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Abstract

Most of the works found in the branding literature related to the different typologies of brands (global, local, etc.) have been founded on academic/practitioner categorisations based on objective criteria. On the other hand, consumers do not know these categorisations based on objective criteria and might see the brands differently. Therefore, the logical way to classify brands would be based on consumers' perceptions. Existing research to categorise brands from the consumers' perspective is conducted with qualitative techniques using small samples; therefore, the results obtained are difficult to generalise. Thus, what we need is a quantitative instrument to assess consumer perceptions of the local/global brand categorisation with representative samples. This article relies on the results of an empirical research study through a survey carried out among Mexican consumers based on a new methodology that follows the suggested categorisation principles of Steenkamp and De Jong (2010). The results provide an actual categorisation of leading brands into 'global', 'local', 'glocal' and 'functional' based on the consumers' perspectives and show important differences in the categorisation of brands vs. the traditional approaches found in the literature. Using this methodology, managers may be able to define brand marketing strategies for current brands or brands' relaunch efforts more accurately.

Keywords: local brand, global brand, glocal brand, brand categorisation, Mexico.

Introduction

In the last two decades, we have seen a strong globalisation of the marketplace (Alden et al. 2006; Özsomer et al. 2012). Along with this globalisation, we have seen the emergence of global brands (Dimofte et al. 2010; Özsomer 2012). Even a cursory comparison on total brand value of the 100 most valuable global brands between 2006 and 2015 shows that brand value has increased dramatically, by 126%, from \$1.4 trillion to \$3.3 trillion (BrandZ 2015). Managers may value global brands because of the economic, marketing, and organizational advantages global brands bring to the company (Steenkamp 2014). However, that is not the entire story. Previous research has shown that a brand benefits from consumer perceptions that it is 'global' (Steenkamp et al. 2003; Davvetas et al. 2015). To many consumers, global availability and acceptance is taken as evidence that the brand has to be of high quality, is more prestigious, or is symbolic of the emerging global consumer culture with its promise of progress and modernity (Steenkamp 2014). This leads to increased consumer preference, purchase likelihood, and willingness to pay a premium price (Steenkamp et al. 2003; Davvetas et al. 2015).

Yet, there is also evidence that local brands continue to remain strong (Schuiling and Kapferer 2004; Özsomer 2012). The emergence of global brands does not suggest that they are the only route to success. An alternative route is to strongly focus on the local culture, to be embedded in the local culture and to become an icon of the local culture. Despite globalisation, local culture remains a central influence on consumer behaviour and individual identity (Samli 1995). Indeed, Steenkamp and De Jong (2010) show that many consumers continue to prefer local brands and products over global brands and products, and Steenkamp et al. (2003) document that brands that are perceived by consumers as being an icon of the local culture also generate more positive response in the market.

Global brand managers are acutely aware of the tension between global and local (Steenkamp 2016). In response, some global brands try to straddle both worlds by pursuing a glocal positioning (Steenkamp and De Jong 2010; Godey and Lai 2011). That is, they try to connect to local consumers with local symbolism, advertising and other elements of the marketing mix (Steenkamp 2016). But how do managers know what the positioning of their brand is in the minds of consumers? As argued forcefully by Aaker and Joachimsthaler (2000), measurement is key to effective global brand management. What we need then is a brief measurement instrument to assess consumer perceptions of local/global brand categorisation.

Therefore, the purpose of this paper is twofold: first, to develop a measurement instrument to assess local/global/glocal brand categorisation from consumer perceptions; and second, to empirically apply this instrument to a set of existing brands and compare the categorisation we get with this method to the categorisation those brands would have according to the non-consumer perspectives approaches found in the literature.

The paper is organised as follows. Drawing upon relevant literature, the different approaches of assessing local/global brand categorisation and the competitive advantages of global, local and glocal brands are presented in section 2. In section 3, we discuss the survey and the methodology applied. Empirical results are presented in

section 4. Finally, section 5 comprises the conclusions, limitations and future research directions.

