

## Examining the Relationship between Global Citizenship and Ethical Consumerism: The Moderating Role of Cultural Awareness

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**Abstract:** *The two growing concepts within the domain of international marketing are global citizenship and ethical consumerism. The present study probes into how the concerns of global citizenship, environment, social, cultural, and others affect ethical consumerism, with cultural awareness as a moderating factor. Guided by “Cultural Intelligence Theory”, this study contributes to an all-rounded understanding of ethical consumer behaviour. The research approach is explanatory in nature. For this, a sample of 388 male and female consumers aged 20 to 60, purchasing domestic and imported FMCG products in Karachi, Pakistan, has been considered for the study. The data is analyzed using the technique of Structural Equation Modeling through SMART PLS 4.0 software. The results provide insights into the dynamics of how cultural intelligence and global citizenship influence the ethical consumption pattern.*

**Key Words:** Ethical Consumerism, Cultural Intelligence, Environmental Concern, Role of Social Responsibility, Cultural Awareness

### Introduction

In the contemporary, increased, unified global market, consumer behaviour is shifting the interchange between global citizenship and ethical consumerism. Global citizenship is a part of the concept of a global community under which individuals resonate with international values that go beyond the national borders to encourage a solution to global issues (Reysen & Katzarska-Miller, 2020). Ethical consumerism alternatively constitutes making purchase decisions to reflect the ethical impression of the products and services, such as environmental sustainability, social justice and fair trade (Sharma & Bansal, 2021). As the world is interconnected through various diversified cultural values hence, cultural awareness influences consumer behaviour, which is progressively notable (Miller & Reily, 2009). Global citizenship recognizes the link between the broader global community and taking responsibility for global issues. In comparison, ethical consumerism shows the ethical purchasing of goods and services (Beck, 2006).

The core objective of this research paper is to investigate the relationship between ethical consumerism and global citizenship with the specific impact of cultural awareness on this particular relation. Cultural awareness is defined as the knowledge of diverse cultures, assimilation, and alterations that impact consumer attitudes globally (Ang et al., 2021).

Recently, the concept of global citizenship has gained prominence due to extended traditional boundaries and the intermingling of social values (Sachs, 2015). Global citizenship awareness on global issues develops empathy toward different cultures and a pledge to make ethical choices that benefit the global community. The concept of global responsibility interprets ethical consumerism as individuals

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purchasing products that are in line with their ethical values. Consumers identified as global citizens are likely to adopt social welfare, animal welfare, green environment, and sustainability in their purchase decisions as they view their consumption choices as a means of promoting positive social and environmental outcomes (Ethical Consumerism, [2023](#)).

To expand the concepts of environmental concerns, social responsibility and cultural intelligence, the cultural intelligence theory is used to endorse ethical consumption globally.

### **Cultural Intelligence Theory**

Cultural Intelligence (CQ) prominently refers to an individual's capability to work efficiently in different cultural settings. Christopher Earley and Soon Ang first presented this idea in their important book "*Cultural Intelligence: Individual Interactions Across Cultures*" (2003). Cultural intelligence (CQ) comprises different skill sets that can easily be comprehended by a common person. Through the understanding of cultural intelligence, individuals can easily understand, process and interpret different cultural norms and contexts (Early & Ang, [2003](#)). when exploring cultural intelligence, we found four key factors which are indispensable to elaborate the concept of cultural intelligence (CQ) explained by (Ang et al., [2007](#)).

**Cognitive Cultural Intelligence:** Cognitive (CQ) narrate the understanding of customs, values, and traditions practised in different cultures gained from the surroundings.

**Metacognitive Cultural Intelligence:** Metacognitive cultural intelligence narrates the capability to comprehend distinct cultural settings. The metacognitive intelligence explains organizing, overseeing and adjusting the diverse cultural standards.

**Motivational Cultural Intelligence:** The ability to focus and learn from diverse cultures through people interactions, receiving motivational speeches and famous stories in different cultural settings

**Behavioral Cultural Intelligence:** Behavioral CQ refers to the representation of various verbal and non-verbal actions which an individual learns after interacting with different people.

Global citizenship and consumer actions are interrelated to each other and dependent upon the consumer's level of cultural awareness. According to Ang et al. ([2007](#)), cultural awareness determines cultural intelligence and mentions the ability to understand diversified cultural settings and behave accordingly. Individuals with high cultural awareness demonstrate a high tendency to change their behaviour according to the respective cultural settings and mould their behaviour toward ethical consumption. Cultural awareness enhances the consumer's purchasing abilities to make such purchase decisions, which reflect ethical purchasing behavior.

Li et al. ([2024](#)) argued that, besides various previous explanations about the relationship between ethical consumerism and global citizenship, some subsequent factors are still less explored. Pranto & Arli (2020) also extend this argument as although global citizenship is known to foster consumer behaviour, the complete mechanism of how the relationship between global citizenship and ethical consumerism is not fully understood, and the role of cultural awareness in elaborating this relationship still needs to be investigated.

### **Problem Statement**

Despite the growing interest in consumer's ethical purchase decisions, the understanding of the influencing factor is yet to investigate. The mechanism through which global citizenship is established and influences on consumers' purchase decisions which are ethically concerned. Furthermore, the role of cultural awareness (as a constituent of cultural awareness) in validating the relationship between global citizenship and ethical consumption decisions also needs to be investigated.

