible (ER) apparel knowledge, attitudes regarding social issues in apparel production, general environmental attitudes.	-Knowledge and attitude were significant predictors of sustainable apparel purchasing behavior. -Consumers who perceived themselves as more knowledgeable about sustainability issues, and held stronger attitudes about these issues, were more willing to pay premium prices for SR produced goods. -Participants indicated being more knowledgeable about apparel environmental issues than social issues;

Article	Theories	Term Used	Variables	Findings
			DV: SR apparel-purchasing behaviour, ER apparel-purchasing behaviour.	and showed low involvement in sustainable apparel purchasing behavior. Sample consisted of 325 US undergraduate students (89.8% were female).
Hyllegard et al. (2014)	TRA	Apparel with hang tag with prosocial marketing claims*	**IVs:** Attitude, subjective norm, clothing involvement, past socially responsible (SR) apparel purchasing behavior, evaluation of apparel hang tags, evaluation of university-branded t-shirt. **DV:** Willingness to pay.	-Subjective norm, clothing involvement, past SR apparel purchasing behaviors, evaluation of apparel hang tags, and evaluation of t-shirt positively predicted college students' intentions to purchase university-branded apparel with prosocial marketing claims. -Apparel hang tags with prosocial marketing claims were more positively evaluated than hang tags with no prosocial marketing claim (environment, labor, and cancer charity claims were equally salient to college students) -Hang tags featuring prosocial marketing claims provide consumers with information about SR business practices as well as product attributes; they may be most effective in encouraging purchasing behaviors among niche markets (e.g., high clothing involvement, female, socially responsible). Sample consisted of 292 US college students (46.6% female, 53.4% male).
Jung et al. (2016)	Heuristic-syst. model (Zuckmand and Chaiken, 1998) and value-belief-norm theory	Ethical consumption	**IVs:** Conspicuous value, utilitarian value, hedonic value. **Mediators:** Pro-environmental beliefs, aesthetic attribute, brand attribute, sustainability attribute.	-When sustainability information regarding products was provided to pro-environmentally conscious consumers, they were willing to engage in a positive attitude toward EFFL. -Chinese consumers were actively motivated by pro-environmental beliefs to advance their positive attitude through the systemic route of VBA logic, while the Korean consumers employed information on EFFL product attributes (aesthetic, brand and

Article	Theories	Term Used	Variables	Findings
	(Stern et al., 1995)		**DV:** Attitude towards eco-friendly faux leather (EFFL)	sustainability attributes) to avoid uncertainty in their heuristic decision-making process. Sample consisted of female respondents from China (N = 300) and Korea (N = 300) between 20 and 50 years old.
Reimers et al. (2016)	TRA	Ethical clothing	**IVs**: Environmentally responsible attributes, employee welfare attributes, slow fashion attributes, and animal welfare attributes. Mediators: Consumer perceptions of ethical clothing, overall attitude. **DV:** Purchase intention.	-Environmentally responsible attributes, employee welfare attributes, slow fashion attributes, and animal welfare attributes impacted consumer perceptions of ethical clothing. -Consumer perceptions of ethical clothing impacted overall attitude, and attitude impacted intention to purchase ethical clothing. Sample consisted of 338 adults in an Australian city (59% women, and age distributed similarly as the country population).
De Lenne and Vandenbosch (2017)	TPB	Sustainable apparel (SA)	**IVs:** Exposure to social media content (SMC) of sustainable organizations, eco-activists, and SA brands; exposure to SMC of fashion bloggers and fast fashion brands; fashion magazines; specialized magazines. **Mediators:** Attitudes, descriptive norms, subjective norms, and self-efficacy. **DV:** Intention to buy SA.	-Social media use and the intention to buy SA were mediated through attitudes on sustainable apparel, descriptive norms, and self-efficacy. -SMC of sustainable organizations, eco-activists, and SA brands encouraged the adoption of positive attitudes, subjective norms, descriptive norms, and self-efficacy beliefs regarding SA. -Conversely, SMC of fashion bloggers and fast fashion brands discouraged the adoption of such positive cognitions. -Results showed that young consumers are rarely exposed to SMC about SA, although it directly and indirectly predicts SA purchase intentions. Sample consisted of 681 Dutch and Flemish young adults (18-26 years old, 84.6% women, 15.4% men).

Article	Theories	Term Used	Variables	Findings
Magnuson et al. (2017)	TRA	Ethical clothing	IVs: Environmental responsibility attribute, employee welfare attribute, animal welfare attribute, slow fashion attribute, physical attributes, cost, and extrinsic attributes. Mediator: Overall attitude. DV: Purchase Intention.	-Consumers evaluated conventional and ethical qualities when buying ethical clothing. -Physical attributes were the main predictor of attitude, followed by extrinsic, slow fashion and employee welfare attributes. -Lower perceived cost associated with purchasing ethical clothing (in terms of cost, time, and effort) impacted attitude positively. -Overall attitude predicted purchase intention. Sample consisted of 299 adults in an Australian city (61% women, and age distributed almost close to the country population).

Note. *Marketing claims include specifically environment, labor, and cancer charity claims. **Socially responsible refers to environmental and social matters.

Kozar and Connell (2013) in their study "Socially and environmentally responsible apparel consumption: Knowledge, attitudes, and behaviors" found that knowledge and attitude were significant predictors of sustainable apparel purchasing behavior, although respondents had exhibited fairly low scores for engagement in socially and environmentally responsible apparel-purchasing behaviors. In the sample of undergraduate students obtained, consumers who perceived themselves as more knowledgeable about apparel social and environmental issues, and held stronger attitudes about these issues, were more willing to pay premium prices for socially responsible produced goods.

In the realm of experimental studies, Hyllegard, et. al. (2014) conducted a student survey with an experimental component to examine the impact of apparel hang tags' prosocial claims (environment, labor, cancer charity) on attitudes and patronage intentions towards apparel. This research took advantage of the use of an experiment to test the condition of no sustainability information against the presence of sustainability information where knowledge affects attitude and attitude affects behavioral intention. College students evaluated apparel hang tags featuring prosocial marketing claims more positively than they evaluated hang tags with no prosocial marketing claim. Findings provided support for the use of apparel hang tags as a form to supply consumers with information about socially and environmentally responsible business practices as well as product attributes.

Social pressure to engage in sustainable behaviors, in the form of subjective norms and descriptive norms, are also addressed in literature. In some models, norms have proven to be of greater utility in explaining the variance in US college students' purchase intentions of sustainable apparel (De Lenne & Vandenbosch, 2017; Hyllegard et al., 2012, 2014). Hyllegard et al., (2012) and Hyllegard et al., (2014) found that the inclusion of subjective norm improved the model explaining purchase intentions of sustainable apparel with hangtags featuring prosocial marketing claims; also Kang et al. (2013) found subjective norm impacted intention to purchase organic cotton positively. On the other hand, De Lenne and Vanderbosch's (2017) study of young adults in Flanders (i.e., the Dutch speaking part of Belgium and the Netherlands) suggested that subjective norms did not predict sustainable apparel purchase, whereas descriptive norm did. The review of consumer studies on sustainable apparel attitude and behavior indicates that there is a void in literature in understanding the linkage between CCO and sustainable

apparel consumer behavior. Researchers sustain CCO is on the rise (Riefler et al., 2012), which implies that CCO is critical, dynamic, and impactful in consumer research. Cosmopolitan consumers aspire to acquire social and cultural capital as well as moral worthiness (Cleveland et al., 2009; Skrbis et al., 2004; Thompson & Tambyah, 1999). They tend to emotionally attach to brands high in ideal self-congruity (Fastoso & González-Jiménez, 2020). Thus, cosmopolitan consumers attach to brands that fulfill their aspirational and idealized view of the self (Sirgy, 1982). In recent years aspirational products have expanded to domains such as environmentally friendly, organic, healthy, and intellectual. Sustainable apparel represents such aspirational products which may attract cosmopolitan consumers.

Several traits of cosmopolitan consumers hint at the likelihood that CCO is related to favorable sustainable attitudes and sustainable consumption (Cleveland, Papadopoulos, et al., 2011; Grinstein & Riefler, 2015; Lee et al., 2018; Riefler et al., 2012). Cleveland et al. (2011)'s study shows that consumers with strong cosmopolitan orientation score high on values related to universalism, benevolence, and egalitarianism. Characteristics of these values include tolerance and appreciation for all people, as well as importance placed on protection of the environment (Schwartz, 2012). With sustainability becoming a significant global trend, it is expected that the cosmopolitan consumer aspires to purchase sustainable apparel. Previous literature argues that consumers who place great importance on values of ecological sustainability have shown to support fair trade businesses while satisfying their needs for apparel (Dickson & Littrell, 1996). Thus, it is expected that cosmopolitan consumers hold positive attitudes towards sustainable apparel. This dissertation is an effort to investigate the impacts of COO on consumer purchase intention toward sustainable apparel.

Contexts of the Study: Ecuador, India, and the US

The Republic of Ecuador is located in South America to the Northwest. Colombia is its neighbor to the Northeast, Peru to the East and South, and to the West is the Pacific Ocean. The Galapagos Islands are part of Ecuador. The official language is Spanish, and its official currency is the US dollar since 2000. The capital of Ecuador is Quito. The population of Ecuador is estimated at 17 million people, of which more than 60% live in urban areas and cities (Plecher, 2018). Approximately 58.01% of Ecuador residents are between the ages of 15-54 (Central Intelligence Agency, 2019b). Ecuador is a developing economy and is dependent on petroleum exports.

Ecuador's main trade partner for exports and imports is the US. Ecuador's 2019 GDP on purchasing power parity by population was estimated at $11,742 (International Monetary Fund, 2019a). The services sector accounts for more than half of Ecuador's GDP, the industrial sector a third and agriculture about 10 percent (Plecher, 2018).

The Republic of India is located in South Asia. With an area of 1,269,010 square miles, India is the seventh largest country in the world; and is also the second most populous with circa 1.32 billion people (Plecher, 2019a). The capital of India is New Delhi, and houses almost 17 million inhabitants (Plecher, 2019a), thus the population of the capital city of India is almost the same as the total population of Ecuador. It is estimated that 33.6% of the India population live in urban areas and cities (*The World by Income and Region*, 2019). And in terms of age structure, 59.03% of India residents are between the ages of 15-54 (Central Intelligence Agency, 2019c). Hindi has the largest number of speakers and is also the official language of the union in Devanagari script (Department of Official Language, Government of India, 2015), however English enjoys the status of subsidiary official language (Central Intelligence Agency, 2019c). English and Hindi are used for official purposes as per Section 3 of the Official Languages Act (The Official Languages Act, 1965). English is the most important language for national, political, and commercial communication (Central Intelligence Agency, 2019c). India is a developing economy and its biggest industry is retail, which makes up almost a quarter of the nation's GDP (Plecher, 2019a). India's main import partner is China, and main export partner is the US (Central Intelligence Agency, 2019c). India's 2019 GDP on purchasing power parity by population was estimated at $8,378 (International Monetary Fund, 2019a). The services sector accounts for 48% of its GDP, the industrial sector 26.5% and agriculture 15.67% (Central Intelligence Agency, 2019c).

The United States is a federal constitutional republic located almost entirely in North America. It is the third most populous country in the world behind India and China, with a population of 325 million people (Plecher, 2019b). According to World Bank, 82.06% of the population live in urban areas and cities (*The World by Income and Region*, 2019). Approximately, 52.41% of the population is between 15-54 years old (Central Intelligence Agency, 2019a). The capital of the US is Washington DC. The US economy is the largest in the world based on its country GDP at 19.49 trillion US dollars in 2017. The US's GDP is equal to the GDP of China, Japan and

Germany combined, where China, Japan and Germany are the second, third and fourth largest world economies (Plecher, 2019b). The US is the second-largest exporter of merchandise in the world according to the WTO, and its most important trade partners – for imports and exports - are Canada, Mexico and China (Plecher, 2019b). The US's 2019 GDP on a purchasing power parity by population was estimated at $69,644 (International Monetary Fund, 2019a). The services sector accounts for 77.02% of its 2016 GDP, the industrial sector 18.88% and agriculture 1.01% (*The World by Income and Region*, 2019).

Country Level of Development

The International Monetary Fund (IMF) periodically classifies the world into two major groups: 1) advanced economies, and 2) emerging markets and developing economies (International Monetary Fund, 2019b). The IMF classification facilitates country analysis by providing a reasonably meaningful method to organize country data (International Monetary Fund, 2019b) and classify countries. Although it is not based on strict criteria (International Monetary Fund, 2019b), this classification is widely used academically and in practice. The key indicators of the economies' relative sizes are GDP valued at purchasing power parity (PPP), total exports of goods and services, and population (International Monetary Fund, 2019b).

Based on macroeconomic data and population, 39 countries are identified as advanced economies (International Monetary Fund, 2019b). The seven largest economies in terms of GDP are classified as major advanced economies (or G7) – the US, Japan, Germany, France, Italy, the United Kingdom, and Canada (International Monetary Fund, 2019b). India and Ecuador are two of the 155 countries that qualify as emerging markets and developing economies (International Monetary Fund, 2019b).

On average, according to the IMF, less developed economies have worse health outcomes, lower labor productivity, and greater employment share in agriculture and industry sectors (International Monetary Fund, 2019b). Also, literature on psychic distance suggests that less advanced economies are less open and have much less readily available sources of information for foreign countries and cultures (Brewer, 2007; Johanson & Wiedersheim-Paul, 1975).

Cross-cultural literature on CCO finds contradicting results on the relationship between CCO and country development level. On one hand, Pichler (2009) finds that higher GDP goes along with stronger CCO. The higher income enables consumers to try global brands, as well as to have greater exposure to foreign products, music, food, and mass media, which can help develop an attitude to endorse global lifestyles/trends. On the other hand, Han and Won (2018) suggest that CCO is higher in emerging markets than in advanced economies because consumers in emerging markets, such as India and Ecuador, have strong aspirations for foreign lifestyles and global brands (Han & Won, 2018) and this correspondingly impacts purchase behavior.

GLOBALIZATION RANKINGS OF THE US, ECUADOR, AND INDIA

Globalization can be defined as a "process that erodes national boundaries, integrates national economies, cultures, technologies and governance, and produces complex relation of mutual interdependence" (Gygli, Haelg, Potrafke, & Sturm, 2019, p. 5). In a sense, the more globalized or less globalized a nation ranks can inform the nation's position towards acceptance, openness and/or integration to world trends/models/archetypes/benchmarks. The KOF Globalization Index is the most adopted and cited globalization index in literature (Gygli et al., 2019). It identifies three main dimensions of globalization: economic, social, and political globalization.

The economic dimension refers to trade and financial globalization; and includes variables regarding trade flows, financial indicators, tariffs, trade agreements, etc. (Gygli et al., 2019). The social dimension refers to interpersonal globalization, informational globalization, and cultural globalization; and includes variables regarding migration, international patents, international students, use of internet bandwidth, internet access, press freedom, television access, trade in of cultural goods, international trademarks, number of McDonald's restaurants, number of IKEA stores, gender parity, and civil liberties for example (Gygli et al., 2019). The political dimension is measured using variables of participation in UN peacekeeping missions; and number of embassies, NGOs, international organizations, international treaties and treaty partner diversity (Gygli et al., 2019). Table 3 shows the rankings for India, the US, and Ecuador for the economic, social, and political dimensions of the globalization ranking, as well as the overall aggregate globalization country rankings. It is interesting to note the characteristics of each ranking section for the three dissimilar countries. Although the overall globalization ranking informs that the US

is among the top 10% most globalized countries with a 23/203 ranking, and Ecuador and India are similarly modestly globalized in the 50th percentile with a 99/203 and 95/203 score correspondingly, individual dimension rankings depict better differences among countries.

Table 3. 2019 KOF Globalization Rankings for the US, Ecuador, and India (by Dimension)

	Dimensional Rankings*			Overall
Country	Economic	Social	Political	Globalization Ranking*
US	59	27	14	23
Ecuador	156	116	67	99
India	155	147	16	95

Note. Country rankings denoted in this table correspond to the KOF Globalization Index 2019 published by KOF Swiss Economic Institute (https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html). *Countries are ranked 1-203, where 1 corresponds to the most globalized nation and 203 to the least globalized nation.

In terms of economic globalization, the US ranks considerably higher (59/203), than Ecuador and India (156/203 and 155/203, correspondingly), while Ecuador and India rank very closely. The US and India rank high and closely in political globalization (14/203 and 16/203 correspondingly), whereas Ecuador ranks as modestly globalized (67/203). In line with previously discussed dimensional rankings, the US ranks higher (27/203) than India (147/203) and Ecuador (116/203) in social globalization. Contrary to economic globalization and political globalization rankings however, Ecuador's social globalization ranking is more advantageous than India's (see Table 3). Regarding social globalization, India scores poorly in the interpersonal subdimensions and lower than Ecuador in informational as well as cultural subdimensions (see Table 4).

Interpersonal globalization aims to capture the social interactions of citizens living in different countries, as well as the policies and resources that enable the direct interactions (Gygli et al., 2019). Interestingly, Ecuador scores higher than the US in one interpersonal globalization factor which is related to telephone subscriptions, freedom to move, and the number of international airports (note the Interpersonal Globalization subdimension factor scores for Ecuador [73.1/100] and the US [66.2/100] in Table 4). This can be probably attributed to the stricter rules and policies the US enforces to grant visas due to its popularity as a land of opportunity, while

Ecuador needs to promote freedom to visit to attract tourism. While controlling the inflow of people from other countries, the US might be creating a barrier for its citizens to strengthen their cosmopolitanism and possibly facilitating the strengthening of ethnocentrism. For foreigners to the US however, the US is still an attractive destination to explore the US culture that is idolized on television, the movies, advertising, etc.

Cultural globalization, as conceptualized in the 2019 KOF Globalization Index, refers to some extend to the domination of Western cultural products as well as openness towards and the ability to understand and adopt foreign cultural influences (Gygli et al., 2019). Among the three countries in this study, the US scores higher than Ecuador and India, and Ecuador higher than India (see Cultural Globalization scores in Table 4).

It is implied that Ecuador is a more Westernized country than India; Ecuador is more open and able to understand as well as more open and able to adopt foreign cultural influences. Variables considered to calculate scores include the count of McDonald restaurants and IKEA stores in the country as well as trade of cultural goods such as motion pictures, TV series, musical records, other works of art, or organization of sport events. Additionally, an egalitarian component is included in the measurement of cultural globalization since it is considered that cultural assimilation is intensified by having an equally egalitarian view (Gygli et al., 2019).

Variables reflecting the egalitarian perspective are gender parity, human capital, and civil liberties (Gygli et al., 2019). Thus, the US ranks as the most egalitarian country among the three countries (US, Ecuador, and India) in this study, followed by Ecuador; and then closely followed by India (see Table 4).

Table 4. 2019 KOF Social Globalization Scores by Subdimension

Factors	Ecuador	India	US
International voice traffic Transfers International tourism International students Migration	52.8	30.5	78.5
Telephone subscriptions Freedom to visit International Airports	73.1	39.2	66.2
Interpersonal Globalization	62.9	34.8	72.4
Used internet bandwidth International Patents High technology exports	79.3	77.1	97.1
Television access Internet access Press freedom	69.9	60.2	93.9
Informational Globalization	74.6	68.6	95.5
Trade in cultural goods Trade in personal services International trademarks McDonald's restaurants IKEA stores	53.5	39.0	85.4
Gender parity Human capital Civil liberties	70.1	66.5	94.1
Cultural Globalization	61.8	52.8	89.7
Aggregated Social Globalization	66.4	52.1	85.9

Note. 2019 KOF Globalization Index uses 2017 data: https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalization-index.html. Figures are expressed as percentiles (1 corresponds to the minimum level of globalization and 100 corresponds to the highest level of globalization).

THE USE OF BROADBAND, TELEPHONE, MOBILE AND INTERNET

Table 5 depicts the quantity of broadband, telephone and mobile cellular subscriptors in Ecuador, India, and the US per every 100 people in 2018. Also, provides the percentage of individuals that use the internet in the three societies. Telephone subscriptions and access to internet enable people interaction and independence to access information. The statistics vary greatly from country to country; however, it is evident that people in the US seem more likely to interact with people from different countries and have more independence and freedom to access information than Ecuadorians and Indians (see Table 5).

Table 5. 2018 Broadband, Telephone, Mobile, and Internet Subscriptions

Subscription Category	Countries		
	Ecuador	India	US
Fixed broadband subscriptions (per 100 people)	11.44	1.34	35.61
Fixed telephone subscriptions (per 100 people)	13.82	1.62	35.68
Mobile cellular subscriptions (per 100 people)	92.32	86.94	123.69
Individuals using the Internet (% of population)	57.27*	34.45*	87.27*

Note. Data published by the International Telecommunication Union (ITU; https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx). Copyright 2020 by ITU. *Data corresponds to year 2017.

Young Consumers

Young consumers around the world constitute an important percentage of the population. According to the United Nations it is estimated that approximately 23% of the world population is between 15 and 30 years old (see Table 6). While some countries in Africa might have larger percentages of young consumers aged 15-30 among their populations; India, Ecuador and the US range between 20 to 26 percent (United Nations, 2019). Young consumers are not only relevant due to their size in the market, but also because consumer research suggests their consumption differs from other cohorts.

Table 6. Estimated Population of Young Consumers Aged 15-29

Location	Year	Total Population	Population Aged 15-29	Percentage of Group to Total Population
World	2020	7,794,799	1,804,276	23.15%
India	2020	1,380,004	365,948	26.52%
Ecuador	2020	17,644	4,598	26.06%
US	2020	331,002	67,337	20.34%

Note. Population figures are presented in thousands. Adapted from World Population Prospects, United Nations, Department of Economic and Social Affairs, Population Division, 2019 (https://population.un.org/wpp/DataQuery/). Copyright 2019 by United Nations.

Literature suggest that younger cohorts are more cosmopolitan than older cohorts (Carpenter et al., 2013; Cleveland et al., 2009; Norris, 2000; Phillips & Smith, 2008; Riefler et al., 2012; Schueth & O'loughlin, 2008). This relationship between CCO and age might be happening because younger consumers are more exposed to mass media (Phillips & Smith, 2008; Riefler et al., 2012), travel more (Phillips & Smith, 2008; Riefler et al., 2012), often speak more foreign languages (Riefler et al., 2012) and are more educated (Carpenter et al., 2013; Phillips & Smith, 2008; Riefler et al., 2012; Schueth & O'loughlin, 2008) in general than older consumer cohorts.

According to a Deloitte's 2019 Global Millennial Survey – consisting of 13,416 millennials (born between 1983 and 1994, or 27-38 years old in 2021) questioned across 42 countries, and 3,009 Gen Zs (born between 1995 and 2002, or 19-26 years old in 2021) from 10 countries – aspirations of young consumers have evolved (Deloitte Touche Tohmatsu Limited, 2020). Although more than half of the participants (both in the Millennial group as well as in the Gen Z group) reportedly want to earn high salaries and be wealthy, their top priority is travel and seeing the world (Deloitte Touche Tohmatsu Limited, 2020). Interestingly, the results also suggest that they are more attracted to making a positive impact in their communities or societies than having children and starting families (Deloitte Touche Tohmatsu Limited, 2020). Not only is social impact relevant, but results also show that young consumers' top concern on a personal level is climate change, the environment, and natural disasters (Deloitte Touche Tohmatsu Limited, 2020). This might explain, for example, why in 2018 US Americans between 18 and 29 years old would agree to pay more for eco-friendly products and services (19%) than their older cohorts between 30 to 49 years old (15.55%); and 50 to 64 years old (11.05%; Kunst, 2019). Likewise,

literature found positive effect of environmental concern of young Indians on the intention to purchase eco-friendly packaged products (Prakash & Pathak, 2017) and green products (Yadav & Pathak, 2016) evidencing that youth in developing countries are also willing to opt for pro-environmental behavior.