Literature review

In this section, we will review the different approaches found in the literature to categorise brands into local/global with the intention of highlighting the current need for a new method to categorise brands into those typologies. Next we analyse the main competitive advantages of local, global and glocal brands, in order to show that those brand categories really matter for academics as well as for practitioners.

Different approaches to assess local/global brand categorisation

In this research, 'brands' refers to everything that can be consumed, either 'branded products or services'.

According to Özsomer and Altaras (2008) and Steenkamp (2014), global brands have been defined in the literature from three different perspectives. First, studies on the standardisation of marketing strategies have considered global brands as those that use similar brand names, positioning strategies and marketing mixes in most of their target markets (Levitt 1983; Yip and Hult 2012). Although this definition is based on objective criteria, it is difficult for researchers or even for managers to operationalise it as a methodology for classifying global/local brands. Unless you are the marketing manager of this brand, it is difficult to know whether a specific brand has the same positioning and the same marketing mix in most of the markets where it operates.

A second stream of research on global brands emphasises international sales. For instance, the consultancy Interbrand defines global brands as brands that have awareness outside their base of customers and that generate at least one third of their sales outside their home country. The marketing research company AC Nielsen defines global brands as those that are present in all regions of the world with at least 5% of the sales coming from outside the home region and total revenues of at least \$1 billion. This approach has been more popular in categorising brands in empirical studies than the previous. For instance, in a research study involving 744 local and international brands across the United Kingdom, Germany, France and Italy, Schuiling and Kapferer (2004) used the Y&R worldwide brand database Brand Asset Valuator. Also, Özsomer (2012), in a research study in Turkey with 12 brands, categorises brands using AC Nielsen's (2006) database. Nevertheless, the main weaknesses of this approach is that it does not take into consideration consumers' perceptions for brand categorisation, whether they categorise the brand as local or global, and how they position the brand. As we said before, the positioning that a firm has in mind is not necessarily how consumers perceive it, and consumers, of course, behave according to their perceptions, not necessarily how the firm wants or expects them to behave.

A third stream of research takes a consumer perspective and defines global brands as those brands that are perceived by consumers to be global and that are available in multiple world regions (Steenkamp et al. 2003; Strizhakova et al. 2008). This approach has been applied with qualitative techniques such as in-depth interviews and focus groups. For instance, Eckhardt (2005) conducted 13 in-depth interviews in India to

categorise a pizza brand into local or foreign; Zhou et al. (2010) carried out two focus groups in China with 10 people each to categorise 67 brands into foreign or domestic.

Although qualitative research has its own special added values in the context of international business (Pawle 1999), using qualitative techniques such as in-depth interviews or focus groups for categorising brands has two significant drawbacks. First, since those studies are usually conducted with small samples, ‘we should be mindful of the difficulties inherent in any attempt to make generalisations about populations from small samples’ (Bock and Sergeant 2002 p. 240). Second, with this methodology, consumers classify brands into global or local but rarely into glocal because a glocal brand is a blended approach to brand positioning (Baker et al. 2007; Godey and Lai 2011), which is more difficult to be directly perceived by consumers. What we need then is a brief measurement instrument, based on a quantitative technique, which allows us to categorise brands from a consumer’s perspective into global/local or glocal.

Competitive advantages of global, local and glocal brands

According to the literature, in general, the competitive advantages of global brands come from their standardisation and homogenisation strategies, which result in better economies of scale, global technology standards, standardised global media, global segmentation and standard global distribution among global retailers (Kapferer 2002). Holt et al. (2004) highlight that three dimensions of global brands – quality signal, global myth, and social responsibility – together explain roughly 64% of the variation in brand preferences worldwide.

From the consumer perspective, studies on global brands show that a firm can profit from brand esteem, brand credibility (Özsomer and Altaras 2008), prestige and quality gains (Steenkamp et al. 2003; Holt et al. 2004), and even enhanced purchase likelihood (Steenkamp et al. 2003; Dimofte et al. 2010; Winit et al. 2014). Perceived brand globalness is mainly attained with global symbols (i.e. brand name, symbols, themes, brand logo and spokesperson) in marketing communications and the consumer belief that the brand is present in multiple countries (Swoboda et al. 2012).