### **Research Gaps**

- ▶ Though global citizenship is considered the key factor in forecasting ethical consumer behaviour, cultural intelligence (cultural awareness) has a moderating effect on the specific relationship is not fully explored. There is a need to comprehend the intensity and direction of cultural awareness to find the importance of this relationship.



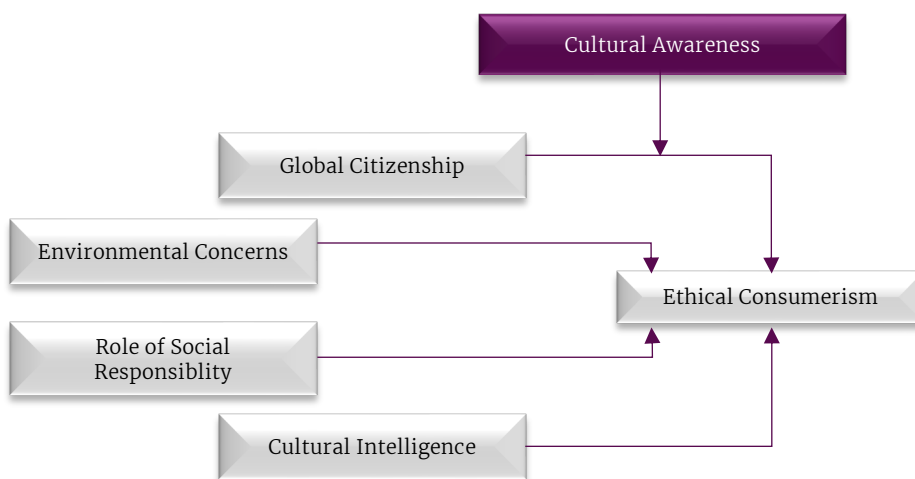
- ▶ Contemporary researchers have investigated the concept of ethical consumerism and global citizenship in isolation. Integration of cultural intelligence theory, specifically, prediction of the direction of awareness, would provide a more relevant understanding of how global citizenship would affect ethical consumption choices.
- ▶ Furthermore, ethical consumerism and global citizenship were previously explored in particular geographical settings. These concepts need to be investigated universally in different cultural settings.
- ▶ As ethical consumerism is a constantly changing concept developed by global and local concerns. That is why the relationship needs to be revised and investigated to address the global changes and other environmental issues in a more focused form by taking other influencing factors on board to find more applicable findings.
- ▶ Recently, there has been a need for an empirical study that evaluates the relationship quantitatively. Various qualitative studies have been conducted to find antecedents of the concepts. Whereas there is a need for rigorous empirical research to support and expand on theoretical assertion.

Addressing these research gaps would increase the understanding of how global citizenship ethical consumerism, and cultural awareness affect the relationship.

### Theoretical Framework

The research utilizes the concept of cultural intelligence (CQ) to examine how cultural awareness influences the link between global citizenship and ethical consumer behaviour. Cultural intelligence comprises four dimensions: cognitive, metacognitive, motivational, and behavioral (Earley & Ang, 2020). Cognitive CQ entails knowledge about cultural norms and practices; metacognitive CQ pertains to understanding and managing one's cultural knowledge; motivational CQ relates to the willingness to adapt to cultural differences; and behavioural CQ involves the ability to demonstrate appropriate behaviour in diverse cultural settings. By integrating “*cultural intelligence theory*” with the ideas of global citizenship and ethical consumerism, this study aims to offer a comprehensive understanding of how cultural awareness can augment the positive effects of global citizenship on ethical consumer behaviour. The results are anticipated to provide valuable insights for policymakers, educators, and businesses looking to promote ethical consumption practices in a culturally diverse global marketplace.

### Conceptual Framework



### Hypotheses

- H1:** Global citizenship positively influences ethical consumerism.
- H2:** Environmental concern positively influences ethical consumerism.
- H3:** Social responsibility positively influences ethical consumerism.
- H4:** Cultural intelligence positively influences ethical consumerism.
- H5:** Cultural awareness moderates the relationship between global citizenship and ethical consumerism, strengthening this relationship.

## Literature Review

### Global Citizenship and Ethical Consumerism

The world has become interdependent, and the perception of global citizenship has become more bulging, presenting individuals' responsibilities toward international controversy that go beyond their immediate national contexts (Nussbaum, 2020). In ethical consumerism, however, consumers take into account the ethical ramifications of their buying behaviour decisions, which is closely in line with the values of global citizenship (Carrington, Neville & Whitwell, 2014).

Global citizenship signifies recognizing belonging to a broader community beyond national boundaries. It calls for an understanding of global affairs such as environmental sustainability, human rights, and social justice; in addition, we are dedicated to making a positive impact in these areas (Davies, 2006). Ethical consumerism, alternatively, involves making purchasing decisions that imitate ethical considerations, such as fair trade, environmental sustainability, and corporate social responsibility (Harrison et al., 2005).

