DOCTORAL DISSERTATION

CONSUMER-BASED BRAND CATEGORIZATION THROUGH PERCEIVED BRAND GLOBALNESS AND LOCALNESS IN SIGNALLING THEORY: A MIXED-METHOD APPROACH IN AN EMERGING MARKET FOR FMCGs

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DEDICATION

TO MY SOULMATE, TO DAVID

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ABSTRACT

This Doctoral Dissertation by using a mixed-method approach quantitatively and qualitatively intends to contribute to the current literature of perceived brand globalness (PBG) and localness (PBL) and signaling theory. First, it provides further insights into brand categorization based on different perspectives, not only from an objective view but also from the consumer's point of view. Also, by generating data through the survey of 400 individuals, 28 brands and ANOVA and T-test, analyzes the significant differences in the level of brand clarity between the different types of brands (global, local, and glocal) in the signaling theory. Second, through the primary data of 34 in-depth interviews, it investigates the possible drivers that can influence the consumer's perception of brand globalness and localness. The study tries to shed new light on some way toward enhancing our understanding of consumer's perception of local and global brands through the company's local and global positioning. Third, the presented conceptual model is tested by estimating a structural equation model with survey data from a sample of new individuals (n=406). It measures the antecedent role of PBG and PBL on brand consistency and brand clarity to propose the relative effectiveness of PBG and PBL as signals of BCO and BCL for global and local brands. In addition, this doctoral dissertation provides several implications for companies that market their brands globally or domestically. It gives insights into the brand managers to re-position their fast-moving consumer goods in an emerging market while considering the consumer's perspective to the relevant local or global brands.

Keywords: *brand categorization*, *perceived brand globalness, perceived brand localness, brand consistency, brand clarity, signalling theory, company's brand positioning, local brand, global brand, glocal brand, FMCGs, emerging market.*

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CHAPTER 1.

INTRODUCTION

In recent decades, the phenomenon of globalization has spread beyond the economic scope (Dreher, 2006, Mandler *et al*., 2020) such that it has found a multidimensional nature in the areas of economic, technology, politics, and culture (Tomlinson, 2007). The cultural dimension of globalization is an exchange in cultural behavior and values through business, migration, media, technology, etc. Cultural globalization opens various gates to the unfamiliar and dissimilar cultural icons (Ozer, 2019). According to Steenkamp (2019), the globalization process and global consumer culture may change the values in consumer's lifestyles and consumption patterns in the entertainment and food industries. Meanwhile, the globalization process operates the world's quick sociocultural changes through the outcomes in the global flows of ideas, products, technologies, and cultural customs (Ozer, 2019). However, there are more necessities to understand the variations in globalization policy and its influence on the consumer's lifestyle and cultural attitude (Steenkamp, 2019).

Individuals in the globalized current societies need to negotiate with various flows of foreign cultural streams (Ozer, 2019). Contemporary consumer markets in Asia and the Middle East are globalizing and transforming with high acceleration (Cavusgil *et al.,* 2018; Potrafke, 2015). However, in these countries, cultural identity confusion is occurring among individuals and, especially, the young generation, who are being challenged by bicultural, multicultural, or hybrid identity to adapt their local and global cultural attractions (Arnett, 2002; Ozer, 2019). Many emerging markets are becoming national markets for local brands. In this regard, global brands also compete with local icons in these markets (Batra, and Özsomer, 2012; Xie *et al.*, 2015). Modern consumers in emerging markets seek to value the identity-giving advantage of perceived globalness and localness of global and local brands simultaneously (Arnett, 2002; Zhang and Khare, 2009; Xie *et al*., 2015).

To perform a successful business in domestic and global markets, companies need to concentrate more on new techniques, ideas, and approaches in their marketing section (Zebal, 2018). One of the most important arguments in the current literature is to understand the relationship between consumer's personal and social life with the brands (Fournier, 2014). A close relationship between brands and consumers is known as the positive outcome for brand competitiveness. Depending on

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the level of consumer engagement, brands can act as a personal identity, an informational cue, or a cultural symbol (Schmitt, 2012). Brands play various roles in consumer's decision-making behavior through different psychological, sociological, and economic signals (Keller, 2002).

In the branding literature, global brands are the result of a global offer to brand, idea, product, or service while taking related local aspects (Dumitrescu and Vinerean, 2010). In comparison, local brands react better to local desires and a higher level of awareness and image compared to global brands (Schuiling and Kapferer, 2004). Glocal brands are the result of a global offer to brand, idea, product, or service while relating to local aspects (Dumitrescu and Vinerean, 2010). According to the methodology proposed by Llonch-Andreu et al. (2016), glocal brands are obtained through the high level of perceived brand globalness (PBG) and perceived brand localness (PBL) perceived by consumers, as well as the combination of global and local features as the outcome of the company's marketing mix strategies (Llonch-Andreu *et al*., 2016; Steenkamp, 2010). Moreover, glocal brands with lower costs can respond to local preferences along the company's global margin. Therefore, they may compete better than local and global brands in both markets (Dumitrescu and Vinerean, 2010).

We know about the ability of the brand's globalness and localness in creating consumer-brand relationships, which presents that how cultural dimensions and country features can interact with consumers and brands (Gürhan-Canli et al., 2018). The consumer's PBG and PBL in a consumer-brand relationship explains the degree of globalness and localness for a brand (Steenkamp and De Jong, 2010) and determines the level of brand competitiveness through making a close consumer-brand relationship and consumer-brand identification (Sichtmann *et al*., 2018). According to Davvetas (2015), there are positive direct impacts of PBG and PBL on brand attitudes and consumers' purchase intentions. Form another angle, more empirical studies are required to let draw PBG and PBL for both types of brands (i.e. local and global) rather than gaining benefit from perceived globalness exclusively for global brands or perceived localness exclusively for local brands (Xie *et al*., 2015). The consumer's personal and cultural aspects, from both relational and emotional aspects, influence brand perception (Aaker *et al.,* 2004; Thomson *et al*., 2005; Kervyn *et al*., 2012).

However, local and global companies attempt to influence consumer's brand perception by creating global, local, and glocal brand positioning through the signals (Keller and Lehmann, 2006; Dumitrescu and Vinerean, 2010; Yakup and Diyarbakirlioglu, 2011). Several factors can affect the

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company's local, global, or glocal marketing strategies. For example, according to Bartikowski and Cleveland (2017), the situational factors of the focal country, product category, associated symbolism, and brand considerations have strong effects on defining an appropriate mixture of global versus local communication icons. Thus, to obtain a clear picture of global, local, or glocal brand perceptions, PBG and PBL must be discussed mutually (Mohan et al., 2018).

Moreover, signaling theory has shown that brands are a source of information for consumers and a high level of ambiguity in brand signal leads to a lower level of clarity in the consumer's mind (Erdem and Swait, 1998). According to this theory, brand credibility is the level of believability of the brand in consumer's perception and brand consistency is the degree of harmony in the marketing mix activities and stability level of marketing mix strategies over time. Brand clarity is the absence of information ambiguity and activities associated with brand marketing mix strategies (Erdem and Swait, 1998; Erdem et al., 2006). Thus, credibility, consistency, and clarity signals can make brands significant, impressive, and trustable in consumer's perception.

In local and global brand positioning, firms try to impress consumer's perception by employing accurate marketing strategies (Yakup and Diyarbakirlioglu, 2011; Keller and Lehmann, 2006) and the logical way to classify the brands in local and global (Erdem and Swait, 2004, Halkias et al., 2016). Hence, there is a need to find out the dynamics behind consumer's perceptions for global and local brands (Özsomer, 2012; Schuiling and Kapferer, 2004; Steenkamp, 2017; Veloutsou, 2008). In this regard, Llonch-Andreu et al. (2016), applying a technique of brand categorization, classified some local and global brands from a consumer perspective to answer whether consumers perceive the brands according to the objective criteria or differently. Despite some studies done on consumer-based brand categorization, there have been limited works in the mixed-method approach (quantitative-qualitative) to analyze different aspects behind the brand categorization method from both sides of consumers and companies.

Although there is key literature about the role of PBG and PBL in the signaling theory (Özsomer and Altaras, 2008; Mandler et al., 2020; Xie et al., 2015), there are still some gaps in knowledge of consumer perception to the preferences for global versus local brands (Steenkamp et al., 2003). However, few studies have concentrated on the consumer's local/global brand perception versus the company's local/global brand positioning as well as the relationship between PBG and PBL, brand clarity (BCL), and brand consistency (BCO) in a mixed-method approach. The present study also follows such a methodology.

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Considering these observations, this Doctoral Dissertation aims at several contributions to the current literature of signaling theory and PBG and PBL. First, it provides further insights into brand categorization based on different perspectives, not only from an objective view but also from the consumer's point of view (Llonch-Andreu *et al*., 2016). Also, it analyzes the significant differences in the level of BCL between the different types of brands in the signaling theory (Erdem and Swait, 1998). Second, by investigating the possible drivers that can influence the consumer's perception of brand globalness and localness, this research sheds new light on some way toward enhancing our understanding of consumer's perception of local and global brands through company's local and global positioning. Third, by evaluating the antecedent role of PBG and PBL on brand consistency (BCO) and brand clarity (BCL), this study proposed the relative effectiveness of PBG and PBL as signals of BCO and BCL for global and local brands in the signaling theory. Moreover, this research provides several implications for companies that market their brands globally and domestically. It gives insights into the marketing managers to re-position their fast-moving consumer goods (FMCG) brands in an emerging market while considering the consumer's perspective to the relevant local or global brands.

1.1. Research Position in Academic Field

This research topic falls in the thematic academic field of International marketing and sub categorized in consumer behavior and brands, consumer perception to brands, brand categorization in terms of perceived brand globalness and localness, signalling theory and its elements of brand clarity and brand consistency (Figure 1).