It is presumed and recognized in literature that young consumers are more concerned with fashion (Morgan & Birtwistle, 2009), and more willing to buy sustainable products (J. Hill & Lee, 2012; Jin Ma et al., 2012); unfortunately, they are also one of fast fashion's main targets as well as one of their biggest consumers. When asked in a global survey how supportive consumers were of sustainable fashion, the two cohorts aged 18 to 24 and 25 to 34 showed to be the most supportive compared to any other age cohort (see Sustainable Fashion 2019 global survey published by KPMG with consumers in Hong Kong, Shanghai, London, New York and Tokyo; O'Connell, 2020). Chang and Watchravesringkan (2018) found that, young consumers are likely to believe they can purchase sustainable apparel when the retail venue for sustainable apparel is perceived as accessible. Also, they are likely to believe they can purchase sustainable apparel when they have more money availability (Carrigan & Attalla, 2001; Chang & Watchravesringkan, 2018).

Theoretical Foundation

This study is grounded on the Theory of Planned Behavior (TPB) within the reasoned action approach (Ajzen, 1985; Fishbein & Ajzen, 2009). The TPB (Ajzen, 1985; M. Fishbein & Ajzen, 2009) distinguishes three kind of beliefs that serve to guide the decision to perform or not perform a behavior: behavioral beliefs, normative beliefs, and control beliefs (M. Fishbein & Ajzen, 2009). In practice, the original Fishbein Model and its extended models (such as the theory of reasoned action or TRA, TPB, or ad-hoc author extended models) have demonstrated beneficial in the Textiles & Apparel discipline to predict behavior and behavioral intent. Specifically, it is noted that TRA and TPB models have been widely used in consumer studies related to purchase of sustainable apparel (De Lenne & Vandenbosch, 2017), pro-social marketing (Hyllegard et al., 2014), ethical apparel (Magnuson et al., 2017; Reimers et al., 2016), green consumer (Coleman et al., 2011), socially responsible consumption (De Pelsmacker et al., 2005), transparent business practices (Bhaduri & Ha-Brookshire, 2011), and socially responsible labels (Hyllegard et al., 2012). In this study, the TPB provides the theoretical backbone to

explain, firstly, the attitude formation process towards sustainable apparel that leads to purchase intention of sustainable apparel. Secondly, how perceived norm acknowledges the perceived social pressure to engage or not to engage in consumption of sustainable apparel. And thirdly, how perceived behavioral control considers the perceived ability and capability that facilitates or impedes the attempt to carry out the purchasing of sustainable apparel.

ATTITUDE

Attitude refers to a mental state involving beliefs, feelings, values, and dispositions to act in certain ways; it is a function of the individual's beliefs about a particular behavior (behavioral beliefs) and the individual's beliefs about the outcomes of performing the behavior (evaluation of behavioral outcomes; Fishbein & Ajzen, 2009; Solomon, 2015). According to literature, the aforementioned behavioral beliefs are antecedents of attitudes (Ajzen & Fishbein, 2000; Martin Fishbein, 1967; Martin Fishbein & Ajzen, 1975). The better the total evaluation is the more positive the attitude is. Moreover, highly accessible beliefs (usually stored in memory) tend to correlate more strongly with an independent measure of an attitude than less accessible beliefs (Ajzen & Fishbein, 2000; Petkova et al., 1995). In accordance with the expectancy-value model (Feather, 1959, 1982), attitudes towards an object are formed automatically and inevitably as we acquire new information about an object's attributes and the subjective values of these attributes become linked to the object (Martin Fishbein, 1963, 1967).

RAA acknowledges the presence of background factors. The theory suggests these factors might be considered if there is a reason to believe that people who vary in terms of a factor may be exposed to different experiences and therefore may have formed different behavior-relevant beliefs (M. Fishbein & Ajzen, 2009). In the context of this study, CCO is an orientation where the consumer sees the world as his/her marketplace (Caldwell et al., 2006). Consumers with high level of CCO are characterized by a favorable disposition to consume, appreciate and be open to alternative diverse products from different origins that are not their own (Riefler et al., 2012). Given that they score high on universalism, self-direction, benevolence and egalitarian values (Cleveland, Erdoğan, et al., 2011) there is a strong reason to believe that they form a stronger attitude towards sustainability.

Perceived Norm

The TPB considers normative beliefs and these beliefs produce perceived norm (M. Fishbein & Ajzen, 2009). Perceived norm refers to the perceived social pressure to engage or not to engage in the behavior. Perceived norm is characterized by the importance that the individual assigns to the approval or disapproval from others to performing the behavior (i.e. injunctive norm), and the perceptions that others are or are not performing the behavior (i.e. descriptive norms; Fishbein & Ajzen, 2009). In other words, the approach proposes that if individuals believe that people that are important to them would approve of the behavior, and if people that are important to them perform the behavior, then they are likely to perceive social pressure to engage in the behavior (stronger intention) and therefore act on the behavior (M. Fishbein & Ajzen, 2009). In the context of this study, the theory proposes that if cosmopolitan consumers perceive that their important referents think they should purchase sustainable apparel and these referents also purchase sustainable apparel, then the purchase intention of the cosmopolitan consumer would likely be more favorable or stronger towards sustainable apparel. Although cosmopolitan consumers tend to be objective in their product evaluations (Cannon & Yaprak, 2002), cosmopolitan values do not seem to provoke/prompt cosmopolitan consumers to break away from group conformance when adopting apparel; on the contrary apparel would more likely be adopted if it implies good fit with social norms and group acceptability (Khare, 2014).

Perceived Behavioral Control (PBC)

PBC refers to the general perception of personal competence, capability, and ability to perform a behavior (M. Fishbein & Ajzen, 2009). Since having a favorable attitude and strong social pressure to behave might not suffice to form a strong intention to perform a behavior, the theory includes a third component that relates to the extent of control the individual senses to have over the situation. If individuals feel that they have the necessary information, skills, opportunities, and other resources to perform the behavior and that the barriers and obstacles to perform the behavior are low, then there is more probability that they will perform the behavior. On the other hand, if individuals feel that they have no control over the behavior, they might not form strong behavioral intentions to perform the behavior, even if the attitude and social norms are strongly favorable. The consumer's perceived barriers and obstacles to purchase sustainable apparel

commonly include limited availability of designs, styles and/or colors (Carrigan & Attalla, 2001; Joergens, 2006; Joy et al., 2012; Jung et al., 2016; Kang et al., 2013; Markkula & Moisander, 2012); price (Bhaduri & Ha-Brookshire, 2011; Kang et al., 2013); limited general availability of sustainable apparel at stores (Kang et al., 2013); limited availability of information (Bhaduri & Ha-Brookshire, 2011; Kang et al., 2013) or, distrust about business practices (Bhaduri & Ha-Brookshire, 2011; Kang et al., 2013).

CONSUMER'S APPAREL SUSTAINABILITY KNOWLEDGE

This study extends the TPB to include a consumer's apparel sustainability knowledge component. The component refers to the extent of apparel sustainability information (social and environmental issues) accessible from memory that the consumer perceives to know or is able to research. Knowledge of social issues in apparel sustainability involves issues pertaining to social equity and familiarity with socially responsible businesses (Shen et al., 2012). Knowledge of environmental issues in apparel sustainability involves, for example, being informed about environmental issues in the apparel business, the environmental impact of apparel products across the supply chain and the brands that sell environmentally friendly products (Shen et al., 2012). A greater likelihood of stronger CCO is found among young individuals with higher levels of education (Pichler, 2009; Riefler et al., 2012; Schueth & O'loughlin, 2008). Schools continue to incorporate sustainability in their curricula. Thus, young cosmopolitan consumers, who are more egalitarian and universalistic than non-cosmopolitan consumers (Cleveland, Erdoğan, et al., 2011), are more likely to retain and transform sustainability information imparted in class (or researched independently) into knowledge in apparel sustainability. This knowledge, that is accessible from memory, which consumers are able to remember or research, influences their attitude towards sustainable apparel. Unavoidably, as information is added, the brain automatically and promptly processes the information to generate links that get associated to the object to develop the intention to purchase (M. Fishbein & Ajzen, 2009). The more accessible the information is, the more it can affect the individual's attitude, which in turn influences the intention to purchase.

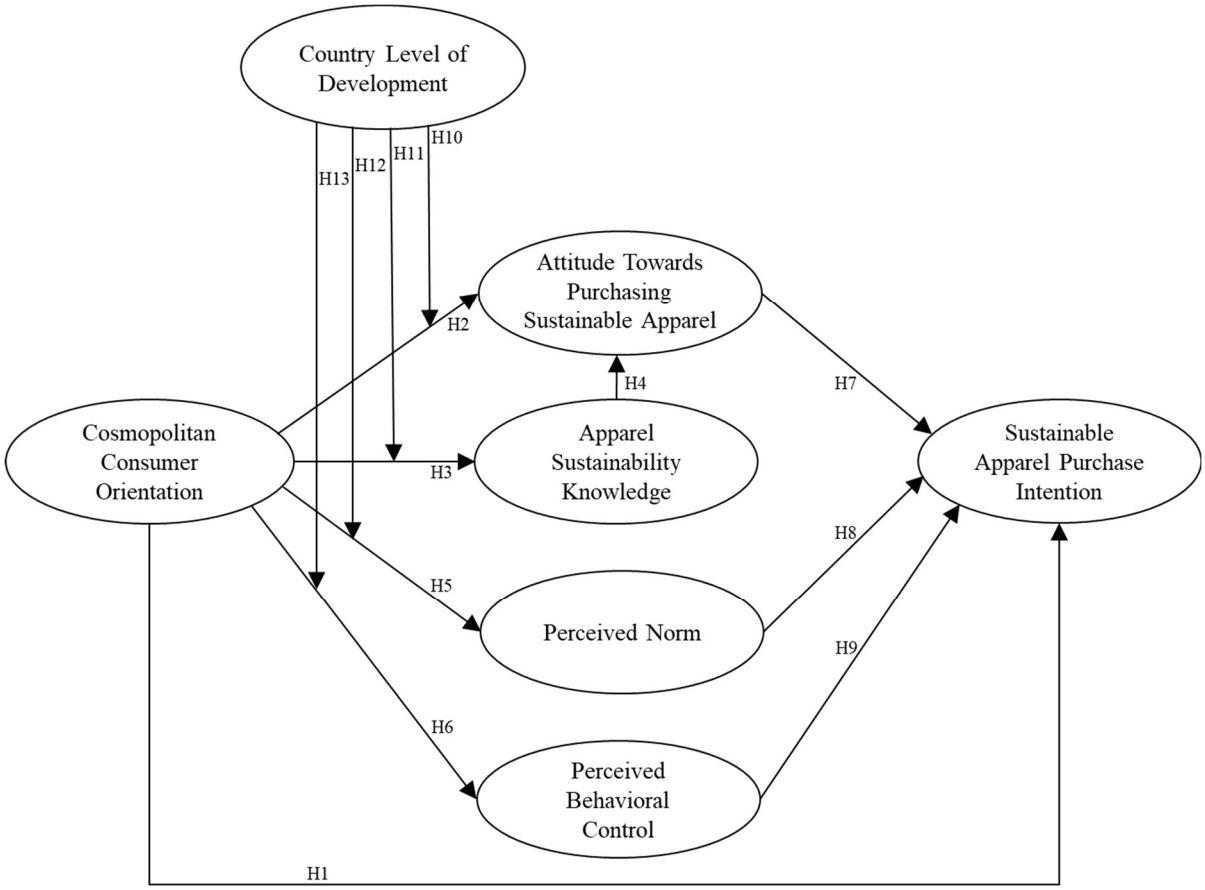
Conceptual Framework and Hypothesis Development

Proposed Research Model

This investigation attempts to study implications of the impact of CCO on sustainable apparel consumption following the TPB theoretical foundation (M. Fishbein & Ajzen, 2009). The model builds from the rationale that CCO influences: 1) consumer knowledge of apparel sustainability, 2) attitude towards sustainable apparel, 3) perceived norm, and 4) perceived behavioral control. Then CCO as well as the four factors mentioned above cause an effect on the consumer intention to purchase sustainable apparel. The model includes country level of development as a moderator.

A total of seven variables are included in the model: Cosmopolitan consumer orientation, consumer knowledge of apparel sustainability, attitude towards sustainable apparel, perceived norm, perceived behavioral control, sustainable apparel purchase intention, and country development level. Based on the research objectives discussed in Chapter I and the review of literature in this chapter, the present study proposes a comprehensive research framework with 13 hypotheses (9 main hypotheses and 4 moderating hypotheses) to be tested in three countries: Ecuador, India, and US. Figure 2 depicts the proposed framework for this study.

Figure 2. Proposed Research Model



HYPOTHESES DEVELOPMENT

Effect of CCO on the Intention to Purchase Sustainable Apparel

Early literature indicated the role of cosmopolitanism as a sociopsychological determinant for the high socially conscious consumer (Anderson & Cunningham, 1972; Dye, 1963; Merton, 1968). Recently, Lee et al. (2018) studied the impact of CCO on implementation intention to purchase fair trade coffee and found a positive relationship. Also, Grinstein and Riefler (2015) found evidence to support the positive effect of CCO on environmentally friendly behavior (Grinstein & Riefler, 2015). Cleveland, et al. (2009) shows that cosmopolitanism predicts the consumption of symbolic products (i.e., fragrances, cosmetics, jewelry, expensive wine/champagne, and boxed chocolates) including several types of apparel (i.e., jeans, athletic shoes, and business

attire) which are products of higher social value or aspirational products. These products represent "the modern lifestyles or an association with the global elite that cosmopolitanism symbolizes" (Cleveland et al., 2009, p. 124). In recent years, aspirational products have expanded to domains such as environmentally friendly, organic, healthy, and intellectual (Ward & Dahl, 2014), where sustainable apparel products are well represented in contemporary consumer markets. The cosmopolitan consumer tends to emotionally attach to brands high in ideal self-congruity -and does not attach to brands low in ideal self-congruity- (Fastoso & González-Jiménez, 2018). Thus, cosmopolitan consumers attach to brands that comply with their aspirational and idealized view of the self (Sirgy, 1982). Since literature sustains that cosmopolitan consumption is "a symbol of social status and of one's moral worthiness" (Cleveland et al., 2009, p. 139), the cosmopolitan aspires to acquire social and cultural capital as well as moral worthiness (Skrbis et al., 2004; Thompson & Tambyah, 1999). Sustainable apparel is expected to satisfy the needs of cosmopolitan consumers due to its rich social, cultural, and ethical values. Thus, with sustainability becoming a significant global trend, it is expected that the cosmopolitan consumer aspires to purchase sustainable apparel.

> H1: CCO positively impacts consumers' sustainable apparel purchase intention.

Effect of CCO on Attitude Towards Sustainable Apparel

Contemporary consumer markets worldwide are characterized by both a rapidly growing need for sustainability and an increasingly cosmopolitan lifestyle (Grinstein and Riefler, 2015). Grinstein and Riefler (2015) provided evidence that CCO relates positively to environmental concern of ecological issues. Cosmopolitan consumers are characterized by a cross-national mindset, open-mindedness and core values that might speak for a heightened environmental concern and positive disposition towards sustainable behavior (Grinstein & Riefler, 2015). Consumers with strong cosmopolitan orientation score high on universalism, benevolence, and egalitarianism (Cleveland, Erdoğan, et al., 2011). Characteristics of these values include tolerance and appreciation for all people, as well as importance placed on protection of the environment (Schwartz, 2012). Also, importance is placed on justice and equality (Schwartz, 2012). This coincides with Dickson and Littrell (1996) and Kim et al. (1999)'s perspective on

global values and socially responsible consumers, which embodies consumers that place great importance to values of ecological sustainability and social benefits. In Dickson and Littrell (1996) and Kim et al. (1999), consumers guided by global values showed concern for people in Latin America and India (correspondingly), and this concern influenced their support for Alternative Trading Organizations (ATOs). ATO businesses are dedicated to promoting fair trade, giving the option to consumers to exercise their commitment to social responsibility while also satisfying their needs for apparel (Dickson & Littrell, 1996). Values are guiding principles in life universally recognized within and across cultures (Schwartz, 2012). Since they are relatively invariant across situations (Schwartz, 2012) and they have been found to have a positive effect on consumers' attitude towards sustainable apparel (Su et al., 2019), it is expected cosmopolitan consumers hold positive attitudes towards sustainable apparel.

> H2: CCO positively impacts young consumers' attitude towards apparel sustainability.

Effect of CCO on Apparel Sustainability Knowledge

Cultural openness and global awareness are essential for the cosmopolitan consumer (Riefler et al., 2012; Riefler & Diamantopoulos, 2009). Cosmopolitan literature has related cultural openness to connoisseurship (Bookman, 2013; Cleveland et al., 2009) and global awareness to global responsibility (Bookman, 2013; Grinstein & Riefler, 2015), which implies distinctive as well as selective avidity for knowledge and competency. In the context of coffee consumption, Bookman (2013) explains that the cosmopolitan attains knowledge, develops its palette, and engages with coffee by being open to the exoticness and romance stories from different cultures that the coffee origins transmit. Connected to connoisseurship, coffee communicates passion through the care for communities and the environments it is cultivated in. Bookman (2013) maintains that cosmopolitans experience "ethical engagement" with issues such as global poverty, environment, labor, and inequalities associated with the trade of commodities. In terms of specific socio-demographic characteristics of cosmopolitan consumers, literature suggests cosmopolitan consumers (or consumers with strong CCO) are better educated and have a higher financial status (Grinstein & Riefler, 2015; Riefler et al., 2012), which in turn increases awareness of environmental and social issues and the associated knowledge of sustainability

issues (Stern, 2000). Therefore, it is expected that cosmopolitans are more apt to develop their connoisseurship and global responsibility regarding apparel sustainability than non-cosmopolitans since they have more access to education, resources, and experiences. Additionally, cosmopolitan consumers are curious, and identified as agents of cultural change and transmission (Hannerz, 1992). Literature portrays them as avid travelers and consumers of global media, which reinforces their CCO (Lindell, 2015; Riefler et al., 2012). Cosmopolitan consumers' cross-border consumption lifestyle and their active media use may enhance their awareness of environmental degradation and protection (Egan & Mullin, 2012; Lindell, 2015) and likely motivate them to actively search/find/obtain apparel sustainability knowledge. Thus, it is expected that CCO has a positive impact on consumer's apparel sustainability knowledge.

> H3: CCO positively impacts consumers' knowledge of apparel sustainability.

Effect of Apparel Sustainability Knowledge on Attitude Towards Sustainable Apparel

Literature supports that knowledge of apparel sustainability is frequently a prerequisite to engage in apparel sustainable behaviors and that a lack of knowledge is a constraint (Bhaduri & Ha-Brookshire, 2011; Dickson, 2000; Hiller Connell, 2010; Kozar & Hiller Connell, 2013; Shen et al., 2012). Consumers that are more knowledgeable about apparel sustainability are more likely to show concerns for the negative impacts of global apparel production and consumption, as well as support for more sustainable apparel production and consumption, thus develop positive attitudes towards sustainable apparel (Dickson, 2000; Hyllegard et al., 2012; Kozar & Hiller Connell, 2013; Shen et al., 2012). Given that the cosmopolitan consumer appreciates diversity, is innovative and benevolent, the apparel sustainability knowledge that cosmopolitan consumers expose themselves to is likely to resonate and become highly accessible in memory. Consequently, it is expected that individuals that are more knowledgeable about apparel sustainability are more likely to have positive attitude towards sustainable apparel.

> H4: Consumer apparel sustainability knowledge positively impacts attitude towards sustainable apparel.

Effect of CCO on Perceived Norm

Cosmopolitan consumers do not appear to deliberately try to win others' approval to enhance their self-image, gain rewards and/or avoid punishments (Tae Lee et al., 2014), however apparel helps consumers (including cosmopolitan consumers) express their personality (Jordaan & Simpson, 2006), enables them to show their affiliation to certain social groups (Jin & Hye, 2011), and communicates self-construal (Piamphongsant & Mandhachitara, 2008). Focus theory of norms posits that norms cause conformity when they are salient, and the relevance of descriptive aspects (i.e. what other people do) and/or injunctive aspects (i.e. what is appropriate) of norms determine their saliency (Cialdini et al., 1990). Recent literature suggests loyalty, as a moral base for purchase dispositions, positively drives CCO (Prince et al., 2019). This attests to cosmopolitan consumers' desire for intergroup cooperation (Prince et al., 2019) or desire to work for a common purpose with others. Since sustainable behavior is an emerging norm (Sparkman & Walton, 2017) and sustainable apparel is an aspirational product category with high social value (Fastoso & González-Jiménez, 2020), it is expected that sustainable apparel allows cosmopolitan consumers to display their global benevolent, egalitarian and universal identity, which demonstrates increased authentic affiliation to as well as agreement with (cosmopolitan) social group norms. Thus, the following hypothesis was proposed.

H5: CCO positively impacts perceived norm.

Effect of CCO on Perceived Behavioral Control (PBC)

Cosmopolitan consumers are expected to regard themselves as competent, capable, and able to purchase sustainable apparel. As introduced previously, literature commonly discusses barriers affecting the purchase of sustainable apparel such as limited availability of designs, styles and/or colors (Carrigan & Attalla, 2001; Joergens, 2006; Joy et al., 2012; Jung et al., 2016; Kang et al., 2013; Markkula & Moisander, 2012); price (Bhaduri & Ha-Brookshire, 2011; Kang et al., 2013); limited general availability of sustainable apparel at stores (Kang et al., 2013); limited availability of information (Bhaduri & Ha-Brookshire, 2011; Kang et al., 2013) or, distrust about business practices (Bhaduri & Ha-Brookshire, 2011; Kang et al., 2013). As per cosmopolitan profiling, consumers with strong CCO have higher education levels and a better financial status, have a border-crossing lifestyle, are willing to take risks, are innovative and have a

predisposition to purchase new and different products from anywhere in the world (Grinstein & Riefler, 2015; Riefler et al., 2012). Thus, cosmopolitan consumers are expected be less limited than their non-cosmopolitan counterparts by price and the imperfect availability of the product. Furthermore, cosmopolitan consumers are portrayed as early adopters of technology (Riefler et al., 2012; Rogers, 2004) and CCO shows to positively predict the use of communication devices (Cleveland, et al., 2011), therefore obstacles to find information about sustainable apparel, to find larger variety of designs/styles/colors globally, as well as to get access to outlets to purchase sustainable apparel are potentially minimized. Since cosmopolitan consumers by definition see the world as their marketplace (Caldwell et al., 2006), they are capable and prone to source their products globally, which affects the barrier perception to consume sustainable apparel in terms of limited local availability. Therefore, cosmopolitan consumers seem more likely to perceive that they are in control and/or that it is up to them to purchase sustainable apparel or not. Thus, it is expected that CCO has a positive impact on consumer's perceived behavior control.

H6: CCO positively impacts perceived behavioral control.

Effect of Attitude Towards Sustainable Apparel on Purchase Intention

Literature provides evidence of a positive effect of attitude towards sustainable apparel on sustainable apparel consumer behavior (e.g. willingness to pay, purchase intention, willingness to pay more and purchasing behavior, as sampled in Table 2.1; Bhaduri & Ha-Brookshire, 2011; Ha-Brookshire & Norum, 2011; Hyllegard et al., 2012, 2012; Jai & Chang, 2015; Jung Choo et al., 2013; Jung et al., 2016; Kozar & Hiller Connell, 2013; Magnuson et al., 2017; Hyllegard et al., 2014; Reimers et al., 2016; Shen et al., 2012; De Lenne & Vandenbosch, 2017). Thus, the more positive the attitude towards sustainable apparel the consumers possess, the stronger their intention to purchase sustainable apparel.

H7: Attitude towards sustainable apparel positively impacts sustainable apparel purchase intention.

