

NEARSHORING AS A RELATIONAL INVESTMENT:
INTERVENING EFFECT OF SUSTAINABILITY-BASED MOTIVES
AND COSMOPOLITANISM

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Abstract

Existing literature extensively focuses on firm-side drivers of supply chain decision, however, is limited in understanding how consumers evaluate motives behind manufacturing location decisions. The present study concentrates on the consumer-centric effects of sustainability-based motives (economic vs. environmental sustainability) of nearshoring through an experimental study which was aimed to understand the mediator role of gratitude between sustainability-based nearshoring motives and willingness to reciprocate relying upon the social exchange theory. Cosmopolitanism has also a moderator role on the relationship between sustainability-based nearshoring motives and gratitude. The findings reveal that the environmental sustainability-based nearshoring motive elicits greater gratitude and willingness to reciprocate than economic sustainability-based motives. Further, cosmopolitanism enhances the gratitude more for environmental sustainability-based nearshoring motive.

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