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Figure 1. Research Position in Academic Field
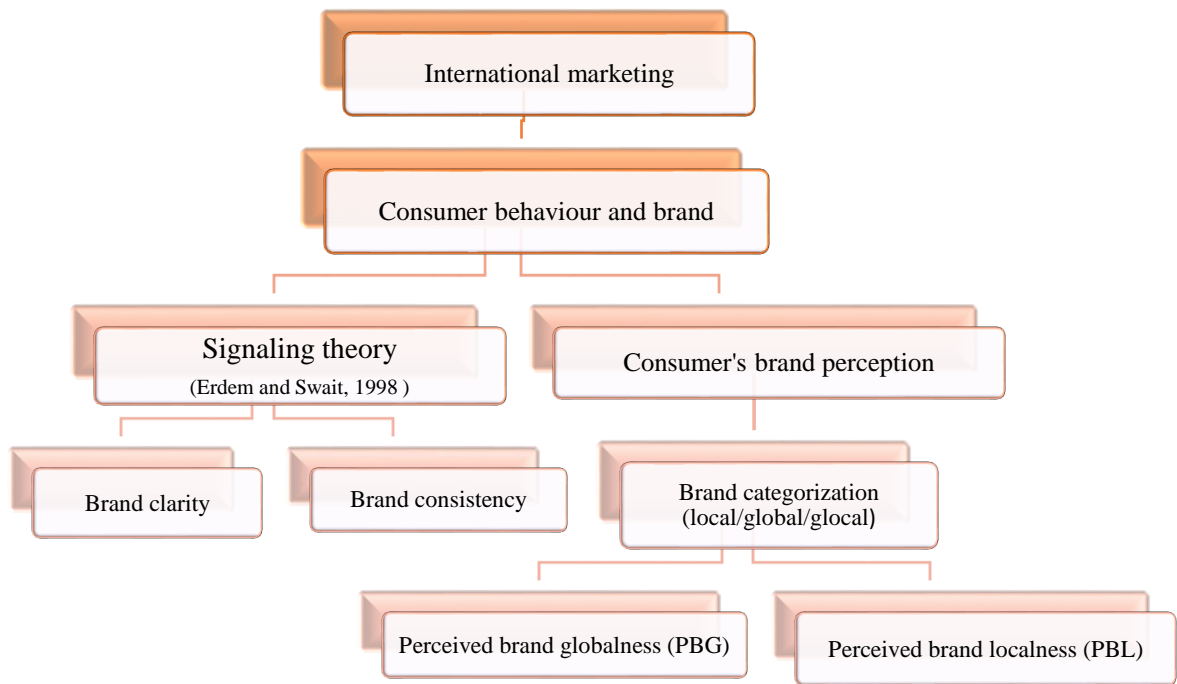
1.2. Research Questions and Purpose

In particular, this dissertation aimed to address the following research questions as shown in Table 1.

Table 1. Research Questions

Essay	Purpose	Questions
One	To analyze, from the consumer's point of view, the level of brand clarity of different types of brands (local, global, and glocal) and to identify whether the consumer's prior experience to those brands may have an impact on the level of brand clarity.	Are there significant differences in the level of brand clarity between local, global, and glocal FMCG brands? Previous experience with the brand can affect the level of brand clarity of the different types of brands.
Two	To analyze the different aspects of consumer-based brand categorization in order to develop the understanding of the major drivers for brand localness and globalness from consumer's point of view. To identify whether consumers perceive brand localness or globalness with the same signals delivered by firm´s brand-positioning strategies or by different ones.	What signal drivers make a priority for brands to be perceived as local/global by consumers in an emerging market in FMCGs? How company's brand positioning and strategies can influence consumer's brand globalness and localness perception?
Three	To explore the antecedent role of perceived brand globalness (PBG) and localness (PBL) in signalling perspective for brand consistency and brand clarity in order to increase perceived quality and consumer's purchase intention for local and global brands.	Are PBG and PBL positively influencing consumer's perceived brand consistency and brand clarity for local and global brands? Whether the perceived brand consistency positively is related to perceived quality for local and global brands? Does the brand consistency mediate the linkages among PBG, perceived quality, and brand clarity for local and global brands?

1.3. Research Design/Approach

The methodology of this doctoral dissertation is to apply mixed method research quantitatively and qualitatively (Molina-Azorín, 2012) such that to collect and analyze data on both sides. Qualitative and quantitative research designs were adopted to empirically provide answers for research questions and to test the hypotheses (Table 2).

The whole data collection process was performed in Iran. An emerging economy as Iran with great cultural roots was chosen to explore consumer's different consumption patterns for local/global brands in an unparalleled and unexampled content than other discovered countries. The thesis focuses on FMCGs as the most appropriate category for our research purpose because of their low-involvement, short decision-making process, and high brand familiarity (Tellis, 2004; Vera and Trujillo, 2017; Heinberg *et al*., 2017).

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Table 2. Summary of research design

Essay	Data collection	Method approach
1	Generating primary data by a survey of 400 questionnaires	Quantitative- ANOVA, T-test
2	Generating primary data by 34 in-depth interviews and Analysing 6 brand profile	Qualitative
3	Generating primary data by a survey of 406 questionnaires	Quantitative- SEM

For essay 1 (chapter 2): A total number of 28 brands from seven product categories of consumer and durable goods were selected. Each category consisted of a mix of four local/global brands, and brands for each product category were rotated through the questionnaires (Batra *et al*., 2000). A survey was conducted with 400 participants in four sets of questionnaires via face-to-face interviews during January and February of 2017. I ended up with 100 completed and usable data for each set of questionnaires (each set inclues of 7 brands). Each of 400 participants was exposed to the questions about seven brands.

For essay 2 (chapter 3): Of the 28 brands initially selected, 4 were categorized as local, 8 as glocal, and 15 as global, and one as neutral. From that, six brands (3 local, 2 global, and 1 glocal) were selected according to the criteria and 34 in-depth interviews were conducted in the urban area of Tehran (Iran) during January and February of 2019.

For essay 3 (chapter 4): 10 brands were initially chosen out of the 28 FMCG brands. We used a balanced design that included 10 local-global brands across 5 product categories. Each category consists of one global and one local brand. A survey was conducted with 406 participants via online and face-to-face interviews during December to February 2019-2020.

1.4. Research Layout/ Structure

This doctoral dissertation is structured in five chapters as follows: this first chapter is introduced the aims and topic of this research project, the next chapters are the three essays and the last chapter finalizes with the overall conclusions and contributions of this research (Figure 2).

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Figure 2. Structure of the Dissertation

Chapter 1	• Introduction
Chapter 2	• Essay 1: • Brand Clarity Of Local And Global Brands In FMCGs: An Empirical Study In A Middle East Country
Chapter 3	• Essay 2 • Consumer's Local/ Global Brand Perception Versus Firm's Local/ Global Brand Positioning.
Chapter 4	• Essay 3 • Effects Of Perceived Brand Globalness And Localness On Brand Consistency And Brand Clarity.
Chapter 5	• Conclusion

The second chapter presents the first essay. This study evaluates if global, local or glocal brands show differences brand clarity since a consumer perspective and the role of the consumer previous experiences.Chapter 3, which is formed by the second essay, examines the process of consumer-based brand categorization to understand the drivers for brand globalness and localness perceptions through 34 in-depth interviews mainly with consumers. Chapter 4 or third essay explores the effects of brand globalness and localness perception on brand consistency, brand clarity, perceived quality, and purchase intention.

Table 3 summarizes the mains gaps, questions of the three essays.

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Table 3. Layout of the Essays in the dissertation

	Essay 1 (chapter 2)	Essay 2 (chapter 3)	Essay 3 (chapter 4)
Objective	To identify whether there are significant differences in the level of brand clarity for fast-moving consumer good brands between local, global, and glocal brands. To analyze whether a consumer's previous experience with the brand can affect the level of brand clarity of the different types of brands.	To analyze the different aspects of consumer-based brand categorization in order to develop the understanding of the major drivers for brand localness and globalness from consumer's point of view. To identify whether consumers perceive brand localness or globalness with the same signals delivered by firm´s brand-positioning strategies or by different ones.	To investigate whether perceived brand globalness (PBG) and localness (PBL) are able to predict brand consistency in order to increase perceived quality and consumer's purchase intention for local and global brands. To analyze whether PBG and PBL are able to predict consumer purchase intention through brand clarity for local and global brands.
Key words	Brand clarity, local brand, global brand, glocal brand, emerging economy, FMCGs.	Brand perception, brand positioning, local brand, global brand, glocal brand, FMCGs.	PBG, PBL, brand consistency, brand clarity, signaling theory, FMCGs.
Theoretical framework	PBG, PBL and brand typology (local, global, and glocal). Brand clarity in the signalling theory.	Consumer's brand localness and globalness perception. Signalling theory and brands. Company's local, global and glocal brand positioning.	Perceived brand globalness and perceived brand localness. Brand consistency and brand clarity in the signalling theory.
Research design	Quantitative study. Survey with 400 consumers. One-way ANOVA, Tukey post hoc. 28 global and local FMCG brands (11 global, 17 local).	Qualitative study. 34 in-depth interviews with consumers 6 brands (3 local, 2 global and 1 glocal).	Quantitative study. Survey with 406 consumers. Structural Equation Modeling (SEM). Mediation analysis. 10 global and local FMCG brands (5 global, 5 local).
Key findings	Managers should analyze brand categorization from the consumer's perspective, in other words, from a subjective, rather than an objective perspective Brand clarity is significantly higher for local than for global or glocal brands and that it is higher for glocal than for global brands. Consumer's prior experience with a brand has no impact on the level of brand clarity for any type of brand.	Although consumers perception for brand globalness and localness are influenced by companies brand positioning, those perceptions are not necessarily matched to what companies aim to create. Local, global and glocal brand positioning strategies can be affected by consumer's interpretations about company's communication activities through consistency, clarity, and credibility signals. Both domestic and foreign brands need to be clear and consistent in their communication strategies, for either internationalization, localization or glocalization.	PBG enhances brand consistency for both global and local brands; but in global brands, this effect is slightly stronger. PBL increases brand consistency for both global and local brands; but PBL for local brands enhances brand consistency stronger than for global brands. Consistency and perceived quality for both local and global brands are the most critical routes through which PBG leads to desirable consequences. PBL generates favorable outcomes through brand clarity for global brands and brand consistency for local brands which are more critical routes. Brand consistency (BCO) partially mediates the relationship between PBG and perceived quality for both types of brands. BCO partially mediates the linkage between PBL and perceived quality for local brands but is a full mediator for local brands.

