Do cosmopolitans care about the world? The effect of cosmopolitanism on the consumption of sustainable apparel

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*****Tables 5 and 6 can be found at the end of the article.*****

Abstract:

Purpose The purpose of this study is to empirically examine the impact of cosmopolitan consumer orientation (CCO) on sustainable apparel consumer behavior.

Design/methodology/approach A total of 469 US responses collected using MTurk were retained for the analysis after screening for unengaged responses. Structural equation modeling was used to confirm the factor structure of the measurement model and to analyze the structural model. A two-step cluster analysis using log-likelihood distance measure and Akaike's Information Criterion was conducted to explore consumer profiles and past behavior.

Findings Based on the model results, CCO positively impacts apparel sustainability knowledge, attitude toward purchasing sustainable apparel, perceived norm and sustainable apparel purchase intention. Attitude and perceived norm also impact sustainable purchase intention. The two-step cluster analysis, based mainly on sustainable past behavior, reveals that the group of sustainability engaged consumers knows more about apparel sustainability, has a stronger intention to purchase sustainable apparel, is more cosmopolitan and shows a higher tendency to follow social norms. Consumers in this group also tend to live in metropolitan areas and are slightly younger than unengaged consumers.

Originality/value This study expands CCO research linking two major trends in society and industry: cosmopolitanism and sustainable apparel consumer behavior. The study reveals that CCO uplifts consumers' sustainable behavior and provides evidence in support of CCO as a driver of sustainable consumer behavior. Moreover, results imply a positive future outlook for the diffusion of sustainable apparel, as well as a much-needed mainstream consumer adhesion to more sustainable lifestyles. Given the repercussions of the findings, this research has numerous theoretical as well practical implications.

Keywords: theory of reasoned action | sustainable apparel | cosmopolitanism | consumer behavior | aspirational products | two-step cluster analysis | structural equation modeling

Article:

1. Introduction

The textile and apparel industry makes a major contribution to the global economy via the trade, income and the employment it generates; however, it also heavily challenges sustainability (Moretto et al., 2018; Mukendi et al., 2020). It is estimated that it leaves the third largest global greenhouse gas emissions footprint (World Economic Forum, 2021) and also that the textile sector was the third largest contributor of ocean plastic waste in 2019 (United Nations Environmental Programme, 2023). Simultaneously, textile and apparel manufacturing is highly labor-intensive, and the industry is known for labor law violations, especially in developing economies (Hasan et al., 2021). Social and environmental negative impacts of the industry have prompted the inclusion of sustainability programs and agendas worldwide at institutional as well as firm levels. And at no surprise, consumer behavior research on sustainable apparel (i.e. apparel developed in a way that decrease or minimize negative impacts on the environment and/or the society) has increased each year since 2009 (Grazzini et al., 2021; Busalim et al., 2022), since sustainability programs and agendas desperately necessitate consumer engagement and predisposition to sustainability as catalysts.

Given the relevance 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 increase the demand for and mainstream use of sustainable apparel. Cosmopolitan consumers might be an idoneous type of consumer for this role, since it is argued that a cosmopolitan approach incorporates a more ethical citizenship perspective, cultivating a more responsible contribution not limited by country borders (Bookman, 2013). This study, in tandem, responds to a recent call for cosmopolitan research to broaden the range of product categories studied in relation to cosmopolitanism (Makrides et al., 2021), since it is a challenge for scientists and marketers to comprehend how cosmopolitan consumer orientation (CCO) drives consumer behavior toward specific product categories (Cleveland et al., 2011b; Prince et al., 2020; Makrides et al., 2021).

Thus, the purpose of this study is to empirically examine the impact of CCO on sustainable apparel consumer behavior. Examining the link between cosmopolitanism and sustainable apparel consumer behavior is significant to explain, predict and improve the diffusion of sustainable apparel. Guided by identity (Stryker, 1968) and attitudinal theories (Fishbein and Ajzen, 1975, 2009; Ajzen and Fishbein, 1980), this study hypothesizes that aspects of the cosmopolitan self-conception affect beliefs toward sustainable apparel and apparel sustainability knowledge of consumers to pursue lines of conduct compatible with their self-structure. This is a relevant pursuit for scholars that also holds much importance for managers. A heightened understanding of the influence of CCO in furthering behavioral beliefs (i.e. attitudes toward purchasing sustainable apparel), normative beliefs (i.e. perceived norms), apparel sustainability knowledge and intentions to purchase sustainable apparel should provide insights about how CCO drives marketplace behaviors. Further, better understanding of how CCO shapes factors such as behavioral beliefs, normative beliefs, apparel sustainability knowledge and intentions to purchase sustainable apparel should also enhance management strategizing. For example, whether and the extent to which the model factors predict marketplace behaviors can assist managers in segmenting markets, selecting particular target groups to focus on and providing direction on how to better communicate their products positioning to their target groups.

Considering the rapid growth of the cosmopolitan consumer segment, the globalization of the apparel industry and the worldwide acceptance of sustainable lifestyles, the value of this study

lies in the advancement of knowledge in identifying the influence of CCO on attitudinal, normative, knowledge perception and purchasing behaviors toward sustainable apparel, while concurrently identifying an identity-based viable market for sustainable apparel, as well as providing direction for marketing practitioners to build stronger relationships and engagement with consumers. In the following sections, we review the pertinent literature, describe the research methodology and results and discuss the implications of our findings.

2. Literature review

2.1 CCO in consumer behavior and apparel research

CCO literature frequently explores and seeks to explain discourses of consumer tensions within cultural authenticity, diversity and modernity (Fehérváry, 2009; Lewis, 2009; Fewkes, 2012; Reyes, 2012; Thomas et al., 2012; Hutchings et al., 2013; Lysonski and Durvasula, 2013; Khare, 2014; Jhala, 2015; Alcaraz et al., 2016; Deb and Sinha, 2016; Mueller et al., 2016; Prince et al., 2016, 2020, 2019). Cosmopolitan consumers are omnivorous (Hannerz, 1990). They are agents of cultural change and transmission (Hannerz, 1992). 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., 2011a; Grinstein and Riefler, 2015), thus, the relevance in identifying consumers with favorable predisposition toward sustainable apparel in the world and engaging them in the consumption of sustainable apparel.

