

Comparing consumer intention to purchase ethical fashion cross-culturally

Andrea Pérez

University of Cantabria

Jesús Collado Agudo

University of Cantabria

Ting Chi LIU

University of Macau, Faculty of Business Administration

Cite as:

Pérez Andrea, Collado Agudo Jesús, LIU Ting Chi (2023), Comparing consumer intention to purchase ethical fashion cross-culturally. *Proceedings of the European Marketing Academy*, 52nd, (112860)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Comparing consumer intention to purchase ethical fashion cross-culturally

Abstract

We base on the theory of planned behaviour (TPB), construal-level theory (CLT) and social identity theory (SIT) to hypothesize that significant differences may exist in the way that consumer intention to purchase ethical fashion is crafted based on whether the person lives in a fashion producing or consuming country. We use data collected from 245 and 450 consumers in China and Spain. Consumers in China perceive greater pressure to purchase ethical fashion and behavioural control than consumers in Spain. Nonetheless, the TPB model is only accepted fully for the Spanish sample. In China, perceived behavioural control does not have a major influence on the intention to purchase. Subjective norm is the most powerful determinant of intention to purchase, although the strength of its effects is significantly higher in China.

Subject Areas: *Attitude, Consumer Behaviour, Cross-cultural and International Marketing, Decision-Making*

Track: Social Responsibility & Ethics