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CHAPTER 2.

ESSAY 1. BRAND CLARITY OF LOCAL AND GLOBAL BRANDS IN FMCGS: AN EMPIRICAL STUDY IN A MIDDLE EAST COUNTRY

2.1. INTRODUCTION

The current consumer market for local and global brands is changing as a result of developments in globalization processes (Sichtmann *et al.,* 2019). Therefore, the global consumer culture (GCC) may change in the future (Steenkamp, 2019). Global brands have the advantage of universal accessibility (Davvetas *et al.,* 2015) whereas local brands have a responsive localized preference among consumers (Schuiling and Kapferer, 2004). So-called glocal brands have a combination of global and local features (Khondker, 2004; Dumitrescu and Vinerean, 2010). A brand signal can be a tangible sign such as touch, sight, and sound, which can be received, stored, and recalled by the brain's neurobiological systems (Erdem and Swait, 1998).

Furthermore, brands can create a special relationship with consumers' mind through brand personality, brand ambassadors, and brand sponsorships. Brand perception is influenced by the consumer's personal and cultural aspects, both relational and emotional (Aaker *et al.*, 2004; Thomson *et al.,* 2005; Kervyn *et al.*, 2012). The consumer's interpretation of a brand can be influenced by local customs and symbols such as colors, persons, manners, and habits (Kushwah *et al.,* 2019). The perception process is affected by physical characteristics of a brand, as presented by companies, and individual characteristics of consumers (Hanna *et al.*, 2013). The discipline of consumer behavior helps to understand what consumers think and perceive of brands, products, and companies (Peter *et al.,* 1999). Understanding the dynamics behind the consumer's selection process for local and global brands is an important issue for marketers and academics (Schuiling and Kapferer, 2004; Veloutsou, 2008; Özsomer, 2012; Steenkamp, 2017). However, more research is needed to identify how local and global cultural factors and brand symbolism can influence the consumer's consumption patterns.

According to the signaling theory, product position is created by advertising signals (Kirmani, 1990), product quality and brand name signals (Davis and Rao, 1991), which can both affect the consumer's perception. Erdem and Swait (1998) developed the signaling theory, stating that brands were a source of information for consumers and that key signals were brand clarity and brand credibility. The theory says that a high level of ambiguity and complexity in brand signals

leads to a lower level of clarity in the consumer's mind. However, little is known about the brand clarity of local, global and glocal brands. Thus, this study made a major contribution to the literature on the signaling theory by analyzing whether there were significant differences in the brand clarity level (BCL) depending on the type of brand (local, global, or glocal).

According to this theory, consumers with low prior experience with a brand will rely mainly on user-image cues when forming their attitude toward a brand, and brand identity in terms of its local/global image is clearly a user-image cue. Conversely, consumers with high prior experience with a brand, i.e. consumers who have used the brand, assign a higher BCL to a brand compared to those who have never tried it, because of less ambiguity, information cost, and perceived risk they assign to the brand (Erdem and Swait, 1998). Thus, the brand clarity (BCL) of different types of brand is expected to be influenced by the consumer's previous experience with those brands (PEB).

Although global and local brands employ global and local iconic brand positioning strategies through their privileges and impediments (Heinberg *et al.,* 2017), the logical way to classify brands should be based on the consumer's perspective (Halkias *et al.,* 2016); however, consumer-based brand categorization (CBBC) has not been given much attention. Recently, some researchers have developed a quantitative method to categorize brands from the consumer's perspective into local, global, and glocal brands. The method has been empirically tested in the emerging economy of Mexico (Llonch-Andreu *et al.,* 2016). This method is based on the categorization of attitudes toward local and global products previously introduced by Steenkamp and De Jong (2010). Llonch-Andreu *et al.* (2016) suggest that brand categorization based on the consumer's perspective (a subjective approach) might differ from the traditional (objective) brand categorization criterion. Hence, the research objectives are summarized as follows:

     (1) To identify whether there are significant differences in the BCL between local, global, and glocal brands for fast moving consumer goods (FMCG).

     (2) To understand whether the consumer's previous experience with a brand (PEB) can affect the BCL of different types of brand.

The data for this research was gathered with a survey in an emerging economy in the Middle East. An emerging market was selected for this research because of its different demographic, social, and cultural characteristics. Countries with an emerging economy have the fastest and youngest growing population in the world, compared with more developed and Western countries (Murray,

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2018). These markets are trying to improve their competitiveness by developing their local brands through innovative marketing strategies and create long-term images (Chailan and Ille, 2015). Therefore, researchers and marketers are encouraged to pay more attention to these emerging markets and their different consumption patterns and attitudes. It will be thought provoking to compare the consumer's attitudes in emerging markets with those in developed economies (He and Wang, 2017).

2.2. LITERATURE REVIEW

2.2.1 Type of brands (local, global, and glocal)

Traditionally brand categorization concept, has concentrated on two brand categories of local and global which explained that both local and global brand positioning leads to company's revenue (Özsomer and Altaras, 2008; Schuiling and Kapferer, 2004). Local brands are considered available in a limited geographical region or a concentrated market (Dimofte et al., 2008; Schuiling and Kapferer, 2004). Consumers may perceive brands as local if the brands tie with local culture, apply local symbols and themes, or fit unique local necessities (Alden et al., 2006; Steenkamp, 2010; Llonch et al., 2016). Signals of uniqueness, market availability, originality, and higher awareness represent local brand icons (Özsomer, 2012). A local brand preference can be found in the consumer's nationalistic feeling as a social factor (Kapferer, 2002). In a cross-country study, Schuiling and Kapferer (2004) found that there were more price flexibility for local brands than for global brands in fast moving consumer goods. Moreover, local brands have a powerful position for better responding to regional needs, can prevent the market entry of global brands, and ultimately increase economic growth (Schuiling and Kapferer, 2004; Godey and Lai, 2011).

According to Özsomer and Altaras (2008), global brands are defined as "global awareness, availability, acceptance, and desirability, and are often found under the same name with consistent positioning, image, personality, look, and feel in major markets and are enabled by standardized and centrally coordinated marketing strategies and programs" (p.1). Global brands are looking for international presence by observing the highest standardization; for example, by using unique brand name, unique or global brand positioning, and marketing mix (Godey and Lai, 2011). Consumers may perceive brands as global if the brands underline global symbols or foreign words. However, Godey and Lai (2011) defined that a glocal brand was a local brand accordance with a global positioning. They mentioned that glocal brands could be categorized as local brands, which

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had been expanded with unique brand positioning (Godey and Lai, 2011). A broader perspective argues that consumers perceive brands as glocal when they receive a global quality with a local touch or when they perceive brands use an integral local and global icons or a combination of foreign and local words (Alden *et al*., 2006; Steenkamp, 2010; Llonch *et al*., 2016). Glocal brands are difficult to be perceived by consumers because they are consequences of the blended brand positioning approach (Baker *et al*., 2007). Some global brands are adapted to local markets and some other local brands are adjusted to global markets while glocal brands can be perceived by consumers through the combination of global and local icons, which are the outcomes of the company's marketing mix strategies (Llonch-Andreu *et al.,* 2016). On the other hand, glocal brands with lower costs can respond to local preferences along the company's global margin; therefore, they may compete better than local and global brands in both markets (Dumitrescu and Vinerean, 2010). For glocal brands, there is an integral mix of local benefits (flexible price, customized to the local culture, local availability….) and global icons (standardized quality, unique brand name, standardized image …) (Alden *et al*., 2006; Özsomer, 2012; Llonch-Andreu *et al*., 2016). Hence, the "glocalization" strategy appears (Giulianotti and Robertson, 2012).

Maynard and Tian (2004), defined glocalization as "the process of global corporations tailor products and marketing to particular local circumstances to meet variations in consumer demand" (p. 6). This definition is complemented by Dumitrescu and Vinerean (2010), claiming that glocalization was "providing a global offer (brand, idea, product, service, etc.), while taking local related issues into account". Glocal brands with lower costs can respond to local preferences along the company's global margin; therefore, they can compete better than local and global brands in the both markets (Dumitrescu and Vinerean, 2010). Glocal brand positioning is a strategic effort to keep a balance between local customization and global homogenization (Svensson, 2001). It can also be an interaction between localization and globalization vectors to provide reputation for a global brand by maintaining the brand's public image in the local market (Maynard and Tian, 2004). Robertson and Khondker (1998) points out that glocalization can touch a broader range of consumers by creating a balance between universal and particular cultures. In the context of local and global brand positioning, companies attempt to impress consumers' perception by employing effective marketing strategies (Yakup and Diyarbakirlioglu, 2011; Keller and Lehmann, 2006). Brand localization, globalization, and glocalization positioning need to be considered in countries with emerging or developed status (Sichtmann *et al.,* 2019).