Effect of Perceived Norm on Purchase Intention of Sustainable Apparel

Perceived norm refers to the perceived social pressure to engage in a certain behavior (M. Fishbein & Ajzen, 2009). Within the RAA (M. Fishbein & Ajzen, 2009), the TPB proposes that

the more cosmopolitan consumers perceive that their important referents think they should purchase sustainable apparel and these referents also purchase sustainable apparel, then the purchase intention of the cosmopolitan consumer would likely be more favorable or stronger towards sustainable apparel. Literature shows that subjective norms influence sustainable apparel purchase intentions. For example, Hyllegard et al. (2012) and Hyllegard et al. (2014) empirically found among US participants that the presence of subjective norm in their model improved the amount of variability explained of purchase intentions of sustainable apparel with hangtags featuring prosocial marketing claims. Similarly, Kang, Liu, and Kim (2013) also found that subjective norm positively impacted college students' intention to purchase organic cotton from data collected from the US, South Korea, and China. De Lenne and Vanderbosch's (2017) study of young adults in Flanders (i.e., the Dutch speaking part of Belgium and the Netherlands) suggested that descriptive norms predicted sustainable apparel purchase intention, whereas subjective norm did not. Cosmopolitan consumers' loyalty -as a moral base for purchase dispositions- attests for cosmopolitan desire for intergroup cooperation (Prince et al., 2019), which likely enhances cosmopolitans' social pressure to purchase apparel that fits with social norms and group acceptability. Since sustainable apparel implies a good fit with social norms and group acceptability, it is expected that cosmopolitan consumers' perceived norms positively influence their purchase intention of sustainable apparel.

> H8: Perceived norm positively impacts sustainable apparel purchase intention.

Effect of PBC on the Intention to Purchase Sustainable Apparel

PBC refers to the general perception of personal competence, capability, and ability to perform a behavior (M. Fishbein & Ajzen, 2009). TPB claims that if the individual feels that he/she has the necessary information, skills, and opportunities to purchase sustainable apparel and that the barriers and obstacles to perform the behavior are low, there is more probability that the individual will purchase sustainable apparel. Literature on sustainable apparel in the last decade mainly from advanced economies proposes that the effect of PBC on purchase intentions of sustainable apparel is positive (see Chang & Watchravesringkan, 2018; De Lenne & Vandenbosch, 2017; Hameed et al., 2019; Ko & Jin, 2017; Mai Thi Tuyet Nguyen et al., 2019).

Thus, it is likely that the barriers and obstacles to purchase sustainable apparel are manageable. Cosmopolitans' "cultural capital and omnivorous consumption patterns reflect a sophisticate taste and status buying behavior" (Prince et al., 2019, p. 432), which is likely attributed to cosmopolitan consumers' product search capabilities and resourcefulness. Higher education levels, better financial status, border-crossing lifestyle, willingness to take risks, innovativeness and technology consumption (Cleveland, Papadopoulos, et al., 2011; Grinstein & Riefler, 2015; Riefler et al., 2012) puts cosmopolitan consumers in an advantageous position to have access to more resources, abilities and capabilities to manage obstacles to purchase sustainable apparel in terms of price, and availability of sustainable apparel. Since barriers and obstacles to purchase sustainable apparel are anticipated to be lower for cosmopolitan consumers, it is expected that perceived behavioral control positively influences the intention to purchase sustainable apparel.

> H9. Perceived behavioral control positively impacts the intention to purchase sustainable apparel.

Model Moderator

The relationships between CCO and consumer's attitude towards sustainable apparel, apparel sustainability knowledge, perceived norm, and perceived behavioral control are expected to be affected by country development level (moderator).

Moderating Effect of the Level of Country Development on the Relationship Between CCO and Attitude Towards Sustainable Apparel

The informational globalization factor of the KOF Globalization Index (see Table 4) pertains to the flow of ideas, knowledge, and images in addition to the ability to share information across countries; and is quantified via the assessment of the country's internet access, internet bandwidth, freedom of press, etc. The higher flow of ideas, knowledge, information, and images in advanced economies suggest that cosmopolitans (in advanced economies, such as the US) have more opportunities to develop their positive attitude towards apparel sustainability. Similarly, the interpersonal globalization factor of the KOF Globalization Index (Table 4), which relates to the level of social interactions among citizens living in different countries as well as resources that enable those direct interactions, also increases the opportunities of cosmopolitans

(in advanced economies, such as the US) to engage in conversations/relations or searches that develop positive attitude towards apparel sustainability. Thus, generally in advanced economies which usually rank higher in informational and interpersonal globalization, it is more likely that cosmopolitans engage in interactions and information sharing/searching in consonance with their universal, benevolent, and egalitarian values; and develop more positive attitudes towards sustainable apparel compared to developing economies.

> H10: The level of country development functions as a moderator for the relationship between CCO and attitude towards sustainable apparel in such a way that the relationship is stronger in advanced economies than developing economies. In other words, the relationship is stronger for consumers in the US than those in Ecuador and India.

Moderating Effect of the Level of Country Development on the Relationship Between CCO and Apparel Sustainability Knowledge

Citizens in advanced economies have more access to informational resources on foreign countries and cultures (Brewer, 2007; Johanson & Wiedersheim-Paul, 1975). In line with countries' cultural globalization as depicted in Table 4, it is implied that India and Ecuador residents have less access to first-hand information of foreign countries and cultures. This weakens the cosmopolitan consumption opportunities and therefore leads to lower likelihood of developing their connoisseurship and awareness of global trends. Usually, advanced economies invest more money in education, therefore their inhabitants tend to be more educated. Education then reflects back in economic growth (Van der Sluis et al., 2005). The school's and universities' curricula in advanced economies may contain more sustainability content compared to developing economies. For example, Marques et al., (2018) compiled a list of Southern Europe Fashion Design courses and among the schools considered, the schools located in advanced economies included more sustainability units in their curricula. Young cosmopolitans that have access to better education might be better prepared to navigate and excel in the world scene. As per cosmopolitan literature, cosmopolitans are curious and able to navigate across disparate societies (Hannerz, 1992) to achieve high cultural and social capital, therefore resources to access first-hand information, be able to travel, and receive better education pose a more suited

environment to enhance cosmopolitans' curiosity and achieve more proficiency in apparel sustainability knowledge.

> H11: The level of country development functions as a moderator for the relationship between CCO and apparel sustainability knowledge in such a way that the relationship is stronger in advanced economies than developing economies. In other words, the relationship is stronger for consumers in the US than those in Ecuador and India.

Moderating Effect of the Level of Country Development on the Relationship Between CCO and Perceived Norm

Several research studies indicated that cosmopolitans show a preference for products of higher social value such as products with higher status, symbolic meanings, and global popular appeal (Cleveland et al., 2009), which makes them more susceptible to social norms from the rising consumer consciousness emphasizing environmentally and socially responsible products. Sustainable lifestyle, an emerging norm, represents a dynamic norm, leading people to anticipate a changed future world (preconformity) and increase the perceived importance of sustainable behavior to other people (Sparkman & Walton, 2017). Norms are sensitive to the social context. The level of economic development of an economy is recognized as an important factor that shapes consumption values (Tse et al., 1989). Ascribing importance to ownership and acquisition of products to achieve life goals or desired states is more prevalent in developing economies (Duffy & Gottfried, 2013; Leung, 2008). Namely, the possession of products of higher social value, such as sustainable apparel is likely to be more important as a social indication of higher status, wealth, and lifestyle in developing economies, whereas consumers in developed economies may be less concerned about socially desirable needs (Cleveland et al., 2009). Since consumers' perceptions of social pressure to perform (or not) a behavior are stronger in developing economies compared with developed economies, the relationship between CCO and perceived norm is expected to be stronger in developing economies than in developed economies.

H12: The level of country development functions as a moderator for the relationship between CCO and perceived norm in such a way that the relationship is weaker in advanced economies than developing economies. In other words, the relationship is weaker for consumers in the US than those in Ecuador and India.

Moderating Effect of the Level of Country Development on the Relationship Between CCO and PBC

The level of development of a country is related to its GDP, therefore it denotes that a more advanced economy enjoys a better economic standing compared to developing economies. This in turn reflects on household net disposable income, which tends to be higher in advanced economies (Duffin, 2019), such as the US economy. Thus, Americans might feel more economically in control of purchasing sustainable apparel compared to Indians and Ecuadorians, who might experience a barrier (i.e., lower PBC) due to a more limited disposable income. Additionally, the economic globalization index shows less openness to trade and investments in India and Ecuador compared to the US (Gygli et al., 2019). Thus, it is expected to find less variety of foreign products in the Indian and Ecuadorian markets, including sustainable apparel products. Finally, the better availability of informational sources in advanced economies (Brewer, 2007) also reduces informational barriers that might impede consumers to search, learn and communicate information about sustainable apparel. Thus, it is expected that different levels of economic development can strengthen or weaken the perception of control to purchase sustainable apparel.

H13: The level of country development functions as a moderator for the relationship between CCO and perceived behavioral control in such a way that the relationship is stronger in advanced than developing economies. In other words, the relationship between CCO and perceived behavior control is stronger for consumers in the US than those in Ecuador and India.

CHAPTER III: RESEARCH METHODOLOGY

The previous chapter presented the literature review for this study. Based on the literature review, a conceptual model and research hypotheses were developed. This chapter presents the research methodology to conduct the study. Firstly, the population and sample are discussed. Secondly, the survey instrument and scales are presented. Thirdly, the translation of the survey instrument is discussed. The procedure of translation is laid out, together with a description of the pre-testing of the survey instrument. Fourthly, data collection procedures are described, including the follow-up plan and participation incentives. And lastly, data analysis methodology is briefly discussed.

Population, Sampling and Sample Size

The population for this research study is young metropolitan consumers of apparel in the world. This includes all young (18 to 30 years old) individuals who can purchase or consume apparel. Understandably, the nature of the population identified does not allow the researcher to obtain a comprehensive list of all young metropolitan consumers in the world. Thus, this study does not use a probability sampling technique.

For each of the three countries (US, Ecuador, and India), convenience samples of metropolitan college students aged from 18 to 30 were recruited. The three countries selected present different political, cultural, and developmental country characteristics desirable for comparison. While the US and India are large in extension and population, Ecuador is small in extension and population. Concurrently, while Ecuador and India are classified as developing economies, the United States is an advanced economy. Also, while the United States ranks as one of the most culturally individualistic countries, India ranks moderately collectivistic and Ecuador strongly collectivistic. Although college students may seem to threaten the generalizability of the results, previous research suggests that statistical difference between the use of student samples and general consumer samples is minimal enough to be justified (Brown & Beltramini, 1989; Carpenter & Fairhurst, 2005; Khera & Benson, 1970). Compared to general populations, student samples provide a relatively homogeneous group in terms of age, disposable income, education and other demographic variables (Calder et al., 1981), and they have been used in studies to test

the effects of specific variables within a constraint setting. Specifically, in this study, purposive sampling allows the researcher to select participants with comparable characteristics across the three countries based on their place of residence (metropolitan areas), level of education, and age.

Survey Instrument

This study uses a survey instrument in the form of a structured questionnaire based on constructs found in the existing literature to investigate the proposed research model described in Chapter II. Appendix A includes the survey questionnaire used for the study. The use of scales adopted from literature greatly helps predict that the measurements are valid and reliable. In this study, content validity is grounded in the review/analysis of the literature and the use of scale items obtained from previously developed and tested reliable scales.

The measurement scales selected for this study are established in academic research, and most of them have been applied in multiple contexts and cultures. All constructs contain three or more than three items. CCO is measured by eight items using a 7-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*); they are adapted from Cleveland and Laroche (2007). The consumer's apparel sustainability knowledge, adapted from Shen et. al (2012), contains five items of a 7-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*). The attitude towards sustainable apparel is measured by four items using a 7-point semantic differential scale adapted from Fishbein (2003) and De Lenne and Vandenbosch (2017). The intention to purchase sustainable apparel construct, adapted from Putrevu and Lord (1994), is measured by three items using a 7-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*). The perceived norm construct is measured by three items using a 7-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*) and is adapted from Fishbein and Ajzen (2009) and De Lenne and Vandenbosch (2017). The perceived behavioral control construct, adapted from Kang et al. (2013), is measured by five items using a 7-point Likert scale ranging from 1 (*always a problem*) to 7 (*never a problem*). Table 7 illustrates a summary of the constructs with their corresponding scale items. Table 7 identifies the source, as well as the type and the response anchors of the scales to be used to measure the constructs in the study.

All items in the questionnaire are evaluated on 7-point scales to diminish the impact of extreme response styles. Studies show that there are differences in response styles between countries (Harzing, 2006). Items with a larger number of categories allow respondents with a relatively strong opinion to voice a more nuanced position, rather than being forced to choose the most extreme answer.

Table 7. Scales and Scale Items in Survey Instrument

Construct	Items	Measurement (Source)
Cosmopolitan Consumer Orientation	1. I am interested in learning more about people who live in other countries. 2. I like to learn about other ways of life. 3. I enjoy being with people from other countries to learn about their unique views and approaches. 4. I enjoy exchanging ideas with people from other cultures or countries. 5. I like to observe people of other cultures to see what I can learn from them. 6. I find people from other cultures stimulating. 7. When traveling, I like to immerse myself in the culture of the people I am visiting. 8. Coming into contact with people of other cultures has greatly benefited me.	Eight 7-point items Likert scale anchored by "Strongly Disagree" (1) and "Strongly Agree" (7). Adapted from Cleveland and Laroche (2007).
Consumer's Apparel Sustainability Knowledge	1. I am informed about child labor/sweatshop issues in the fashion apparel manufacturing business. 2. I am knowledgeable about social equity issues in the apparel business (e.g., working conditions or fair wage of factory workers). 3. I know more about socially responsible apparel business than the average person. 4. I am informed about environmental issues in the apparel manufacturing business. (e.g., eco-fashion, environmental impact of apparel manufacturing). 5. I understand the environmental impact of apparel products across the supply chain.	Five 7-point items Likert scale anchored by "Strongly Disagree" (1) and "Strongly Agree" (7). Adapted from Shen, et al. (2012).

Construct	Items	Measurement (Source)
Attitude Towards Purchasing Sustainable Apparel	Buying sustainable apparel is: 1. Bad/Good 2. Unpleasant/Pleasant 3. Unwise/Wise 4. Unnecessary/Necessary	Four 7-point item semantic differential scale. Adapted from Fishbein (2003), and De Lenne and Vandenbosch (2017).
Intention to Purchase Sustainable Apparel	1. It is very likely that I will buy sustainable apparel. 2. I will purchase sustainable apparel the next time I need apparel. 3. I will definitely try sustainable apparel.	Three 7-point items Likert scale anchored by "Strongly Disagree" (1) and "Strongly Agree" (7). Adapted from Putrevu and Lord (1994).
Perceived Norms	1. Most people who are important to me believe I should buy sustainable apparel. 2. Most people who are important to me have a positive attitude toward sustainable apparel. 3. Most people who are important to me buy sustainable apparel. 4. Most people I respect and admire buy sustainable apparel.	Three 7-point anchored in "Strongly Disagree" (1) and "Strongly Agree" (7). Adapted from Fishbein and Ajzen (2009) and De Lenne and Vandenbosch (2017).
Perceived Behavioral Control	1. Sustainable apparel might have a limited range of design, style, and/or color. 2. Sustainable apparel might be expensive. 3. Sustainable apparel is not readily available. 4. It might be difficult to obtain information regarding which apparel products are sustainable. 5. There might be no way for me to ensure apparel is sustainable even if it says it is sustainable.	Five 7-point items Likert scale anchored by "Always a Problem" (1) and "Never a Problem" (7). Adapted from Kang et al., (2013).

Pre-test

Two pretests of the instrument were conducted in the United States to fine-tune the English version of the final survey instrument. IRB approval was received before conducting the pre-test. Firstly, the survey questionnaire was tested with six individuals who were asked to review the

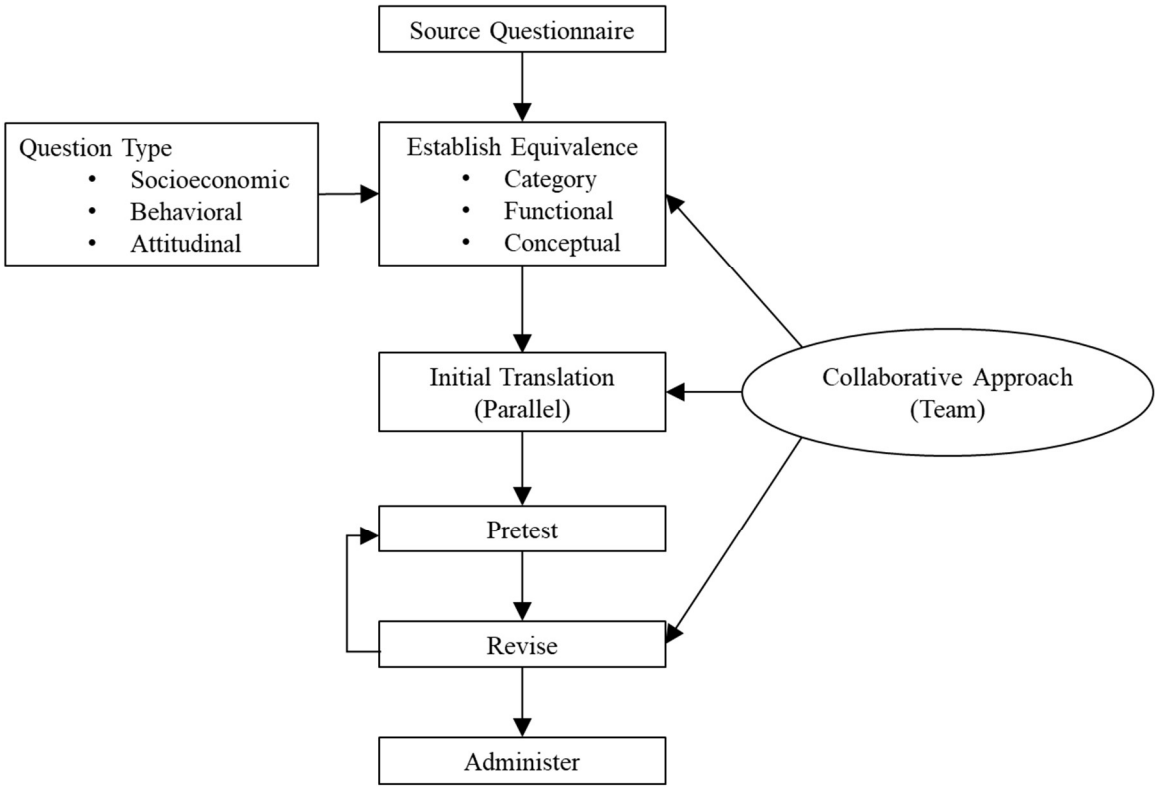
survey questionnaire and comment on the clarity, readability, comprehensiveness, and length of the instrument. A debriefing session was scheduled to discuss the survey instrument. Revisions were made on the survey questionnaire based on the responses and suggestions. Secondly, the revised instrument was pre-tested online and consisted of a sample of 185 participants. A small compensation was offered for the participants' time and dedication.

Instrument and Scales Translation

The survey instrument was developed in English and then translated into Spanish. People in India speak English as their official language; therefore, it was appropriate to survey Indian student participants of metropolitan areas in English. However, caution was still exercised, and the survey was subjected to Indian university professors' scrutiny to ensure clarity, readability, and equivalence of the survey instrument. A Spanish version of the survey was used for participants in Ecuador.

This study utilized the collaborative and iterative translation process developed by Douglas and Craig (2007). While the survey used for the Ecuadorian sample underwent a full translation process, the survey instrument used in India mainly underwent establishing equivalence, pretesting and revision stages of the process. Figure 3 denotes the steps utilized to translate and adapt the survey instrument for the Ecuadorian and Indian participants. Different from the back-translation procedure (Brislin, 1970), where a first translator translates an original survey into the target country language and then a second translator from the target country back-translates into the original language for comparison of literal translation results, the collaborative and iterative translation process focuses on equivalence in meaning and concepts in each studied country (Douglas & Craig, 2007).

Figure 3. Collaborative and Iterative Questionnaire Translation Approach



Note. Figure adapted from the original Figure 1 provided in Douglas and Craig (2007, p. 40).

For this study, three separate independent translators parallelly assessed and translated the instrument into Spanish. One translator was the primary author; she is bilingual and has knowledge of the constructs and scales involved in the project. The second translator is a bilingual Harvard scientist without training in consumer behavior, marketing, or sustainability. And the third translator is a bilingual academic that studied at New York University (NYU), lives in Ecuador, and works on sustainability projects. All three translators are proficient in both English and Spanish. They have learned English as a second language and Spanish as their native language.

After equivalence was examined, the initial translation of the instrument into Spanish took place. Then a fourth independent reviewer was asked to join the team to select the most appropriate translation and suggest the final instrument version. The fourth team member and reviewer is a bilingual business school academic in a prestigious Ecuadorian university that conducts research

in Spanish and English. The survey in Spanish was pretested with a small sample of target country participants. Debriefing sessions with survey takers were conducted. Pretesting and revising were iterative steps until the instrument evolved into the "best" translation (Douglas & Craig, 2007). For the survey questionnaire to be used in India, the original English survey instrument was also pretested, followed by debriefing, and underwent revision. Two Indian professors, who also helped with data collection, were asked to assess equivalence. A group of 10 Indian students pretested the instrument as well. Suggestions during pretesting were taken into consideration and used to improve the instrument.

Data Collection

Data for the study was collected via an online survey using Qualtrics online survey development tools. Data collection through online surveys provides advantages such as convenience and cost-effectiveness. Online surveys can reach a large number of participants independently of their geographical location at a fairly low cost (Dillman et al., 2014). Also, completed surveys are available for review and analysis immediately (Dillman et al., 2014).

Advantageously, data collection via online survey minimizes the violation of the independence assumption between participant responses (Hair et al., 2015), since each participant responds to the survey in privately selected settings that are independent of those of other participants. Additionally, the online survey mode helps minimize Socially Desirable Response (SDR) bias since the participant answers to the survey individually, privately, and without any social pressure. Furthermore, instructors distributing the survey and the survey instructions stressed the fact that responses are anonymous, are not shared with others, and that there are no right or wrong answers to the survey.

Selected instructors at universities in Ecuador, the US, and India invited their students to participate in the online survey during class. After the instructors briefly introduced the research and requested students to participate in the survey, students received -via email- the materials containing IRB-approved consent form and survey questionnaire. After a week (in some cases, two weeks), the instructors verbally or electronically reminded the students to complete the surveys. A small incentive, such as the raffling of a gift card or bonus points in the instructor's

class, was offered to encourage participation. Small incentives have been shown to increase response rates slightly (Dillman et al., 2014).

Data Analysis

Various statistical procedures were utilized in this study. Preliminary data screening was performed to detect missing values, unengaged responses, outliers, and assumption violations. After data screening, exploratory factor analysis (EFA) was conducted to ensure factor structure and internal reliability. Then, a two-step structural equation modeling method was used to firstly confirm an acceptable factor structure of the measurement model (measurement model analysis) and then analyze the structural model and the hypothesized relationships (structural model analysis). Two statistical software packages were utilized: IBM SPSS Statistical Package for the Social Sciences (SPSS 27) and IBM SPSS Amos 26.

Measurement Model Analysis

Multi-Group Confirmatory factor analysis (CFA) was conducted for each country sample to confirm the factor structure of the measurement model. CFA results revealed the range of factor loadings and their statistical significance. Also, the fit for the new measurement model was evaluated for each country based on a variety of fit indices such as chi-square per unit degree of freedom (χ^2/df), Comparative Fit Index (CFI), Adjusted Goodness of Fit Index (AGFI), and Root Mean Square Error of Approximation (RMSEA). Internal consistency of constructs was determined with composite reliability (CR). The factor loading, composite reliability, and average variance extracted (AVE) were used to evaluate the measurement model's convergent validity. Discriminant validity was examined by comparing the values of the AVE with the squared correlation between the factors. The AVE of each of the latent constructs should be higher than the highest squared correlation with any other latent variable (Hair et al., 2015).