The impact of CCO on consumer behavior varies by consumption contexts (Cleveland et al., 2011b; Zeugner-Roth et al., 2015; Busalim et al., 2022). Cleveland et al. (2011a)'s landmark study suggested that CCO can positively predict consumption of products of higher social value or aspirational products and, hence, the motivation to conduct research in the context of (the unstudied) sustainable apparel cosmopolitan consumption.

Literature suggests that consumers use apparel to communicate their cosmopolitan identity (Khare, 2014; Chakraborty and Sadachar, 2019). For example, Chakraborty and Sadachar (2019) found that CCO, Western acculturation and consumer ethnocentrism predict attitude and purchase intention toward Western apparel brands among Indian consumers. Khare (2014) studied the incidence of CCO on the fashion involvement of Indian consumers. The author implied that cosmopolitan values influence consumers' lifestyles and views about the world, and Indian consumers are willing to imbibe global fashion brands that communicate their distinct global identity. Cosmopolitan consumers tend to emotionally attach to brands high in ideal self-congruity (Fastoso and González-Jiménez, 2020). Literature sustains that cosmopolitan consumption is “a symbol of social status and of one's moral worthiness” (Thompson and Tambyah, 1999; Skrbis et al., 2004; Cleveland et al., 2009). Aspirational products represent “the modern lifestyles or an association with the global elite that cosmopolitanism symbolizes” (Cleveland et al., 2009, p. 124). Consumers communicate their self-concept through the acquisition of aspirational products because these products represent new cultural ideals and are considered better signals of cultural capital and differentiation from the masses (Ward and Dahl, 2014). Sustainable products are being recognized as an aspirational product category that embodies contemporary cultural and social values. Intellectual, value-laden and expertise-related product categories such as sustainable apparel are to be perceived by cosmopolitans as effective in differentiating themselves from the masses and signaling their aspirational self-concepts, social and cultural capital, as well as their

moral worthiness. Thus, this study is instrumental in examining the acquisition of social capital, cultural capital and moral worthiness of the cosmopolitan consumer self-concept activated across sustainable apparel-linked choices.

2.2 Development of research hypotheses

Identity theory (Stryker, 1968) and the theory of reasoned action (TRA; Fishbein and Ajzen, 1975, 2009; Ajzen and Fishbein, 1980) offer theoretical support for the study. Identity theory assumes that the self consists of set of identities (Stryker, 1968; Stets and Burke, 2014; Makrides et al., 2021). Individuals internalize the meanings that they apply to themselves when they are occupants of positions in the social structure. According to identity theory, individuals pursue lines of conduct compatible with their self-structure to the extent that the meanings are salient (Stryker, 1968; Stets and Burke, 2014; Makrides et al., 2021). In other words, aspects of the self will be activated across a variety of situations and will influence the role choices made by the individual (Stryker, 1968; Stets and Burke, 2014; Makrides et al., 2021). The TRA distinguishes two kinds of beliefs to guide the decision to perform or not perform a behavior: behavioral beliefs (i.e. attitudes toward purchasing sustainable apparel) and normative beliefs (i.e. perceived norms). These beliefs then are expected to affect purchase behaviors (i.e. intention to purchase sustainable apparel).

This study hypothesizes that aspects of the cosmopolitan self-conception (discussed in Sections 2.2.12.2.6) affect beliefs (i.e. attitudes toward purchasing sustainable apparel and perceived norms), apparel sustainability knowledge, and intention to purchase sustainable apparel to pursue behavior compatible with self-structure. While identity theory provides a solid theoretical ground to explain the role of identities in the activation of sustainable apparel behaviors, the TRA guides relationships between beliefs and purchase behaviors.

2.2.1 Effect of CCO on apparel sustainability knowledge

In the context of this study, apparel sustainability knowledge refers to the consumers' perceived knowledge about social equity and child labor/sweatshop issues in fashion apparel manufacturing, as well as environmental issues during manufacturing including environmental impact across the supply chain. Cultural openness and global awareness are essential for the cosmopolitan consumer self-concept (Riefler and Diamantopoulos, 2009; Riefler et al., 2012). Cosmopolitan literature has related cultural openness to connoisseurship (Cleveland et al., 2009; Bookman, 2013) and global awareness to global responsibility (Bookman, 2013; Grinstein and Riefler, 2015), which implies distinctive as well as selective avidity for knowledge and competency. In the context of coffee consumption, Bookman (2013) argues that the cosmopolitan attains knowledge of coffee and engages with coffee by being open to the exoticness and romance stories from different cultures that the coffee origins transmit. In addition, Bookman (2013) implies that coffee consumption communicates care for communities and the environments it is cultivated in. In terms of specific sociodemographic characteristics of cosmopolitan consumers, the literature suggests cosmopolitan consumers (or consumers with strong CCO) are better educated and have a higher financial status (Riefler et al., 2012; Grinstein and Riefler, 2015), which in turn increases their awareness of environmental and social issues and the associated knowledge of sustainability issues (Stern, 2000).

It is expected that consumers with stronger CCO are more apt to develop connoisseurship and global responsibility regarding apparel sustainability since they have more access to education,

resources and experiences. Additionally, literature portrays cosmopolitan consumers as avid travelers and consumers of global media, which reinforces their CCO (Riefler et al., 2012; Lindell, 2015). Cosmopolitan consumers' cross-border consumption lifestyle enhances their awareness of environmental degradation and protection (Egan and Mullin, 2012) and likely motivates them to actively search and obtain apparel sustainability knowledge. Thus, it is expected that CCO has a positive impact on consumer's apparel sustainability knowledge.

H1. CCO positively impacts consumers' apparel sustainability knowledge.

2.2.2 Effect of CCO on consumer attitude toward purchasing 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 the environmental concern of ecological issues (non-apparel related). Cosmopolitan consumers are characterized by open-mindedness and core values that speak for a heightened environmental concern and positive disposition toward sustainable behavior (Grinstein and Riefler, 2015). Since cosmopolitan consumers tend to score high on values related to universalism, benevolence and egalitarianism (Cleveland et al., 2011a), they tend to be tolerant, have an appreciation for all people and regard the protection of the environment as well as justice and equality as important (Schwartz, 2012). Values are guiding norms in life universally recognized within and across cultures (Schwartz, 2012). Value orientations are the most broadly defined identity facets on which consumers can be compared, regardless of cultural background, and are relatively invariant across situations (Schwartz, 2012; Prince et al., 2020). They have been found to have a positive effect on consumers' attitudes toward purchasing sustainable apparel (Su et al., 2019). This coincides with Dickson and Littrell's (1996) and Kim et al.'s (1999) perspective on global values, which embodies that consumers guided by global values show concern for people, and this concern influences their support for sustainable apparel businesses. Thus, it is expected that cosmopolitan consumers hold positive attitudes toward purchasing sustainable apparel.