The competitive advantages of local brands come from their perceived brand equity, the consumers’ perceptions of a brand as an icon of local culture (Steenkamp et al. 2003), a better product tailored to local consumers’ needs and social factors such as consumers’ nationalistic feelings, which translate into local brand preference (Kapferer 2002). Local brands profit from a higher level of awareness, image, and economic value; a better response to local desires; and more flexible pricing than global brands, as a cross- country study in the fast-moving consumer goods sector reveals (Schuiling and Kapferer 2004). Local brands usually exist in one country, in a limited geographical area (Schuiling and Kapferer 2004) or are developed for and tailor-made to the unique needs and desires of local markets (Özsomer 2012). So local brand managers should focus on the strength of local cultural ties (Kapferer 2002), targeted at ethnocentric consumers who are generally older and who value tradition and conformity (Kavak and Gumusluoglu 2007). As a result of market globalisation, there has been a revaluation by consumers of local products, especially among ethnocentric consumers (Sharma et al. 1995).

Glocal brands are the result of a ‘glocal marketing strategy’, which refers to the idea of ‘think global, act local’. In other words, it is a well-balanced combination of global and local elements providing a global offer (brand) while taking local-related issues into account (Khondker 2004; Dumitrescu and Vinerean 2010; Godey and Lai 2011). It benefits from a combination of the competitive advantages of both global and local brands, depending on the combination of their marketing strategies and marketing mix. Such a mixed approach to brand positioning has developed in response to the recently emerged notion of a glocal consumer segment (Kipnis et al. 2012; Strizhakova et al. 2012).

Finally, there may be ‘functional’ brands that are neither seen as global or local. They have not been effective as positioning themselves as either symbolic of the global world nor are they strong icons of the local culture. These brands have to sell based on ‘rational’ arguments of adequate quality and good value for money (Steenkamp 2016). Store brands and low priced brands often fall into this category (Kumar and Steenkamp 2007). Their appeal is to low income consumers.

Summarising, this literature review demonstrates that brand globalness and localness really matter for marketing decisions but that the recommended action depends on whether the brand is perceived by the target market as being global, local or glocal (Table 1). But how is the marketing manager to know whether their brand is perceived as local, global or glocal? To help them in this determination, we now turn to a new scale that was developed for this purpose.

TABLE 1

Methodology

In this section, we present the instrument we have developed to categorise brands according to their perceived brand globalness (PBG) and perceived brand localness (PBL) based on consumer perceptions, as well as the empirical study we developed to test this instrument.

As we have said previously, the literature does not provide work focused on a quantitative technique based on consumers’ perspectives to classify brands into global, local and glocal; there is a clear need for an instrument to categorise competing brands in the marketplace into these three types based on the consumers’ perspectives, but how do we answer this need?

From a theoretical standpoint, for developing a method to classify brands, the categorisation is inspired by Steenkamp and De Jong (2010) who draw on the work by Tomlinson (1999, p. 190) who identified ‘localism’ and ‘globalism’ as the ‘two axial principles of our age’. Steenkamp and De Jong (2010) argued that localism and globalism are not the end poles of a continuum but rather can co-occur, giving rise to four cells. These authors studied the effects of localism and globalism within the context of consumer attitudes towards local and global products. In the present work, we use the same ‘axial principles of localism and globalism’ but in the context of perceived brand localness and perceived brand globalness.

Perceived brand globalness is defined as ‘a perception that can be formed only if consumers believe the brand is marketed in multiple countries and is generally recognised as global in these countries’ (Steenkamp et al. 2003 p. 54). On the other hand, PBL is the perception of consumers who believe the brand is marketed only locally (Batra et al. 2000). The concept of PBL does not focus on becoming a local brand dimension; instead, it focuses on the brand’s cultural component, which is also denoted by local consumer culture positioning (Alden et al. 2006). From that, the combination of positive and negative PBG and positive and negative PBL results in four categories of brands as shown in Figure 1.