Structural Model Analysis

The results from the evaluation of the measurement model fit provide evidence that the measurement model is adequate for testing the proposed structural model as a whole (i.e., the full sample including three countries) and for each group (i.e., Ecuador, the US, and India). For each

country, the proposed hypotheses H1 – H9 were tested based on beta weight of the relationships using structural equation modeling. Hypothesized relationships were analyzed based on standardized regression weights and effect sizes. To determine if and how the groups differ, multigroup tests corresponding to hypotheses H1-H9 were conducted using pairwise chi-square difference tests to identify if there are any significant differences between the three groups (Byrne, 2010; Moryson & Moeser, 2016). Moderation hypotheses H10-H13 were evaluated to identify significant differences between advanced and developing economies (i.e. India, Ecuador and US groups; Byrne, 2010; Moryson & Moeser, 2016)

CHAPTER IV: RESULTS

This fourth chapter presents the results of the statistical analyses that were used to test the proposed hypothesized relationships. Firstly, the chapter starts by discussing sample characteristics. Next, it explicates the relevant tests conducted to evaluate and confirm the adequacy of the structure of the measurement model, such as exploratory factor analysis, and confirmatory factor analysis. Then, the evaluation of the structural model follows, which includes the presentation of the results based on the statistical analyses utilized to evaluate the hypothesized relationships introduced in the previous chapter.

Screening and Sample Characteristics

Students at universities in Ecuador, India and the US were recruited to participate in the survey. Within each country, participants in selected undergraduate and graduate university courses were directed to fill out the online questionnaire themselves. In the US, Amazon's MTurk was also utilized to recruit student participants (data showed no significant differences in CCO between the sample obtained directly from university students and the MTurkers attending university/college). Data collection occurred between October 1st and December 1st, 2020. After controlling/screening for respondents between 18-30 years old from cities with a population larger than 50,000 inhabitants (that answered to all critical survey questions), we collected 489 responses in India, 343 responses in Ecuador, and 400 responses in the US. Although the sampling and data collection method had the effect of centering the research on certain socioeconomic strata, it allowed us to focus on cross-cultural respondent types who would be more likely to be concerned with the subject matter (CCO and sustainable apparel), including opinion leaders whose views and behaviors influence the broader population (Cleveland et al., 2009).

We integrated several measures to ensure the quality of the data collected. Three quality-control strategies were used to enhance data quality. First, we resorted to eliminate potentially unengaged responses. We included an attention check in the survey instrument that instructed the participants to answer Question # 30 with the "Disagree" multiple choice answer (see Appendix A, Survey Questionnaire). Participants that did not pass the attention check were removed from

the sample due to their failure to read/follow directions. This led to the deletion of 54 cases from the US sample, 129 cases from the India sample, and 46 cases from the Ecuador sample. Second, the data screening procedure was conducted carefully. Responses completed in less than 4-5 minutes were considered unengaged responses and were eliminated from the sample as invalid. Thus, this led to the deletion of 25 cases from the US sample, eight cases from the India sample, and two cases from the Ecuador sample.

Third, during data screening, we checked for patterned responses. Acquiescence bias is also known as agreement bias, where respondents show a noticeable tendency to strongly agree with statements regardless of their content. Two US cases with potential acquiescence bias were identified, where respondents selected extreme agreement answers (i.e., "strongly agree" as the survey item answer) on 85% or more of the Likert-type survey items. Additionally, one case in the Ecuador sample with over 85% extreme responses (i.e., "strongly agree" or "strongly disagree" as the survey item answer) was detected. We deleted the two US and one Ecuador cases previously mentioned to avoid the risk of them skewing the results due to (response) biases. After careful data screening, a sample of 965 responses from the three countries was retained for the analysis: 319 for the US, 294 for Ecuador, and 352 for India.

Sample characteristics in terms of age and marital status, as expected, showed a large portion of single participants in their early twenties (i.e., 18-23 years old). The Ecuador and India samples contained a seemingly more balanced proportion of female to male respondents (Ecuador: 54.8% male and 44.2% female; India: 40.9% male and 58.2% female), as opposed to the US sample that was heavily represented by females (US: 25.4% males, 74.3% females). Sample characteristics are shown in Table 8. To evaluate the possibility of gender effects, we correlated gender with the six study variables in each country group separately. The results revealed two instances with significant low correlations in the Ecuador group between gender and attitude towards purchasing sustainable apparel (r = -.15, p = .01), and between gender and intention to purchase sustainable apparel (r = -.16, p = .01). Thus, it is likely that gender does not affect results.

Table 8. Sample Characteristics

Characteristic	US (*n* = 319)		Ecuador (*n* = 294)		India (*n* = 352)	
	n	%	*n*	%	*n*	%
Age						
18-20	88	27.6	104	35.4	197	56
21-23	110	34.5	126	42.9	137	38.9
24-26	60	18.8	51	17.3	16	4.5
27-30	61	19.1	13	4.4	2	0.6
Gender						
Male	81	25.4	161	54.8	144	40.9
Female	237	74.3	130	44.2	205	58.2
Other/No Answer	1	0.3	3	1	3	0.9
Marital Status						
Married	50	15.7	5	1.7	1	0.3
Single	244	76.5	288	98.0	342	97.2
Other	25	7.8	1	0.3	9	2.6

Note. $N = 965$

When asked a few experiential questions (see Table 9 for a detailed summary), over half of the US participants admitted having purchased sustainable apparel in the past three years, whereas only a third admitted the same in Ecuador and India. Interestingly, over 50% of the sample in Ecuador and India were not certain whether they had purchased sustainable apparel in the past three years, while a little over a third of the US sample was not sure whether they had purchased sustainable apparel in the past three years. These two results indicate that not only US consumers' ownership of sustainable apparel is higher, but also that they are more aware of their sustainable consumption.

More than 50% of the respondents in each country sample (70.6% in the US, 68% in Ecuador, and 50.3% in India) admitted being willing to pay between 20% and 100% more for sustainable apparel than for the non-sustainable option. However, in general, participants do not seem to regularly search for sustainable apparel when shopping for clothes. This is inferred from the last section of Table 9, where the respondents that "always", "usually", and "frequently" search for sustainable apparel when shopping for clothes account merely for 17.9% in the US, 5.4% in Ecuador, and 12.5% in India. Alongside, 16.3% of the survey respondents in the US, 26.2% of

survey respondents in Ecuador, and 13.1% of survey respondents in India "never" search for sustainable apparel when shopping for clothes (see the last section of Table 9).

Table 9. Participant's Sustainable Apparel Purchase Behavior

Characteristic	US (n = 319)		Ecuador (n = 294)		India (n = 352)	
	n	%	*n*	%	*n*	%
Purchased Sustainable Apparel in the Past 3 Years						
Yes	177	55.5	96	32.7	121	34.4
Not Sure	115	36.1	170	57.8	177	50.3
No	27	8.5	28	9.5	54	15.3
Relative Price Willing to Pay for Sustainable Apparel (Compared to a Non-Sustainable Similar Option)						
... less	17	5.3	8	2.7	28	8.0
... the same	39	12.2	27	9.2	45	12.8
... 15% more	17	5.3	16	5.4	51	14.5
... 20% more	73	22.9	77	26.2	0	0
... 50% more	108	33.9	102	34.7	115	32.7
... 100% more	44	13.8	21	7.1	62	17.6
Doesn't look at price	21	6.6	43	14.6	6	1.7
Other	0	0.0	0	0.0	45	12.8
Search for Sustainable Apparel When Shopping for Apparel						
Never	52	16.3	77	26.2	46	13.1
Rarely	92	28.8	94	32.0	112	31.8
Occasionally	45	14.1	57	19.4	73	20.7
Sometimes	73	22.9	50	17.0	77	21.9
Frequently	25	7.8	11	3.7	21	6
Usually	19	6.0	4	1.4	18	5.1
Always	13	4.1	1	0.3	5	1.4

Note. N = 965.

We conducted a comparative analysis among the US, India, and Ecuadorian samples regarding young consumers' CCO, intention to purchase sustainable apparel (PI), attitude towards purchasing sustainable apparel (ATT), apparel sustainability knowledge (KNOW), perceived norm (NORM), and perceived behavioral control (PBC) means. Individual construct indicators correlations and descriptive statistics are included in Appendix B. Composite scores for each construct were calculated by averaging the scores of the construct indicators. The tests revealed that there are significant differences between US, Ecuadorian, and Indian young consumers, as

shown in Table 10. We performed an ANOVA (and Welch's ANOVA) to assess if there are significant mean differences between the three groups and then conducted post hoc analysis using Tukey HSD (and Games-Howell) to find where differences exist.

Table 10. Mean Differences Between US, Ecuador, and India Samples

Construct	US		Ecuador		India		*F*	*p*
	M	*SD*	*M*	*SD*	*M*	*SD*		
CCO	6.08_a	0.78	6.13_a	0.76	5.86_b	0.82	10.89	***
PI	5.25_a	1.08	5.26_a	1.05	5.40_a	0.90	2.40^d	0.09
ATT	6.12_a	0.98	5.82_b	1.09	5.99_{ab}	1.04	6.65^d	***
KNOW	4.95_a	1.04	4.41_b	1.36	4.74_a	1.28	12.83^d	***
NORM	4.24_a	1.27	3.71_b	1.18	4.19_a	1.09	18.20^d	***
PBC	3.84_a	1.34	2.79_b	1.23	3.12_c	1.18	53.94^d	***

Note. Composite scores correspond to the average of the construct indicators' scores. KNOW = Apparel Sustainability Knowledge, ATT = Attitude Towards Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. $_{abc}$ Means with different subscripts differ at the $p = .05$ level by Games-Howell post hoc analysis for ATT, KNOW, PI, NORM, and PBC; and by Tukey HSD for CCO. ^{d}Corresponds to the Welch F statistic of the robust test of equality of means which allows for comparison of means between groups without homogeneous variances (significant Levene's test, $p < 0.5$, was utilized to determine lack of variance homogeneity). ***$p <= .01$

The means of CCO in the three countries are high and moderately high; thus, young consumers in the three countries on average, tend to have strong cosmopolitan orientations. Further analysis shows that the CCO means for the US, Ecuador, and India are statistically significantly different (F (2, 962) = 10.89, $p < .001$), where the mean in India is significantly lower than the US and Ecuadorian means ($M_{US} = 6.08$, $M_{Ecuador} = 6.13$, $M_{India} = 5.86$). In other words, young consumers in India are, on average, less cosmopolitan than US and Ecuadorian consumers. An ANOVA analysis of the eight indicators of the CCO construct revealed that four out of the eight items show significant differences between the three countries (See Appendix C). The differences are driven by Indian consumers, who tend to score lower than US and Ecuadorian consumers. A detailed difference analysis of the indicators in the CCO construct is included in Appendix C

The means of the intention to purchase sustainable apparel in the three countries are moderately high ($M_{US} = 5.25$, $M_{Ecuador} = 5.26$, $M_{India} = 5.40$). There seems to be no statistically significant

mean difference for the intention to purchase sustainable apparel between groups (Welch's F (2, 619.19) = 2.40, p = .09). In other words, in general, young consumers in the three countries have seemingly similar and moderately high intentions to purchase sustainable apparel.

The means of the attitude towards purchasing sustainable apparel for the three groups are high and moderately high (M_{US} = 6.12, $M_{Ecuador}$ = 5.82, M_{India} = 5.99). Results indicate that attitude towards purchasing sustainable apparel is statistically significantly different between groups (Welch's F (2, 630.06) = 6.65, p = .001), where US consumers have a more favorable attitude towards purchasing sustainable apparel than Ecuadorian and Indian young consumers. Thus, although in general, consumers in the three countries have a favorable attitude towards purchasing sustainable apparel, US consumers report a more favorable attitude towards purchasing sustainable apparel than Ecuadorian and Indian consumers.

Apparel sustainability knowledge for the three groups tends to be mid-range (M_{US} = 4.95, M_{Ecuador} = 4.41, M_{India} = 4.74). Results indicate that there are statistically significant differences between groups (Welch's F (2, 622.03) = 12.83, p < .001). Although India and US samples seem to show no significant mean differences, Ecuadorians' perception of their apparel sustainability knowledge is lower than the other two groups of consumers.

In general, the means of perceived norm for the three groups are mid-range and moderately low, which implies that young consumers in the three countries perceive themselves as mildly pressured to purchase sustainable apparel by their social influences (M_{US} = 4.24, M_{Ecuador} = 3.71, M_{India} = 4.19). Data suggests statistically significant mean differences in perceived norm exist (Welch's F (2, 625.55) = 18.20, p < .001), where young consumers in Ecuador perceive less pressure to comply with the social norm than consumers in the US and India.

Consistently, perceived behavioral control (PBC) shows the lowest means among the six study constructs in all three country groups (M_{US} = 3.84, M_{Ecuador} = 2.79, M_{India} = 3.12), meaning that consumers in the sample do not strongly perceive they are in control of their sustainable apparel purchases. Data suggests mean differences in the three countries exist (Welch's F (2, 629.18) = 53.94, p < .001). US young consumers feel moderately low control over their sustainable apparel purchasing, followed by Indian young consumers, and the young Ecuadorian consumers feel the least in control of their sustainable apparel purchases

A mean difference analysis of the individual indicators of the PBC construct, included in Appendix C, depicts also low and moderately low PBC indicator means in every single indicator (and every single country group) consistently. The indicators depict characteristics that may make the purchase of sustainable apparel problematic. Indicator scores range from 1 to 7, where 1 is "always a problem" and 7 is "never a problem". Data reveals that consumers tend to perceive that purchasing sustainable apparel is frequently/usually problematic because it might be expensive (PBC2: $M_{US} = 3.63$, $M_{Ecuador} = 3.31$, $M_{India} = 3.39$), because it might not be readily available (PBC3: $M_{US} = 3.94$, $M_{Ecuador} = 2.54$, $M_{India} = 2.97$), because information regarding which apparel products are sustainable might be difficult to obtain (PBC4: $M_{US} = 3.85$, $M_{Ecuador} = 2.66$, $M_{India} = 3.07$), and because sustainable apparel might not be easy to distinguish from non-sustainable apparel (even if labeled as sustainable; PBC5: $M_{US} = 3.96$, $M_{Ecuador} = 2.64$, $M_{India} = 3.04$). Based on the low and moderately low indicator means in every group, we deduct that in general, the young consumers in our sample perceive that purchasing sustainable apparel is problematic because sustainable apparel is not conveniently available. It is neither conveniently priced nor simple to evaluate/judge (even if it is labeled as sustainable apparel). In three out of the four PBC factor indicators (i.e., PBC3, PBC4, and PBC5), US scores statistically significantly higher than Ecuador and India, and India scores higher than Ecuador. Data suggests that in terms of how problematic purchasing sustainable apparel due to price is (i.e., PBC2), there is a difference only between the US and Ecuador, where US consumers find less problematic to purchase sustainable apparel due to price than Ecuadorian consumers.

Measurement Model

Exploratory Factor Analysis

Using the combined data from the three countries ($N = 965$), we performed an Exploratory Factor Analysis (EFA) on all 29 items (see Table 7 in Chapter III) to evaluate the factor structure of the variable indicators in the model using IBM SPSS Statistics 27. We entered all scale items as reported on the questionnaire using Principal Component Analysis (PCA) extraction and Varimax rotation method with Kaiser normalization. We checked the appropriateness of the data using the Kaiser-Meier-Olkin (KMO) statistic and the Bartlett's test of sphericity. The KMO statistic of .87 was satisfactory (Kaiser, 1970) and the Bartlett's test was significant ($p = .00$).

The EFA solution contained all 29 scale items, all loading highly (> .59) and without relevant cross-loadings in six factors (based on theory, visual inspection of scree plot, and eigenvalues greater than 1), accounting for 62.85% of the total variance. The six factors exhibited high reliabilities between .77 and .90 (Cronbach α > .7 is desirable; Hair et al., 2015): Apparel Sustainability Knowledge (KNOW: five items, α = .79), Attitude Towards Purchasing Sustainability Apparel (ATT: four items, α = .83), Sustainable Apparel Purchase Intention (PI: three items, α = .77), Perceived Norm (NORM: four items, α = .84), Perceived Behavioral Control (PBC: five items, α = .80), and Cosmopolitan Consumer Orientation (CCO: eight items, α = .90). Table 11 denotes the EFA results for the six factors with their reliabilities, indicators, and factor loadings. The results of EFA suggested that all items loaded adequately on the proper theoretical dimensions proposed in the conceptual model.

Table 11. Combined Three-Country Results from the EFA (N = 965)

	Factors and Factor Indicators	Factor Loading
Factor 1: Apparel Sustainability Knowledge (KNOW, α = .79)		
KNOW1	I am informed about child labor/sweatshop issues in the apparel manufacturing business.	.73
KNOW2	I am knowledgeable about social equity issues in the apparel business (e.g., working conditions or fair wage of factory workers).	.76
KNOW3	I know more about socially responsible apparel business than the average person.	.66
KNOW4	I am informed about environmental issues in the apparel manufacturing business. (e.g., eco-fashion, environmental impact of apparel manufacturing).	.73
KNOW5	I understand the environmental impact of apparel products across the supply chain.	.68
Factor 2: Attitude Towards Purchasing Sustainable Apparel (ATT, α = .83)		
	Purchasing sustainable apparel is …	
ATT1	Bad: Good	.80
ATT2	Unpleasant: Pleasant	.80
ATT3	Unwise: Wise	.86
ATT4	Unnecessary: Necessary	.67

	Factors and Factor Indicators	Factor Loading
Factor 3: Intention to Purchase Sustainable Apparel (PI, α = .77)		
PI1	It is very likely that I will buy sustainable apparel.	.72
PI2	I will purchase sustainable apparel the next time I need apparel.	.75
PI3	I will definitely try sustainable apparel.	.60
Factor 4: Perceived Norm (NORM, α = .84)		
NORM 1	Most people who are important to me believe I should buy sustainable apparel.	.76
NORM2	Most people who are important to me have a positive attitude towards sustainable apparel.	.72
NORM3	Most people who are important to me buy sustainable apparel.	.84
NORM4	Most people I respect and admire buy sustainable apparel.	.76
Factor 5: Perceived Behavioral Control (PBC, α = .80)		
	Purchasing sustainable apparel is a problem for me because…	
PBC1	…sustainable apparel might have a limited range of design, style and/or color.	.64
PBC2	…sustainable apparel might be expensive.	.72
PBC3	…sustainable apparel is not readily available.	.80
PBC4	…it might be difficult to obtain information regarding which apparel products are sustainable.	.76
PBC5	…there might be no way for me to ensure apparel is "genuinely" sustainable even if it says it is sustainable.	.75
Factor 6: Cosmopolitan Consumer Orientation (CCO, α = .90)		
CCO1	I am interested in learning more about people who live in other countries.	.75
CCO2	I like to learn about other ways of life.	.79
CCO3	I enjoy being with people from other countries to learn about their unique views and approaches.	.82
CCO4	I enjoy exchanging ideas with people from other cultures or countries.	.82
CCO5	I like to observe people of other countries to see what I can learn from them.	.79
CCO6	I find people from other countries stimulating.	.72
CCO7	When traveling, I like to immerse myself in the culture of the people I am visiting.	.73
CCO8	Coming into contact with people of other cultures has greatly benefited me.	.72

Factors and Factor Indicators	Factor Loading
KMO	.87
Bartlett's Test of Sphericity (Sig.)	.00
Total Variance Explained (%)	62.85

Note. Extraction Method: Principal Components Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations.

Additionally, separate exploratory factor analyses were conducted for the US (n = 319), Ecuador (n = 294), and India (n = 352) groups following the same methodology used for the three-country (N = 965) EFA described previously. The results show that all items load adequately on the proper theoretical dimensions proposed in the conceptual model. Appendix D provides a summary of the individual country (i.e., US, Ecuador, and India) results including factors, factor indicators, and factor loadings, as well as sample adequacy measures.

Confirmatory Factor Analysis

To cross-validate the six-factor structure and to analyze the goodness of fit of the measurement model, we conducted a Confirmatory Factor Analysis (CFA) with data from the three countries combined (N = 965) using the maximum likelihood fitting process in Amos 26. To evaluate the goodness of fit, we analyzed various indices, including chi-square per unit degree of freedom (χ^2/df), Comparative Fit Index (CFI), Adjusted Goodness of Fit Index (AGFI), and Root Mean Square Error of Approximation (RMSEA). We adopted suggested cutoff for the indexes: $\chi^2/df <$ 5 (Cleveland et al., 2009; Wheaton et al., 1977), AGFI > .80 (Hair et al., 2015), CFI > .90 (Bentler, 1990), and RMSEA < .08 (Browne & Cudeck, 1993). Results indicated a reasonable fit for the six-factor model and the data (χ^2/df = 4.2, CFI = .92, AGFI = .89, RMSEA = .06). All standardized factor loadings were significant and between .51 and .84 (See Table 12 for detailed factor loadings). Two items from the KNOW factor (items KNOW1 and KNOW2) and one item from the PBC factor (PBC1) were unstable. These three items showed low regression weights and data suggested the items covaried with other items in the same factor (as indicated by modification indices). Items with regression weights/standardized factor loadings less than .5 are recommended to be removed (Hair et al., 2015; Kline, 2015). Thus, these three items were removed. Table 12 shows the CFA results.

Table 12. CFA Results

Factor	Factor Indicator	Standardized Factor Loading	*t*-value	Cronbach's α
KNOW	*KNOW3*	.63	19.37	.76
	KNOW4	.81	25.79	
	KNOW5	.73	23.04	
ATT	*ATT1*	.71	23.77	.83
	ATT2	.77	26.22	
	ATT3	.84	29.78	
	ATT4	.68	22.32	
PI	*PI1*	.75	24.60	.77
	PI2	.74	24.11	
	PI3	.69	22.24	
NORM	*NORM1*	.76	26.28	.84
	NORM2	.66	21.60	
	NORM3	.83	29.76	
	NORM4	.75	25.70	
PBC	*PBC2*	.51	15.59	.80
	PBC3	.75	25.22	
	PBC4	.83	28.71	
	PBC5	.74	24.73	
CCO	*CCO1*	.73	25.69	.90
	CCO2	.78	28.13	
	CCO3	.82	30.39	
	CCO4	.80	29.41	
	CCO5	.78	27.87	
	CCO6	.67	22.79	
	CCO7	.67	22.69	
	CCO8	.67	22.54	

Note. KNOW = Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. $N = 965$. All *t*-values are statistically significant at $p < .001$.

Table 13 shows composite reliability Average Variance Extracted (AVE) for each construct, and the factor correlation matrix with the square root of the AVEs of each corresponding factor. The AVE for the six constructs ranged between .52 and .57, and the Composite Reliability of each construct was uniformly high (between .77 and .91; see Table 13), providing support for

convergent validity (Bollen, 1989; Fornell & Larcker, 1981). The square root of AVE for each latent factor exceeded the respective inter-construct correlations, providing support for discriminant validity (Hair et al., 2015).

Table 13. Composite Reliability, AVE, and Factor Correlation Matrix

	CR	AVE	PI	CCO	KNOW	ATT	NORM	PBC
PI	.77	.53	**.73**					
CCO	.91	.55	.37	**.74**				
KNOW	.77	.53	.46	.28	**.73**			
ATT	.84	.57	.51	.26	.29	**.75**		
NORM	.84	.57	.56	.10	.41	.25	**.75**	
PBC	.81	.52	.08	-.04	.16	-.02	.38	**.72**

Note. KNOW = Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. CR = Composite Reliability, AVE = Average Variance Extracted. The square roots of the AVEs are reported on the diagonal in bold, and the values below the diagonal correspond to the factor correlations. AVEs > .5 and CRs > .7 provide support for convergent validity (Bollen, 1989; Fornell & Larcker, 1981). Latent factor's square roots of AVEs exceeding their respective inter-construct correlations provide support for discriminant validity (Hair et al., 2015).

Common method bias refers to a bias in the data due to external conditions such as collecting data using a single method (i.e., solely collecting data via online survey). A study that has significant common method bias is one in which the majority of the variance can be explained by a single factor. To evaluate the possibility of common method bias in the dataset, we performed the Harman's single factor test (Fuller et al., 2015). For this, we conducted an EFA with data from the three countries combined (N = 965) using Principal Component Analysis (PCA) extraction and Varimax rotation method where the number of factors extracted was set to one. The variance accounted in the one factor solution was 24.75%, therefore not a relevant amount of variance can be explained by a single factor and it is likely that common method bias is not a threat for validity for this study (additionally, separate EFAs for the US (n = 319), Ecuador (n = 294), and India (n = 352) were conducted independently and the variances accounted in one factor solutions were 27.67%, 25.07%, and 23.20% correspondingly, also indicating that not a relevant amount of variance can be explained by a single factor).