H2. CCO positively impacts consumers’ attitudes toward purchasing sustainable apparel.

2.2.3 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, sustainable apparel helps them express their personality (Jordaan and Simpson, 2006), enables them to show their affiliation to certain social groups (Jin and Hye, 2011) and communicates self-construal (Piamphongsant and Mandhachitara, 2008). The focus theory of normative conduct 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 and Walton, 2017) and sustainable apparel is an aspirational product category with high social value (Fastoso and

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 the agreement with social group (cosmopolitan) norms. Thus, the following hypothesis was proposed.

H3. CCO positively impacts perceived norm.

2.2.4 Effect of apparel sustainability knowledge on attitude toward purchasing sustainable apparel

Literature supports that knowledge of apparel sustainability is frequently a prerequisite to engaging in apparel sustainable behaviors and that a lack of knowledge is a barrier (Dickson, 2000; Hiller Connell, 2010; Bhaduri and Ha-Brookshire, 2011; Shen et al., 2012; Kozar and Hiller Connell, 2013; Chang and Watchravesringkan, 2018; Su et al., 2019). Consumers who 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 toward sustainable apparel (Dickson, 2000; Hyllegard et al., 2012; Shen et al., 2012; Kozar and Hiller Connell, 2013; Su et al., 2019; Byrd and Su, 2020). Given that the cosmopolitan consumer appreciates diversity, is innovative and is 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 who are more knowledgeable about apparel sustainability are more likely to have a positive attitude toward purchasing sustainable apparel.

H4. Consumer apparel sustainability knowledge positively impacts attitude toward purchasing sustainable apparel.

2.2.5 Effects of attitude toward purchasing sustainable apparel and perceived norm on purchase intention of sustainable apparel

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

H5. Attitude toward purchasing sustainable apparel positively impacts sustainable apparel purchase intention.

Perceived norm refers to the perceived social pressure to engage in a certain behavior (Fishbein and Ajzen, 2009). That is, the more cosmopolitan consumers perceive that their important referents think they should purchase sustainable apparel and these referents also purchase sustainable apparel, then the more favorable or stronger their purchase intention toward sustainable apparel is

likely to be. For example, Hyllegard et al. (2012) and Hyllegard et al. (2014) empirically found that the inclusion of subjective norm in their model improved the model's explanatory power regarding US consumers' purchase intentions of sustainable apparel with hangtags featuring prosocial marketing claims. Similarly, Kang et al. (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. Cosmopolitan consumers' loyalty – as a moral base for purchase dispositions – attests to cosmopolitan's 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 norm positively influences their purchase intention of sustainable apparel.

H6. Perceived norm positively impacts sustainable apparel purchase intention.

2.2.6 Effect of CCO on intention to purchase sustainable apparel

Lee et al. (2018) studied the direct impact of CCO on 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 and Riefler, 2015). Cleveland et al. (2009), a landmark study for CCO, shows that cosmopolitanism predicts the consumption of symbolic products (i.e. fragrances, cosmetics, jewelry, expensive wine/champagne and boxed chocolates) and several types of apparel (jeans, athletic shoes and business attire) which are products of higher social value or aspirational products. Literature sustains that cosmopolitan consumption is “a symbol of social status and of one's moral worthiness” (Cleveland et al., 2009, p. 139), and the cosmopolitan aspires to acquire social and cultural capital as well as moral worthiness (Skrbis et al., 2004; Thompson and Tambyah, 1999).

As a new type of aspirational product (Ward and Dahl, 2014), sustainable apparel is expected to satisfy the needs of cosmopolitan consumers due to its rich social, cultural and ethical values. Thus, it is expected that the cosmopolitan consumer aspires to purchase sustainable apparel.

H7. CCO positively impacts consumers' sustainable apparel purchase intention.

Figure 1 illustrates the conceptual model that shows how the seven hypotheses tie together. The model builds from the rationale that CCO influences (1) consumer apparel sustainability knowledge, (2) attitude toward purchasing sustainable apparel and (3) perceived norm. Then CCO, as well as the three factors mentioned above, cause an effect on the consumer intention to purchase sustainable apparel.

3. Research Method

A structured questionnaire was designed based on a careful review of the literature. The measurement scales selected for this study are established in academic research, and most of them have been applied in multiple contexts and cultures. CCO in participants was measured by eight items using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree); the items were adapted from Cleveland and Laroche (2007). Consumer's apparel sustainability knowledge was measured by six items of a seven-point Likert scale ranging from 1 (strongly

disagree) to 7 (strongly agree), which was adapted from Shen et al. (2012). Attitude toward purchasing sustainable apparel was measured by six items using a seven-point semantic differential scale adapted from De Lenne and Vandenbosch (2017). The scale of the construct of intention to purchase sustainable apparel, adapted from Putrevu and Lord (1994), was measured by three items using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The perceived norm construct was