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Steenkamp and De Jong (2010) carried out some investigations about the consumers' attitudes toward global and local products and attempted to figure out what motivational structure is provided by attitude towards global products (AGPs) and attitude toward local products (ALPs). They realized that people highly interested in creativity for local and global products preferred response glocalization or hybrid responses. This was mostly assigned to forward-looking women and value materialism. Localization responses were produced by older people with more traditional value intention who preferred local products. Homogenization responses were assigned to younger and highly stimulated people with more utility for global products. Finally, people consuming products in general who were less motivated in local and global brands were assigned to the glalienation response category (Steenkamp and De Jong, 2010).

In the same vein, Halkias et al. (2016) in their study argued that whether brand globalness or localness, country stereotype, and country's specific factors were related to the prediction of brand preference. This study presented some evidence to elaborate that local and global brand positioning and brand association by the country of origin were effective in establishing a brand value (Halkias et al., 2016).

Drawing on the concept of local and global brand categorization, Llonch-Andreu et al. (2016) developed a new methodology to compare consumer and non-consumer approaches for brand categorization. They found that there was a moderate agreement between the traditional (objective) brand categorization and the consumer's perception of brand categorization from two dimensions, perceived brand globalness (PBG) and perceived brand localness (PBL). In the present study, I categorized brands from the consumer's perspective used the methodology proposed by Llonch-Andreu et al. (2016) to classify brands into local, global, and glocal in another emerging market.

2.2.2 Brand clarity in the signalling theory

According to Aaker (1991, p.33), brand equity is defined as "a set of brand assets and liabilities linked to a brand, its name and symbol that adds to or detracts from the value provided by a product or service to a firm and/or to the firm's customers". This view is supported by Erdem and Swait (1998) believing that brands as market signals could increase brand claim confidence and improve the consumer's perception of brands. The conceptual framework of consumer-based brand equity explains that clarity and credibility are the main characteristics of the brand signal (Erdem and Swait, 1998). The signaling theory states that brand clarity is the absence of information ambiguity

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and activities associated with marketing mix strategies of brands, and that consumer expected utility is influenced by perceived quality, saved information cost, and reduced perceived risk (Erdem *et al.*, 2006).

Moreover, the clarity of a brand is linked to whether consumers perceive marketing mix strategies of companies understandable or rather vague to understand. Brand clarity is related to the degree of vagueness that consumers can perceive from a brand in the information provided by companies (Erdem and Swait, 1998). Two indicators explain brand clarity: whether the consumer knows what a brand stands for and whether the consumer has trouble figuring out what image the brand is attempting to create (Erdem and Swait, 1998).

Erdem and Swait (2004) conducted another research to analyze the role of brand credibility elements (trustworthiness and expertise) in considering and choosing brands in different product categories. Their results showed that trustworthiness had a higher impact than expertise on the consumer's choice and brand consideration. However, they did not analyze brand clarity. In the same vein, brand credibility, as the main construct of brand equity, has an impact on the consumer's choice in all sample countries (Erdem *et al.*, 2006); however, brand clarity was considered in none of the countries. Furthermore, when brand signals are clearer and more consistent, consumers perceive them to be more trustable with higher quality. Consistency and clarity together as brand signals increase consumer purchase intention through higher perceived quality (Erdem and Swait, 1998). More recently, Lopez-Lomelí et al. (2019) attempted to identify the indirect effect of types of brand on consumer purchase behaviour through signaling components. They showed that the type of brand (local, global, and glocal) can moderate the relationship in the belief-attitude-purchase intention model. It also explains that consumers have more problems to position glocal brands due to their ambiguity, which makes these brands less clear and credible.

Figure 3 is presenting the conceptual framework for clarity and credibility, as two important characteristics of a signaling phenomenon proposed by Erdem and Swait (1998). According to this theory, brand clarity positively affects perceived quality, although this effect is stronger for perceived risk. It is explained that when brand signals are clearer and more consistent, consumers perceived them more trustable with higher quality. Together with consistency and clarity as the brand signals, increase consumer purchase intention through higher perceived quality (Erdem and Swait, 1998).

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Figure 3. Conceptual Framework For Brand Signal
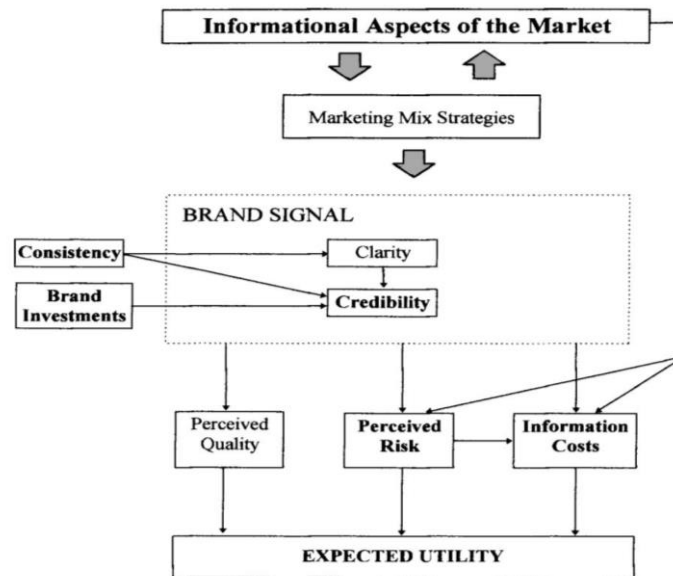
Source: Erdem and Swait (1998)

Previous studies demonstrated that the consumer's higher PBG was related to the consumer's higher perceived quality (Batra *et al*., 2000; Steenkamp *et al*., 2003; Alden *et al.,* 2006; Özsomer, 2012). However, Özsomer (2012) showed that in local brands, PBL was positively related to perceived quality for food categories whereas PBL was not related to perceived quality in non-food categories. It means that the relationship between perceived brand localness and perceived quality varied across product categories. Thus, when consumers fully receive globalness (localness) signals from global (local) brands separately, it is expected that they perceive a higher BCL for those brands. More recent, López-Lomelí et al. (2019) tried to identify the indirect effect of the type of brand on consumer purchase behaviour through signalling components. It shows that the types of brand (local, global and glocal) can moderate the relationship in belief-attitude-purchase intention model. It also explains that consumers have more problems to position glocal brands due to their ambiguity that makes these brands less clear and credible. Brand credibility and brand prestige, both have a positive impact on brand purchase intention through perceived quality, information costs saved, and perceived risk (Baek *et al*., 2010). A clear and credible

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message source from the company has a positive effect on consumer attitude toward the product and the brand (Esmaeilpour and Aram, 2016).

Glocal brands are the result of a high-perceived brand localness and high-perceived brand globalness from the consumer's perspective (Llonch-Andreu *et al.*, 2016). Therefore, it is a widely held view that glocal brands are more ambiguous through received information by their past and present marketing mix and social activities (López-Lomelí *et al.*, 2019). When consumers perceive a high level of both PBG and PBL, a brand can be considered as glocal (Llonch-Andreu *et al.*, 2016). However, based on the signaling theory, consumers may have more problems to position glocal brands because of their ambiguity, which make them less clear (Erdem and Swait, 1998; Erdem *et al.*, 2006; López-Lomelí *et al.*, 2019). Thus, it is expected that glocal brands have a lower BCL compared with local or global brands. When consumers receive both globalness and localness signals simultaneously from a brand, it is expected that they perceive a lower BCL for those brands due to indefiniteness in types of brand. In other words, compared to global and local brands, consumers may perceive a higher risk for glocal brands because of their lower BCL, which is attempted to be justified in the current study.

Therefore, the first hypothesis is as follow:

H1: The brand clarity level is lower in glocal brands than in local and global ones.

However, prior experience with a brand has a positive impact on the brand trust through brand satisfaction. Therefore, it is logical that consumers can trust some brands and be attracted to them (Chinomona, 2013). The importance of consumer's previous experience with those brands (PEB) becomes visible through attitudes toward brands appeared in consumers' first purchase. According to the literature, attitudes are more likely to be influenced by utilitarian cues (such as product design or product performance) for consumers with high prior experience with a brand and by user-image based cues (such as brand name and country of origin) for consumers with low prior experience (Mangleburg *et al.,* 1998; Wood and Kallgren, 1988). Therefore, when consumers with low previous experience are forming their attitudes toward brands, they will trust user-image indicators. Brand identity from local/global images is a user-image indicator. Thus, consumers who tried specific brands are expected to have a higher BCL compared to those who never tried them because they assign less ambiguity to those brands (Erdem and Swait, 1998).

Hence, the second hypothesis is as follow:

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H2: The brand clarity level is lower in glocal brands than in local or global ones among consumers with no prior experience of those brands.

2.3. METHODOLOGY

2.3.1 The context of the study

New emerging markets with a huge number of consumers need to be empirically studied in the domain of local and global brands (Erdem *et al.,* 2006; Llonch-Andreu *et al.,* 2016; He and Wang, 2017). Therefore, this study considered Iran as a special and less discovered market with a high potential to explain different perspectives in the consumer's behaviors. However, since years ago, Iran's economy was faced with a volatile condition, due to the Middle East turbulent condition (Farhi *et al.*, 2015). As an emerging market, Iran is the second most populous country in the Middle East (HKTDC Research, 2016), with a current population of 80,916,091, around 1.08% of the total world population. It has 74.8 % of urban population with the median age of 30.1 years (World Meters, 2017).

The study was conducted in Tehran, as the capital and most populous city in Iran with a population of 9,013,663 (Tehran Population, 2019). Tehran has been selected because of couple of reasons as this city is considered as an important gateway of Iran and as the center of administration and largest job market in the country. Moreover, Teharn is the economic center of Iran, about 30% of public sector workforce, 45% of Iran's largest industrial companies and more than half of Iran's industry are located in Tehran (World Capital Institute, 2013; City mayors, 2017). Furthermore, this city is the center of international brands with many upper and middle class shops, international branded stores and retail stores including local and global brands (City mayors, 2017). Another reason is that, Tehran has been considered to mass migration of people from all around of Iran in 20th and 21st centuries. Therefore, with this large number of migrants, the city is a metropolitan city with different habitats, beliefs and lifestyles (World Capital Institute, 2013). To sum up, Tehran can be a mirror and representative sample of Iran due to its ethnic cultural diversity and large urban population in terms of consumption pattern for local and global brands (World Capital Institute, 2013).