MEASUREMENT INVARIANCE

To test structural cross-cultural equivalence, we subjected the retained items to a multigroup confirmatory factor analytic procedure. We used Multi-Group Confirmatory Factor Analysis to assess configural and metric invariance of the model constructs in the three country samples (Steenkamp & Baumgartner, 1998). Configural invariance requires that all factor loadings be significantly different from zero in all three groups and the correlations between the factors are significantly below unity among groups (Steenkamp & Baumgartner, 1998). We tested the baseline measurement model and determined all factor loadings are significant; also, the fit indices indicate that the proposed measurement model fits the data reasonably well ($\chi^2/df = 2.22$, CFI = 0.91, AGFI = 0.83, and RMSEA = 0.04). Thus, support for configural invariance was established. Factor loadings and fit indices by group are reported in Table 14.

Metric invariance introduces the concept of equal metrics or scale intervals across groups (Steenkamp & Baumgartner, 1998). We evaluated metric invariance by making pairwise comparisons among the three groups between equally constrained models (i.e., constraining factor loadings to be equal) and unconstrained models (i.e., where factor loadings are free to be estimated across groups). Results indicated that the groups are not fully invariant, as evidenced by the significantly higher chi-square in the fully constrained models (India-Ecuador: $\Delta\chi^2(26) = 97.25$, $p < .001$; US-India: $\chi^2(26) = 69.00$, $p < .001$; and Ecuador-US: $\Delta\chi^2(26) = 79.94$, $p < .001$).

Subsequently, we evaluated the model for partial metric invariance, where at least one item for each construct is invariant (Steenkamp & Baumgartner, 1998). After unconstraining/freeing several paths in the constrained model (i.e., 1/8 for CCO, 2/3 for knowledge, 3/4 for attitude, 3/4 for perceived norm, 3/4 for perceived behavioral control, and 2/3 for purchase intention) we established partial metric invariance (US-Ecuador: $\Delta\chi^2(12) = 12.91$, $p = .38$, US-India: $\Delta\chi^2(12) = 16.39$, $p = .17$, and Ecuador-India: $\Delta\chi^2(12) = 20.18$, $p = .06$). Although full metric invariance is ideal, the samples for the US, India, and Ecuador achieve partial metric invariance and are deemed adequate for structural model comparisons.

Table 14. Multigroup CFA Results

Factor	Indicator	US (n = 319)		Ecuador (n = 294)		India (n = 352)	
		Standardized Factor Loading	t-value	Standardized Factor Loading	t-value	Standardized Factor Loading	t-value
KNOW	KNOW3	.77		.46		.59	
	KNOW4	.85	14.20	.87	6.70	.71	8.27
	KNOW5	.81	14.64	.73	6.94	.68	8.22
ATT	ATT1	.80		.77		.63	
	ATT2	.69	12.38	.82	14.11	.78	11.06
	ATT3	.84	15.13	.87	14.84	.80	11.19
	ATT4	.71	12.77	.66	11.10	.70	10.32
PI	PI1	.82		.73		.73	
	PI2	.77	13.86	.74	10.83	.74	11.23
	PI3	.70	12.45	.78	11.18	.63	10.06
NORM	NORM1	.84		.82		.66	
	NORM2	.63	11.78	.74	12.60	.59	9.58
	NORM3	.84	16.94	.75	12.85	.86	12.43
	NORM4	.78	15.41	.66	11.08	.74	11.48
PBC	PBC2	.61		.52		.43	
	PBC3	.73	9.69	.84	8.84	.62	6.62
	PBC4	.82	10.17	.88	8.92	.75	7.01
	PBC5	.68	9.23	.72	8.26	.75	6.62
CCO	CCO1	.73		.72		.74	
	CCO2	.81	14.29	.78	12.14	.76	14.00
	CCO3	.82	14.52	.88	14.79	.79	14.47
	CCO4	.81	14.34	.85	14.34	.77	14.22
	CCO5	.80	14.28	.80	13.45	.75	13.73
	CCO6	.70	12.36	.69	11.56	.66	11.95
	CCO7	.68	11.94	.72	12.10	.61	11.07
	CCO8	.72	12.66	.65	10.88	.64	11.70
Model Fit	χ^2/df	2.41		2.2		2.04	
	CFI	.91		.91		.92	
	AGFI	.82		.82		.85	
	RMSEA	.07		.06		.05	

Note. KNOW = Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. The first indicator path for each latent variable was set to 1; thus no t-value is provided. All standardized factor loadings are statistically significant at the .001 level.

SOCIAL DESIRABILITY BIAS

To test if there was a potential social desirability (SD) bias in the data, we conducted a specific bias test with a marker variable on the valid sample ($N = 965$). We included the social desirability variable in the measurement model (to capture the shared variance among items in the model factors). We compared the unconstrained model to a zero-constrained model using a chi-square difference test. We detected social desirability bias in our model since the unconstrained and zero-constrained models are significantly different ($\Delta\chi^2(26) = 117.67$, $p = .00$).

We also conducted a test of bias distribution. We compared the unconstrained model to an equally constrained model using a chi-square difference test (where equal constraints were set for the paths from factor items to the SD variable). This test shows that the equally constrained model is significantly different from the unconstrained model ($\Delta\chi^2(25) = 91.02$, $p = .00$). Thus, the test of equal specific bias demonstrated unevenly distributed bias. The final measurement model accounting for social desirability has a reasonable fit ($\chi^2/df = 4.16$, AGFI = .89, CFI = .92, and RMSEA = .06). Table 15 shows composite reliability, AVEs for each construct, in addition to the factor correlation matrix with the square root of the AVEs of each corresponding factor. The Average Variance Extracted (AVE) for the six constructs ranged between .50 and .56, and the Composite Reliability of each construct was uniformly high (between .76 and .91), providing support for convergent validity (Bollen, 1989; Fornell & Larcker, 1981). The square root of AVE for each latent factor exceeded the respective inter-construct correlations between the factors, providing support for discriminant validity (Hair et al., 2015). In sum, the specific bias tests suggest controlling for social desirability bias on the structural model, and fit indexes together with AVEs and composite reliabilities of the measurement model accounting for social desirability suggest that the model fits the data reasonably.

Table 15. CR, AVE, and Factor Correlation Matrix (Accounting for Social Desirability)

	CR	AVE	PI	CCO	KNOW	ATT	NORM	PBC
PI	.77	.53	**.73**					
CCO	.91	.55	.37	**.74**				

KNOW	.76	.52	.45	.27	**.72**			
ATT	.84	.56	.50	.26	.29	**.75**		
NORM	.82	.53	.55	.10	.38	.24	**.73**	
PBC	.79	.50	.05	-.05	.13	-.03	.34	**.70**

Note. KNOW = Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation, CR = Composite Reliability, AVE = Average Variance Extracted. The square roots of the AVEs are reported on the diagonal in bold, and the values below the diagonal correspond to the factor correlations. AVE > .5 and CR > .7 provide support for convergent validity (Bollen, 1989; Fornell & Larcker, 1981). Latent factor's square roots of AVEs exceeding their respective inter-construct correlations provide support for discriminant validity (Hair et al., 2015).

Structural Model and Hypotheses Testing

To test the hypotheses proposed in the conceptual model guided by our research objectives, we used IBM SPSS Amos 26 to evaluate the multigroup structural model with data from the US, Ecuador, and India (N = 965). Social desirability was included as a control variable to account for the potential bias. The inclusion of social desirability as a control variable did not significantly improve model fit (i.e., comparison of models with and without control variable), as evidenced by the unsignificant chi-square difference test ($\Delta\chi^2(60) = 50.58$, $p = .80$).

The structural model fit indexes indicate that the proposed multigroup model (accounting for social desirability) fits the data moderately ($\chi^2/df = 2.34$, CFI = .89, AGFI = .82, RMSEA = .04). When compared to an alternative model without TPB determinants (i.e., attitude towards purchasing sustainable apparel, perceived norm, and perceived behavioral control) or the apparel sustainability knowledge variable ($\chi^2/df = 3.29$, CFI = .93, AGFI = .87, RMSEA = .05) using chi-square difference tests, the proposed structural model and the alternative model are significantly different ($\Delta\chi^2(774) = 1660.37$, $p = .00$). Based on the results of the squared multiple correlation (SMC) of sustainable apparel purchase intention, the alternative model explains 14% of the variance (of intention to purchase sustainable apparel) for the US (SMC = .14), 16% for Ecuador (SMC = .16), and 17% for India (SMC = .17), while our proposed structural model explains 65% for the US (SMC = .65), 42% for Ecuador (SMC = .42), and 49% (SMC = .49) for India. Thus, the proposed model including the TPB determinants and apparel sustainability knowledge explains more of the variance in the intention to purchase sustainable apparel variable than the model without TPB determinants and apparel sustainability knowledge.

We conducted path analysis to evaluate hypotheses 1-9 and then compared the relationships among countries to assess hypotheses 10-13 using chi-square difference tests. Overall, the results support the expected effect of CCO as a driver of consumer behavior, as shown in Table 16. A summary of the structural model hypothesized path results and country comparisons are provided in Table 17.

Table 16. Summary of the Hypotheses Results

Hypotheses	Result

H1	CCO positively impacts consumers' sustainable apparel purchase intention (CCO→PI).	Supported
H2	CCO positively impacts young consumers' attitude towards apparel sustainability (CCO→ATT).	Supported
H3	CCO positively impacts consumers' knowledge of apparel sustainability (CCO→KNOW).	Supported
H4	Consumer apparel sustainability knowledge positively impacts attitude towards sustainable apparel (KNOW→ATT).	Partially Supported
H5	CCO positively impacts perceived norm (CCO→NORM).	Partially Supported
H6	CCO positively impacts perceived behavioral control (CCO→PBC).	Not Supported
H7	Attitude towards sustainable apparel positively impacts sustainable apparel purchase intention (ATT→PI).	Supported
H8	Perceived norm positively impacts sustainable apparel purchase intention (NORM→PI).	Supported
H9	Perceived behavioral control positively impacts the intention to purchase sustainable apparel (PBC→PI).	Not Supported
H10	The level of country development functions as a moderator for the relationship between CCO and attitude towards sustainable apparel in such a way that the relationship is stronger in advanced economies than developing economies. In other words, the relationship is stronger for consumers in the US than those in Ecuador and India (CCO→M→ATT).	Not Supported
H11	The level of country development functions as a moderator for the relationship between CCO and apparel sustainability knowledge in such a way that the relationship is stronger in advanced economies than developing economies. In other words, the relationship is stronger for consumers in the US than those in Ecuador and India (CCO→M→KNOW).	Not Supported
H12	The level of country development functions as a moderator for the relationship between CCO and perceived norm in such a way that the relationship is weaker in advanced economies than developing economies. In other words, the relationship is weaker for consumers in the US than those in Ecuador and India (CCO→M→NORM).	Not Supported
H13	The level of country development functions as a moderator for the relationship between CCO and perceived behavioral control in such a way that the relationship is stronger in advanced than developing economies. In other words, the relationship is stronger for consumers in the US than those in Ecuador and India (CCO→M→PBC).	Not Supported

Note. Hypotheses are marked as "Supported" if the hypothesis is supported in each of the three countries (i.e., a "Supported" result means that the hypothesis is supported by the data from the US, Ecuador, and India.).

Table 17. Summary of Structural Model Results

Hypotheses	Individual Group Results									Pairwise Group Comparisons					
	US (n = 319)			Ecuador (n = 294)			India (n = 352)			US: Ecuador		US: India		Ecuador: India	
	β	p	f^2	β	p	f^2	β	p	f^2	$\Delta\chi^2$	p	$\Delta\chi^2$	p	$\Delta\chi^2$	p
H1: CCO→PI	.16	***	.05	.26	***	.12	.27	***	.13	0.90	.34	0.01	.92	1.23	.27
H2: CCO→ATT	.22	***	.04	.28	***	.08	.15	.03	-	2.24	.13	1.98	.16	7.72	***
H3: CCO→KNOW	.30	***	.10	.20	***	.04	.38	***	.17	6.97	***	1.88	.17	0.16	.69
H4: KNOW→ATT	.33	***	.11	.22	***	.05	.12	.13	-	1.56	.21	1.84	.18	3.98	.05
H5: CCO→NORM	.15	.02	.02	.08	.21	-	.12	.046	-	0.56	.46	1.41	.24	0.06	.81
H6: CCO→PBC	-.05	.44	-	-.10	.12	-	.03	.63	-						
H7: ATT→PI	.43	***	.27	.32	***	.12	.35	***	.15	7.59	***	1.80	.18	1.79	.18
H8: NORM→PI	.57	***	.57	.41	***	.21	.45	***	.22	7.16	***	1.40	.24	1.45	.23
H9: PBC→PI	.09	.10	-	-.09	.15	.02	-.06	.34	-						
Constrained Model Fit															
CMIN/DF										2.39, 2.40		2.37		2.23	
CFI										.90		.89		.89, .90	
AGFI										.81		.82, .83		.83	
RMSEA										.05		.05		.04	

Note. KNOW=Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. Path coefficients (β) are expressed in standardized form. Effect sizes: $.02 < f^2 < .15$ denotes a small effect size, $.15 <= f^2 < .35$ denotes medium effect size, and f^2 larger than .35 denotes a large effect size. Group comparisons were evaluated using chi-square difference tests between an unconstrained and a constrained model (i.e., the path of interest was constrained to be equal in the groups being compared). ***$p <= 0.01$.

H1: The Relationship Between CCO and Purchase Intention

H1 proposed that the strength of the consumers' cosmopolitan orientation directly impacts their intention to purchase sustainable apparel. Results support H1 and show that consumers' cosmopolitan orientation significantly and positively influences the intention to purchase sustainable apparel in the US ($\beta = .16$, $p < .001$, $f^2 = .05$), Ecuador ($\beta = .26$, $p < .001$, $f^2 = .12$), and India ($\beta = .27$, $p < .001$, $f^2 = .13$). That is, the stronger the CCO is, the greater the intention to purchase sustainable apparel will be. However, the effect sizes are small.

H2: The Relationship Between CCO and Consumers' Attitude Towards Sustainable Apparel

H2 proposed that CCO positively impacts consumers' attitude towards sustainable apparel. Results support H2 in the three countries and show that consumers with stronger CCO are likely to have more favorable attitudes towards sustainable apparel in the US ($\beta = .22$, $p < .001$, $f^2 = .04$), Ecuador ($\beta = .28$, $p < .001$, $f^2 = .08$), and India ($\beta = .15$, $p = .03$, $f^2 = .00$). However, the effect sizes are small for the US and Ecuador, and null in India. Therefore, the effect in India is likely to be unperceivable.

H3: The Relationship Between CCO and Consumers' Apparel Sustainability Knowledge

H3 proposed that CCO positively impacts consumers' apparel sustainability knowledge. Results support H3 in the three countries and show that consumers with stronger CCO in the US ($\beta = .30$, $p < .001$, $f^2 = .010$), Ecuador ($\beta = .20$, $p = 0.01$, $f^2 = .04$), and India ($\beta = .38$, $p < .001$, $f^2 = .17$) are more likely to perceive themselves as more knowledgeable about apparel sustainability. The effect sizes for the relationships for the US and Ecuador samples are small, whereas India shows a medium (more noticeable) effect size for this relationship.

H4: The Relationship Between Apparel Sustainability Knowledge and Attitude Towards Sustainable Apparel

H4 proposed apparel sustainability knowledge positively impacts attitude towards sustainable apparel. Results partially supported the hypothesis. For the US ($\beta = .33$, $p < .001$, $f^2 = .11$) and

Ecuador (β = .22, p < .001, f^2 = .05), the relationship is positive and significant, however for India (β = .12, p = .13, f^2= .00) it is not. Apparently, consumers' apparel sustainability knowledge influences attitudes towards sustainable apparel in the US and Ecuador; however, this is not the case in India. The effect sizes of the relationship for the US and Ecuador are small; whereas for India is unnoticeable.

H5: The Relationship Between CCO and Perceived Norm

H5 proposed that CCO positively impacts perceived norm. Results for H5 are somewhat inconclusive. We found a significant positive relationship between CCO and perceived norm in the US (β = .15, p = .02, f^2= .02), with a smaller than desirable effect size. In Ecuador, the relationship appears insignificant, and a null effect (β = .08, p = .21, f^2 = .00). And in India (β = .12, p = .046, f^2 = .00) is marginally significant with no effect size. Our interpretation of the results leads us to conclude that H5 is supported in the US and India; however, the effect size is unnoticeable in both countries. Furthermore, in Ecuador, CCO does not impact the importance that consumers assign to the approval or disapproval from others to purchase sustainable apparel or the perceptions that others are or are not purchasing sustainable apparel, and no effect was found. H5 is therefore partially supported.

H6: The Relationship Between CCO and Perceived Behavioral Control

H6 proposed that there is a positive relationship between CCO and perceived behavioral control. Results showed that CCO does not significantly impact the perception of personal competence, capability, or ability to purchase sustainable apparel neither in the US (β = -.05, p = .44, f^2 = .00), Ecuador (β = -0.10, p = .12, f^2 = .00), or India (β = .03, p = .63, f^2 = .00). Further, no effect is suggested by effect sizes estimations. Thus, H6 is not supported in the model.

H7: The Relationship Between Attitude Towards and Intention to Purchase Sustainable Apparel

H7 proposed that consumers' attitudes positively impact their intention to purchase sustainable apparel. Results show that attitude significantly and positively influences purchase intention in the three countries: US (β = .43, p < .001, f^2 = .27), Ecuador (β = .32, p < .001, f^2 = .12), and

India (β = .35, p < .001, f^2 = .15). In other words, the more favorable the consumers' attitudes towards sustainable apparel are, the higher their intentions to purchase sustainable apparel are. Therefore, H7 is supported. The effect size for relationship in Ecuador is considered small, and for the US and India are medium.

H8: The Relationship Between Perceived Norm and Intention to Purchase Sustainable Apparel

H8 proposes that perceived norm exhibits a positive relationship with purchase intention. Results show that perceived norm impacts purchase intention significantly and positively in the US (β = .57, p < .001, f^2 = .57), Ecuador (β = .41, p < .001, f^2 = .21), and India (β = .45, p < .001, f^2= .22). Thus, H8 is supported. Furthermore, effect sizes are large (in the US) and medium (in Ecuador and India).

H9: The Relationship Between Perceived Behavioral Control and Intention to Purchase Sustainable Apparel

H9 proposed perceived behavioral control positively impacts the intention to purchase sustainable apparel. Results show that the relationship between perceived behavioral control and purchase intention is not significant in the US (β = .09, p = .10, f^2 = .00), Ecuador (β = - .09, p = .15, f^2 = .02), or India (β = -.06, p = .34, f^2 = .00). In other words, the perception of personal competence, capability, or ability to purchase sustainable apparel does not influence the intention to purchase sustainable apparel, and the effect sizes are null, in all three countries. Therefore, H9 is not supported.

H10-13: The Moderating Effect of Country Level of Development

H10 hypothesized that the level of country development functions as a moderator for the relationship between CCO and attitude towards sustainable apparel in such a way that the relationship is stronger in advanced economies than developing economies. Nominally, the coefficient paths for the regressions are different (US: β = .22, p < .001, f^2 = .04; Ecuador: β =

.28, $p < .001$, $f^2 = .08$; and India: $\beta = .15$, $p = .03$, $f^2 = .00$), where the US shows a stronger effect than India, but not a stronger effect than Ecuador. However, chi-square difference tests do not show significant differences between the US and Ecuador ($\Delta\chi^2$ (1) = 2.24 $p = 0.13$) or the US and India ($\Delta\chi^2$= 1.98, $p = 0.16$). Thus, H10 is not supported since data does not suggest that country level of development is a moderator in the relationship between CCO and attitude towards sustainable apparel.

H11 hypothesized that the level of country development functions as a moderator for the relationship between CCO and apparel sustainability knowledge in such a way that the relationship is stronger in advanced economies than developing economies. Nominally, the coefficient paths for the regressions are different (US: $\beta = .30$, $p < .001$, $f^2 = .10$; Ecuador: $\beta = .20$, $p = .01$, $f^2 = .04$; and India: $\beta = .38$, $p < .001$, $f^2 = .17$), where the US shows a stronger effect than Ecuador, but not a stronger effect than India. The chi-square difference test between the US and Ecuador is significant ($\Delta\chi^2$ (1) = 6.97, $p = .01$), however the test between the US and India is not ($\Delta\chi^2(1) = 1.88$, $p = .17$). Therefore, H11 is not supported, and the data does not show country level of development is a moderator for the relationship between CCO and apparel sustainability knowledge.

H12 proposed that the level of country development functions as a moderator for the relationship between CCO and perceived norm in such a way that the relationship is weaker in advanced economies than in developing economies. Results showed that H12 is not supported; pairwise group comparisons among the three groups identified no significant differences among groups (US-Ecuador: $\Delta\chi^2$ (1) = 0.56, $p = .46$; US-India: $\Delta\chi^2$ (1) = 1.41, $p = .24$; and Ecuador-India: $\Delta\chi^2$. (1) = 0.06, $p = .81$). The data does not show that country level of development is a moderator for the relationship between CCO and perceived norm.

H13 proposed that the level of development of a country functions as a moderator for the relationship between CCO and perceived behavioral control in such a way that the relationship is stronger in advanced economies than in developing economies. Results showed that neither of the relationships in the three countries were statistically significant (US: $\beta = -.05$, p = .44; Ecuador: $\beta = -.10$, $p = .12$; India: $\beta = .03$, $p = .63$). Therefore, H13 is not supported by the data.

Additional Analysis

Although not hypothesized in the model, we tested the presence of three mediation effects in the model: 1) the mediating effect of apparel sustainability knowledge on the relationship between CCO and attitude towards purchasing sustainable apparel, 2) the mediating effect of attitude towards purchasing sustainable apparel on the relationship between CCO and the intention to purchase sustainable apparel, and 3) the mediating effect of perceived norm on the relationship between CCO and the intention to purchase sustainable apparel. We evaluated standardized direct and indirect effects to determine significant relationships. Indirect effects were evaluated utilizing Amos' bootstrapping procedure with 2000 samples and 95% confidence level for bias-corrected confidence intervals. Table 18 depicts direct and indirect effect results, as well as significance for the relationships.

Table 18. Mediation Analysis Results

Hypotheses	Standardized Direct Effect		Standardized Indirect Effect		Result
	β	*p*	*β*	*p*	
CCO→KNOW→ATT					
US	.22	***	.10	***	Partial Mediation
Ecuador	.28	***	.04	***	Partial Mediation
India	.15	***	.04	.15	No Mediation
CCO→ATT→ PI					
US	.16	***	.10	***	Partial Mediation
Ecuador	.26	***	.09	***	Partial Mediation
India	.27	***	.06	***	Partial Mediation
CCO→NORM→PI					
US	.16	***	.08	.03	Partial Mediation
Ecuador	.26	***	.03	.21	No Mediation
India	.27	***	.05	.08	No Mediation

Note. KNOW = Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. ***p <= .01.

For the first mediating relationship, the direct effect between CCO and attitude towards purchasing sustainable apparel was significant for the US (β = .22, p < .01), Ecuador (β = .28, p < .01), and India (β = .15, p < .01). The indirect effect of CCO to attitude towards purchasing sustainable apparel through apparel sustainability knowledge was significant for the US (β = .10, p = .00), and Ecuador (β = .04, p = .00), however it was not for India (β = .04, p = .15). Thus,

data suggests that the relationship between CCO and attitude towards purchasing sustainable apparel is partially mediated by apparel sustainability knowledge in the US and Ecuador (but not in India). In other words, the results suggest that the relationship between CCO and consumers' attitudes towards purchasing sustainable apparel is more complex than just the direct relationship because CCO impacts the attitude towards purchasing sustainable apparel through apparel sustainability knowledge as well. Simply put, as CCO is stronger, the attitude towards purchasing sustainable apparel is more favorable. However, a more accurate explanation of the relationship might involve apparel sustainability knowledge, which plays a positive role in the relationship between CCO and attitude towards sustainable apparel and allows to explain more of the attitude towards sustainable purchasing sustainable apparel.