Global citizenship fosters a mindset that extends to the area of ethical consumerism in very expected ways. A person identifying themselves as a global citizen will be more likely to consider the bigger implications of their actions, including personal consumption patterns. This mindset moves people to stand by those products and companies adopting ethical values like fair labour practices, environmental sustainability, and community development. It is ethical consumption that will provide a global citizen with opportunities for everyday activism in realizing such ideals. For example, if consumers seek out products carrying the fair trade seal, then that ensures fair wages and safe working conditions for the workers of developing nations. This directly influences purchasing behaviour and forms standards of labour globally, thereby working for social justice.

The next major element with which global citizenship is aligned and into which it flows is environmental sustainability. As global citizens understand the interrelationship of ecosystems, they also become aware of the fact that environmental degradation anywhere in the world has far-reaching repercussions (Tiwari and Sunny, 2024). This, in turn, influences consumer behaviour in buying more of those products that are constituted from or produced through more environmentally friendly means, such as recycled materials and production processes that are more sustainable. Ethical consumerism becomes, therefore, a way to reduce harm to the environment and achieve sustainability (Halder et al., 2020).

Global citizens also enhance accountability and transparency of corporate activities (Gupta et al., 2020). Ethical consumerism allows them to reward companies for disclosures on supply chains and corporate activities (Islam & Van Staden, 2022). Any businesses conducted in consideration of ethical standards, such as sustainable materials and humane working conditions, will easily receive the trust and support of global citizens (Adams & Jeanrenaud, 2008). The definite link between consumer trust and corporate ethics underlines how global citizenship impacts market dynamics (Andersen & Johansen, 2021).

Ethical products are hard to reach and costly, which makes them more expensive; hence, only a few people can access them (Krishna, 2021). If something is so fundamentally wrong with a system—like poverty or environmental degradation—there is little the individual consumer can ultimately do to affect it. Ethical consumerism can bring about positive change, but it will remain limited without broader systemic reforms of institutions and policy changes at various levels of government (Micheletti, 2003).

The relationship between ethical consumerism and global citizenship is both important and complex. Global citizenship provides the nurturing ground for an ethical mindset that pushes consumers to consider broader issues in purchasing decisions (Dower & Williams, 2002). Ethical consumerism, global citizens have the opportunity to make a stand on human rights, sustainable environmental development, and corporate accountability. On the other hand, some difficulties concerning accessibility and the need for systemic change must be addressed if the impact of ethical consumerism is to be maximized. Ultimately, if consumers can integrate citizens' values of global citizenship into their consumption behaviour, it might contribute to positive change globally. It is hence hypothesized that

**H1:** Global citizenship positively influences ethical consumerism



### Environmental Concerns and Ethical Consumerism

The concepts of environmental concern and ethical consumerism are closely related and thus represent growing sensitivity and responsibility toward the planet (Chatzopoulou & de Kiewiet, 2021). In light of growing concern for the environment in terms of climate change, pollution, and depletion of resources, the importance of ethical consumerism grows (Zhang et al., 2022). To that effect, Gifford and Nilsson (2014) stated that environmental concern means people are actually concerned about environmental degradation and are willing to do what it takes to minimize its impact. These vary from acts to save the environment, such as recycling and saving energy, to movements that view the protection of the environment as a part of some wider campaign for environmental policy change (Saunders, 2013). On the other hand, (Koos, 2021) argues ethical consumerism refers to making purchasing decisions based on ethical values, like respect for environmental sustainability, fair trade, and social justice. Consumers who are ethical try to reduce the harm caused to the environment and to society within the sphere of their consumption (Prothero et al., 2011).

Environmental concern significantly influences ethical consumerism. Individuals with high environmental awareness are more likely to take into consideration the environmental consequences of their purchases (Yue, Sheng, She & Xu, 2020). This awareness drives such individuals to choose products that have less negative impact on the environment, including products made from recycled materials, organic products, and products with minimal packaging, among others (Connolly & Prothero, 2003). A key part of this relationship is the tendency to favour products that are designed for sustainability. Further, Baah et al. (2021) stated firms with visible sustainable practices, such as carbon reduction, renewable energy, and waste reduction strategies, would be endorsed by environmentally sensitive consumers. This endorsement would help the companies not only to continue their sustainable practice but also to improve them and, at the same time, create competition for other companies to follow ethical and eco-friendly practices. Environmental concerns influence CSR perceptions and, accordingly, green marketing. A company leaning more toward environmental sustainability in their CSR respective projects is more likely to attract environmentally conscious consumers than others (Mohr et al., 2001). Green marketing, promoting products based on their environmental benefits, directly addresses those with high environmental concerns. However, it is also a case that the validity and transparency of the green claims determine the real power of green marketing (Andiç et al., 2012). Greenwashing, which refers to the act of firms overstating or making false claims of environmental benefit, has been shown to have the capacity to wear down consumer trust and generally the power of ethical consumerism (Chen & Chang, 2013). As such, green consumers are usually on the lookout for credible and verifiable information concerning the environmental impact of products and companies. Despite the positive association between environmental concern and ethical consumerism. Barbarossa and Pelsmacker (2016) explained some factors might limit the strength of this relationship. One important barrier is access to and affordability of green products. Green products are often more expensive than non-ethical products, which thus makes them inaccessible to people in general, as suggested by (Young et al., 2010). Another factor that hinders green consumerism is information and awareness. Even the most environmentally sensitive consumers find it hard to get the right information about the green performance of products (Tseng & Hung, 2013). A lack of transparency hinders the ability to make the right ethical decisions.