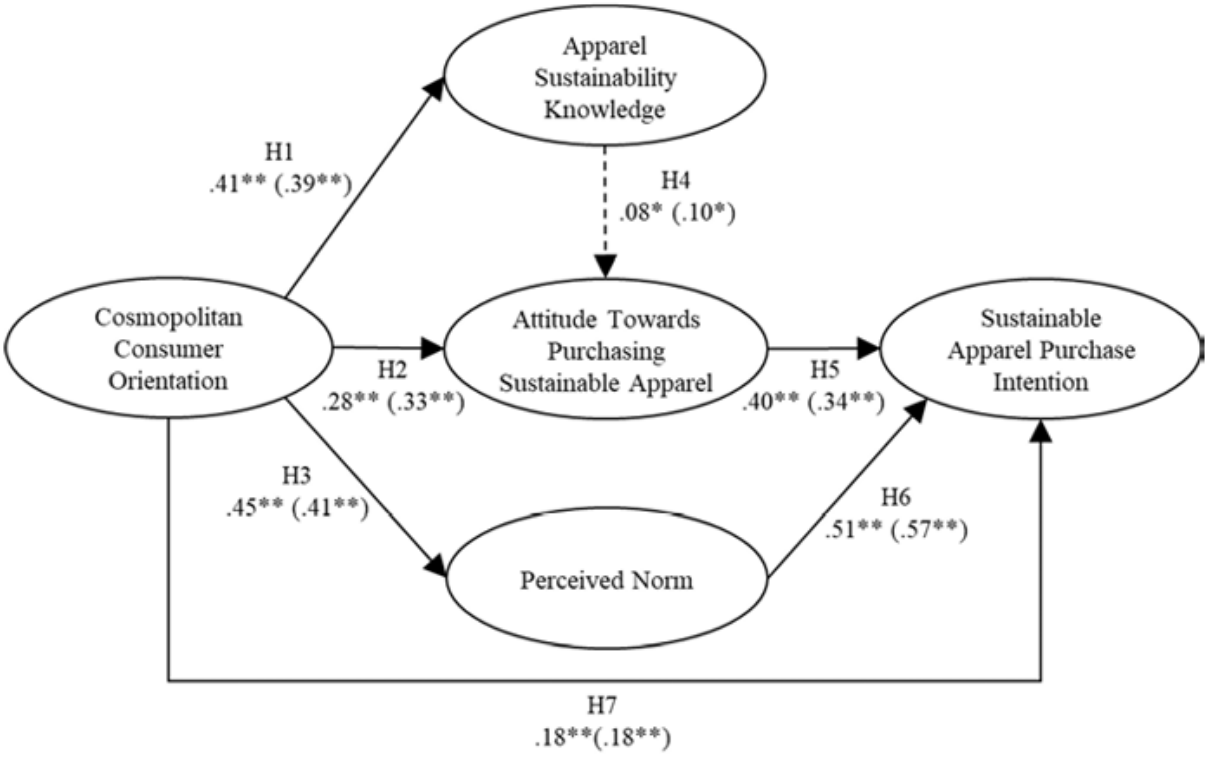

Figure 1. Research model and hypothesis
Notes: The path coefficients in the figure are unstandardized, followed by the standardized coefficients in parentheses. All paths are statistically significant at the 95% level of confidence, except H4. *p < 0.1; **p < 0.001
Source: Figure created by Author

measured by four items using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) and was adapted from Fishbein and Ajzen (2009) and De Lenne and Vandenbosch (2017). Table I shows the scales and scale items included in the survey instrument.

The items for perceived norm, apparel sustainability knowledge, attitude toward purchasing sustainable apparel and sustainable apparel purchase intention were modified to the specific research context. Seven-point Likert scales were selected for the study to give the respondents enough natural points of discrimination (including a neutral mid-point) without complicating the selection with too many response options. Psychometric literature suggests there is a diminishing return after 11-point scale ranges (Nunnally, 1978).

The survey instrument contained an introduction section, a main questionnaire section and an ending. The survey introduction included the definition of sustainable apparel to avoid misunderstandings, ambiguity or confusion. The definition of sustainable apparel read as follows:

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 and 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.

The survey was distributed online using Qualtrics, a reputable web-survey platform. Data were collected from a US sample using Amazon Mechanical Turk, which is a crowdsourcing website usually used by academics to request crowd workers to perform on-demand tasks such as filling surveys.

An US consumer sample makes up an appropriate starting point to study the effect of cosmopolitanism on purchase intention of sustainable apparel because the market is diverse and ample. Additionally, the US economy is advanced (International Monetary Fund, 2022), with consumers who are optimistic about spending and shopping across channels (e.g. online retailers and brick-and-mortar stores) (Charm et al., 2021). Thus, these consumers are potentially in a better position than consumers in developing economies to be economically able to spend in apparel that they are interested in. Also, US consumers shop in a variety of retail channels and retailers, where they can probably find an appropriate selection of sustainable apparel should they be interested in it.

Prior to data collection, Institutional Review Board approval was obtained. Also, the instrument was pretested among a small group of 10 people (including academics, Ph.D. students and the general public) to gather impressions and feedback. A few minor format modifications were performed to improve the clarity and readability of the survey items. Also, the order of appearance of constructs in the survey was slightly altered from the original set up to improve the flow of the survey.

4. Results

A total of 612 US responses were collected using MTurk. From the 612 responses, 469 were retained for the analysis after screening for unengaged responses. One hundred and thirty-seven cases were deleted because subjects (1) failed to pass an attention check question included in the questionnaire or (2) completed the questionnaire in less than 3.5 min. Additionally, six extra cases that showed extreme response patterns were deleted.

4.1 Sample demographic characteristics

The sample is fairly balanced between male (45.6 per cent) and female (53.3 per cent) participants. Thirty-three per cent of the respondents were 18–30 years old, and 42 per cent were 31–50 years old. Fifty-one per cent of the respondents were married. About 69 per cent of the respondents have bachelor's, graduate or professional degrees. Seventy-three per cent of the respondents identified themselves as Caucasian, followed by Asians (9.2 per cent). Sample characteristics are shown in Table II.

Table I. 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	Eight 7-point Likert-scale items anchored by "strongly disagree" (1) and "strongly agree" (7). Adapted from Cleveland and Laroche (2007)
	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	
Consumer's apparel sustainability knowledge	1. I am informed about child labor/sweatshop issues in the fashion apparel manufacturing business	Six 7-point Likert-scale items anchored by "strongly disagree" (1) and "strongly agree" (7). Adapted from Shenetal. (2012)
	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 issues in the apparel manufacturing)	
	5. I understand the environmental impact of apparel products across the supply chain	
	6. I am knowledgeable about brands that sell environmentally friendly products	
Attitude toward purchasing sustainable apparel	1. Buying sustainable apparel is: Bad/good Unpleasant/pleasant Unwise/wise Unnecessary/necessary Uncomfortable/comfortable Difficult/easy	Six 7-point items of semantic differential scale. Adapted from De Lenne and Vandenbosch (2017)
Intention to purchase sustainable apparel	1. It is very likely that I will buy sustainable apparel	Three 7-point Likert-scale items anchored by "strongly disagree" (1) and "strongly agree" (7). Adapted from Putrevu and Lord (1994)
	2. I will purchase sustainable apparel the next time I need apparel	
	3. I will definitely try sustainable apparel	
Perceived norms	1. Most people who are important to me believe I should buy sustainable apparel	Three 7-point items anchored in "strongly disagree" (1) and "strongly agree" (7). Adapted from Fishbein and Ajzen (2009); De Lenne and Vandenbosch (2017)
	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	