For the second mediating relationship, the direct effect between CCO and intention to purchase sustainable apparel was significant for the US ($\beta = .16$, $p < .01$), Ecuador ($\beta = .26$, $p < .01$), and India ($\beta = .27$, $p < .01$). The indirect effect of CCO to attitude towards purchasing sustainable apparel through apparel sustainability knowledge was significant for the US ($\beta = .10$, $p = .00$), Ecuador ($\beta = .09$, $p = .00$), and India ($\beta = .06$, $p < .01$). Thus, data suggests that the relationship between CCO and intention to purchase sustainable apparel is partially mediated by attitude to purchase sustainable apparel (in the three countries). In other words, the results suggest that the relationship between CCO and intention to purchase sustainable apparel is more complex than just the direct relationship because CCO impacts the intention to purchase sustainable apparel through attitude towards purchasing sustainable apparel as well.

For the third mediating relationship, the direct effect between CCO and intention to purchase sustainable apparel was significant for the US ($\beta = .16$, $p < .01$), Ecuador ($\beta = .26$, $p < .01$), and India ($\beta = .27$, $p < .01$). The indirect effect of CCO to intention to purchase sustainable apparel through perceived norm was significant for the US ($\beta = .08$, $p = .03$), but not for Ecuador ($\beta = .03$, $p = .21$) or India ($\beta = .05$, $p = .08$). Thus, data suggests that the relationship between CCO and intention to purchase sustainable apparel is partially mediated by perceived norm in the US, but not in Ecuador or India. In other words, the results suggest that the relationship between CCO and intention to purchase sustainable apparel in the US more complex than just the direct relationship because CCO impacts the intention to purchase sustainable apparel through perceived norm as well.

Also, to compare the results of the proposed multigroup model and a single-group alternative structural model, we conducted path analysis by combining the total 965 cases from three countries as a single group and evaluated hypotheses 1-9. The model fit for the single-group model was reasonable (χ^2/df = 4.67, CFI = .90, AGFI = .88, RMSEA = .06). Hypotheses 1,2,3,4,5,7 and 8 were supported by the model, and hypotheses 6 and 9 were not supported by the model (see Table 19 for detailed results). The results are similar to the multigroup model results reported in Table 16 with differences in H4 and H5, where the multigroup model finds only partial support for the hypotheses due to insignificant results in H4 for India and in H5 for Ecuador. Thus, the multigroup model presents an advantage when compared with the one-group model because it reveals more detail regarding the relationship between CCO and perceived norm, as well as the relationship between apparel sustainability knowledge and attitude towards purchasing sustainable apparel at the country level (although results are very similar).

Table 19. Summary of Single-Group Structural Model Results for H1-H9 (N = 965)

Hypotheses	β	p	Result
H1: CCO→PI	0.24	***	Supported
H2: CCO→ATT	0.19	***	Supported
H3: CCO→KNOW	0.27	***	Supported
H4: KNOW→ATT	0.25	***	Supported
H5: CCO→NORM	0.1	***	Supported
H6: CCO→PBC	-0.04	0.27	Not Supported
H7: ATT→PI	0.35	***	Supported
H8: NORM→PI	0.49	***	Supported
H9: PBC→PI	-0.07	0.052	Not Supported

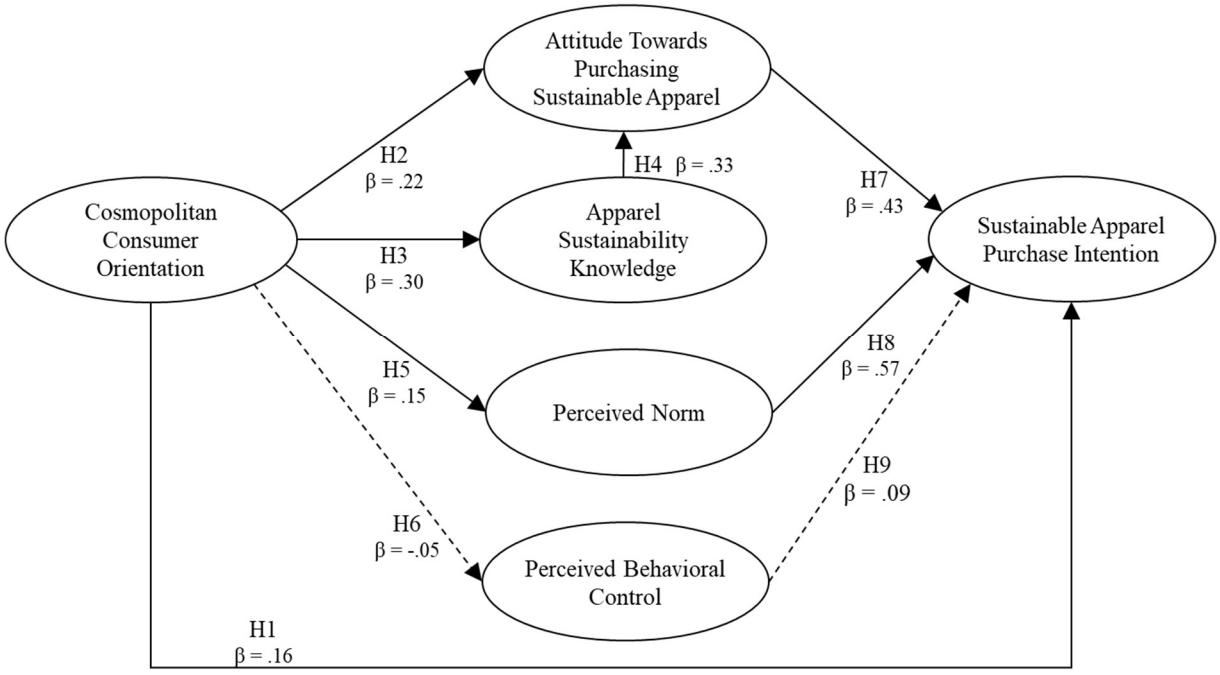
Notes. KNOW=Apparel Sustainability Knowledge, ATT = Attitude Towards Purchasing Sustainable Apparel, PI = Intention to Purchase Sustainable Apparel, NORM = Perceived Norm, PBC = Perceived Behavioral Control, CCO = Cosmopolitan Consumer Orientation. Path coefficients (β) are expressed in standardized form. ***p <= 0.01.

Summary

In summary, hypotheses 1, 2, 3, 7, and 8 were supported by the multigroup model, hypotheses 4 and 5 were partially supported, and hypotheses 6, 9, 10, 11, 12, 13 were not supported (See Table 16). Additionally, three unhypothesized mediating relationships were tested, suggesting that: 1) apparel sustainability knowledge mediates the relationship between CCO and attitude to

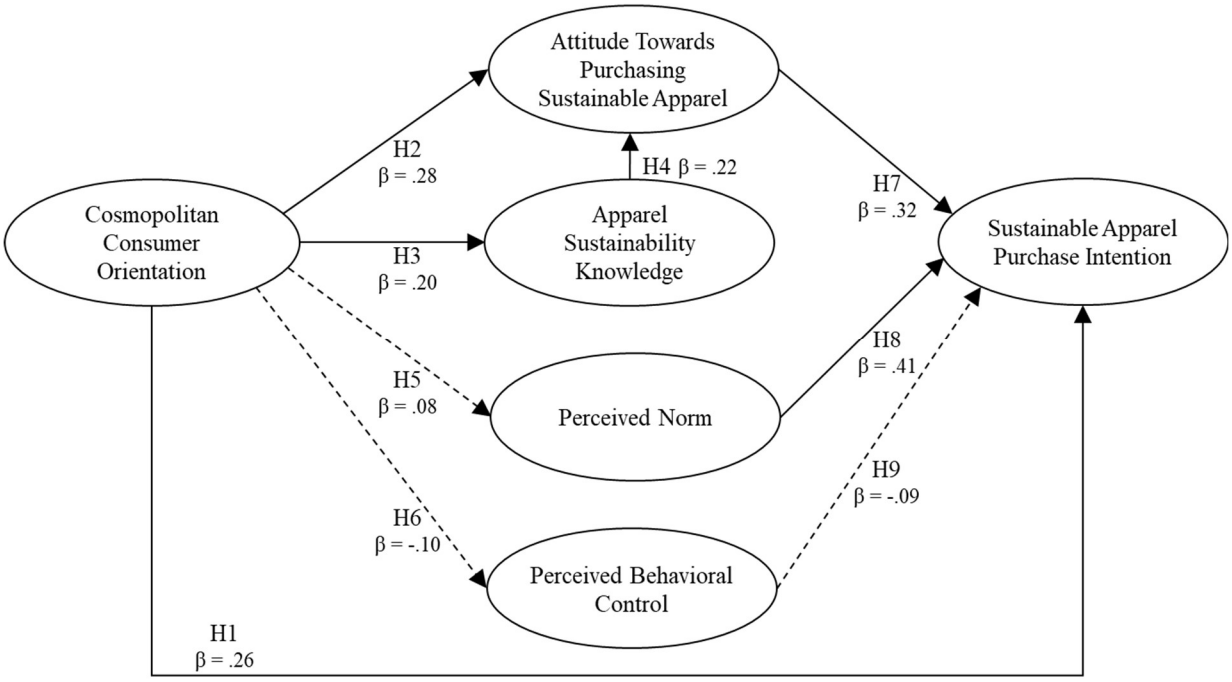
purchase sustainable apparel in the US and Ecuador, 2) attitude towards sustainable apparel mediates the relationship between CCO and intention to purchase sustainable apparel in the three countries, and 3) perceived norm mediates the relationship between CCO and intention to purchase sustainable apparel in the US, but not in India or Ecuador (See Table 18). This chapter discussed the data collection and data analysis processes followed to arrive at the results summarized above. Figures 4, 5, and 6 further assist in presenting the results of hypotheses 1-9 of the proposed model. The figures simplify the presentation of the results by country. Hypotheses 10-13 were omitted from Figures 4, 5, and 6 to facilitate clarity of results' visualization since the moderation hypotheses were all not supported by the model.

Figure 4. Structural Model Results from the US Sample



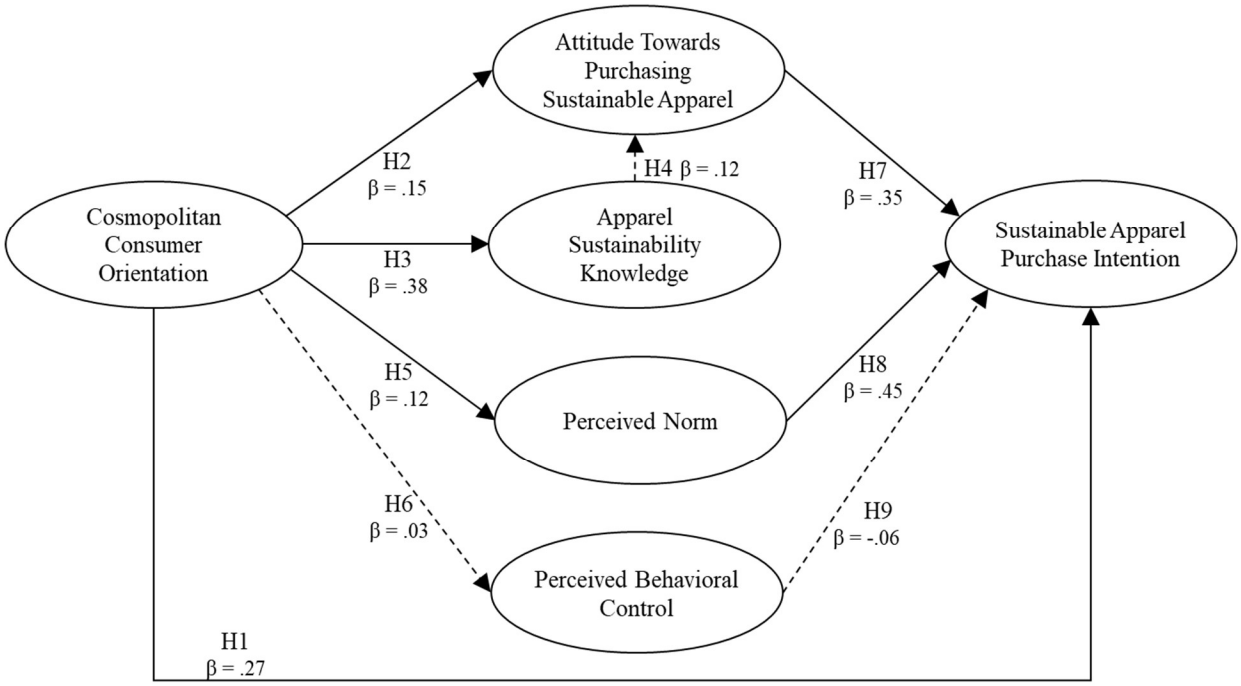
Note. Values in the figure correspond to standardized path coefficients between connected constructs. Dashed connectors (---) denote insignificant relationships between constructs ($p >= 0.05$); solid lines denote significant relationships between connected constructs ($p < 0.05$).

Figure 5. Structural Model Results from the Ecuador Sample



Note. Values in the figure correspond to standardized path coefficients between connected constructs. Dashed connectors (---) denote insignificant relationships between constructs (p >= 0.05); solid lines denote significant relationships between connected constructs (p < 0.05).

Figure 6. Structural Model Results from the India Sample



Note. Values in the figure correspond to standardized path coefficients between connected constructs. Dashed connectors (---) denote insignificant relationships between constructs (p >= 0.05); solid lines denote significant relationships between connected constructs (p < 0.05).

CHAPTER V: DISCUSSION AND CONCLUSIONS

This last chapter addresses key findings based on the research results obtained in Chapter IV. It links the findings with the research objectives and the review of extant literature. Firstly, a discussion of the results based on research objectives is presented. Next, conclusions are proposed, leading to implications and recommendations. Finally, limitations and suggestions for further research are reviewed.

Discussion of Findings

The overall purpose of this study was to investigate the impact of CCO on consumers' sustainable apparel consumption behavior from a cross-cultural perspective. Three primary objectives guided the study: 1) to examine how CCO impacts consumer's sustainable behavior based on an integrative and theory-grounded model, 2) to examine whether the effects of CCO on determinants of sustainable apparel purchase intention vary across countries, and 3) to determine whether country level of development impacts the relationships between CCO and the determinants of sustainable apparel purchase intention.

Objective 1: To Examine How CCO Impacts Consumer Sustainable Behavior Based on an Integrative and Theory-grounded Model

Our integrative conceptual model guided by the theory of planned behavior (TPB) included the three emblematic determinants of purchase intention (i.e., attitude, perceived norm, and perceived behavioral control). The results show that the data collected supports the TPB theory in explaining CCO and consumer behavior towards sustainable apparel. This is evidenced by the significant relationships (as well as medium effect sizes) between attitude towards purchasing sustainable apparel and the intention to purchase sustainable apparel; as well as the significant relationships (in addition to medium and large effect sizes) between perceived norm and the intention to purchase sustainable apparel in the US, Ecuador, and India. Results support the expected tenets of the theory where attitudes, as well as perceived norms are determinants of purchase intention (Ajzen & Fishbein, 1980). Our data suggests, however, that the third determinant of purchase intention, PBC, does not predict the intention to purchase (neither

effects are noticeable) in the US, Ecuador, or India. This presages that current levels of perceived consumer control over purchasing sustainable apparel do not seem to predict intentions to purchase sustainable apparel. While this finding is not consistent with some of the literature from the last decade (see Chang & Watchravesringkan, 2018; De Lenne & Vandenbosch, 2017; Hameed et al., 2019; Ko & Jin, 2017; Nguyen et al., 2019), it is possible that young metropolitan cosmopolitan consumers are not the target group for sustainable apparel firms; therefore when young cosmopolitan consumers are searching for apparel, they fail to perceive that sustainable apparel is affordable, available, and/or easy to evaluate. Apparently, young consumers do not intentionally search for sustainable apparel consistently, and it is likely that a significant portion of them is not aware of whether they purchased sustainable apparel in the past three years (see Table 9).

In our study, the direct relationship between CCO and sustainable apparel purchase intention was evaluated. We proposed a positive direct relationship between CCO and the intention to purchase sustainable apparel. This hypothesis was found to be supported by the data, although the estimated effects are small. The finding indicates that when a consumer has a stronger CCO, then a stronger intention to purchase sustainable apparel is also experienced. This is consistent with previous literature that suggests that CCO predicts the consumption of symbolic products (Cleveland et al., 2009). Also, it is consistent with seminal cosmopolitan literature that indicates that cosmopolitans seek to acquire social and cultural capital as well as moral worthiness (Cleveland et al., 2009; Skrbis et al., 2004; Thompson & Tambyah, 1999).

Furthermore, consistently in the three countries, perceived norm and/or attitude towards sustainable apparel were the strongest predictors of the intention to purchase sustainable apparel among the studied variables (as shown in Table 17), confirming the relevance of attitude towards sustainable apparel and perceived norms. Specially because in practical terms the effects of perceived norms on purchase intention tend to be noticeable, since they are medium and large. Data suggests that CCO, in addition to directly impacting the intention to purchase sustainable apparel (in the three countries), also indirectly impacts the intention to purchase sustainable apparel through the attitude towards purchasing sustainable apparel (in the three countries) and through perceived norm (in the US and India).

Complementarily (and innovatively), our data revealed that the proposed integrative model in this study is superior to an alternative model without TPB determinants. This finding upheld consistently in the three groups of consumers evaluated in this study. The explained variance in sustainable apparel purchase intention (based on SMCs discussed in the Structural Model and Hypotheses Analysis section) increased from 14% to 64.7% in the US, from 16.4% to 42.2% in Ecuador, and from 17.4% to 48.7% in India when the TPB determinants (i.e., attitude, and perceived norm) and apparel sustainability knowledge were included in the model. Thus, our integrative proposed model explains more of the variance in the intention to purchase sustainable apparel variable than the model without TPB determinants and apparel sustainability knowledge.

Objective 2: To Examine Whether the Effects of CCO on Determinants of Sustainable Apparel Purchase Intention Vary Across Countries

To investigate the second objective, we evaluated the relationships between CCO and apparel sustainability knowledge, attitude, perceived norm, and perceived behavioral control cross-culturally. Although apparel sustainability knowledge is not one of the representative determinants of the TPB, we integrated it as a variable in the model because of its close relevance to sustainable apparel consumer behavior as shown by literature. The relevance was confirmed by the research results. Although effects are small in all three countries, the more cosmopolitan the consumers were, the more knowledgeable about apparel sustainability they were. In turn, the more knowledgeable the US and Ecuadorian consumers were in apparel sustainability, the more favorable their attitude towards purchasing sustainable apparel they had. For the Indian sample, however, the apparel sustainability knowledge is not strongly associated with the attitude towards purchasing sustainable apparel, and the effect is null. This is probably happening because other variables may be influencing the attitude towards purchasing sustainable apparel since the textiles and apparel industry is a significant contributor to the Indian economy both in terms of its domestic share and exports (India Brand Equity Foundation, n.d.). India is one of the world's largest exporters of textiles and apparel and has a massive raw material and manufacturing base (India Brand Equity Foundation, n.d.). The textiles and apparel industry is one of the largest job creators in India and employs about 45 million people directly (India Brand Equity Foundation, n.d.) – as a comparison, the US textile industry employs

341,300 people (US Department of Commerce, n.d.). Thus, it is likely that -although young Indian consumers in general perceive themselves as reasonably knowledgeable on apparel sustainability (given their reasonable apparel sustainability knowledge variable mean, M_{KNOW} = 4.74, see Table 10) and hold a favorable attitude towards purchasing sustainable apparel (M_{ATT} = 5.99, see Table 10), other factors may be contributing to their attitude towards purchasing sustainable apparel since their economic well-being probably depends on the current production, consumption, and export of textiles and apparel manufacturing.

In terms of the effect of CCO on attitude towards sustainable apparel, in the three countries, the relationship is significant, although the effect in India is expected to be unperceivable. Results show that this relationship is stronger for Ecuador and the US than India. Additionally, data suggests that besides the direct effect of CCO on attitude towards sustainable apparel, CCO also impacts attitude through apparel sustainability knowledge in the US and Ecuador samples. Results indicate that the size of the effect of CCO on attitude towards purchasing sustainable apparel in the Indian sample, although significant, is unnoticeable. Therefore, Indian consumers' current level of cosmopolitan orientation is not noticeably influencing their attitude towards sustainable apparel. It is likely that other variables may also influence Indian consumers' attitude towards purchasing sustainable apparel since India's economic reliance on textile and apparel manufacturing might regulate consumers' tolerance for negative impacts of textiles and apparel production.

Research findings suggest that the cosmopolitan orientation of the young American and Indian consumers predicts the importance they assign to the approval or disapproval from others to purchase sustainable apparel or the perceptions that others are or are not purchasing sustainable apparel. However, the relationship for Ecuador does not hold. Generally speaking, it is probable that consumers in the US and India are more aware of apparel sustainability, and that apparel sustainability norms might be more institutionalized than in Ecuador (Table 9 reported that 36.1% of the US sample and 50.3% of the India sample were not aware of whether they purchased sustainable apparel in the past three years, whereas the percentage was 57.8 in the Ecuador sample). Although data shows a significant relationship between CCO and perceived norm in the US and India, the effect sizes of the relationship are so small that they are unnoticeable to the point that group comparisons suggest there is no difference in the impacts

between CCO and perceived norm among the three countries. While our finding is partially consistent with our hypotheses (because CCO is statistically influential in encouraging consumers to comply with norms in the US and India) our findings suggest that CCO causes a larger informative influence than normative influence. In our study, this is evidenced by the significant and stronger relationship between CCO and apparel sustainability knowledge than the relationship between CCO and perceived norm in the three countries studied. Practically, the small and medium effects of CCO on apparel sustainability knowledge are more noticeable than null effects from the relationship between CCO and perceived norms. This might be happening because cosmopolitan consumers are portrayed as more objective in their judgments and innovative rather than compliant and conforming (Cannon & Yaprak, 2002; Riefler et al., 2012).

The finding that strong cosmopolitanism does not predict more perceived control over the ability/capability to purchase sustainable apparel across the board is cumbersome. Data suggests that being a young cosmopolitan consumer in the US, India, or Ecuador does not warrant more perceived control over purchasing sustainable apparel. Table 9 reported that over 50% of the consumers surveyed for this study in each of the three countries (US: 70.6%, Ecuador: 68%, and India: 50.3%) consider that sustainable apparel could be priced 20% - 100% more and they would still be willing to pay for it. Thus, although consumers in this study showed willingness to pay higher prices for sustainable apparel, they might consider the prices of sustainable apparel expensive. Furthermore, they find it frequently problematic to find sustainable apparel (limited availability), and they lack confidence in the product. It is possible that the various obstacles in sustainable apparel businesses lead to a low level of consumer's perceived behavior control, even for young metropolitan consumers. For marketers of sustainable apparel, it is suggested that the right messages at the right venues need to be spread out to activate cosmopolitans' egalitarianism, universalism, and benevolence values in order to influence their perception of control towards their sustainable apparel purchases.

In sum, while CCO in young American, Ecuadorian, and Indian consumers appears influential in impacting their apparel sustainability knowledge and attitude towards purchasing sustainable apparel (although the effect size for India might be weaker), it does not appear to affect their perceived competence/adeptness to overcome barriers to carry out purchases of sustainable apparel. In addition, CCO's effect on perceived apparel sustainability norm is estimated to be

unnoticeable practically. This supports the utility of the model to predict the existence or non-existence of influence of CCO on the three determinants of sustainable apparel purchase intention cross-culturally (attitude, perceived norm, and perceived behavior control), although the influence strength might differ in some instances.

Objective 3: To Determine Whether Country Level of Development Impacts the Relationships Between CCO and the Determinants of Sustainable Apparel Purchase Intention.