The relationship between environmental concern and ethical consumerism is strong and dynamic. Rising environmental concerns will persuade consumers to behave in a more ethical and sustainable purchasing way, thus rewarding those organizations that adopt environmentally friendly practices. However, this relationship may be constrained by limitations involving cost, accessibility, and transparency of information. Education and policy interventions can close these gaps for a more ethical and sustainable consumer culture. Finally, the strong association that consumers can form between environmental concern and ethical consumerism has a crucial role in solving global environmental problems. Hence, it can be argued that:

**H2:** Ethical concerns are positively related to Ethical consumerism

### Corporate Social Responsibility and Ethical Consumerism

In social responsibility, there is inherent leverage for ethical consumer behaviour. As the impact increases gradually, the consumers become more considerate of the social and environmental effects of their buying

behaviour, and so does their curiosity about companies' social responsibility practices (White et al., 2019). This paper analyses social responsibility's impact on ethical consumer behaviour based on corporate social actions and the endeavour to raise consumer consciousness contributing to ethical purchasing behaviour. Social responsibility is the ethical standard that advocates for individual and organizational action towards benefiting society. For business, the concept mainly leads to the CSP, involving attempts to improve social welfare, protect the environment, and act responsibly (Acharyya & Agarwala, 2022). Ethical consumerism involves purchasing goods that are informed by ethical factors like social justice, insolvable trade, and environmental sustainability. Ethical consumers seek to support companies that practice what they believe in and to avoid such behaviour is unethical (Harrison et al., 2005). Most considerations of its social responsibility significantly affect ethical consumerism. As consumers grow more mindful of the social and ecological consequences of their purchasing decisions, they apply more pressure on companies to exhibit socially responsible behaviour. This paper examines the role of social responsibility in the creation of ethical consumerism, how corporate social responsibility (CSR) initiatives and consumer awareness guide ethical purchase behaviours, and identifies driving factors behind the consumer movement towards purchasing ethically. Social responsibility is an ethical framework that suggests that an entity, be it an individual or an organization, acts with the society at large in mind.

For companies, this denotes, in most cases, CSR, which unites efforts towards increasing social well-being, conserving the environment, and managing operations with integrity (Žižek et al., 2021). Ethical consumerism takes social justice, environmental goodwill, and fair trade considerations in the process of purchasing products. Ethical consumers seek to support companies, that adopt an ethical attitude regarding the production and process, and avoid those with unethical practices.

This is, furthermore, driven not only by a need to support good causes but also by connecting better product quality and corporate integrity to CSR (Becker-Olsen et al., 2006). Ethical consumers also often act with consideration of the social consequence of using their dime as it were—supporting products that are manufactured under fair labor conditions, promote general community development, and cause minimal environmental harm. This would be in application to a general sense toward a greater sense of social responsibility as well as the desire for one's consumption to speak back to the rest of society within the context of a terribly positive social good (Auger et al., 2003). However, for all this positive effect that social responsibility enjoys on ethical consumerism, there are a couple of challenges and criticisms including greenwashing. Generally, products are made to attain the standards of high criteria of social responsibility and are highly priced, making them not within the reach of the general public. Even consumers highly dedicated to social responsibility like to indulge in ethical consumerism but often find this a barrier due to other constraints.

**H3:** Social Responsibility positively impacts ethical consumerism

### **Cultural Intelligence and Ethical Consumerism**

Cultural intelligence is defined as the skill one possesses for effective functioning within culturally diverse milieus. Ethical consumerism has to do with making a purchase based on concerns such as fair trade, environmental sustainability, and social justice (Bertolam & Colombi, 2024). Resulting, the more ethical the consumer behaviour of an individual is, the more their CQ will be. Cultural intelligence is the ability to function effectively across cultures, relating to four key components: metacognitive, cognitive, motivational, and behavioral CQ. These elements empower them to learn, interpret, and adapt their behaviour in various cultural settings and enhance their performance to act and make decisions across borders. Ethical consumerism means consumers choose which product to buy, and their choice will take into account ethical values like just labor, environmental sustainability, and social justice, among other ethical issues. Ethical customers appreciate products and companies that have such values and subsequently try to minimize harmful effects on society and the environment. Cultural intelligence may impact ethical consumption in various ways. Firstly, high CQ individuals are more likely to acknowledge and be sensitive to the cultural and ethical implications of their consumption choices. This awareness, through their understanding and respect of different cultural perspectives, may end up contributing to a deeper understanding of major global issues such as labour abuse and environmental destruction (Ang & Van Dyne, 2008). People with high CQ are usually kind to people with differing cultural backgrounds. This



compassion can go a long way in increasing ethical consumerism, as they will consider the impacts that purchasing decisions have on workers and communities across the globe. For example, they are more likely to buy products with the fair-trade label, especially those originating from developing nations, which guarantee the producers a good price and safe working conditions.

Also, the motivational aspect of CQ, that describes enthusiasm and interest in learning other cultures and engagement with them it may provoke that people start looking for ethical products. They, therefore, would have to be willing to take their time to study the ethical business practices of corporations and familiarize themselves with the cultural contexts in which the products they purchase are made.