Source: Table created by author

Table II. Respondents' characteristics

Characteristic	Frequency	Per cent
Gender		
Male	214	45.6
Female	250	53.3
Gender variant/Non-conforming	1	0.2
Other/Prefer not to answer	4	0.9
Age		
18–30	153	32.6
31–50	198	42.2
51–70	100	21.
71 or older	18	3.8
Marital status		
Married	241	51.4
Divorced	45	9.6
Separated	7	1.5
Never married	159	33.9
Widowed	10	2.1
Other	7	1.5
Highest level of education		
High school or equivalent	90	19.2
Associates degree	46	9.8
Bachelor's degree	215	45.8
Graduate degree	100	21.3
Professional degree	11	2.4
Other	7	1.5
2019 annual household income before tax		
Less than $25,000	55	11.7
$25,000–$49,999	130	27.7
$50,000–$74,999	105	22.4
$75,000–$99,999	84	17.9
$100,000–149,999	62	13.2
$150,000 and over	33	7.0
Racial background		
Caucasian	343	73.1
Hispanic	25	5.3
Asian	43	9.2
African American	24	5.1
Native American	26	5.5
Other/prefer not to answer	8	1.7

Source: Table created by Author

When asked about past purchase experience with sustainable apparel, 46 per cent of the sample were aware of having purchased sustainable apparel in the past 3 years, whereas 23 per cent admitted that they had not purchased sustainable apparel and approximately 31 per cent were

not sure. Of the 216 participants that who aware of having purchased sustainable apparel in the past 3 years, 51 per cent declared that they purchased sustainable apparel because of its sustainable features, whereas 26 per cent purchased it because it was fashionable and 19 per cent bought it because it fit well. The information about past purchase experience is shown in Table III.

4.2 Exploratory factor analysis

Exploratory factor analysis (EFA) was conducted to evaluate the factor structure of the variable indicators in the model. All scales were entered as reported on the questionnaire using principal component analysis extraction method and Varimax rotation method with Kaiser Normalization; 27 Likert-scale items were subjected to EFA. Two items with poor psychometric properties loading on more than one factor were removed after establishing that their removal would not compromise the content validity of the constructs. The retained solution contained 25 items in five factors (as suggested by visual inspection of scree plot), accounting for 73.17 per cent of the total variance. The five factors are (1) apparel sustainability knowledge (five items; Cronbach's alpha = 0.88), (2) attitude toward purchasing sustainable apparel (five items; Cronbach's alpha = 0.90), (3) intention to purchase sustainable apparel (three items; Cronbach's alpha = 0.86), (4) perceived norm (four items; Cronbach's alpha = 0.88) and (5) consumer cosmopolitan orientation (eight items; Cronbach's alpha = 0.95). The sampling adequacy measure Kaiser–Meyer–Olkin of 0.93 and the significant Bartlett's test of sphericity ($p < 0.001$) suggest that the factor model is appropriate. All communalities are above 0.63. The results of the EFA suggest that all 25 items load significantly on the proper theoretical dimensions proposed in the conceptual model and factors are internally reliable. In addition, there is no indication of normality problems in the data as per visual inspection of skewness and kurtosis statistics in variable indicators. Item means ranged between 4.06 and 5.92.

4.3 Structural equation modeling

A two-step structural equation modeling (SEM) approach was conducted using IBM SPSS AMOS 26. First, the measurement model was evaluated using confirmatory factor analysis (CFA) to determine the adequate model fit and establish a satisfactory level of scale reliability and validity for the model variables. Second, the structural model was tested to examine the seven research hypotheses.

4.3.1 The measurement model

Following the two-step SEM method described by Anderson and Gerbing (1988), first CFA was used to test the characteristics of the measurement model in which each item loaded in its respective factor and all the factors were correlated. The CFA suggested that the measurement model exhibited a good fit: $\chi 2/df = 2.35$; root-mean-squared-error-of-approximation (RMSEA) = 0.05; comparative-fit-index (CFI) = 0.96; adjusted-goodness-of-fit-index (AGFI) = 0.88. Table IV depicts indicator variables and their underlying factors. The standardized loadings were all significant and ranged from 0.69 to 0.87.

Table III. Past purchase behavior characteristics

Characteristic	Frequency	Per cent
Purchased sustainable apparel in the last 3 years		
Yes	216	46.1
No	109	23.2
Do not know	144	30.7
Purchased sustainable apparel mainly because it …*		
…was fashionable	57	26.4
…was sustainable	109	50.5
…fit well	40	18.5
Other	10	4.6

Note: **n* = 216 (based on respondents that consciously purchased sustainable apparel)
Source: Table created by author

The average variance extracted (AVE) for all constructs exceeded 0.50, ranging from 0.58 to 0.68, and the construct reliability estimates are uniformly high (between 0.86 and 0.94), providing support for convergent validity. The square root of AVE for each latent factor exceeded the respective inter-construct correlations between the factors (see Table V), providing support for discriminant validity (Hair et al., 2015).

4.3.2 The structural model

After the validity and good fit of the measurement model was established, the structural model was analyzed. A reasonable fit was achieved for the structural model $\chi 2/df = 2.98$; RMSEA = 0.07; CFI = 0.94 and AGFI = 0.85. The results from the evaluation of the structural equation model are shown in Figure 1. With 99 per cent confidence, the hypothesized relationships in H1, H2, H3, H5, H6 and H7 are supported by the structural equation model, except H4. CCO has a positive and significant effect on apparel sustainability knowledge (standardized path coefficient = 0.39, $p < 0.001$), attitude toward purchasing sustainable apparel (standardized path coefficient = 0.33, $p < 0.001$) and perceived norm (standardized path coefficient = 0.41, $p < 0.001$). Therefore, CCO impacts consumers' attitudes toward purchasing sustainable apparel and perceived norm, as well as their apparel sustainability knowledge. Results suggest that the impact of CCO on the perceived norm is stronger than the impact of CCO on apparel sustainability knowledge or attitude toward purchasing sustainable apparel. This implies that when considering sustainability knowledge, attitudes and norms, pressure from what other people do and what is appropriate is affected by CCO the most. Also, attitude, perceived norm and CCO have a positive and significant effect on purchase intention (standardized path coefficient = 0.34, $p < 0.001$; standardized path coefficient = 0.57, $p < 0.001$ and standardized path coefficient = 0.18, $p < 0.001$, respectively). The effect of the perceived norm on purchase intention appears stronger and more influential than the effect of attitude on purchase intention. In addition, the results suggest that the hypothesized effect of apparel sustainability knowledge on attitude is not supported at the 95 per cent level of confidence.

