

Impact of Consumer Cosmopolitanism on Brand Addiction within Online Fashion Communities in Sri Lanka

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Abstract

Consumers are likely to negotiate their identities through the brands they consume, particularly in online communities where global and local branding intersect. Consumer cosmopolitanism refers to a worldview characterised by an openness to different cultures and ways of life that shapes how consumers prioritise global brands. While prior research demonstrates global purchase intentions, empirical investigations of its impact on deeper emotional and behavioural outcomes, such as brand addiction, remain limited. Addressing this gap, the present study's objective is to examine the impact of consumer cosmopolitanism on brand addiction within online fashion communities in the Western Province of Sri Lanka. Drawing from Social Identity Theory, data were collected through a structured questionnaire administered to 150 respondents selected using a non-probability sampling approach due to the unknown population size. More specifically, purposive sampling was used to include the consumers who are actively participating in online fashion communities. The data analysis was conducted through SPSS, utilising descriptive statistics and inferential statistics, which include Pearson correlation analysis, and both simple and multiple regression analysis to test hypotheses. The results confirmed that statistically significant roles were played by dimensions of consumer cosmopolitanism (open-mindedness, diversity appreciation, and consumption transcending borders) on brand addiction, while showing that consumer cosmopolitanism as a construct also strongly influences brand addiction, with an $r = .803$, $p < 0.001$ value. Recommendations for future research include expanding the geographic scope, applying longitudinal designs, and expanding the sample size and sampling techniques. Based on these insights, online fashion brands can strengthen emotional engagement and identity-based connections with consumers. In an era of cosmopolitanism, consumption, and culturally diverse online communities offer fashion marketers have a strategic advantage to foster brand addiction.

Keywords: brand addiction, consumption transcending borders, consumer cosmopolitanism, diversity appreciation, open-mindedness