Moreover, cultural intelligence, in itself, cannot put a change into consumer consumption practices and their liking habits, where issues like price points and convenient factors are preferred over ethical issues. Another challenge is the complexity of international supply chain processes, along with that of a well-informed consumer who is also culturally intelligent; one may still face difficulties in establishing product and company ethicality. Un-transparency may actually bar them from making well-informed decisions (Newholm & Shaw, 2007).

Moreover, the promotion of stricter regulations and standards for ethical business practices can make companies adhere to truly ethical standards, making it easier to make responsible decisions. "Raising awareness, empathy, and global understanding has a considerable role in ethical consumerism through cultural intelligence. People with a high CQ are more likely to be conscious of the ethical impact of their purchasing decisions and be more likely to be company-loyal to companies whose values they share. However, unless these barriers, such as the affordability of ethical products and the obscured globe-spanning supply chains, are addressed, then only the impact of cultural intelligence on ethical consumerism could be realized. Cultural intelligence has to be promoted, and education has to be advocated to raise responsible consumers. After all, a strong association between cultural intelligence and ethical consumerism must be established to truly make a difference in solving global ethical and environmental problems. It could thus be understood that.

**H4:** Cultural intelligence positively influences on Ethical Consumerism

#### **Cultural Awareness Mediates the Relationship between Global Citizenship and Ethical Consumerism**

The concepts of global citizenship and ethical consumerism have gained prominent attention globally. By global citizenship, we induce the concepts of one's responsibility to make ethical standards for one's purchase behaviours and become the vocal advocates of environmental sustainability, social justice, and human rights. Alternatively, ethical consumerism refers to making purchase decisions by keeping ethical considerations in mind, such as social welfare, fair trade, etc. Cultural awareness, in this regard, plays a crucial role as it allows individuals to comprehend different cultural values, thereby strengthening the concept of global citizenship and ethical consumerism. Schattle (2008) explained that global issues are the key aspect of global citizenship.

Ogiemwonyi and Jan (2023) describe the changes in consumer behaviour that align with ethical values, such as supporting labor practices, minimizing environmental impact, and supporting social justice. Companies adopting such practices are considered to be following ethical consumerism. In addition, appreciating cultural dissimilarities and homogeneity, respecting different cultures, customs, norms, and beliefs and Behaving according to cultural values is known as cultural awareness (Lin, 2020).

Allen (2020) elaborates on cultural awareness as a stimulating factor for an individual to adopt a different culture. That is why people who consider themselves global citizens are more likely to practice ethical standards for their purchase behaviours. Individuals who have an internal desire to contribute to environmental sustainability and fair social norms are in line with the principle of ethical consumerism. On the other hand, recognition of diverse cultural values can improve an individual's capacity to make well-informed and accountable decisions that fulfil the internal desire to follow their global citizenship. Hence, individuals make more ethical decisions when purchasing and other considerations are considered. For instance, practices related to fair labor and environmental sustainability can differ significantly among various cultural contexts. Shar (2024) explained the difficulties an individual could face while representing ethical behaviour and considered cultural awareness to be a beneficial indicator of adapting and interacting

with new cultures. Cultural awareness promotes well-informed decisions by an individual. Thomas and Inkson (2004) elaborate on this as a responsible and productive effort to promote sustainability.

By increasing awareness, empathy, and informed decision-making, cultural understanding allows global citizens to make responsible purchasing decisions that demonstrate their support for social justice and environmental sustainability. However, challenges such as the complexity of global supply chains and cultural biases need to be addressed in order to maximize the impact of cultural understanding on ethical consumerism. Education and advocacy are crucial in promoting cultural awareness and creating a more ethical and globally conscious consumer culture. Hence, it is comprehended that.