Table IV. Measurement model results

	Standardized loadings	CR	AVE
CCO (α = 0.95)		0.94	0.68
Coming into contact with people of other cultures has greatly benefited me	0.79		
When traveling, I like to immerse myself in the culture of the people I am visiting	0.80		
I find people from other cultures stimulating	0.81		
I like to observe people of other cultures to see what I can learn from them	0.87		
I enjoy exchanging ideas with people from other cultures or countries	0.84		
I enjoy being with people from other countries to learn about their unique views and approaches	0.85		
I like to learn about other ways of life	0.81		
I am interested in learning more about people who live in other countries	0.82		
KNOW (α = 0.88)		0.87	0.58
I know more about a socially responsible apparel business than the average person	0.73		
I am knowledgeable about social equity issues in the apparel business (e.g. working conditions or fair wage of factory workers)	0.69		
I am informed about child labor/sweatshop issues in the apparel manufacturing business	0.69		
I am informed about environmental issues in the apparel manufacturing business. (e.g. eco-fashion, environmental impact of apparel manufacturing)	0.87		
I understand the environmental impact of apparel products across the supply chain	0.80		
ATT (α = 0.90)		0.90	0.63
Buying sustainable apparel is: Unwise/Wise	0.86		
Buying sustainable apparel is: Unpleasant/Pleasant	0.85		
Buying sustainable apparel is: Bad/Good	0.81		
Buying sustainable apparel is: Unnecessary/Necessary	0.73		
Buying sustainable apparel is: Uncomfortable/Comfortable	0.70		
PI (α = 0.86)		0.86	0.67
I will definitely try sustainable apparel	0.80		
I will purchase sustainable apparel the next time I need apparel	0.83		
It is very likely that I will buy sustainable apparel	0.84		
NORM (α = 0.88)		0.86	0.61
Most people I respect and admire buy sustainable apparel	0.77		
Most people who are important to me buy sustainable apparel	0.78		
Most people who are important to me have a positive attitude toward sustainable apparel	0.73		
Most people who are important to me believe I should buy sustainable apparel	0.86		

Notes: KNOW – apparel sustainability knowledge; ATT – attitude toward purchasing sustainable apparel; PI – purchase intention toward sustainable apparel; NORM – perceived norm, CCO – cosmopolitan consumer orientation

Source: Table created by Author

4.3.1 Profiling consumers

To explore consumer profiles and past behavior, a two-step cluster analysis using log-likelihood distance measure and Akaike's Information Criterionwas conducted. Fair fits for two and three cluster solutions were obtained, and the two-cluster solution was retained because it allows better interpretability. Significant differences ($p < 0.001$) were detected between the two clusters for all predictors. The solution is provided in Table VI. Cluster 1 represents the group of consumers who admittedly have not purchased or are not aware of purchasing sustainable apparel in the past 3 years, so they were denominated "Unengaged". Consumers in Cluster 2 were denominated "Engaged" consumers, and they represent the group of consumers that declared to be aware of purchasing sustainable apparel in the past 3 years. In line with expectations, these consumers know more about apparel sustainability, have a stronger CCO, stronger intention to purchase sustainable apparel, show a higher tendency to follow social norms, tend to live more in metropolitan areas and tend to be slightly younger than the consumers in Cluster 1.

5. Discussion and implications

This study explores a structural model that examines the relationships among CCO, apparel sustainability knowledge, attitude toward purchasing sustainable apparel, perceived norm and intention to purchase sustainable apparel among consumers in the US. As expected, the structural results imply that consumers with stronger CCO are more predisposed to purchase sustainable apparel. This notion is also empirically reflected in our cluster analysis results, which shows that the segment of consumers that have purchased sustainable apparel in the past 3 years scores higher in CCO. The main contribution of this study is the identification of the link between two major trends in society and industry, cosmopolitanism and sustainable apparel behavior. Yet, the findings identify and paint a clear picture of how CCO functions as a driver of sustainable apparel consumer behavior. Considering the rapid growth of the cosmopolitan consumer segment, the globalization of the apparel industry, the worldwide acceptance of sustainable lifestyles and simultaneously the dearth in adopting sustainable lifestyles, this study is instrumental in providing theoretical and practical implications.

5.1 Theoretical implications

Guided by identity theory and the TRA and the structural model findings, our study implies that consumers are activating aspects of their cosmopolitan self when making choices regarding sustainable apparel. Consumers with stronger CCO embed in their identities particular aspects that prompt them to show stronger apparel sustainability knowledge, as well as more favorable attitudes toward purchasing sustainable apparel, perceive sustainable apparel as a social norm and show a stronger intention to purchase sustainable apparel. Also, our findings imply that favorable attitudes toward purchasing sustainable apparel and perceived norms influence intentions to purchase sustainable apparel positively. This is a significant pursuit because it allows for a better understanding of consumer behavior toward sustainable apparel in a structural model that identifies a network of impactful connections between model constructs. These impacts allow ultimately for better understanding and prediction of consumers' behavior toward sustainable apparel.