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2.3.2 Data collection and Sample

This study applied the probabilistic sampling method (Sekaran, 1983) to randomly select samples that represent the entire Iranian population. We used stratified random sampling to divide a more extensive population into smaller groups arranged with age and gender percentage in national population segmentation (Neyman, 1992). Participants of these groups are distinct, and all group members received equal opportunity to be chosen by using simple probability. A survey was conducted with 400 participants in four sets of questionnaires via face-to-face interviews during January and February 2017. The present study was conducted in collaboration with an expert assistant in marketing research, and we considered adulthood as the age above 18 years old. Each participant completed a questionnaire including items on background demographics such as age, gender, and educational level (Table 4).

Table 4. Sample Distribution Gender and Age

Iran total population				
National population	Men	Women	Men %	Women %
79,926,270	40,498,442	39,427,828	51%	49%

Total survey						
National population			Men	Women	% Responses by age	% Final segment
Age segment	%	%				
	men	women	Count	Count		
18-24	52%	48%	32	28	14.75	15
25-34	50%	50%	58	58	29.3	29
35-44	51%	49%	45	43	21.89	22
45-54	51%	49%	31	29	15.28	15
55+	49%	51%	37	39	18.77	19
Total			203	197	100%	100%
Percentage			51%	49%		
Total number of participants			**400**			

Source: Statistical Center of Iran (2016)

2.3.3 Data collection and brand

Twenty-eight brands were selected from fast moving consumer goods in two categories of food and personal care. Mass-produced, inexpensive daily products were chosen (olive oil, shampoo, hand soap, chocolate, toothpaste, and tea) due to their short decision-making process, low purchase risk importance, and low consumer involvement (Vera and Trujillo, 2017). Out of the 28 FMCG

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brands, 11 were global and the remaining 17 brands were local. The global brands were considered as their sales coming from outside the home region and to be in the top 100 list of Interbrand (2016) by presenting a clear image of brands referring to business growth, brand strategy, brand evaluation, and positioning. According to Interbrand (the world's leading brand consultancy), global brands are defined to conduct at least one-third of sales as export from home country and their customer's global awareness. The selected global brands were also checked with other various sources (Ranking the Brands, Ranker, Trending Topmost, and Forbes) to rate the global brands according to the consumer's consumption patterns. The selected local brands were those produced, sold, and developed in a limited geographical area for the local consumer's unique needs (Özsomer, 2012).

Both local and global brands were selected based on their high brand familiarity among consumers. We used 28 brands across seven product categories; each category consisted of a mix of four local/global brands, and brands for each product category were rotated through the questionnaires (Batra *et al.*, 2000). As a result, each of the 400 participants was exposed to the questions about seven brands. We ended up with 100 completed and usable data for each set of questionnaire (Table 5).

Table 5. Brand Data Collection Process

Set of questionnaires	Product categories							Number of brands	Number of participants
	Tea	shampoo	Olive oil	Hand wash liquid	Toothpaste	Dairy dessert	Chocolate		
Set 1	Twinnings (global)	Sehat (local)	Oila (local)	Lux (global)	Darougar (local)	Dannete (global)	Shirin Asal (local)	7	100
Set 2	Golestan (local)	Panten (global)	Hojiblanca (global)	Active (local)	Close up (global)	Pak (local)	Aydin (local)	7	100
Set 3	Lipton (global)	Parjak (local)	Etka (local)	Eco (local)	Colgate (global)	Kalleh (local)	Lindt (global)	7	100
Set 4	Doghazal (local)	Loreal (global)	Famila (local)	Dov (global)	Pooneh (local)	Mimas (local)	Baraka (local)	7	100
Note: *Participants for each set of questionnaires are independent of other sets.*								**28**	**400**

Prior to the final survey, a pretest was conducted with a small sample to guarantee the readability and understandability of questions and brands in the questionnaire. A questionnaire was developed to classify the brands into local, global, and glocal from the consumer's point of view, following the categorization technique proposed by Llonch-Andreu et al. (2016) through assessing persceived brand globalness (PBG) and perceived brand localness (PBL) for each brand (Steenkamp *et al.*, 2010). For all the questions, we used a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) to measure PBG, PBL, and BCL. For previous experience

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with the brand (PEB), the consumers were asked whether they either used (yes) or did not use (no) a brand (Mangleburg *et al.*, 1998; Wood and Kallgren, 1988).

2.4. MEASURES AND MEASUREMENT

PBG and PBL were assessed through three dimensions for each adopted from Steenkamp et al. (2003). We measured BCL by a scale with two items, proposed by Erdem and Swait (1998) (Ttable 6). To make sure that the translation of the established measurement items was free of linguistic confounds, because the original scales were in the English language, the questionnaire used in Iran was translated from English to Persian in a tripartite process. To reaffirm that the translation was understandable and consistent with the scale items (Kotabe and Helsen, 2000), the back-translation process was performed. The back-translated English version of the questionnaire matched the original English version. A professional translator (the third party) who were not aware of the purpose of this research was hired to compare the original English and back-translated English versions of the questionnaire. Based on suggestions of the translator, we made minor modifications on the Persian version in the main study. The respondents answered questions covering brand clarity, perceived brand globalness, perceived brand localness, and prior experience with a brand.

Table 6. Constructs and Measures

Scale	Measure	Source
Brand clarity (BCL)	I know what this brand stands for.	Erdem and Swait (1998)
	I have trouble figuring out what image this brand is trying to create. (R)	
Perceived brand globalness (PBG)	I think this is a global brand.	Batra et al.(2000)
	I believe that consumers from other countries buy this brand.	
	This brand is only sold in [country]. (R)	
Perceived brand localness (PBL)	I associate this brand with things that are from [country]	Stennkamp et al. (2003)
	For me, this brand does not represent what [country] is. (R)	
	For me, this is a good symbol of [country].	

Note: R=Reverse question.

To classify the brands according to this methodology, if the median of PBG is high (greater than 4 out of 7 in a 7-point Likert scale) and PBL is low (lower than 4 out of 7 in a 7-point Likert scale), it is considered a "global" brand; if the median of PBG is low and PBL is high in the scale, it is considered a "local" brand; if the median of PBG and PBL are both high in the scale, it is considered a "glocal" brand; and if the median of both PBG and PBL for a brand is low in the scale, it is considered a "functional" brand (Llonch-Andreu *et al.*, 2016; Steenkamp and De Jong, 2010) (Figure 4 and Table 9).

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Figure 4. Consumer-Based Brand Categorization

	Functional	Local
	Global	Glocal
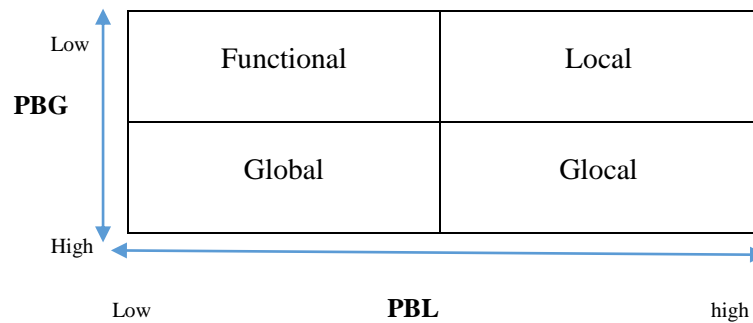
Source: Llonch-Andreu et al. (2016); Steenkamp and De Jong, (2010)

2.4.1 Construct Reliability and Validity

By conducting 400 questionnaires, 4 sets of questionnaires, each set includes 100 participants and each participant is asked about 7 brands (see Table 5), the survey totally obtained 2800 observations from 28 participating brands. For measuring scales validity and reliability, exploratory factor analysis, convergent validity and discriminant validity have been conducted and all of them got acceptable results based on the previous literature.

The composite reliability (CR) coefficients are greater than 0.70 and AVE greater than 0.50, for all constructs and obtain the recommended threshold of 0.70 (Nunnally and Bernstein, 1994; Nunnally, 1978), hence indicating appropriate reliability. The result for AVE, composite reliability CR and extracted variance EV suggest adequate convergence in all constructs. Tables 6 show the reliabilities (CR), average variances extracted (AVE) and Cronbach's Alpha (Cα) for total observations. All items loaded on the appropriate factors were significant and positive, standardized factor loadings were all greater than 0.7 in exploratory factor analysis (EFA). Besides, the reliability test for the three scales is supported by Cronbach's alpha due to all values above of 0.7, indicating an acceptable reliability (Churchill, 1979) (Table 7).

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Table 7. Construct Reliability and validity

Constructs	Indicators	EFA (exploratory factor analysis)		Cronbach's Alpha	AVE	CR	EV
		Indicator Loadings	Factor proportion %				
Brand Clarity (BCL)	BCL1	0.8801	83.77 %	0.708	0.774	0.872	0.938
	BCL2	0.880					
Perceived Brand Globalness (PBG)	PBG1	0.9324	71.41 %	0.901	0.760	0.904	0.770
	PBG2	0.9233					
	PBG3	0.8894					
Perceived Brand Localness (PBL)	PBL1	0.8536	77.47 %	0.800	0.575	0.801	0.753
	PBL2	0.8115					
	PBL3	0.8691					

Note: Factor loadings sig level (≥ 0.7), Cα sig level (≥ 0.7), AVE: Average variance extracted sig level (≥ 0.5), CR: Composite reliability, sig level (≥ 0.7), EV: Extracted variance sig level (≥ 0.5); CFI= 0.97;   RMSEA= 0.108; p < 0.000

Furthermore, the study evaluates discriminant validity to present the distinctness of a construct when the square root of AVE for each latent variable is higher than other correlation values among any other construct (Fornell and Larcker, 1981). The mean values, standard deviations, and correlations are reported in Table 8. It shows the adequate discriminant validity (bold on diagonal) has been achieved by the squared roots of the AVEs that were higher than the off-diagonal correlations (Table 8).