FIGURE 1

According to Figure 1, local brands are those with a low PBG and a high PBL, global brands are those with a high PBG and low PBL, glocal brands have a high PBG and a high PBL and, finally, ‘functional’ brands are those with a low PBG and a low PBL. By functional brands, we mean the brands where the consumer does not have a clear idea about its brand globalness or localness. They tend to be low price brands that do not involve much risk (Elliot and Yannopoulou 2007) or with a good price/quality relationship (Swoboda et al. 2012).

This empirical study was conducted in Mexico. For this research, 24 brands were selected based on their market share, the probability that their category will produce the three types of brands (global, local and glocal) and the consumers’ familiarity with the categories/brands (categories and brands well-known to consumers). A focus group was conducted to verify consumers’ familiarity with the brands prior to the commencement of the study. Table 2 presents the selected brands for the survey with their categorisation based on objective criteria. For this categorisation, we used the approach that emphasise international sales, and specifically, we adopt the criteria based on the consultancy Interbrand, which defines global brands as brands that have awareness outside their base of customers and that generate at least one third of their sales outside their home country. Thus, those brands that are included in the Interbrand’s annual ranking of the 100 Best Global Brands 2015 were directly considered ‘global’. Otherwise, we checked with different sources whether the brand ‘has awareness outside their base of customers and that generates at least one third of their sales outside their home country’. In case it fulfils these two criteria, the brand was classified as ‘global’, and if not we classified it as ‘local’.

TABLE 2

A questionnaire was then developed to classify the brands, from the consumers’ perspectives, into global, local, glocal and functional categories using the PBG and PBL scales. For PBG, three items were used, drawn from Batra et al. (2000); and for PBL, three items were drawn from Steenkamp et al. (2003). The list of items from both of these scales is presented in Table 3. We chose these two scales because previous studies have demonstrated that they are good instruments for assessing brand globalness and localness (Özsomer 2012; Swoboda et al. 2012). In both constructs, one of the items is reverse coded to ensure consistency in the answers of the survey, as suggested in the literature. Multiple items were used to measure each of the factors using a seven-point Likert scale (from 1 = ‘strongly disagree’ to 7 = ‘strongly agree’), aligning with previous research in this field (Steenkamp et al. 2003). The questionnaire also included questions on age and gender.

TABLE 3

A pre-test was performed in two phases. First, two focus groups were conducted with 10 participants each, with the objective of ensuring that included brands were well recognised by consumers. Second, 40 questionnaires were administered via face-to-face personal interviews to ensure the clarity, understanding and readability of the items of the questionnaire by consumers.

The survey administered 400 questionnaires using the services of a marketing research agency via face-to-face personal interviews (paper and pencil personal interview). The survey consisted of four sets of questionnaires, including six different brands each rotated among the respondents (Batra et al. 2000).

Sample

The sample was collected using the probabilistic method in Mexico, in the Guadalajara city area (the second largest and most important city after Mexico City). Guadalajara has been the city that most international companies have used for conducting market tests for new brand introductions prior to national expansion. The reason is that the city offers a commercial activity, communication media and population that are representative of the national infrastructure. Based on the population of Mexico, which was supplied by the National Institute of Geography and Statistics (INEGI 2010), a matched sample was used (Sekaran 1983). Segments by age were determined. The age segments were defined by 10 years for practicality in the implementation of the survey, following the percentage (%) of gender vs. the national population. Since the survey included a beer products category, consumers under the Mexican legal drinking age (18+) were not included. The survey administered 400 questionnaires distributed by age segment, following a matched national representative sample as shown in Table 4.

TABLE 4

Results

The survey produced a set of 2,400 data: 100 data for each of the 24 participating brands. An exploratory factor analysis (EFA) was conducted to verify the existence of the two factors (PBG and PBL), which was confirmed.