The results reveal that consumer cosmopolitanism influences consumers' attitude toward purchasing sustainable apparel and intentions to purchase sustainable apparel. Thus, implying that cosmopolitan global values of universalism and egalitarianism are likely activating consumers' behavioral beliefs toward purchasing sustainable favorably, as well as their behavioral intentions. These cosmopolitan global values also impact their perceived knowledge about social equity and child labor/sweatshop issues in fashion apparel manufacturing, in addition to their knowledge of environmental issues during manufacturing including environmental impact across the supply chain (i.e. consumers' apparel sustainability knowledge). Interestingly, although CCO has the strength to influence upward apparel sustainability knowledge, this knowledge is not influential enough to impact consumers' attitudes toward purchasing sustainable apparel. Early research claims that consumer knowledge on apparel sustainability is frequently a prerequisite for consumers to engage in sustainable consumption and that a lack of sustainability knowledge is a constraint (Dickson, 2000; Hiller Connell, 2010; Bhaduri and Ha-Brookshire, 2011; Shen et al., 2012; Kozar and Hiller Connell, 2013; Chang and Watchravesringkan, 2018). It is possible that, although our results show that apparel sustainability knowledge in consumers is moderately high and current literature claims that consumers are becoming more aware of sustainability issues in apparel (Park and Lin, 2020), there are supplemental factors affecting consumer attitudes toward purchasing sustainable apparel negatively. For example, some of these factors can be perceived aesthetic risks (Su et al., 2019; Rausch and Kopplin, 2021), greenwashing concerns (Rausch and Kopplin, 2021), lack of appropriate/effective labeling (Byrd and Su, 2020; Dhir et al., 2021) or perceived behavioral control. Our findings highlight the importance of CCO impacting apparel sustainability knowledge; however, it is worth recognizing that apparel sustainability knowledge might not be as relevant as other factors in driving consumer behavior.

Two particularly noteworthy findings are the observed positive impacts of CCO on perceived norm and perceived norm on the intention to purchase sustainable apparel. Perceived norm was the factor most influenced by CCO and the factor that affects the intention to purchase sustainable apparel the most. The finding not only implies that cosmopolitan consumers' purchase intentions toward sustainable apparel are more susceptible to social influences than their attitudes but also that sustainable apparel allows cosmopolitan consumers to considerably fit with social norms and show their affiliation with aspired social groups. This is an important finding because it implies that when cosmopolitans consider purchases of sustainable apparel, they heavily rely on their referents' opinions and behaviors, which is not necessarily the modus operandis of cosmopolitans since they tend to be unlikely to conform to expectations or uniformity when considering other type of purchase decisions (Riefler et al., 2012). The theoretical significance of this finding therefore lies in the unexpected relationship direction and strength between CCO and perceived norm observed in the context of sustainable apparel and the relevant influence on intention to purchase sustainable apparel. This study reveals that it is, therefore, compulsory to consider perceived norm when considering/hypothesizing cosmopolitan sustainable apparel consumption.

Our study results support Lee et al. (2018)'s study, which 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. Our study also supports Khare's (2014) findings that cosmopolitan consumers balance global values and lifestyle with group conformity. Considering that fair trade coffee in South Korea, as well as fashion clothing in India, are aspirational products, our findings contribute evidence to support the confirmation of previous research. However, our findings also extend the understanding because they imply that CCO

activates the notion of what is appropriate and what others do more strongly than it activates knowledge, attitudes and even purchase intention directly. This insight is a powerful theoretical standpoint in the study of CCO and the consumption of sustainable apparel, not only because it identifies the importance of including referents when studying sustainable apparel but also because it establishes normative beliefs' relative importance among other factors and presents evidence that this behavior extends to the consumption of aspirational products.

5.2 Practical implications

To be successful in the complex and constantly changing global marketplace of apparel, managers of multinational corporations as much as managers of local firms need to know how to effectively address consumers to make their products and brands attractive. Our results indicate that consumers with strong CCO have a predisposition to purchase sustainable apparel and that their CCO also influences their apparel sustainability knowledge, their attitudes toward sustainable apparel, as well as their perceived norms, indicating that these factors are important to use in segmentation, marketing/advertising studies and even product design.

Our study findings imply that the availability of apparel sustainability knowledge consumed by the public may not be enough or effective to affect attitudes. Thus, marketing practitioners should enhance cosmopolitan consumers' curiosity and emotional attachment with the brand and should highlight the ways that their sustainable apparel allows them to be more ecologically and socially responsible in line with global cosmopolitan values. Also, since cosmopolitan consumers have a favorable predisposition for foreign products, we anticipate that segments of cosmopolitan consumers make a good target market for the international expansion of firms offering sustainable apparel.

In particular, managers are advised to focus on the influences of CCO on perceived norm and perceived norm on the intention to purchase sustainable apparel. They should pay attention to the followers of a brand who show cosmopolitan orientation, since marketing strategies appealing to global values and good fit with social norms would particularly affect their disposition toward sustainable apparel products. While consumers with strong CCO will be inclined toward sustainable apparel that fits with their global values of universalism, benevolence and egalitarism, it will also be crucial that their referents are also on board with the brand of sustainable apparel. For example, we advice brands of sustainable apparel interested in capturing the promising cosmopolitan consumer segment to act transparently because they would probably be more susceptible to worldly publicized brand transgressions and negative information that their referents criticize/judge. Concurrently favorable opinions, approval and consumption of the brand would improve the likelihood of brand purchases.

While in recent years there seems to be a surge in sustainable apparel options in the US market, our cluster analysis results reveal that there might be a sizable group consumers that has not consciously participated in the sustainable apparel bandwagon. Almost 54 per cent of this study sample reported that they have not consciously purchased sustainable apparel in the past 3 years. Therefore, the study implies that sustainable apparel ownership in the US is moderate. The engaged group of consumers (as per our cluster analysis), who consciously consumed sustainable apparel in the past 3 years, represents less than half of the sample (44.3 per cent). This makes a call for attention to society, including managers of sustainability programs (either in governmental or non-governmental organizations) to focus on engagement of consumers with sustainable apparel products. Consumer-focused programs should continue aiming to convert unengaged consumers

and should also consider targeting cosmopolitan consumers with appropriate strategies aiming at increasing the "engagement" of engaged consumers.

While claims of lack of engagement with sustainable apparel among consumers are not new, this study identifies significant differences between groups of engaged and unengaged consumers. Specially for marketing practitioners, cluster analysis findings provide insights on how to target consumers who have engaged in sustainable apparel purchasing in the past. For example, given their strong CCO, sustainable apparel that communicates their cosmopolitan identity through cultural openness and global responsibility would be appealing to them. Also, since they tend to rely more on their referents' opinions and behaviors, marketing campaigns addressing authentic affiliation and conformity with social (cosmopolitan) norms stressing global benevolent, egalitarian and universal identity are likely to be more engaging. Additionally, according to cluster analysis results, marketers should target metropolitan and younger consumers when designing and creating campaigns. Finally, since they have a more favorable attitude toward sustainable apparel and consider themselves more knowledgeable about apparel sustainability, these consumers have already a predisposition toward sustainable apparel. Therefore, marketers need to make sure that the qualities that make apparel sustainable are communicated, so that the consumers can identify it as sustainable apparel and their sustainable characteristics do not get unnoticed. For example, marketers can use labels on their clothing to communicate important information.

