

## ABSTRACT

This research is conducted to examine the link between consumer culture theory and global citizenship, with the mediating of cultural intelligence. This research is a causal research with a quantitative method of path analysis. The sampling technical is a stratified random sampling for Indonesian citizens aged between 15 and 64, with 300 respondents.

The results show that the consumer ethnocentrism and global consumer culture, demonstrate a positive effect towards global citizenship. Furthermore, in order to completing the result, cultural intelligence plays a crucial role as an intermediary, to bridge the independent and dependent variables. This study contributes to extend the discussion theory of global citizenship.

**Keywords:** Global Citizenship, Global Consumer Culture, Consumer Ethnocentrism, Cultural Intelligence.