To evaluate the measurement reliability and validity of the scales used in the PBG and PBL constructs, a confirmatory factor analysis (CFA) including the items of the two constructs was estimated through the robust maximum-likelihood method. As a first step in assessing model validity, we verified the model fit according to several indexes. The indicators showed values greater than the recommended 0.9, in addition to the results obtained in the *t*-value test which were significant at $p < .001$, confirming an acceptable model fit. The reliability was also strong as all values of the Cronbach's alpha statistic were above the recommended value of 0.7 (Churchill Jr. 1979), the composite reliability indexes (CR) were above 0.7 and the average variance extracted (AVE) indexes were above 0.5 (Fornell and Larcker 1981). To analyse the convergent validity, to confirm that the scale items were strongly and significantly related, we checked that the factor loadings were statistically significant and substantial (they were above 0.7 on average for each construct). Table 5 shows the results of these analyses.

TABLE 5

Next, we evaluated the discriminant validity to confirm that the scales do not measure constructs other than those intended. Evidence of this validity was provided in two ways (see Table 6). First, none of the 95% confidence intervals of the individual elements of the latent factor correlation matrix contains a value of 1.0 (Anderson & Gerbing 1988). Second, the shared variance between pairs of constructs is always less than the corresponding AVE (Fornell & Larcker 1981).

TABLE 6

In order to categorise each of the brands from the data obtained in the survey, three main steps were followed:

1. The median values were calculated for each of the constructs corresponding to PBG and PBL.
All data obtained for each of the three items of every scale (PBG and PBL) were put together in only one series in order to calculate the median of PBG and PBL for each one of the 24 brands.
2. The obtained medians of PBG and PBL for each brand (from 1 to 7) were classified into high, low or neutral: low ≤ 3 , neutral = 4 and high ≥ 5 .
3. From that, each brand could have four possible combinations: high PBG and low PBL, low PBG and high PBL, high PBG and high PBL, and low PBG and low PBL. Following the principles of Steenkamp and De Jong (2010) those combinations will translate into any of the four categorisations – Global, Local, Glocal and Functional – as shown in Table 7.

TABLE 7

As an alternative method to the median calculation, the mean and mode values were also calculated in order to corroborate the results; the calculation of the mean and mode for each of the items (three items for PBG and three for PBL) and their overall average were obtained to compare with the median. The mode calculation process was similar to the median process explained before. For the mean, decimals were used, and the neutral value was established between 3.76 and 4.24. Based on the overall average obtained for PBG and PBL, we followed the same categorisation criteria presented in Table 7. The results obtained with these three approaches using median, mean and mode were practically equal, although we followed the median calculation method to present the results.

Based on the methodology described in the previous section, the results of the empirical study for the categorisation of participating brands are presented in Table 8.

TABLE 8

The results obtained from the survey suggest that the brand categorisation based on consumers' perceptions applied in this research clearly classified brands of different product categories competing in the market. Moreover, results also suggested important differences in brand categorisation between the consumers' perspectives and the traditional objective categorisation not based on consumers' perspectives, as shown in Table 9.

TABLE 9

Interestingly, of the 24 brands participating in the survey, nine (38%) received a different categorisation vs. the traditional objective approach. Not all actual brands with foreign/global names or connotations and global sales were perceived as global brands by Mexican consumers. Some global brands were not categorised as global: Dan'Up/Danone and Vitalinea (Danone). Actual brands with local names or connotations and local sales were also not all categorised as local by consumers: Brantano and Flexi (which were classified as global). In the glocal category, culturally strong local brands like TECATE (beer), along with well-known global ones such as Corona Extra (beer), Dan'Up/Danone and Vitalinea (also Danone), were categorised as glocal. Only one brand was categorised as functional: Emyco (a traditional local brand). In summary, of the 24 brands participating in the survey, 11 were categorised as global (46%), eight as local (33%) and four as glocal (17%). An additional contingency table analysis was conducted, and the results also supported these findings:

- 14.3% of the brands that are traditionally classified as global from an objective perspective were perceived as local by consumers; and
- 40% of the brands that are traditionally classified as local from an objective perspective were perceived as global, glocal or functional by consumers.

A Cohen's kappa coefficient was also calculated and resulted in $kappa = 0.4894$. Based on this, we can say that there is a moderate agreement between the traditional objective brand categorisation and the brand categorisation based on consumers' perceptions.