Finally, the third objective was to expand the knowledge regarding differences due to country level of development. Since none of the moderating hypotheses (i.e., H10-13) were supported by our model, data suggests that the effects of CCO on attitude, knowledge, perceived norm, and perceived behavioral control do not differ based on whether the consumer is from an advanced economy or a developing economy. This result suggests that young cosmopolitan consumers experience nearly similar influences independently of the economic standing of the nation (See Table 18; differences in terms of the strength of the relationship were found in two out of 15 pairwise comparisons: CCO-attitude towards purchasing sustainable apparel relationship between Ecuador and India, and the CCO-apparel sustainability knowledge relationship between the US and Ecuador).

Although the literature suggests that citizens in advanced economies have more access to informational resources (Brewer, 2007; Johanson & Wiedersheim-Paul, 1975), the results of this study imply that young cosmopolitans (in the three countries) are utilizing their curiosity and abilities to secure more proficiency in apparel sustainability knowledge, as well as to socially interact to allow the flow of ideas to foster positive attitudes. Although national level figures indicate India and Ecuador are developing economies, it appears that young cosmopolitans from these two countries are able to perform similarly to young cosmopolitan consumers from advanced economies with better resource availability. In other words, it is likely that young cosmopolitans belong to a privileged class that is less affected by national level deficiencies. This sounds very promising because it implies that, at least on some country strata, globalization/cosmopolitanization penetrates developing economies and cosmopolitan

orientation affects purchase behavior of sustainable apparel, sustainability knowledge and attitudes positively.

Conclusions

Cosmopolitan consumers regard the world as their marketplace (Caldwell et al., 2006). They consciously break away from restricting their purchases to typical local products and seek to consume diverse products, places, and experiences regardless of the culture or country of origin of such products. This dissertation was designed to propose and empirically examine an integrative model positioning CCO as a driver of sustainable apparel purchase behavior and provide further evidence in support of CCO as a driver of sustainable consumer behavior. The findings from this research study are instrumental as they empirically demonstrate that CCO incorporates a sustainability perspective and promotes a responsible consumer behavior cross-culturally (Archibugi, 2008; Grinstein & Riefler, 2015; Holton, 2009; Lee et al., 2018; Moosmayer & Davis, 2016).

Since cosmopolitan behavioral dispositions are product category specific (Cleveland, Erdoğan, et al., 2011; Cleveland et al., 2009), our research is likely to be the first study guided by the Theory of Planned Behavior (TPB; Ajzen, 1985; Fishbein & Ajzen, 2009) to indicate that CCO carries ethical and environmental implications and is likely to predict sustainable apparel purchasing intention. The study was replicated in three seemingly homogeneous groups of young consumers in metropolitan cities in three countries (i.e., the US, Ecuador, and India). We conclude that the latent consumer orientation of CCO uplifts young consumers to be more receptive to sustainability. Based on the model results, CCO, attitude towards purchasing sustainable apparel, and perceived norm directly predict the intention of young cosmopolitans to purchase sustainable apparel consistently, where perceived norm was the most influential determinant of the intention to purchase sustainable apparel. Also, CCO directly and positively influences consumers' apparel sustainability knowledge, as well as attitudes towards purchasing sustainable apparel consistently in the three countries (although the effect of CCO on attitude is practically unnoticeable in India). The relationship between CCO and perceived norm operates differently depending on the country; it is significant in the US and India; however, the effects are estimated to be unnoticeable in the three countries, where practically effect sizes are null. It is possible that the awareness of apparel sustainability is less apparent/developed in Ecuador since the country is

less invested in textile and apparel manufacturing, and a culture in apparel sustainability does not exist, making the purchasing of sustainable apparel less of a social norm.

Cosmopolitan consumers tend to exhibit objectivity (Cannon & Yaprak, 2002), open-mindedness, and appreciation for diversity rather than uniformity (Riefler et al., 2012). Interestingly and in support of previous literature, the relationship between CCO and apparel sustainability knowledge appears to be stronger than the relationship between CCO and perceived norm for the US and India (as determined by larger path coefficients for the relationships, and larger effect sizes). Literature has implied that cosmopolitan consumers show no interest in complying with group norms (Riefler et al., 2012). It is probable that apparel sustainable behavior activates the egalitarian, benevolent and universalistic values of cosmopolitans. Thus, we conclude that the cosmopolitan orientation of young metropolitan consumers affects more their perception of knowledge on the subject of apparel sustainability than their perception of social pressure to engage in sustainable apparel purchasing. We, therefore, expect that young consumers' strong CCO influences them more to observe, search, compare and learn about sustainable apparel than to internalize model behaviors enacted by peer influences in their social groups.

Khare (2014), in her study on fashion involvement, implies that cosmopolitans appear to balance global values and lifestyle with group conformity. Our results support Khare's (2014) findings and extend them. Our findings suggest that it is likely that cosmopolitan values (i.e., high universalism, benevolence, and egalitarianism) go along with perceived norms and attitudes to strengthen apparel purchase intention.

Cosmopolitan orientation does not affect the perception of control consumers have on purchasing sustainable apparel. Although consumers reportedly are willing to pay more for sustainable apparel, and a considerable percentage of respondents own sustainable apparel, they perceive it is frequently/usually problematic to purchase sustainable apparel in terms of availability, affordability, or confidence in the product. Probably sustainable apparel products still have not achieved the level of product popularity necessary to bring down perceived barriers related to the purchase of sustainable apparel. Given that perceived behavioral control literature in relation to

CCO is scant, probably further analysis is needed to determine additional factors that affect the perceived behavioral control of cosmopolitan consumers' sustainable apparel purchases.

This study extends cosmopolitan cross-cultural literature in terms of country level of development as the results of the study indicate that young cosmopolitan consumers from metropolitan areas tend to behave rather similarly independently of the economic development of the country. The level of economic development of the economy does not drive the strength of the impact of CCO on consumers' attitude towards sustainable apparel, apparel sustainability knowledge, the perceived social pressure to engage in sustainable apparel purchases, or the perceived ability/capability to purchase sustainable apparel. This was evidenced by the consistent insignificant difference in the strength of the impacts of CCO on attitude towards sustainable apparel, perceived norms, and apparel sustainability knowledge, when comparing US consumers with both Indian and Ecuadorian consumers, as well as the insignificant relationship between CCO and perceived behavioral control (in all three countries). Thus, it is likely that young cosmopolitans from metropolitan areas belong to a privileged class that is less affected by national level deficiencies. They may internalize global sustainable apparel information and act according to global trends when behaving sustainably towards apparel, although their privileged status does not help them feel more in control of their sustainable purchasing behaviors.

Implications and Recommendations

This study revealed findings that are valuable for academics and practitioners. Researchers, product developers, and international marketing managers who are interested in understanding how CCO impacts sustainable apparel consumer behavior, particularly in young metropolitan consumer markets, will benefit from the findings of this research. Theoretical and managerial implications are discussed below.

Theoretical Implications

Firstly, this study contributes to the body of quantitative literature on CCO and expands current knowledge on the ethical discourse of consumer cosmopolitanism. Despite the large body of research on cosmopolitanism in multiple disciplines, quantitative research on cosmopolitan consumer research is limited because it did not become relevant until the publication of the first

version of the most utilized CCO measurement scale by Cleveland and Laroche (2007). Quantitative research on CCO addressing apparel has mainly focused since then on the effect of CCO on consumer behavior towards global, foreign, and domestic products, and little research has been conducted on sustainable products. Since behavioral outcomes tend to be product category and often country specific (Cleveland et al., 2009), this research contributes to a stronger theoretical understanding of CCO by investigating CCO's impacts on sustainable apparel purchasing behaviors.

Secondly, previous quantitative research on CCO lacked strong theoretical support of attitudinal theories. This study successfully and systematically incorporates the TPB to provide a theory-based framework. This dissertation is probably the first research study to investigate CCO as a driver of sustainable apparel consumer behavior in an attitudinal theory-based framework.

Thirdly, while vast research is conducted on sustainable behaviors of apparel consumers, there has been little empirical investigation on the effect of CCO on sustainable apparel behavior in a comprehensive model. This study accounts for relevant relationships between CCO and sustainable apparel consumer behavior determinants (i.e., attitude towards sustainable apparel, apparel sustainability knowledge, perceive norm, perceived behavioral control, and intention to purchase sustainable apparel). The proposed model is instrumental because it not only explains the positive effect of cosmopolitan orientation on purchase intention of sustainable apparel, but also demonstrates that CCO reinforces apparel sustainability knowledge and attitudes towards purchasing sustainable purchase, while not pressuring consumers to comply with social norms noticeably. CCO is not likely to ease current perceptions of barriers affecting purchases of sustainable apparel.

Fourthly, while some researchers have recognized the importance of investigating moderating variables, previous research focused on demographics (Carpenter et al., 2013; Han & Won, 2018; Jin et al., 2015; Phillips & Smith, 2008; Riefler et al., 2012; Schueth & O'loughlin, 2008) and macroeconomic indicators (Han & Won, 2018; Jin et al., 2015; Pichler, 2009) as the moderating variables. By investigating differences in the strength of the relationships between CCO and purchase behavior determinants in three different countries, this study provided a

clearer understanding of the homogeneity of young metropolitan cosmopolitan consumers in advanced economies and developing economies.

Fifth, while a great variety of countries are studied in cosmopolitan literature, there are geographical areas that are almost neglected in cross-cultural CCO literature (e.g., countries in Africa, Central and South America). Based on our literature review, there was not a single article that studied CCO in Ecuador (South America). To the best of our knowledge, this dissertation is the first to study cosmopolitan consumer sustainable behavior in the context of Ecuador. Furthermore, this study tested the proposed conceptual model by collecting data from young consumers from metropolitan areas in the US, India, and Ecuador (three different and distant countries) to provide a clearer understanding of the effect of CCO on sustainable apparel consumer's purchase intention.

Practical Implications

The findings of this study provide meaningful managerial implications for apparel product developers and international marketing managers that seek to develop effective customer engagement strategies and launch successful products (domestically, as well as internationally).

Market Segmentation

This study found that consumers with stronger cosmopolitan orientations display greater intentions to purchase sustainable apparel. Since symbolic products with social and cultural capital as well as moral worthiness appeal to cosmopolitan consumers (Cleveland et al., 2009; Skrbis et al., 2004; Thompson & Tambyah, 1999), apparel companies should develop sustainable apparel and marketing plans with young cosmopolitan consumers in mind. This is particularly important because the young consumers that participated in this study, in general, find it problematic to purchase sustainable apparel since they do not have confidence in the product, it might not be affordable, and/or it might not be easily available. Thus, sustainable apparel businesses need to find effective ways to make their products more accessible in the market. Furthermore, over 50% of the participants in the study reported that they are willing to pay over 50% more for sustainable apparel, compared to the non-sustainable alternative. This indicates

that young cosmopolitan consumers are potential consumers for sustainable apparel products with emerging purchase power. Cosmopolitans have been profiled as innovative, risk-takers and are critical for market success (Riefler et al., 2012; Rogers, 2004). Therefore, marketers should consider this young cosmopolitan consumer segment as a viable market for the diffusion of sustainable apparel.

International Marketing

After investigating differences in the strength of the relationships between CCO and purchase behavior determinants, this study provided a clearer understanding of the homogeneity of cross-national, cross-cultural metropolitan young cosmopolitan consumers in advanced economies and developing economies. It is likely that consumer cosmopolitanization makes national level deficiencies (e.g., informational and economic deficiencies) of the privileged market segment selected for this study (i.e., young metropolitan cosmopolitan consumers) less noticeable. Thus, multinationals and/or firms interested in foreign market entry/foreign expansion can take advantage of developing cross-national marketing strategies when promoting sustainable apparel to young metropolitan cosmopolitans considering that their attitude and importance to fit in with their reference groups drive their intention to purchase sustainable apparel, and that their cosmopolitan orientations drive their apparel sustainability knowledge and attitudes. In other words, our findings suggest that apparel firms can develop comparable and parallel product and marketing plans cross-nationally and cross-culturally for groups of young cosmopolitan consumers because they value sustainable apparel and have a positive predisposition to purchase products from other countries/cultures, including sustainable apparel from other countries. sustainable.

Informative and Normative Influences

The results of this study emphasize the importance of selecting the appropriate retail message for young cosmopolitan consumers. The study findings suggest that CCO underpins apparel sustainability knowledge more than the pressure to comply with social norms related to apparel sustainability. The messages to be marketed to these young cosmopolitans should emphasize socially and environmentally responsible characteristics of sustainable apparel that would inform

and provide knowledge to the young consumers, so that they can feel more confident in sustainable apparel, as well as develop more favorable attitudes towards purchasing sustainable apparel.

This study also found that strong CCO, favorable attitude towards sustainable apparel, and norms encourage/strengthen the intention to purchase sustainable. This implies that cosmopolitans incorporate global values, sustainable lifestyle, and group conformity in their apparel purchases. Therefore, practitioners interested in appealing to this consumer segment should market sustainable apparel that matches their lifestyle and allows them to fit in with their reference groups (e.g., family, friends, etc.). For example, firms should place their merchandise at the venues/websites where young cosmopolitan consumers purchase, design with young consumers in mind (i.e., fashionable styles), at prices they can afford, and advertise the responsible characteristics of the apparel products in a credible manner independently of the level of economic development of the geographical location of the cosmopolitan consumers.

Limitations and Suggestions for Further Research

As with any other research study, this study contains several limitations that present opportunities for future studies. First, this study relies on a convenient sample. The study examined responses from university/college students aged 18-30 years old in limited metropolitan geographic locations in three countries. Thus, the results should be interpreted with caution and cannot be generalized. Future studies might attempt to improve the generalizability of the results by including more representative country samples.

Second, although the study revealed certain homogeneity among the three countries, it also showed differences in the strength/effects of the relationships studied. These differences could be triggered by several additional factors not addressed in the study, for example environment or culture. It is likely that culture plays a part in the explanation of the findings discussed in this study. Future studies might incorporate culture to explain cosmopolitan consumption of sustainable apparel.

Third, this study's research model includes six variables to understand drivers of the intention to purchase sustainable apparel. Although limiting the number of variables in the model contributes to parsimony and more explainable results, other variables could be integrated into the model.

For example, future research could include fashion involvement in the model to understand the relationships between CCO and sustainable apparel consumer behavior. Additionally, investigating social media engagement would probably contribute to a better understanding of how cosmopolitans obtain their apparel sustainability knowledge. Future studies might include additional variables in the model to increase the explanatory power of the model and provide more pragmatic research implications.

Fourth, another limitation is that the data relies on participant's self-reported opinions via online survey. Although we followed literature recommendations to prevent bias during data collection, established configural and partial metric measurement invariance, and controlled for bias during data analysis, it is likely that our data contained a portion of irregularly distributed bias (which will probably be uncontrollable and expected due to culture and/or response styles). Although, common-source bias was evaluated and is not likely to threat the validity of the findings, future studies might design a research study that includes collecting data via multiple methods such as observation, point of sale data, and exit questionnaires to avoid common-source bias and the reliance on 100% participant's reported opinions. Moreover, future research can deploy appropriate ex ante research design and systematically consider alternative designs, such as experimental and longitudinal ones, to avoid or minimize common method bias.

Fifth, the unbalanced proportion of female to male participants in the US sample triggered our curiosity about gender effects in the relationship between cosmopolitanism and sustainable apparel consumption. Future research could also specifically investigate whether gender has a moderating effect on the relationships in the model and whether the gender's role is same cross-culturally. A comparison study focused on gender and additional factors than the ones investigated in this research study could reveal interesting findings.

Lastly, it is unknown if young cosmopolitan consumers actually behave in the way they intend to behave. Although this study's focus was not on the gap between purchase intention and actual sustainable apparel purchase behavior, future research might evaluate and compare young cosmopolitans' actual purchase behavior of sustainable apparel with their intentions to purchase sustainable apparel.

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APPENDIX A: SURVEY QUESTIONNAIRE

Informed Consent

Dear Participant,

Welcome to the research study! You are invited to participate in a research study **examining the effect of cosmopolitan consumer orientation on the consumption of sustainable apparel among young metropolitan consumers**. This form has information to help you decide if you wish to participate. Your participation is completely voluntary. You may choose not to take part in the study, or stop participating at any time, for any reason, without negative consequences. Choosing not to participate or withdrawing from the study will have no effect on your grades. I would like to highlight that this study is for academic purposes only and not for any commercial gain.

To be eligible to participate, you must be 18 years old or older. If you agree to participate, you will be asked to read some statements and respond to multiple choice questions. There are no right or wrong answers to the questions. The survey takes about 15 minutes to complete.

There are no physical risks associated with this study, neither benefits from participating. The research findings will contribute to the research field of sustainable apparel. This study does not collect any information that could be used to identify you. All responses will be kept confidential and will only be analyzed as aggregate, not individual, responses. Absolute confidentiality of data provided through the Internet cannot be guaranteed due to the limited protection of internet access. Please be sure to close your browser when finished so no one will be able to see that you have been doing.

You are encouraged to ask any questions at any time during this study. If you have any questions, please feel free to contact Maria Gil at msgildel@uncg.edu or Dr. Jin Su [redacted]. If you have any questions concerning your rights as a research subject, you may contact The University of North Carolina at Greensboro Institutional Review Board at ori@uncg.edu. By continuing with the survey, you indicate you meet the eligibility criteria and agree to participate in this study. You may print a copy of this form for your files.

Thank you in advance for your participation.

Thank you in advance for your participation. The next paragraph defines what sustainable apparel is, subsequently you are going to be presented with the study survey questions. There is not preparation or prior knowledge required to complete this survey. Most importantly, there are no right or wrong

answers to the questions. Your frank input is crucial to this research study. Your responses are confidential and any personal information will be disassociated from the responses you provide.

What is sustainable apparel?

Sustainable apparel refers to garments developed in a way that decrease or minimize negative impacts on the environment and/or the society (e.g., pollution, working conditions of factory workers, child labor, sweatshop issues, unfair wage for factory workers).

Sustainable apparel includes ethical apparel, green apparel, socially responsible apparel, fair trade apparel, organic cotton apparel, eco-conscious apparel, environmentally friendly apparel, environmentally responsible apparel, etc.…

Part 1: Knowledge, and Beliefs About Sustainable Apparel

Please indicate your level of agreement with the statement.

1. I am informed about child labor/sweatshop issues in the apparel manufacturing business.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

2. I am knowledgeable about social equity issues in the apparel business (e.g., working conditions or fair wage of factory workers).

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

3. I know more about socially responsible apparel business than the average person.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

4. I am informed about environmental issues in the apparel manufacturing business. (e.g., eco-fashion, environmental impact of apparel manufacturing).

O	O	O	O	O	O	O
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

5. I understand the environmental impact of apparel products across the supply chain.

O	O	O	O	O	O	O
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

Please rate your attitude toward buying sustainable apparel on the following scales.

Buying sustainable apparel is:

6.	Bad	O	O	O	O	O	O	O	Good
7.	Unpleasant	O	O	O	O	O	O	O	Pleasant
8.	Unwise	O	O	O	O	O	O	O	Wise
9.	Unnecessary	O	O	O	O	O	O	O	Necessary

Please mark your level of agreement with the statement.

10. It is very likely that I will buy sustainable apparel.

O	O	O	O	O	O	O
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

11. I will purchase sustainable apparel the next time I need apparel.

O	O	O	O	O	O	O
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

12. I will definitely try sustainable apparel.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

13. Most people who are important to me believe I should buy sustainable apparel.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

14. Most people who are important to me have a positive attitude toward sustainable apparel.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

15. Most people who are important to me buy sustainable apparel.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

16. Most people I respect and admire buy sustainable apparel.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

<u>Please mark how problematic purchasing sustainable apparel is.</u>

17. Purchasing sustainable apparel is a problem for me because it might have a limited range of design, style and/or color.

O	o	o	o	o	o	o
Always a Problem	Usually a Problem	Frequently a Problem	Sometimes a Problem	Occasionally a Problem	Rarely a Problem	Never a Problem

18. Purchasing sustainable apparel is a problem for me because it might be expensive.

O	o	o	o	o	o	o
Always a Problem	Usually a Problem	Frequently a Problem	Sometimes a Problem	Occasionally a Problem	Rarely a Problem	Never a Problem

19. Purchasing sustainable apparel is a problem for me because it is not readily available.

O	o	o	o	o	o	o
Always a Problem	Usually a Problem	Frequently a Problem	Sometimes a Problem	Occasionally a Problem	Rarely a Problem	Never a Problem

20. Purchasing sustainable apparel is a problem because it might be difficult to obtain information regarding which apparel products are sustainable.

O	o	o	o	o	o	o
Always a Problem	Usually a Problem	Frequently a Problem	Sometimes a Problem	Occasionally a Problem	Rarely a Problem	Never a Problem

21. Purchasing sustainable apparel is a problem because there might be no way for me to ensure apparel is "genuinely" sustainable even if it says it is sustainable.

o	o	o	o	o	o	o
Always a Problem	Usually a Problem	Frequently a Problem	Sometimes a Problem	Occasionally a Problem	Rarely a Problem	Never a Problem

Part 2: Consumer Attitudinal Dispositions

Please mark your level of agreement with the statement.

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

o	o	O	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

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

o	o	O	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

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

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

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

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

26. I like to observe people of other cultures to see what I can learn from them.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

27. I find people from other cultures stimulating.

o	o	o	o	o	o	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

28. When traveling, I like to immerse myself in the culture of the people I am visiting.

o	o	o	o	o	O	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

29. Coming into contact with people of other cultures has greatly benefited me.

o	o	o	o	o	O	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

30. When answering this item, please mark the option that reads Disagree.

o	o	o	o	o	O	o
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

Part 4: Experience

Please mark the option that best describes your experience with sustainable apparel and life.

31. Have you purchased sustainable apparel in the last 3 years?

O	O	O
No	Not Sure	Yes

32. **Suppose you were willing to pay $10 for the regular shirt in the picture, now how much would you pay for a similar looking shirt but made of organic cotton, under fair working conditions (fair trade), and sold by a company that donates part of the proceeds to pick-up trash from the sea? Don't be stingy, but also do not exaggerate how much you would be willing to pay if you saw the t-shirt at the store.**

O	O	O	O	O	O	O
I will wait to see if it gets on sale.	$10	$11.50	$12	$15	$20	I am not going to look at the price as I have decided I want to buy it. I will consider my purchase as my donation and support for sustainability.

33. How often do you search for sustainable apparel (e.g., organic cotton, fair trade, eco-friendly, socially responsible apparel, etc.) when you go shopping for apparel?

O	O	O	O	O	O	O
Never	Rarely	Occasionally	Sometimes	Frequently	Usually	Always

34. Did you search for sustainable clothing (e.g. organic cotton, fair trade, eco-friendly apparel, socially responsible apparel, etc.) the last time you were shopping for clothes?

O Yes O No

35. I never hesitate to go out of my way to help someone in trouble (R).

O True O False

36. It is sometimes hard for me to go on with my work if I am not encouraged.

O True O False

37. I have never intensely disliked anyone (R).

O True O False

38. On occasion I have had doubts about my ability to succeed in life.

O True O False

39. I sometimes feel resentful when I don't get my way.

O True O False

40. I am always careful about my manner of dress (R).

O True O False

Part 5: Demographics

For questions 70-74, please fill in the blanks or mark the option that you identify with.

41. Age: O 18-20 O 21-23 O 24-26 O 27-30 O 31-40 O 41-50 O 51-60 O 61-70 O 71 and over

42. Gender: O Female O Male O Gender Variant/Non-Conforming O Not Listed O Prefer not to Answer

43. Marital Status: O Married O Separated O Divorced O Never Married O Widowed

O Other (please specify) _____

44. Highest Level of Education Obtained O High School O Associate O Bachelor O Graduate O Other

Your opinion is important to us. If you have any comments on the survey, please share them with us.

_____

_____

_____

Thank you for your participation.