Table 8. Means, Standard Deviations and Discriminant Validity (Fornell-Larcker Criterion)

Constructs	MEAN	SD	PBG	PBL	BCL
			(Discriminant Validity)		
Perceived brand globalness (PBG)	4.653	1.986	**0.871**		
Perceived brand localness (PBL)	4.186	1.822	0.526	**0.758**	
Brand clarity (BCL)	4.292	1.857	0.829	0.172	**0.880**

Note: Bold figures on the diagonal show square root of the average variances extracted AVEs; numbers below the diagonal represent the squared inter-construct correlations.

2.5 RESULTS

2.5.1 Consumer-based brand categorization

The consumer-based categorized brands were calculated from median values for the PBG and PBL constructs of the 28 brands. In the methodology proposed by Llonch-Andreu *et al*. (2016), the results obtained from median, mean, and mode were practically equal, and thus, we followed the

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same method with median. In our study, if the median of both PBG and PBL was moderate in the scale (equal to 4 out of 7 in the 7-point Likert scale), it was considered a "neutral" brand (Table 9).

Table 9. Consumer-Based Brand Categorization

PBG (1-2-3-4-5-6-7)	PBL (1-2-3-4-5-6-7)	Brand categorization result
High (5-6-7)	Low (1-2-3) or Neutral (4)	Global
Low (1-2-3) or Neutral (4)	High (5-6-7)	Local
High (5-6-7)	High (5-6-7)	Glocal
Neutral (4)	Neutral (4)	Neutral

Source: Adapted from Llonch-Andreu et al. (2016)

Of the 28 brands participating in the survey, 13 brands (46%) received a different categorization compared to the objective approach. Surprisingly, all the 13 brands were traditionally local brands from different product categories and none of them was objectively global. The global brands remained the same in the both objective and consumer classifications. Based on the consumer's perception, 15 brands were categorized as global (53.6%), with 11 of them (39.3%) being global and four (14.3%) being local, four (14.3%) as local, eight (28.6%) as glocal, and one as neutral (Table 10).

Table 10. Number of Categorized Brands

Objective categorization		Consumer categorization	
Local brands	17	**Local**	**4**
		Global	4
		Glocal	8
		Neutral	1
Global brands	11	**Global**	**11**
		Local	0
		Glocal	0

The results, as shown in Table 10, indicated that out of 17 objective-based local brands, only four were categorized as local according to the consumer's point of view, whereas four were categorized as global and eight as glocal, with one being considered neutral. By comparing our results with those of previous studies, it was found that some global brands based on objective criteria were perceived as local or glocal by consumers, but it did not occur in this study. The Iranian consumers classified all the global brands in the global category, and not in the local or glocal category (Table 11).

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Table 11. Brand Categorization Results

NO	Product Category	Brand name	Median				Consumer- based brand category	Objective based brand category
			PBG	PBL	PBG	PBL		
1	Tea	Twining	6	3	High	Low	**Global**	**Global**
2	Hand wash Liquid	Lux	6	4	High	Neutral	**Global**	**Global**
3	Dairy Dessert	Dannet	6	3	High	Low	**Global**	**Global**
4	Tea	Lipton	5	4	High	Low	**Global**	**Global**
5	Toothpaste	Colgate	5	4	High	Neutral	**Global**	**Global**
6	Chocolate	Lindt	5	4	High	Neutral	**Global**	**Global**
7	Shampoo	Panten	6	4	High	Neutral	**Global**	**Global**
8	Olive Oil	Hojiblanka	6	3	High	Low	**Global**	**Global**
9	Toothpaste	Close Up	6	4	High	Low	**Global**	**Global**
10	Shampoo	Loreal	5	3	High	Low	**Global**	**Global**
11	Hand wash Liquid	Dov	5	3	High	Low	**Global**	**Global**
12	Hand wash Liquid	Eco	5	4	High	Neutral	**Global**	**Local**
13	Tea	Dogazal	5	3	High	Low	**Global**	**Local**
14	Olive Oil	Famila	5	3	High	Low	**Global**	**Local**
15	Chocolate	Baraka	5	3	High	Low	**Global**	**Local**
16	Shampoo	Sehat	5	5	High	High	**Glocal**	**Local**
17	Chocolate	Shirin Asal	5	5	High	High	**Glocal**	**Local**
18	Shampoo	Parjak	5	5	High	High	**Glocal**	**Local**
19	Dairy Dessert	Kaleh	6	6	High	High	**Glocal**	**Local**
20	Tea	Golestan	6	5	High	High	**Glocal**	**Local**
21	Hand wash Liquid	Active	5	5	High	High	**Glocal**	**Local**
22	Dairy Dessert	Pak	5	5	High	High	**Glocal**	**Local**
23	Chocolate	Aydin	5	5	High	High	**Glocal**	**Local**
24	Toothpaste	Darougar	3	5	Low	High	**Local**	**Local**
25	Olive Oil	Etka	4	5	Neutral	High	**Local**	**Local**
26	Toothpaste	Pooneh	3	5	Low	High	**Local**	**Local**
27	Dairy Dessert	Mimas	3	5	Low	High	**Local**	**Local**
28	Olive Oil	Oila	4	4	Neutral	Neutral	Neutral	**Local**

Note: PBG: perceived brand globalness, PBL: perceived brand localness

2.5.2 Test of hypotheses

To test the first hypothesis and determine whether the mean of the dependent and quantitative variable, BCL was the same in more than two unrelated and independent groups, types of brand (TOB), we run a one-way ANOVA test. Our dependent variable (BCL) was interval and our independent variable (TOB) was categorical; hence, the ANOVA test is a useful technique for such statistical inference. Additionally, to test the second hypothesis, to assess whether the mean

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of BCL was the same in the two unrelated and independent groups of PEB, we run a T-test (Table 12).

Table 12. Statistical Methods Used to Test the Hypotheses

Hypotheses	Independent variable , qualitative , categorical	Dependent variable, quantitative , Interval	Statistical Method	Prob. Distribution
H1	TOB, more than 2 groups (local, global, glocal)	BCL	Analysis of variance (one-way ANOVA)	F distribution
H2	PEB, 2 groups (yes, no)	BCL	T test	T distribution

Note: TOB: type of brands, PEB: previous experience with the brand, BCL: brand clarity

Before ruing ANOVA, first, it is needed to test the data for the homogeneity of variances. I run the Bartlett's test for non-normal samples to check the equal variance, and we assumed to accept H0 "all input samples are from populations with equal variances". The result of Bartlett's test showed that the variance of the outcome variable, BCL, was equal in all the three groups (χ^2 =1.381, P = 0.501) (Table 13).

Next, after developing the ANOVA test, the result showed that there was a statistically significant difference between the groups, as determined with one-way ANOVA (F [2, 2484] = 76.52, P <0.001). In addition, we carried out Post-hoc tests to determine whether there was a statistical significant difference between TOB groups. The output from the Tukey post hoc test included the mean (contrast) for each group and the relevant 2-tailed p-value. The results revealed that there were significant differences between the groups, as determined with the one-way ANOVA and Tukey post hoc tests. It was indicated that BCL was significantly higher for local brands than for global ("global vs local" Contrast = -0.942, P< 0.001) or glocal brands ("glocal vs local" Contrast = -0.243, P< 0.05). Further, BCL was higher for glocal brands than for global brands ("glocal vs global" contrast = 0.698, P< 0.001) (Table 13).

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Table 13. Output reports for Brand clarity (BCL) over type of brands (TOB)

One-way ANOVA			
Bartlett's test for equal variances	χ^2	$P > \chi^2$	Result
	1.381	0.501	Not significant
Variables	F-value	P > F	Result
BCL over TOB	76.52	0.000	Significant
Post-hoc test (Tukey)			
BCL over TOB	Contrast	t-value	P>|t|	Result
global vs local	- 0.942	- 10.05	0.000	Significant
glocal vs local	- 0.243	- 2.42	0.042	Significant
glocal vs global	0.698	9.76	0.000	Significant

Note: Bartlett's test for equal variances, p-value >0.05 → accept H0.

According to the result, as we expected, BCL was lower in glocal brands than in local brands. Thus, our first hypothesis was partially supported. Next, by developing a t-test between consumers with and without PEB, this study sought to investigate whether BCL was significantly different in various brands, depending on PEB.

Table 14. Output reports for Brand clarity (BC) by previous experience with the brand (PEB)

Whole type of brands (TOB)			
T-test			
Variables	t-value	P > |t|	Result
BCL by PEB	0.925	0.093	Not significant
Sort type of brands (TOB)			
T-test			
BCL by PEB	t-value	P> |t|	Result
Local brands	0.147	0.882	Not Significant
Global brands	-0.011	0.990	Not Significant
Glocal brands	**-1.888**	**0.059**	**Not Significant**

The result showed that the population means were equal for the both groups, and that there were no significant differences in BCL for different TOB between consumers with and without PEB (t-value "BCL by PEB for TOB" = 0.925, P = 0.093). Moreover, there were no significant differences in the level of BCL for local and global brands between consumers with and without PEB ("BCL by PEB local brands =0.147, P=0.882) and ("BCL by PEB global brands =-0.011, P=0.990). The results identified that there is no significant differences in the level of BCL for glocal brands between consumers with and without PEB and our second hypothesis is not supported ("BCL by PEB glocal brands = -1.888, P = 0.059). However the P value is almost sig at "0.549" (Table 14).