Conclusions, limitations and future research directions

Conclusions

The main purpose of this study was to develop a measurement instrument to assess local/global brand categorisation from consumer perceptions. Categorisation of brands based on the consumers' perspective has been applied previously with qualitative techniques, such as in-depth interviews or focus groups. In this work, we introduced a new methodology that allows an appropriate categorisation of brands based on consumers' perception that permits researchers or managers to categorise brands in a clear manner into four categories: local, global, glocal and functional.

The second objective of this research was to apply this methodology to a set of Mexican brands and compare the categorisation we got with this technique to the categorisation those brands would have had according to non-consumer perspectives approaches found in the literature.

We categorised 24 actual, leading, well-known brands from different categories present in the Mexican market, based on the four types of brands. Results confirmed that the categorisation of brands based on consumers substantially differed from traditional 'objective methods', such as those based on studies on standardisation of marketing strategies or on practitioners' databases used by researchers and managers of firms.

Importantly, since consumers have a ‘subjective’ idea of the different types of brands available in their markets (Koubaa et al. 2015), based on the different individual meanings and personal associations with those brands (Holt 2002; Strizhakova et al. 2007), the consumer brand categorisation is ultimately what counts because that determines the market benefits that will increase the value for each type of global, local and glocal brand; thus, a consumer perspective categorisation is critical for both academics and managers.

Our empirical findings suggest that managers should apply this methodology based on consumers’ perceptions to verify how consumers categorise the brands already present in their specific markets in order to compare with their official internal categorisation. By obtaining this categorisation, managers can build well-differentiated positioning strategies centred on the characteristics of each of the four categories of consumer attitudes. More specifically, if a brand is classified as global by consumers (e.g. Snickers, Nike), managers should use global symbols, themes and spokespersons, and emphasise global availability and reach. For local brands (e.g. Carlos V, Yoplait), embed in – and emphasise ties with – local culture, and use local symbols, themes and spokespersons. If the brand is perceived as glocal (e.g. Corona, Vitalinea), integrate local and global elements and highlight how consumers get global quality and efficiency with a local touch. Finally, functional brands like Emyco should be positioned as providing great value for the money for shoppers who have to be careful with their household resources.

Based on the twenty-first century business trends of international firms focused on building global brands (Steenkamp et al. 2003) and divesting or eliminating local brands from their brand portfolios (Findley 2015), our results also confirmed that actual local brands are still present in the Mexican market. In addition, our findings confirmed the ‘glocalisation response’, a new ‘glocal attitude’ of consumers who view and translate certain local and global products within this new categorisation of glocal brands (Strizhakova et al. 2012). Moreover, while developing this study, we found an international beer firm that follows a strategy of a combination of different types of brands with significant success, this is Cerveceria Moctezuma-Heineken México (CM-Heineken-México 2015) with a brand mix of Heineken (global), TECATE (glocal) and XX lager (local) among others in their brand portfolio.

Limitations and future research directions

One of the limitations of this work is that it was only conducted in Mexico; a broader study among other emerging markets or worldwide is suggested for the generalisation of the results (Steenkamp et al. 2003). In addition, this study only included 24 brands in different consumer product categories; a wider study including a larger number of brands and product categories is also suggested (Özsomer 2012).

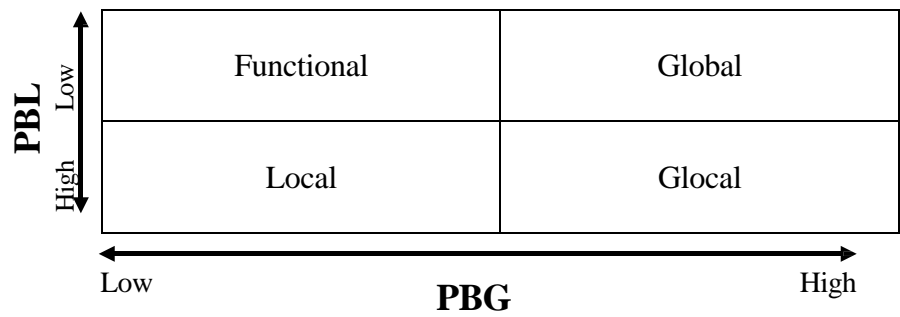
Additional research is also suggested to explore and validate this study of brand categorisation focused on the younger consumer segments given their importance as they become economically active and acquire greater purchasing capacity. In addition, younger consumer segments are relevant to study because of their dynamic changes in consumption and in information and media management tied to their purchasing decisions regarding which brands to buy.

