

Exploring the impact of ethnocentrism and cosmopolitanism on quality of life: a study of collaborative consumption intentions

Agnieszka Małecka

University of Economics in Katowice

Maciej Mitreęa

University of Economics in Katowice

Gregor Pfajfar

University of Ljubljana, School of Economics and Business

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Abstract

This study aims to assess how consumer ethnocentrism and cosmopolitanism, along with anti-consumption sentiments, influence CC intention through quality of life. Through a structural equation model analysis of 1000 survey participants with prior CC experience we test the conceptual model that gives an adequate fit. The results show positive direct relationship between consumer ethnocentrism, cosmopolitanism, anti-consumption with quality of life, as well as positive direct relationship of quality of life, market shaping and moral obligation with CC intention. This study contributes to global consumer culture theory by showing that ethnocentrism and cosmopolitanism are not opposite sides of the coin.

Subject Areas: *Attitude; Consumer Behavior*