

IT'S NOT ENOUGH TO GET CLOSE TO HOME! INTERVENING EFFECTS OF
SUSTAINABILITY-BASED MOTIVES AND CORPORATE HYPOCRISY IN A
NEARSHORING DECISION

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Abstract

This study concentrates on the consumer-centric effects of sustainability-based motives of nearshoring as a manufacturing location decision and its intersection with corporate hypocrisy through two experiments. While the former study examines the mediator role of gratitude between nearshoring motives and willingness to reciprocate relying upon the social exchange theory, the latter investigates how perceived corporate hypocrisy reverses the relational mechanism based upon the construal level theory. The findings reveal that the environmental (vs. socio-economic) sustainability-based nearshoring motive elicits greater gratitude and willingness to reciprocate. Further, perceived corporate hypocrisy in the nearshored country (vs. formerly offshored country) decreases the gratitude more for environmental sustainability-based nearshoring motives, hence willingness to reciprocate diminishes.

Keywords: *Relocation strategy; sustainability; corporate hypocrisy*