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Source: Adapted from Steenkamp and De Jong (2010)
Figure 1 Combinations of Perceived Brand Globalness and Perceived Brand Localness

Table 1 Recommendations for marketing positioning of your brand

Brand perceived by consumers as:			
Global	Local	Glocal	Functional
<ul style="list-style-type: none">• Use global symbols, themes, and spokespersons• Emphasise global availability and reach• Use of foreign words• Underline globalness	<ul style="list-style-type: none">• Embed in – and emphasise ties with - local culture• Use local symbols, themes, and spokespersons• Emphasise fit with unique local needs	<ul style="list-style-type: none">• Integrate local and global elements• Highlight how consumers get global quality and efficiency with a local touch• Use mixture of foreign and local words	<ul style="list-style-type: none">• Emphasise value for money; the best deal you can get

Source: Inspired by Alden et al. (2006) and Steenkamp (2016)

Table 2 Participating categories/brands in the survey (with the corresponding objective categorisation)

Yogurt	Yoplait (global)	Lala (local)	Vitalinea (global)	Dan’Up/Danone (global)
Chocolate Confectionery	Snickers (global)	Carlos V (local)	Kinder (global)	Turin (local)
Sportswear	Nike (global)	Atletica (local)	Adidas (global)	Pirma (global)
Footwear	Flexi (local)	Emyco (local)	Brantano (local)	Nine-West (global)
Beer	Corona Extra (global)	TECATE (local)	Heineken (global)	XX Lager (local)
Breakfast Cereal	Kellogg’s (global)	Nestlé (global)	Maizoro (local)	Great Value (global)

Source: Self-devised

Table 3 Scales on PBG and PBL

Scale	Items
Percived Brand Globalness (PBG) (Adapted from Batra et al. 2000)	<ol style="list-style-type: none"> 1. <i>To me this is a global brand</i> 2. <i>I think consumers in other countries buy this brand</i> 3. <i>This brand is only sold in Mexico</i> (reverse coded)
Percived Brand Localness (PBL) (Adapted from Steenkamp et al. 2003)	<ol style="list-style-type: none"> 1. <i>I associate this brand with things that are from Mexico</i> 2. <i>To me, this brand does not represent what Mexico is about</i> (reverse coded) 3. <i>To me, this brand is a very good symbol of Mexico</i>

Table 4 Distribution of the sample by age and gender compared to the population

National population			Men	Women	Total	% of responses by age	% of segment vs. national population
Age segment	% Men	% Women					
18–19	50%	50%	12	13	25	6%	6%
20–29	48%	52%	54	53	107	27%	26%
30–39	48%	52%	46	48	94	24%	23%
40–49	48%	52%	32	38	70	18%	18%
50 +	47%	53%	50	54	104	26%	27%
Total	48%	52%	194	206	400		
			49%	51%	100%	100%	100%

Source: Self-devised

Table 5 Convergent validity and reliability

Variables	Indicators	Factor loadings*	Cronbach's alpha	Composite reliability	AVE
PBG	PBG1	0.941*	0.94	0.95	0.86
	PBG2	0.923*			
	PBG3	0.921*			
PBL	PBL1	0.850*	0.88	0.89	0.73
	PBL2	0.854*			
	PBL3	0.854*			