If you have any concerns, please contact the researcher Maria S. Gil via email at msgildel@uncg.edu or Dr. Jin Su at [redacted], to discuss any questions about the research. If you have concerns about the way you were treated as a participant in this study, please contact the University of North Carolina at Greensboro Institutional Review Board at ori@uncg.edu

APPENDIX B: CONSTRUCT ITEMS CORRELATIONS MATRIX BY COUNTRY

ITEMS'	KNOW3	KNOW4	KNOW5	ATT1	ATT2	ATT3	ATT4	PI1	PI2	PI3	NORM1	NORM2	NORM3	NORM4	PBC2	PBC3	PBC4	PBC5	CCO1	CCO2	CCO3	CCO4	CCO5	CCO6	CCO7	CCO8
US																										
KNOW3	1.00																									
KNOW4	.66	1.00																								
KNOW5	.62	.70	1.00																							
ATT1	.16	.23	.24	1.00																						
ATT2	.21	.25	.22	.54	1.00																					
ATT3	.16	.25	.24	.68	.61	1.00																				
ATT4	.27	.32	.32	.56	.45	.59	1.00																			
PI1	.35	.35	.36	.38	.35	.28	.44	1.00																		
PI2	.37	.40	.32	.21	.28	.16	.37	.64	1.00																	
PI3	.33	.37	.34	.48	.34	.40	.49	.60	.46	1.00																
NORM1	.39	.32	.31	.13	.15	.08*	.30	.49	.61	.34	1.00															
NORM2	.31	.29	.33	.34	.23	.22	.28	.39	.35	.38	.55	1.00														
NORM3	.31	.22	.25	-.02*	.10*	-.04*	.19	.38	.49	.22	.71	.50	1.00													
NORM4	.33	.29	.29	.12	.17	.14	.28	.36	.50	.32	.61	.51	.70	1.00												
PBC2	.01*	.00*	.05*	-.03*	.10*	-.05*	.08*	.10*	.19	.00*	.09*	-.03*	.18	.12	1.00											
PBC3	.04*	.03*	.04*	-.05*	.10*	-.04*	.04*	.16	.20	.01*	.21	.06*	.26	.23	.53	1.00										
PBC4	.20	.12	.15	-.14	.01*	-.15	-.03*	.15	.20	-.01*	.19	.11	.27	.25	.45	.60	1.00									
PBC5	.06*	.41*	.06*	-.09*	-.01*	-.14	-.03*	.10*	.04*	-.05*	.10*	.00*	.12	.08*	.45	.43	.59	1.00								
CCO1	.16	.17	.23	.25	.19	.22	.19	.24	.20	.36	.08*	.22	.02*	.08*	-.01*	-.06*	-.08*	-.02*	1.00							
CCO2	.15	.22	.23	.24	.21	.27	.18	.21	.16	.32	.05*	.23	-.05*	.04*	.01*	-.03*	.00*	-.05*	.67	1.00						
CCO3	.16	.19	.19	.24	.19	.20	.11	.19	.16	.31	.08*	.20	.05*	.07*	-.05*	-.01*	.02*	-.01*	.65	.65	1.00					
CCO4	.18	.23	.23	.18	.11	.19	.15	.18	.20	.26	.09*	.25	.03*	.07*	-.07*	-.01*	.05*	-.08*	.55	.66	.70	1.00				
CCO5	.13	.17	.20	.23	.14	.24	.15	.19	.17	.28	.09*	.23	.05*	.09*	-.02*	-.06*	-.05*	-.09*	.58	.65	.66	.64	1.00			
CCO6	.18	.17	.17	.12	.11*	.11*	.08*	.19	.24	.29	.15	.20	.13	.17	-.03*	-.05*	-.01*	-.16	.44	.50	.56	.56	.63	1.00		
CCO7	.13	.15	.16	.14	.15	.15	.11	.15	.19	.24	.18	.26	.17	.19	.00*	-.05*	-.04*	-.09*	.46	.54	.50	.51	.56	.56	1.00	
CCO8	.14	.20	.19	.26	.16	.18	.14	.14	.22	.29	.05*	.20	-.03*	.03*	.01*	-.02*	.01*	-.04*	.50	.56	.54	.61	.54	.56	.60	1.00
M	4.60	5.18	5.05	6.46	5.95	6.26	5.82	5.15	4.60	5.99	4.00	4.91	3.78	4.27	3.63	3.94	3.85	3.96	6.09	6.24	6.14	6.15	6.09	5.96	5.94	6.03
SD	1.65	1.49	1.53	0.93	1.29	1.20	1.33	1.29	1.42	1.14	1.53	1.31	1.63	1.59	1.70	1.58	1.74	1.74	0.94	0.88	0.93	0.96	0.97	1.07	1.08	1.07

ITEMS'	KNOW3	KNOW4	KNOW5	ATT1	ATT2	ATT3	ATT4	PI1	PI2	PI3	NORM1	NORM2	NORM3	NORM4	PBC2	PBC3	PBC4	PBC5	CCO1	CCO2	CCO3	CCO4	CCO5	CCO6	CCO7	CCO8
Ecuador																										
KNOW3	1.00																									
KNOW4	.38	1.00																								
KNOW5	.32	.64	1.00																							
ATT1	.19	.19	.09*	1.00																						
ATT2	.23	.26	.14	.68	1.00																					
ATT3	.14	.21	.03*	.65	.71	1.00																				
ATT4	.19	.16	.09*	.47	.46	.63	1.00																			
PI1	.19	.23	.23	.29	.35	.35	.28	1.00																		
PI2	.18	.27	.24	.22	.26	.29	.29	.52	1.00																	
PI3	.08*	.24	.18	.25	.26	.29	.25	.57	.58	1.00																
NORM 1	.27	.22	.16	.20	.26	.16	.24	.29	.46	.27	1.00															
NORM2	.16	.22	.16	.20	.24	.14	.24	.32	.37	.30	.66	1.00														
NORM3	.30	.18	.15	.04*	.14	-.03*	.11*	.08*	.24	.06*	.59	.52	1.00													
NORM4	.23	.12	.08*	.07*	.12	.00*	.06*	.16	.23	.15	.48	.42	.65	1.00												
PBC2	.11*	.09*	.14	.06*	.12	.05*	.01*	.06*	.26	-.02*	.13	.06*	.22	.15	1.00											
PBC3	.14	.04*	.11*	-.01*	.03*	-.10*	-.02*	-.02*	.12	-.17	.18	.15	.33	.24	.48	1.00										
PBC4	.14	.07*	.13	-.04*	.04*	-.09*	-.03*	.01*	.15	-.13	.21	.13	.28	.19	.43	.74	1.00									
PBC5	.11*	.00*	.01*	-.05*	-.03*	-.14	-.12	-.01*	.03*	-.18	.19	.13	.26	.19	.36	.58	.65	1.00								
CCO1	-.01	.09*	.12	.17	.18	.20	.16	.23	.22	.33	.01*	.05*	-.14	.01*	.02*	-.07*	-.08*	-.15	1.00							
CCO2	.03*	.07*	.12	.20	.21	.22	.23	.29	.20	.35	.04*	.07*	-.11*	.01*	.04*	-.07*	-.09*	-.12	.73	1.00						
CCO3	.10*	.13	.10*	.23	.25	.23	.17	.26	.16	.33	.04*	.13	.00*	.06*	.02*	-.08*	-.09*	-.08*	.63	.71	1.00					
CCO4	.10*	.18	.10*	.22	.29	.25	.21	.25	.17	.26	.07*	.14	.01*	.06*	.06*	-.03*	-.07*	-.07*	.57	.61	.79	1.00				
CCO5	.07*	.13	.10*	.17	.23	.20	.20	.24	.15	.27	.09*	.14	.01*	.03*	-.02*	-.07*	-.1*	-.11*	.56	.62	.69	.70	1.00			
CCO6	.07*	.12	.09*	.15	.15	.16	.21	.18	.17	.22	-.02*	.13	-.05*	-.02*	-.01*	-.08*	-.06*	-.09*	.52	.52	.58	.56	.60	1.00		
CCO7	.18	.17	.19	.17	.23	.14	.14	.28	.17	.28	.07*	.16	.03*	.05*	.03*	-.01*	.01*	-.05*	.45	.53	.59	.61	.63	.56	1.00	
CCO8	.14	.19	.20	.21	.25	.15	.18	.22	.09*	.16	.06*	.14	.08*	.12*	.08*	.00*	-.03*	-.04*	.40	.44	.57	.61	.45	.48	.62	1.00
M	3.7	4.65	4.88	5.78	5.71	5.95	5.84	5.34	4.82	5.63	3.66	4.33	3.23	3.63	3.31	2.54	2.66	2.64	6.14	6.25	6.22	6.26	6.26	6.12	6.01	5.79
SD	1.53	1.65	1.64	1.35	1.33	1.30	1.24	1.26	1.28	1.22	1.53	1.40	1.43	1.42	1.63	1.46	1.51	1.48	0.98	0.86	0.89	0.90	0.94	1.01	1.03	1.10

ITEMS'	KNOW3	KNOW4	KNOW5	ATT1	ATT2	ATT3	ATT4	PI1	PI2	PI3	NORM1	NORM2	NORM3	NORM4	PBC2	PBC3	PBC4	PBC5	CCO1	CCO2	CCO3	CCO4	CCO5	CCO6	CCO7	CCO8
India																										
KNOW3	1.00																									
KNOW4	.43	1.00																								
KNOW5	.36	.51	1.00																							
ATT1	.00*	.12	.10*	1.00																						
ATT2	.04*	.08*	.06*	.53	1.00																					
ATT3	.03*	.14	.06*	.50	.63	1.00																				
ATT4	.06*	.12	.14	.40	.51	.58	1.00																			
PI1	.27	.23	.20	.20	.24	.19	.30	1.00																		
PI2	.21	.16	.22	.17	.25	.28	.37	.56	1.00																	
PI3	.11	.20	.09*	.26	.32	.30	.38	.45	.47	1.00																
NORM 1	.25	.22	.23	.15	.21	.20	.21	.33	.43	.26	1.00															
NORM2	.11	.19	.11	.17	.28	.21	.18	.27	.27	.25	.50	1.00														
NORM3	.26	.12	.16	.02*	.25	.14	.14	.33	.35	.23	.54	.51	1.00													
NORM4	.28	.16	.22	.07*	.19	.12	.15	.27	.32	.20	.43	.37	.68	1.00												
PBC2	.12	-.06*	-.09*	.02*	.07*	.07*	.02*	.21	.21	.14	.15	.14	.26	.20	1.00											
PBC3	.12	-.06*	-.05*	-.04*	.03*	.03*	-.05*	.08*	.14	-.03*	.19	.12	.37	.26	.42	1.00										
PBC4	.15	.03*	.04*	-.14	-.06*	-.09*	-.08*	.03*	.04*	-.08*	.15	.06*	.23	.26	.25	.44	1.00									
PBC5	.18	-.01*	.00*	-.06*	-.02*	-.05*	-.07*	.05*	.01*	.00*	.12	.10*	.21	.21	.29	.42	.61	1.00								
CCO1	.22	.13	.22	.06*	.09*	.00*	.13	.23	.12	.15	.04*	.03*	.05*	.09*	.01*	.02*	.03*	.11	1.00							
CCO2	.20	.15	.19	.07*	.14	.07*	.12	.28	.19	.24	.15	.10*	.05*	.08*	.03*	.02*	.03*	.07*	.71	1.00						
CCO3	.21	.22	.22	.15	.18	.11	.18	.28	.21	.23	.15	.15	.13	.12	.06*	.00*	-.01*	.08*	.56	.60	1.00					
CCO4	.20	.16	.17	.10*	.11	.03*	.16	.23	.11	.20	.11	.09*	.05*	.05*	.01*	.00*	.00*	.13	.55	.55	.63	1.00				
CCO5	.23	.19	.25	.10*	.08*	.08*	.12	.27	.14	.15	.12	.12	.04*	.13	.01*	-.03*	.03*	.09*	.58	.57	.58	.60	1.00			
CCO6	.20	.22	.22	.14	.09*	.09*	.21	.28	.19	.24	.17	.11	.00*	.02*	.08*	-.08*	-.09*	.02*	.42	.45	.52	.51	.47	1.00		
CCO7	.09*	.07*	.15	.11	.11	.10*	.11	.20	.16	.21	.14	.13	.07*	.10*	-.01*	-.03*	-.08*	.05*	.37	.41	.48	.49	.41	.50	1.00	
CCO8	.18	.14	.24	.16	.13	.05*	.14	.16	.10	.19	.06*	.06*	.02*	.08*	-.07*	-.06*	-.07*	.06*	.41	.43	.49	.51	.46	.50	.55	1.00
M	4.18	5.16	4.89	6.3	5.76	6.09	5.79	5.17	4.98	6.04	4.23	4.77	3.72	4.02	3.39	2.97	3.07	3.04	5.93	6.16	6.07	6.14	6.14	5.29	5.67	5.48
SD	1.48	1.43	1.42	1.06	1.40	1.37	1.35	1.10	1.22	0.98	1.38	1.24	1.43	1.42	1.62	1.49	1.62	1.63	1.21	0.99	1.04	0.96	0.95	1.21	1.17	1.15

Note. * Indicates the correlation is not significant at $p < .05$.

APPENDIX C: DIFFERENCE ANALYSIS OF CONSTRUCT INDICATORS

	Indicator	US (n =319)		Ecuador (n = 294)		India (n = 352)		F	p	Diff.
		M	*SD*	*M*	*SD*	*M*	*SD*			
KNOW3	I know more about socially responsible apparel business than the average person.	4.60_a	1.65	3.70_b	1.53	4.18_c	1.48	25.64	.00	Yes
KNOW4	I am informed about environmental issues in the apparel manufacturing business.	5.18_a	1.49	4.65_b	1.65	5.16_a	1.43	10.78^d	.00	Yes
KNOW5	I understand the environmental impact of apparel products across the supply chain.	5.05	1.53	4.88	1.64	4.89	1.42	1.27^d	.28	No
ATT1	Bad: Good	6.46_a	0.93	5.78_b	1.35	6.30_a	1.06	26.76^d	.00	Yes
ATT2	Unpleasant: Pleasant	5.95	1.29	5.71	1.33	5.76	1.40	2.92	.05	No
ATT3	Unwise: Wise	6.26_a	1.20	5.95_b	1.30	6.09_{ab}	1.36	4.45	.01	Yes
ATT4	Unnecessary: Necessary	5.82	1.33	5.84	1.24	5.79	1.35	0.11	.90	No
PI1	It is very likely that I will buy sustainable apparel.	5.15	1.29	5.34	1.26	5.17	1.10	2.16^d	.12	No
PI2	I will purchase sustainable apparel the next time I need apparel.	4.60_a	1.41	4.82_{ab}	1.27	4.98_b	1.22	7.02^d	.00	Yes
PI3	I will definitely try sustainable apparel.	5.99_a	1.14	5.63_b	1.21	6.04_a	0.98	11.38^d	.00	Yes
NORM1	Most people who are important to me believe I should buy sustainable apparel.	4.00_a	1.53	3.66_b	1.53	4.23_a	1.38	11.71	.00	Yes
NORM2	Most people who are important to me have a positive attitude toward sustainable apparel.	4.91_a	1.31	4.33_b	1.40	4.77_a	1.24	16.33	.00	Yes

	Indicator	US (n =319)		Ecuador (n = 294)		India (n = 352)		F	p	Diff.
		M	*SD*	*M*	*SD*	*M*	*SD*			
NORM3	Most people who are important to me buy sustainable apparel.	3.78_{a}	1.63	3.23_{b}	1.42	3.72_{a}	1.42	12.77^{d}	.00	Yes
NORM4	Most people I respect and admire buy sustainable apparel.	4.27_{a}	1.59	3.63_{b}	1.42	4.02_{a}	1.42	14.27^{d}	.00	Yes
PBC2	Purchasing sustainable apparel is a problem for me because sustainable apparel might be expensive.	3.63_{a}	1.70	3.31_{b}	1.63	3.39_{ab}	1.62	3.12	.04	Yes
PBC3	Purchasing sustainable apparel is a problem for me because sustainable apparel is not readily available.	3.94_{a}	1.57	2.54_{b}	1.46	2.97_{c}	1.49	69.33	.00	Yes
PBC4	Purchasing sustainable apparel is a problem for me because it might be difficult to obtain information regarding which apparel products are sustainable.	3.85_{a}	1.74	2.66_{b}	1.51	3.07_{c}	1.62	42.57	.00	Yes
PBC5	Purchasing sustainable apparel is a problem for me because there might be no way for me to ensure apparel is “genuinely” sustainable.	3.96_{a}	1.74	2.64_{b}	1.48	3.04_{c}	1.62	53.99	.00	Yes
CCO1	I am interested in learning more about people who live in other countries.	6.09_{ab}	0.94	6.14_{a}	0.98	5.93_{b}	1.21	3.08^{d}	.05	Yes
CCO2	I like to learn about other ways of life.	6.24	0.88	6.25	0.86	6.16	0.99	0.99	.37	No
CCO3	I enjoy being with people from other countries to learn about their unique views and approaches.	6.14	0.93	6.22	0.89	6.07	1.04	1.79	.17	No

	Indicator	US (n =319)		Ecuador (n = 294)		India (n = 352)		F	p	Diff.
		M	*SD*	*M*	*SD*	*M*	*SD*			
CCO4	I enjoy exchanging ideas with people from other cultures or countries.	6.15	0.96	6.26	0.90	6.14	0.96	1.41	.24	No
CCO5	I like to observe people of other countries to see what I can learn from them.	6.09	0.97	6.26	0.94	6.14	0.95	2.37	.09	No
CCO6	I find people from other countries stimulating.	5.96_{a}	1.07	6.12_{a}	1.01	5.29_{b}	1.21	49.70^{d}	.00	Yes
CCO7	When traveling, I like to immerse myself in the culture of the people I am visiting.	5.94_{a}	1.08	6.01_{a}	1.03	5.67_{b}	1.17	8.55^{d}	.00	Yes
CCO8	Coming into contact with people of other cultures has greatly benefited me.	6.03_{a}	1.07	5.79_{b}	1.10	5.48_{c}	1.15	20.48^{d}	.00	Yes

Note. KNOW=Apparel Sustainability Knowledge, ATT=Attitude Towards Purchasing Sustainable Apparel, PI=Intention to Purchase Sustainable Apparel, NORM=Perceived Norm, PBC=Perceived Behavioral Control, CCO=Cosmopolitan Consumer Orientation. Indicators in the table are variables retained for model testing. $_{abc}$ denote group differences for individual variables by Tukey HSD (KNOW3, ATT2, ATT3, ATT4, NORM1, NORM2, PBC2, PBC3, PBC4, PBC5, CCO2, CCO3, CCO4, CCO5) and Games-Howell (KNOW4, KNOW5, ATT1, PI1, PI2, PI3, NORM3, NORM4, CCO1, CCO6, CCO7, CCO8) post hoc analysis (alpha = 0.05). ^{d}Corresponds to the Welch's F statistic of the robust test of equality of means which allows for comparison of means between groups without homogeneous variances (significant Levene test for variance homogeneity with $p < 0.5$ provided evidence for lack of variance homogeneity).

APPENDIX D: EFA RESULTS BY COUNTRY

	Factor Indicator	Factor Loading		
		US (n = 319)	Ecuador (n = 294)	India (n = 352)
	KNOW			
KNOW1	I am informed about child labor/sweatshop issues in the apparel manufacturing business.	.76	.67	.73
KNOW2	I am knowledgeable about social equity issues in the apparel business (e.g., working conditions or fair wage of factory workers).	.82	.79	.65
KNOW3	I know more about socially responsible apparel business than the average person.	.77	.50	.66
KNOW4	I am informed about environmental issues in the apparel manufacturing business. (e.g., eco-fashion, environmental impact of apparel manufacturing).	.78	.67	.73
KNOW5	I understand the environmental impact of apparel products across the supply chain.	.75	.67	.64
	ATT			
	Purchasing sustainable apparel is …			
ATT1	Bad: Good	.83	.82	.76
ATT2	Unpleasant: Pleasant	.76	.81	.81
ATT3	Unwise: Wise	.87	.88	.84
ATT4	Unnecessary: Necessary	.69	.71	.7
	PI			
PI1	It is very likely that I will buy sustainable apparel.	.68	.67	.67
PI2	I will purchase sustainable apparel the next time I need apparel.	.68	.77	.7
PI3	I will definitely try sustainable apparel.	.55	.78	.65
	NORM			
NORM1	Most people who are important to me believe I should buy sustainable apparel.	.77	.75	.74
NORM2	Most people who are important to me have a positive attitude toward sustainable apparel.	.69	.72	.69
NORM3	Most people who are important to me buy sustainable apparel.	.86	.85	.79
NORM4	Most people I respect and admire buy sustainable apparel.	.81	.76	.73

	Factor Indicator	Factor Loading		
		US (n = 319)	Ecuador (n = 294)	India (n = 352)
	PBC			
	Purchasing sustainable apparel is a problem for me because…			
PBC1	sustainable apparel might have a limited range of design, style and/or color.	.65	.57	.61
PBC2	sustainable apparel might be expensive.	.77	.73	.61
PBC3	sustainable apparel is not readily available.	.79	.84	.75
PBC4	it might be difficult to obtain information regarding which apparel products are sustainable.	.77	.81	.72
PBC5	there might be no way for me to ensure apparel is "genuinely" sustainable even if it says it is sustainable.	.74	.73	.74
	CCO			
CCO1	I am interested in learning more about people who live in other countries.	.74	.74	.76
CCO2	I like to learn about other ways of life.	.81	.79	.77
CCO3	I enjoy being with people from other countries to learn about their unique views and approaches.	.82	.87	.78
CCO4	I enjoy exchanging ideas with people from other cultures or countries.	.82	.85	.81
CCO5	I like to observe people of other countries to see what I can learn from them.	.82	.82	.75
CCO6	I find people from other countries stimulating.	.75	.75	.69
CCO7	When traveling, I like to immerse myself in the culture of the people I am visiting.	.73	.77	.69
CCO8	Coming into contact with people of other cultures has greatly benefited me.	.76	.71	.71
KMO		.87	.84	.85
Bartlett's Test of Sphericity (Sig.)		.00	.00	.00
Total Variance Explained (%)		67.1	64.31	59.39

Notes: Extraction Method: Principal Components Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations. KNOW=Apparel Sustainability Knowledge, ATT=Attitude Towards Purchasing Sustainable Apparel, PI=Intention to Purchase Sustainable Apparel, NORM=Perceived Norm, PBC=Perceived Behavioral Control, CCO=Cosmopolitan Consumer Orientation.

APPENDIX E: INSTITUTIONAL REVIEW BOARD EXEMPTION

From: **IRB** <ori@approved-senders.uncg.edu>
Date: Wed, Sep 9, 2020 at 9:29 AM
Subject: IRB Notice - 21-0073
To: <Pequegil@hotmail.com>, <J_SU@uncg.edu>
Cc: <irbcorre@uncg.edu>

To: Maria Gil del Alcazar
Cons, Apparel, and Ret Stds
2005 Bessie Ct., Rocky Mount NC 27804

From: UNCG IRB

Date: 9/09/2020

RE: Notice of IRB Exemption
Exemption Category: 2.Survey, interview, public observation
Study #: 21-0073
Study Title: A Cross-cultural Investigation of the Effect of Cosmopolitan Consumer Orientation on the Consumption of Sustainable Apparel Among Young Metropolitan Consumers

This submission has been reviewed by the IRB and was determined to be exempt from further review according to the regulatory category cited above under 45 CFR 46.101(b).

Study Description:

This research project aims to understand consumer attitudinal dispositions, perceptions and behavior toward sustainable apparel products. Specifically, the purpose of this study is to examine how consumers' cosmopolitan orientation (CCO), sustainability knowledge, attitude toward sustainable apparel, social norms, ability to purchase sustainable apparel, fashion consciousness/involvement, and social media use and perception impact their purchase intention and willingness to pay for sustainable apparel.

Investigator's Responsibilities

Please be aware that any changes to your protocol must be reviewed by the IRB prior to being implemented. **Please utilize the the consent form/information sheet with the most recent version date when enrolling participants**. The IRB will maintain records for this study for three years from the date of the original determination of exempt status.

Please be aware that valid human subjects training and signed statements of confidentiality for all members of research team need to be kept on file with the lead investigator. Please note that you will also need to remain in compliance with the university "Access To and Retention of Research Data" Policy which can be found at http://policy.uncg.edu/university-policies/research_data/.