

Examining Consumer Cosmopolitanism and Foreign Travelling in the Context of Consumer Behavior

Aybegüm Güngördü¹

Bartın University
Faculty of Economics and Administrative
Sciences, Department of Business
Administration
Bartın, Turkey
aybegum.gungordu@gmail.com

Tuba Yumuşak

Gazi University
Faculty of Economics and Administrative
Sciences, Department of Business
Administration
Ankara, Turkey
t_tokucoglu@hotmail.com

Abstract

Consumer cosmopolitanism drew attention in recent years in the context of shaping consumer behavior. Cosmopolitan consumers tend to travel to foreign countries, frequently. The current study aims to examine consumer cosmopolitanism as an important predictor of consumer behavior such as foreign travelling in Turkey as well as with demographic variables. Our second purpose is to examine foreign travelling as an antecedent of consumer cosmopolitanism as well as with demographic variables. We found that there is a positive and significant relationship between foreign travelling, consumer cosmopolitanism, gender and education. There is a positive and significant relationship between consumer cosmopolitanism, foreign travelling and education. Furthermore, there is a negative and significant relationship between consumer cosmopolitanism and age.

Keywords: Consumer cosmopolitanism, foreign travelling, demographic characteristics, cosmopolitan consumers.

¹First author, Corresponding author.