According to Rogers (2004), cosmopolitan consumers are early adopters of innovations and critical for marketplace success. This study found that adopters of sustainable apparel (i.e. consumers in the engaged group) tend to be more cosmopolitans than non-adopters. This finding supports Rogers' (2004) argument about cosmopolitan consumers. Considering that the segment of cosmopolitan consumers is growing (Makrides et al., 2021), practically our findings imply a future much-needed mainstream consumer adhesion to more sustainable lifestyles embeding a positive future outlook for the diffusion of sustainable apparel in society.

6. Limitations and avenues for future research

Our work focused on US consumers as an appropriate starting point to study the phenomena, and the study revealed relevant relationships between the studied constructs. A natural avenue for future research is to replicate the study in other countries and geographies with different cultural orientations and/or different levels of economic development. Cross-national comparisons between countries should provide a rich analysis to validate results and explain differences when predicting sustainable apparel beliefs and purchase behavior in different geographies. It would be interesting to analyze if different levels of economic development and cultural orientations impact the direction of the relationships found in the US. A cross-cultural study would strengthen results to consider or discard the possibility of finding in cosmopolitan consumers a homogeneous global consumer segment with similar attitudes, knowledge, norms and predisposition toward sustainable apparel. These perspectives would definitely enrich and extend theoretical and practical implications; for example, they will suggest a new global paradigm and the possibility of global strategies applicable at larger scales by apparel firms.

A very current topic in academic literature and of great interest for managers is the influence of social media on consumers. Based on our study results, CCO influences sustainable apparel knowledge and perceived norm positively. Since cosmopolitans tend to be innovative and prone to the use of technology, plus they have a global orientation and they tend to be young, it seems natural that they would be interested in social media. A future research study may investigate

how cosmopolitans obtain sustainable apparel knowledge, and if their social media act as relevant referent to guide their sustainable apparel consumption. Such a study would contribute to theory and practice, since it would reveal channels of communication between cosmopolitan consumers and media and also provide insights to managers about effective/ineffective channels to reach cosmopolitans.

Finally, this study partially addressed the attitude–intention gap through the integration of perceived norm in the conceptual model and utilized cluster analysis to investigate actual consumer ownership of sustainable apparel addressing the intention–behavior gap. However, based on the unexpected unsignificant relationship between sustainability apparel knowledge and attitude (which implies that there might be other factors affecting the attitude toward purchasing sustainable apparel), we suggest that an avenue for future research lies in the examination of additional factors such as perceived aesthetic risks, greenwashing concerns, lack of appropriate/effective labeling or perceived behavioral control. Shifting the focus from knowledge to other factors counteracting the positive formation of attitudes might explain more of the variance in purchase behaviors among consumers. This in turn will portray a clearer picture of the phenomenon and enable managers to act proactively on design, reputation, marketing, labeling or even pricing distractors. In regards to the intention–actual behavior gap, literature discusses observation studies and constructs addressing actual behavior. A study using actual behavior as a result variable would help address the interest in examining actual behavior, thus, allowing for an alternative way to analyze the phenomenon and diminishing the intention–actual behavior gap.

Table V. Variable means, composite reliability, AVE and factor correlation matrix

	Mean	CR	AVE	PI	CCO	KNOW	ATT	NORM
PI	5.15	0.86	0.67	0.82				
CCO	5.60	0.94	0.68	0.52	0.82			
KNOW	4.56	0.87	0.58	0.63	0.37	0.76		
ATT	5.68	0.90	0.63	0.52	0.36	0.21	0.80	
NORM	4.40	0.86	0.61	0.71	0.40	0.66	0.23	0.78

Notes: Diagonal matrix values correspond to the square root of the AVE of each corresponding factor. KNOW – apparel sustainability knowledge; ATT – attitude toward purchasing sustainable apparel; PI – purchase intention toward sustainable apparel; NORM – perceived norm

Source: Table created by Author

Table VI. Cluster analysis results

	Unengaged consumers n = 243 (55.7%)	Engaged consumers n = 193 (44.3%)
Predictors		
Past purchase behavior	No, do not know	Yes
CCO	Low (M = 5.32)	High (M = 5.98)
NORM	Low (M = 5.32)	High (M = 5.12)
PI	Low (M = 4.71)	High (M = 5.78)
KNOW	Low (M = 4.12)	High (M = 5.16)
ATT	Low (M = 5.51)	High (M = 5.95)
Age	31 – 40*	25 – 30**
Metropolitan area residency(MAR)	62% of group	84.3% of group

Notes: KNOW – apparel sustainability knowledge; ATT – attitude toward purchasing sustainable apparel; PI – purchase intention toward sustainable apparel; NORM – perceived norm. Cases with missing information (i.e. place of residence) were not considered in the cluster analysis. Categorical denominations of low and high were assigned to group predictors based on sample mean scores. Cluster mean scores higher than sample means were categorized as "High," and cluster mean scores lower than the sample means were categorized as "Low." Past purchase behavior is the most important predictor of clusters, followed by NORM, PI, KNOW, CCO, MAR, ATT and age

*The age category 31 – 40 was the most frequently appearing category in the group (21.8%)

**The age category 25 – 30 was the most frequently appearing category in the group (28.5%). Kruskal – Wallis H tests showed that clusters differ statistically in CCO ($\chi2(1) = 40.71$, $p < 0.001$), KNOW ($\chi2(1) = 90.14$, $p < 0.001$), ATT ($\chi2(1) = 12.90$, $p < 0.001$), PI ($\chi2(1) = 103.45$, $p < 0.001$), NORM ($\chi2(1) = 117.98$, $p < 0.001$), Age ($\chi2\ (1) = 16.17$, $p < 0.001$) and MAR ($\chi2(1) = 19.15$, $p < 0.001$)

Source: Table created by Author

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