**H5:** Cultural Awareness mediates the relationship between global citizenship and ethical consumerism

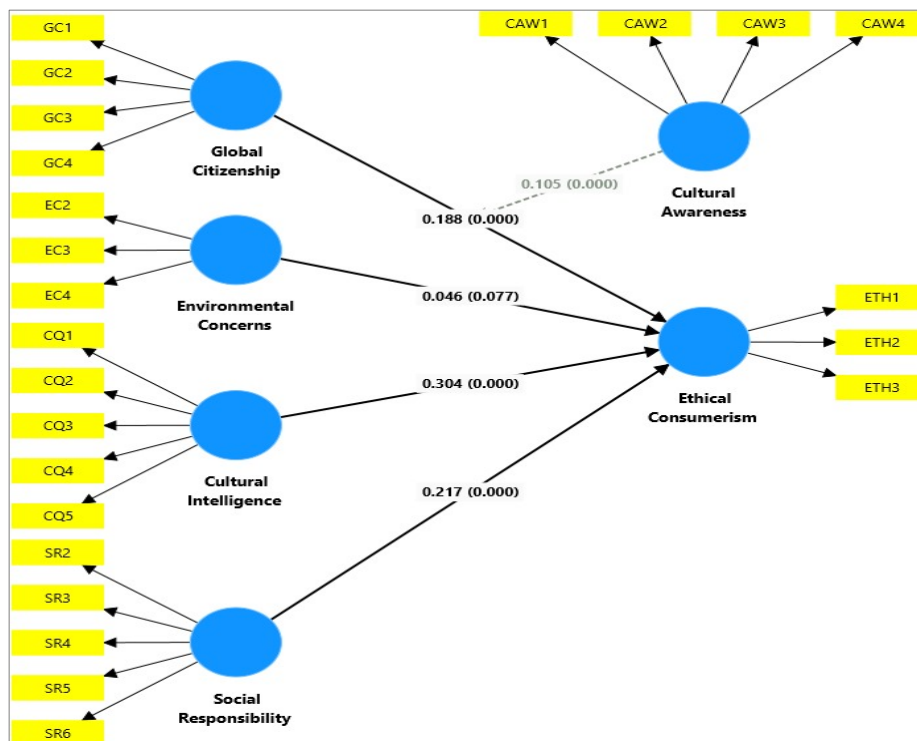
### Methodology

The research paper is based on the philosophy of positivism and follows the explanatory research design. The research approach we have followed is the deductive approach. We used deduction as the core concepts were filtered and derived from the general theory. This research follows the quantitative approach, which is why the mono method for data analysis is used. The sample size we took is 388. Consumers who used to shop for international and domestic products were targeted to gather data. For analysis purposes, SMART PLS 4.0 is used, and SEM is implied to check the interaction.

### Results

**Figure 1**

Structural Model

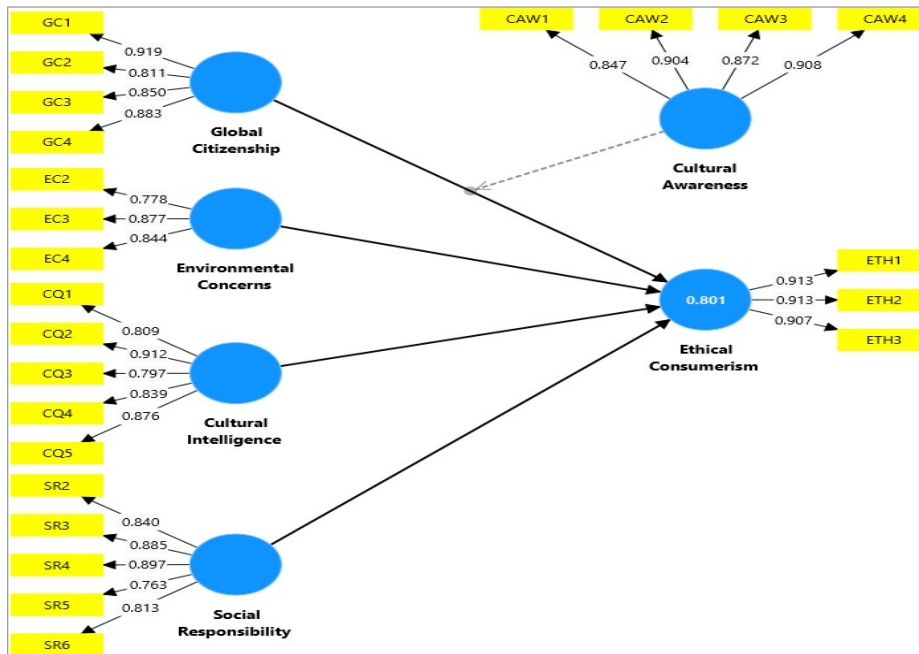


The SMART PLS structural model depicts the interaction among independent and dependent variables. The path coefficient between global citizenship and ethical consumerism is 0.143, indicating a medium relationship. The relationship between environmental concern and ethical consumerism 0.046 suggesting a positive impact of environmental concerns and ethical consumerism. Similarly, the path coefficient from cultural intelligence and ethical consumerism is 0.304, representing a strong relationship between variables. The relation between social responsibility and ethical consumerism is 0.217, representing the positive relationship between variables.





**Figure 2**  
Structural Model



The relationship between global citizenship, environmental concern, cultural intelligence, social responsibility, and ethical consumerism is depicted in the measurement model. The path coefficient arrows show the significance and strength of these variables. Overall, the measurement model suggests global citizenship, environmental concerns, cultural intelligence, and social responsibility play an important role in predicting ethical consumerism. The moderating role of cultural awareness is also significant.

**Table 1**  
Descriptive Analysis

	Mean	Std. Dev	Skewness	Kurtosis	Cronbach Alpha
Global Citizenship	3.686	1.34	1.980	1.415	0.889
Environmental Concern	4.173	1.472	1.204	1.198	0.787
Cultural Intelligence	3.578	1.421	1.226	1.904	0.903
Social Responsibility	3.709	1.615	1.636	1.448	0.896
Ethical consumerism	4.060	1.719	1.845	1.842	0.787
Cultural Awareness	3.240	1.365	1.265	1.919	0.906

We have found the highest Cronbach alpha values for cultural awareness ( $\alpha=0.906$ ,  $M=3.240$ ,  $SD=1.365$ ), and the least is for the environmental concern ( $\alpha=0.787$ ,  $M=4.173$ ,  $SD=1.472$ ) suggesting the constructs have acceptable internal consistency. We also found that constructs have univariate normality since all the skewness and Kurtosis values are lesser than  $\pm 2.5$ .