2.6 CONCLUSION AND IMPLICATIONS

Theoretically, this study has developed the method toward enhancing our comprehension of the consumer's perception of brand globalness and localness for types of brand, including local, global and glocal brands. The results of this study provided further insights into brand categorization based on different perspectives, not only from an objective view, but also from the consumer's point of view (Llonch-Andreu *et al.,* 2016). The results also developed the consumer-based brand categorization concept, (Llonch-Andreu *et al*., 2016) and the notion of subjective types of brand (Koubaa *et al.,* 2015). The idea of consumer-based brand categorization contributes to enhance values of types of brand (local, global, and glocal), which is substantial for both academics and marketers. Our study confirmed that there was a balanced understanding between objective and consumer-based brand categorization based on PBG and PBL (Llonch-Andreu *et al*., 2016) for FMCGs.

Comparing our results with those of previous studies showed that in the present study, consumers perceived local brands differently from an objective criterion, which did not occur in global ones. For example, the consumers classified all the 11 global brands (objective category) in the same global brands. While out of the 17 local brands (objective category), eight were categorized as glocal brands and four as global brands (subjective category). However, only four of brands were categorized as local, which was the same in the objective and subjective categories. According to our findings, local brands with high median in PBG and PBL were categorized as glocal brands whereas local brands with high median in PBG and low median in PBL were classified as global brands. The key reasons behind the consumer's different perception of brand classification might be brand's higher perceived quality, the company's standardization of brand positioning, or the consumer's different personal associations with the brands (Holt, 2002; Strizhakova *et al*., 2008; Koubaa *et al.,* 2015; Llonch-Andreu *et al*., 2016). However, there is a need to perform more investigation to figure out main reasons behind the consumer's different perceptions in local/global brand categorization.

Moreover, this study enriched the existing understanding regarding the consumer's perception of brand clarity in the signaling theory (Erdem and Swait, 1998). The present study analyzed the data from the survey of Iranian consumers, and the results showed that there was a significant difference in BCL between the different types of brand. The findings revealed that BCL was lower in glocal brands than in global brands (H1), while was higher in local brands. Instead, BCL was higher in

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local brands than in global or glocal brands. Hence, as expected, local brands had more brand clarity than glocal brands, and contrary to our expectations, glocal brands had more brand clarity than global brands. This result may support the fact that local brands send clearer signals to consumers compared to global and glocal ones due to their higher PBL, local brand name, and clear symbols, or their higher brand awareness in local icons (Özsomer, 2012). Further, glocal brands had more brand clarity than global brands because these brands originally were local (objective category), and thus, the consumers received clear local signals from them.

It was also shown that the consumer's perception of a brand in a Muslim country such as Iran was likely different from that in a non-Muslim country and a global standard strategy may not be effective; thus, Iran's consumer market can be unpredictable (Mirkhah and Karami, 2019). The findings of this study showed that local brands may have more clarity than global brands for FMCGs among consumers from a developing country like Iran. One of the reasons can be the impact of economic restrictions and business limitations in the global market.

Furthermore, contrary to our expectations, the findings of this study showed that there was no significant difference in BCL between consumers with and without PEB. However, our study showed that although statistically there were no significant differences in the level of BCL for glocal brands between consumers with and without PEB and our second hypothesis was not supported but the P value was almost sig. Thus, PEB does not influence the BCL for local and global brands, but the level of brand clarity may be lower in glocal brands (t-value= -1.888) among consumers with no prior experience of those brands. To validate the current result we need to do more research with another study in the same context. In addition, PEB had no impact on BCL, but it may have an impact on the brand credibility level and future research could investigate the influence of prior experience on both brand clarity and brand credibility (Erdem and Swait, 1998; 2004; Erdem *et al.,* 2006).

This research has several practical implications for firms who market their brands globally and domestically. It provides insights into how companies should re-position their FMCG brands in an emerging market while considering relevant local and global brands. Marketing managers need to realize that both globally and locally perceived brands are appreciated not only for their quality (Xie *et al.,* 2015), but also for their ability to create a clear signal to facilitate consumer's perception process and their willingness to purchase.

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For global and local brand managers, it is recommended to analyze brand categorization from the consumer's perspective, instead of relying only on objective categorization such as the published brand databases. Moreover, brand owners would be able to discover the real positioning of their brands, as well as that of their competitor's brands in domestic and international markets.

By comparing the findings in Iran with those of a previous study conducted in the emerging economy of Mexico (Llonch-Andreu *et al.*, 2016), it was found that some brands categorized as global based on objective criteria were perceived by Mexican consumers as local or glocal. This discrepancy between the objective criteria and the consumer's perception was not observed in Iran. Moreover, delivering clear signals of localness and globalness for consumers, companies make marketing mix solidity to create long-term committed customer relationships, especially in FMCG brands. Local brand managers can improve their marketing mix elements to make a clearer local perception to increase higher perceive quality and purchase intention for local brands in domestic markets. According to Mirkhah and Karami (2019), when Western brands are planning to target local consumers, they should focus less on Western attributes. Thus, it might be important for global brand managers to know that, local brands have more brand clarity than global and glocal brands. If international companies with FMCG global brands are interested to enter and be competitive in restricted domestic markets, adapting global brands to glocal positioning appears to be a good strategy because this will increase BCL, and ultimately, will help consumers to perceive brands with clear local signals.

2.7 LIMITATIONS AND FUTURE DIRECTIONS

To generalize the results of this study, future research could look into extending the study population with an additional survey with a different number of brands and categories (Özsomer, 2012) for durable products in more developed and developing countries. Another limitation was the use of a sample of consumers from Tehran, Iran, and not from other cities.

However, it is recommended to perform more comprehensive studies to explore the impact of consumer attitudinal disposition and consumer psychological behavior on the process of brand categorization and purchase intention in another Muslim market. The study took into account only brand clarity criteria as a signal. Thus, an additional survey based on the signaling theory is also suggested to analyze types of brand, brand credibility, perceived risk, and value creation (Erdem and Swait, 1998; Erdem *et al.*, 2006; Erdem *et al.*, 2008; López Lomelí *et al.,* 2019).

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It is also recommended to conduct a qualitative or an experimental study to manipulate promotional activities (Heinberg *et al.*, 2017). Empirically testing the causal relationship among different local/global drivers through the company's strategy and the consumer's perception in a large-scale study would bring further validation of the concept.

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CHAPTER 3

ESSAY 2. CONSUMER's LOCAL/ GLOBAL BRAND PERCEPTIONS VERSUS FIRM'S LOCAL/ GLOBAL BRAND POSITIONING.

3.1 INTRODUCTION

Many studies have analyzed the antecedents and consequences of consumer's appraisement in different branding practices across cultures since accelerated globalization in the 1990s (Gürhan-Canli *et al.*, 2018). The current consumer market for local and global brands is changing through globalization (Sichtmann *et al.*, 2018). Global and local brands have connected to global and local iconic brand positioning through their privileges and impediments (Heinberg *et al.*, 2017). Global brands have the universal accessibility advantage (Davvetas *et al.*, 2015) and local brands have a responsive localized preference among consumers (Schuiling and Kapferer, 2004). In comparison, glocal brands have a global quality with a local touch or an integral local and global icon (Alden *et al.*, 2006; Steenkamp, 2010; Llonch *et al.*, 2016).[1]

Brands can act as personal identity signals, informational cues, or cultural symbols, depending on consumer's engagement (Schmitt, 2012). Consumer's perception of a brand is affected by their personal and cultural aspects both relationally and emotionally (Aaker *et al.*, 2004; Thomson *et al.*, 2005; Kervyn, Fiske, and Malone, 2012). The perception process is influenced by factors referring to the physical characteristics of a brand presented by companies and by individual characteristics of a consumer (Hanna and Wozniak, 2013). This process consequently links to consumer decision-making and consumer purchase behavior (Peter *et al.*, 1999).

From the other side, firms attempt to influence consumer's brand perception by establishing effective global, local, and glocal marketing strategies through signals (Keller and Lehmann, 2006; Dumitrescu and Vinerean, 2010; Yakup and Diyarbakirlioglu, 2011). Company's brand positioning strategies through advertising signals (Kirmani, 1990) and brand name signals (Davis, 1991) may influence consumer's perception. The consistent, clear, and credible signals can make brands significant, impressive, and effective to consumer's perception. Signaling theory proposes that brands are a source of information for consumers. It explains that a high level of ambiguity in the brand signal leads to a lower level of clarity in the consumer's mind (Erdem and Swait, 1998).

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[1] Chapter 2, Litreture review, section "Types of brand"

However, according to the literature, the rational way to classify brands in local and global should be through the signals perceived by consumers (Erdem and Swait, 2004, Halkias *et al*., 2016) and there is a need to find out the dynamics behind consumer's perception for global and local brands (Özsomer, 2012; Schuiling and Kapferer, 2004; Steenkamp, 2017; Veloutsou, 2008). In this regard, Llonch-Andreu et al. (2016) classified some local and global brands from a consumer perspective to answer whether consumers perceive the brands in the same category or they may perceive them differently. The results showed that in some cases consumers perceive brands differently compared to previous objective criteria. Traditional or objective criteria refer to the company's official internal brand categorization (Llonch-Andreu *et al.,* 2016).

Our recent study is a continue to the first essay (Chapter 2) of this doctoral dissertation. This study was run in the same emerging market due to their differences from mature markets (Özomer, 2012), their high level of competition for local and global brands (Sheth, 2011), and their stronger impact of communication and advertising activities on the sale process (Bahadir *et al.,* 2015). Despite some studies conducted on consumer-based brand categorization, there have been few studies to qualitatively investigate different aspects behind the brand classification from consumers and companies.