CFI = 0.972; NFI = 0.971; IFI = 0.972; NNFI = 0.927; RFI = 0.925; RMSEA = 0.09

* $p < .001$

Table 6 Discriminant validity

	PBG	PBL
PBG	0.86	[-0.469, -0.393]
PBL	0.221	0.73

The diagonal represents the AVE, and while above the diagonal the 95% confidence interval for the estimated factor correlations is provided, below the diagonal, the shared variance (squared correlations) is represented

Table 7 Brand categorisation method

Possible result	PBG Low 1-2-3-4-5-6-7 High	PBL Low 1-2-3-4-5-6-7 High	Brand categorisation
Case 1	High (5-6-7)	Low (1-2-3)	Global
Case 2	Low (1-2-3)	High (5-6-7)	Local
Case 3	High (5-6-7)	High (5-6-7)	Glocal
Case 4	Low(1-2-3)	Low (1-2-3)	Functional

Source: Self-devised

Brand	Median PBG	Median PBL	PBG	PBL	Consumers' perspectives brand categorisation
1. Nine-West (footwear)	7	1	High	Low	Global
2. Adidas (sportswear)	7	2	High	Low	Global
3. Nike (sportswear)	7	2	High	Low	Global
4. Snickers (chocolate)	6	2	High	Low	Global
5. Great Value (breakfast cereal)	6	2	High	Low	Global
6. Kinder (chocolate)	6	3	High	Low	Global
7. Heineken (beer)	6	2	High	Low	Global
8. Kellogg's (breakfast cereal)	7	3	High	Low	Global
9. Nestlé (breakfast cereal)	6	3	High	Low	Global
10. Brantano (footwear)	6	3	High	Low	Global
11. Flexi (footwear)	5	3	High	Low	Global
12. Corona Extra (beer)	7	5	High	High	Glocal
13. Dan'Up/Danone (yogurt)	7	5	High	High	Glocal
14. TECATE (beer)	7	5	High	High	Glocal
15. Vitalinea (yogurt)	5	5	High	High	Glocal
16. Maizoro (breakfast cereal)	2.5	7	Low	High	Local
17. Atletica (sportswear)	3	7	Low	High	Local
18. Pirma (sportswear)	3	6	Low	High	Local
19. Carlos V (chocolate)	2	6	Low	High	Local
20. XX Lager (beer)	2	5	Low	High	Local

Table 8 Results of the brand categorisation study

21. Turin (chocolate)	3	5	Low	High	Local
22. Lala (yogurt)	2	5	Low	High	Local
23. Yoplait (yogurt)	2	5	Low	High	Local
24. Emyco (footwear)	3	3	Low	Low	Functional

Source: Self-devised

Table 9 Non-consumers' perspective brand categorisation vs. consumers' perspective brand categorisation

Brand	Traditional objective brand categorisation¹	Consumers' perspectives brand categorisation
1. Nine-West (footwear)	Global	Global
2. Adidas (sportswear)	Global	Global
3. Nike (sportswear)	Global	Global
4. Snickers (chocolate)	Global	Global
5. Great Value (breakfast cereal)	Global	Global
6. Kinder (chocolate)	Global	Global
7. Heineken (beer)	Global	Global
8. Kellogg's (breakfast cereal)	Global	Global
9. Nestlé (breakfast cereal)	Global	Global
10. Brantano (footwear)	Local	Global
11. Flexi (footwear)	Local	Global
12. Corona Extra (beer)	Global	Glocal
13. Dan'Up/Danone (yogurt)	Global	Glocal
14. TECATE (beer)	Local	Glocal
15. Vitalinea (yogurt)	Global	Glocal
16. Maizoro (breakfast cereal)	Local	Local
17. Atletica (sportswear)	Local	Local
18. Pirma (sportswear)	Global	Local
19. Carlos V (chocolate)	Local	Local
20. XX Lager (beer)	Local	Local
21. Turin (chocolate)	Local	Local
22. Lala (yogurt)	Local	Local
23. Yoplait (yogurt)	Global	Local
24. Emyco (footwear)	Local	Functional

Source: Self-devised

1. To classify brands into "global" or "local" we used Interbrand's criteria, a criteria based on the internationalisation of the sales (see the Methodology section for details)