**Table 2**  
Convergent Validity

	Cronbach Alpha	Composite Reliability Rho -a	Composite Reliability (rho-c)	Average Variance Extracted
CAW	0.906	0.912	0.934	0.780
CQ	0.903	0.921	0.927	0.718
EC	0.787	0.835	0.872	0.695
ETH	0.898	0.898	0.936	0.830
GC	0.889	0.891	0.923	0.751
SR	0.896	0.910	0.923	0.707

The results illustrated that all “composite reliability values are atheist 0.70 and Average Variance Extracted values are greater than 0.70, suggesting the constructs do not deviate from the requirements of convergent validity (Fornell& Larcher, 1981).

**Table 3**

Discriminant Validity Fornell Larker Criterion

	CAW	CQ	EC	ETH	GC	SR
CAW	0.883					
CQ	-0.719	0.848				
EC	0.598	-0.751	0.834			
ETH	-0.819	0.788	-0.655	0.911		
GC	-0.724	0.584	-0.670	0.732	0.867	
SR	-0.723	0.804	-0.687	0.784	0.667	0.841

In the above table, we have presented the results related to discriminant validity showing AVE square root values are greater than Pearson Correlation values. Thus we have concluded that the constructs used in the study are unique and distinct” Fornell Larcker, 1981).

**Table 4**

Results of the Relationship

	Original Sample (o)	Sample Mean (M)	(STDEV)	T-statistics	P-Value
CAW -> ETH	-0.356	-0.357	0.033	10.713	0.000
CQ -> ETH	0.304	0.305	0.045	6.720	0.000
EC -> ETH	0.046	0.046	0.026	1.766	0.077
GC -> ETH	0.188	0.188	0.037	5.112	0.000
SR -> ETH	0.217	0.216	0.052	4.161	0.000
CAW x GC -> ETH	0.105	0.103	0.030	3.560	0.000

CAW=Cultural Awareness, CQ=Cultural Intelligence, EC=Environmental Concern, GC= Global Citizenship, SR=Social Responsibility, ETH Ethical consumerism.

The results of the hypotheses suggested that all hypotheses results show a significant impact on ethical consumerism, representing a P-value of 0.000 except environmental concern, which showed insignificant results on ethical consumerism, P value= 0.077

## Discussion

### The Relationship between Global Citizenship and Ethical Consumerism

Global citizenship may be viewed in terms of a universal consciousness that all people in this world are interrelated, sharing common responsibilities and concerns in ensuring the well-being of the global community. On the other hand, ethical consumerism is about making purchasing decisions considering the possible ethical implications during the production and consumption process. The relationship between these two concepts is underpinned by the idea that global citizens feel a sense of global responsibility, hence the tendency to go for more responsible consumption. Global citizens generally have higher levels of awareness with regard to global issues relating to the environment, labour exploitation, and human rights abuses. This leads to an awareness of individual responsibilities to make consumption choices that will support ethical practices. For instance, according to McIntosh (2019), consumers who identify as global citizens are likelier than others to buy fair trade products and sustainably produced brands and boycott companies with bad ethical practices. Ethical consumerism is the area that easily shares the exact same moral and ethical considerations that characterize global citizenship. Global citizens generally tend to apply ethical consumerism as a way of living values in everyday life. For example, a study by Dobson (2020) reveals that global citizens reflect on ethics in their acts of consumption. They view these choices as a direct avenue through which they are able to enhance the wellbeing of the globe. Arguably, with the heightened demand for global citizenship, companies are diversifying into ethical operations due



to the emerging market for ethically conscious consumers. As a result, companies are much more open about their supply chains and stressing sustainable practices for global citizens who value ethical consumerism.

According to an Ethical Consumer Research Association report, the spending power of the global citizen resulted in increased sales performance of the ethical products market in 2021. The criticism notwithstanding, there is a positive relationship. The inaccessibility and non-affordability of ethical products, therefore, act as a constraint to the participation of all global citizens in ethical consumerism. In extension, some have also criticized the concept of ethical consumerism for individualizing the responsibility instead of recognizing system failure at the level of production and consumption (Carrington et al., 2016). Conclusion: Global citizenship promotes ethical consumerism through raising awareness, responsibility, and ethics among consumers. This connection not only influences people's purchasing decisions but can also steer the trends in markets toward more ethically responsible practices. However, for ethical consumerism to be widespread and effective, the problems regarding accessibility and systemic barriers have to be sorted out.

### **The Relationship between Environmental Concerns and Ethical Consumerism**

Environmental concern and ethical consumerism are very closely aligned, with the former often acting as a driver for the latter. A person who is concerned about the environment is likely to try to make purchasing decisions that will least adversely affect the environment, thus exemplifying an ethical consumer. For example, one study by Gleim et al. (2013) found that consumers with deep concern for the environment showed a higher purchase likelihood of eco-friendly products; this means those that have reduced packaging, are made from recycled material or are manufactured in an environmentally friendly manner. In so doing, such behaviour ties in with the ethic of ethical consumerism and reflects an appreciation of a raised level of the effect that consumption has on the environment. The findings of Moisander's study (2007) also suggest that environmental concern is a motive driving consumer support for those brands and companies with in-place sustainable practices, hence pushing the market toward more environmentally responsible alternatives. Increased environmental awareness goes alongside increased demand for supply chain transparency, which forces companies to disclose their impact on the environment and change to greener practices. The Ethical Consumer Research Association confirms a significant rise in the market for eco-friendly products, thus proving that, indeed, environmentally conscious consumers have a greater influence on ethical consumerism. However, at the same time, it is also stated that despite the positive correlation possibly being at work, certain barriers related to higher costs and limited accessibility of eco-friendly products work against the wide diffusion of ethical consumerism based on environmental concerns. It is the environmental concern that shapes ethical consumerism, pushing consumers to make choices for sustainability and environmental responsibility and, as such, changing market trends towards greener practices.

### **The Relationship between Social Responsibility and Ethical Consumerism**

Social responsibility is important in ethical consumerism because it has the power to drive consumer behaviour and, subsequently, market trends. Social responsibility refers to the commitment to living up to ethical standards that are beneficial to society in general; some of such activities include fair labour practices, charity, and community service. More often than not, this commitment is transferred to the consumer who desires to patronise businesses that adhere to their social responsibility. As stressed by Sen and Bhattacharya, companies in the year 2001 urging social responsibility received more consumers, as this is congruent with personal value and moral consideration most people try to practice – the idea of ethical consumerism. Moreover, CSR can also increase brand loyalty and trust, thus motivating people to behave as ethical consumers, according to Du et al. (2007). Since numerous consumers are inclined towards companies that exercise CSR—for example, giving back to the community or contributing to a sustainable environment—consumers feel their purchase supports actions for social welfare; hence, as Du et al. (2007) say, consumers able to align their spending with their values. Findings from the Ethical Consumer Research Association also highlight the reports that there is an increase in the demand for ethical goods; this is related to the desire of consumers to back up companies with some aspect of social responsibility. On the drawback side, the relationship between social responsibility and ethical consumerism is also facing

challenges from factors such as greenwashing, where companies give false information about their social responsibility with the objective of attracting ethical consumers. This can erode trust and problematize consumer attempts at effective ethical choice-making. In sum, social responsibility influences the conceptual framework for ethical consumerism in that it helps to determine consumer preference and dictates market trends more towards responsible behavior. However, transparency and authenticity in CSR are sine qua non for consumer trust and an effective approach to ensure real ethical consumerism.

### **The Relationship between Cultural Intelligence and Ethical Consumerism**

The relationship between cultural intelligence and ethical consumerism is increasingly relevant in today's globalized market. Cultural intelligence (CQ), defined as the capability to relate and work effectively across cultures, plays a crucial role in shaping ethical consumer behavior. Individuals with high CQ are more adept at understanding and appreciating the cultural contexts of the products they purchase, which in turn influences their ethical consumption choices. According to Ang et al. (2007), individuals with higher levels of CQ are more likely to engage in behaviors that reflect a deep understanding of the cultural significance and ethical implications of their consumption (Ang et al., 2007). This sensitivity to cultural nuances helps in recognizing the importance of fair trade, sustainable practices, and the ethical treatment of workers in different cultural settings. Furthermore, a study by Ng et al. (2012) found that culturally intelligent consumers are more likely to support companies and products that align with ethical standards across various cultural contexts as they are more aware of the global impact of their consumption choices. This behavior aligns with the principles of ethical consumerism, which emphasize the importance of making informed and responsible purchasing decisions. Additionally, the Ethical Consumer Research Association (2021) highlights that the growing awareness and appreciation of cultural diversity among consumers have driven demand for ethically produced goods that respect cultural values and practices (Ethical Consumer Research Association, 2021). However, the integration of cultural intelligence into ethical consumerism also presents challenges, such as the need for consumers to continually educate themselves about cultural issues and the ethical practices of companies worldwide. In conclusion, cultural intelligence significantly enhances ethical consumerism by fostering an understanding of the cultural and ethical dimensions of consumption, thereby promoting more responsible and globally conscious consumer behavior.

### **Moderating the Role of Cultural Awareness on Global Citizenship and Ethical Consumerism**

In most contemporary, globalized market environments, cultural intelligence gains precedence with respect to the relevancy it has in regard to ethical consumerism. It is the ability to function and relate effectively in vastly differing cultural settings; that is, high cultural intelligence plays a significantly important role in the moulding of ethical consumption behaviour. High CQ individuals tend to understand and show appreciation of the cultural contexts from which the product they consume is derived, hence shaping their ethical consumption decisions. The research argued by Ang et al. (2007) found that those with higher levels of CQ are more likely to engage in behavioral manifestations that denote a deeper understanding of the cultural significance and ethical implications of their consumption. Such sensitivity toward cultural nuancing will help the individual recognize the importance of issues such as fair trade, sustainable practices, and ethical recruitment in different cultural contexts. Moreover, Ng, Van Dyne, and Ang (2012) found that more culturally intelligent consumers felt more engaged in the worldwide dimension of their acts of consumption and, correspondingly, were more ready to support companies and products with good ethics beyond local contexts. This is a behaviour that best explains the principles of ethical consumerism, emphasizing making informed, responsible purchasing decisions. It is further a behaviour, according to the Ethical Consumer Research Association, that emanated because consumers were increasing in conscious and respect of cultural diversity; thus, there was an increase in the demands of goods ethically produced in regard to cultural values and practices, states Ethical Consumer Research Association in 2021. Integration of cultural intelligence into ethical consumerism has problems of its own; it requires that the consumer be continuously educated when it comes to the company's ethical practices around the world with regard to cultural issues.

### **Recommendations**

The model used in this research should be implemented in any specific industry.



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