After categorizing the brands based on the technique proposed by Llonch-Andreu *et al*. (2016) to local, global, and glocal by consumers in essay 1 (Chapter 2), there are still insufficient data and unclear reasons to answer the questions that why consumers do not always perceive brands in the same syntax that companies try to create. More questions were appeared that need to be answered, which our research gap is included in; for example, what drivers make a priority for brands to be perceived as local, global, or glocal (with a hybrid iconic) in an emerging market? Or, how brand-positioning strategies can influence consumer's PBG and PBL?

Thus, the main objectives of this study are as follows:

(1) To analyze the different aspects of consumer-based brand categorization to develop an understanding of the major drivers for brand localness and globalness from the consumer's point of view.

(2) To identify whether consumers perceive brand localness and globalness with the same signals delivered by the firm's brand-positioning strategies or by different ones.

This empirical study seeks to enhance the understanding of consumer knowledge in local, global, and glocal brand perception using a qualitative method approach. To this end, 34 in-depth

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interviews were conducted with a sample of consumers for a deep understanding that why some global or local brands are perceived differently by consumers. Afterward, we applied the quantitative result of the brand categorization obtained from essay 1 (this was the subject of the first paper of our doctoral dissertation).

From an academic point of view, this research contributes to determining how and why consumer's perception in the brand typology (local, global, or glocal) is influenced by the company's brand positioning and whether they are in the same directions or not. From a managerial perspective, this research can help local and global marketing managers in emerging markets to identify an appropriate brand positioning and communication strategies for different categories of brands (local, global, or glocal). The findings suggest important theoretical and managerial implications and explain that in the FMCG industry, marketers can influence consumer's perceptions in brand localness and globalness through communication and brand-related drivers.

The remainder of this text is structured as follows. First, I review the existing literature on the consumer-based brand equity and signaling theory, consumer's local/global brand perception, and the company's local/global brand positioning. Then, I review the methodology issues with the description of the design of the study conducted. Next, I present the data analysis and findings of the research. Finally, discussions, implications, and conclusions are presented.

3.2 RESEARCH BACKGROUND

There is an argument that consumers may purchase brands to create their self-concepts and self-brand relationships (Escalas and Bettman, 2005; Reimann and Aron, 2009). According to the self-expansion theory, the most important part of the human motive is the desire to achieve perspectives, resources, and identities, which enhance the individual's ability to acquire goals (Reimann and Aron, 2009).

Brand consumption and consumer's self-image can be homological (Sirgy, 1982) and brands may become identity symbols for the brands. The consumer psychology model of the brand concentrates on brand characteristics, consumer psychology, and cultural symbols (Schmitt, 2012). It explains that, because of different individual's motives, needs, and goals, consumers have different levels of brand psychological engagement. This model is comprised of three layers of

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engagements, namely "object-centered" engagement (most inner layer), "self-centered" engagement (middle layer), and "social" engagement (outer layer) (Schmitt, 2012).

Although several concepts of consumer-brand relationship and their measures in marketing and consumer research area (Fournier 1998; Reimann and Aron, 2009), signaling theory (Spence, 1973) and signaling theory and consumer psychology model of the brand (Boulding and Kirmani, 1993; Schmitt, 2012) have contributed to this research. This study mainly is framed on the customer-based brand equity on the signaling theory applied to brands (Erdem and Swait, 1998; Keller, 1993) and consumer's perception of brand globalness and localness (Steenkamp and de Jong, 2010).

According to Arnould and Thompson (2005), consumer culture theory clarifies the relationship between brands and socio-cultural symbolism. According to Eckhardt (2005), in some different cultural contexts, despite the company's marketing activities to localize some foreign brands, consumers do not necessarily perceive those brands as local. Moreover, consumer's attitudinal dispositions through its key components (cosmopolitanism, ethnocentrism, and materialism) may affect the relationship between consumer culture and brands. Cosmopolitan consumers travel frequently, feel to be involved in global consumers, and open to different cultures (Cleveland *et al*., 2009). In comparison, ethnocentric consumers are proud of their country's brands, symbols, and culture (Steenkamp *et al*., 2003). According to previous literature, cosmopolitan consumers respond better to global brand positioning strategies (Alden *et al*., 1999), while ethnocentrism buys more local brands and are less interested in imported brands (Sharma *et al*., 1994).

In the same vein, Llonch-Andreu et al. (2018) have attempted to understand the profiles of different consumer segments based on their attitudes and purchase intentions toward global, local, or glocal brands in an emerging market. They applied consumer attitudinal dispositions and demographic characteristics to define the segments. The results showed that global brand lovers have a high level of cosmopolitan and a lower level of ethnocentrism. Although it does not happen for local brand lovers, local brand lovers have a higher level of cosmopolitanism. Moreover, in glocal brand lovers, materialism is the dominant consumer attitudinal disposition (Llonch-Andreu *et al.,* 2018). Therefore, by asking individuals through a short questionnaire, we can have a general understanding of our participant's attitudes toward the brands in the sample.

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3.2.1 Brand equity and signaling perspective

Brand equity constructs value for both firm and customer (Keller, 1993). This concept is explained by all brand assets such as brand loyalty, brand awareness, and perceived brand quality (Aaker, 1991, 1996). When customers have positive brand association, they perceive high brand quality, high brand loyalty, and higher perceived brand equity (Yoo *et al.*, 2000). Brand associations can be seen in the brand name (Zinkhan and Prenshaw, 1994), product attributes (Yoo, *et al.*, 2000), and anything that links consumer's memory to a brand (Aaker, 1991, p. 109). Based on previous studies, along with company image, country of origin (COO), and brand name (Keller, 1993, 1998), a combination of different marketing and promotional activities such as marketing research expenditure, salesforce, brand age, advertising expenditure, public relations, brand slogans, and packages have a strong impact on brand equity (Aaker 1991; Simon and Sullivan, 1993). Thus, according to Keller (1998), brand equity needs to be considered by companies through protecting brand equity assets and continuing the brand consistency over time. Moreover, according to Keller's customer-based brand equity model, "the power of a brand lies in what customers have learned, felt, seen, and heard about the brand through their experiences over time" (Keller, 2003, p.59). Atilgan et al. (2009) demonstrated a brand equity model based on four features as brand trust, brand associations, brand loyalty, and perceived quality. They put the perceived brand quality as the main driver that brings consumer's trust and loyalty to a company (Atilgan *et al.*, 2009).

In another study, Erdem and Swait (1998) considered the brand equity with a signaling perspective in marketing and explained that brands are the source of information for consumers. According to these scholars, brand signals as content, clarity, and credibility can enhance perceived brand quality and decrease perceived risk by consumers. Consumer-based brand equity explains the brand signal value to consumers and defines that both clarity and credibility are the main characteristics of brand signals (Erdem and Swait, 1998). Brands in the role of market signals can increase the brand's claim confidence and improve consumer's perception related to the level of the brand attribute. It is explaining that perceived quality, information cost, and perceived risk are three elements along with brand credibility that influence consumer expected utility (Erdem and Swait, 1998). In signaling theory, product position can influence consumer's perception through advertising signals (Kirmani, 1990) and product quality through brand name signals (Davis, 1991). A signaling perspective proposes that firms can create consumer brand commitment by making brand credibility as an information source. Also, consistency plays an important role in consumer-

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based brand equity because of the increase in brand credibility (Erdem and Swait, 1998). Brand credibility represents brand-to-consumer and consumer- to-brand communication overtime (Sweeney and Swait, 2008). In recent years, there has been an increasing amount of literature on brand credibility and signaling theory in developed and developing economies (Erdem and Swait 1998; 2004; Erdem, Swait and Valenzuela., 2006; Baek *et al.,* 2010; Christodoulides *et al.,* 2015; Datta *et al.,* 2017; Llonch-Andreu *et al.,* 2017; Pecot *et al.,* 2018).

Social identity theory is defined as certain intergroup behaviors relations that motivate attitudes, social influences, performance, and decision-making (Turner *et al*., 1999; Weiner, 2000). Social identity is the individual's knowledge about what social category or group they belong to (Hogg and Abrams, 1988). This theory complements the signaling theory. Celani and Singh (2011) identify the complementary role of social identity theory in the signaling process. Also, the integration of these theories can describe how consumers can perceive signals of brand globalness and localness delivered by the company's marketing mix activities and how and why these signals influence consumers' attitudes. Social identity theory describes intergroup discriminations and differences (Tajfel and Turner, 1979).

However, firms can create brand credibility through increase brand clarity, brand investment, and consistency, which are the main components of brand credibility. According to Erdem et al. (2002), brand clarity refers to the lack of ambiguity in a brand, brand investment refers to the company's spending on brands to make a long-term brand commitment (Klein and Leffler, 1981), and consistency refers to the level of convergence in company's marketing mix strategies (Erdem *et al.,* 2006). According to this theory, consumers suppose that firms can present products with clear signals and this brand clarity affects brand credibility. Brand credibility plays a key role in the signaling theory of delivering effective information to the brands (Tirole and Jean, 1988In an investigation has done by Baek et al. (2010), brand credibility can be seen in companies' attempts to make a believable perception for the consumers to what they promised. They explained that companies could increase clarity, consistency, and investment through their marketing mix strategies in communication aspects by advertising and brand image strategies. Baek *et al.* (2010) point out that brand credibility positively affects brand purchase intention through perceived quality, information costs saved, and perceived risk. Also, they suggest that in low self-expressive product categories, brand credibility has a stronger impact on purchase intention than brand prestige.

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3.2.2 Consumer's brand perception (localness and globalness)

Several studies have revealed that consumer's brand perception is influenced by their personal and cultural aspects both relationally and emotionally (Aaker *et al*., 2004; Thomson *et al.,* 2005; Kervyn *et al*., 2012). Özsomer (2012) found that consumer's perception of local and global brands depends on many contextual drivers. In a globalized marketplace, companies are more curious to identify consumer's decisions in preference between local and global brands and to understand the reasons that drive those brand choices (Özsomer, 2012). Another study reports the important role of consumer's perception of globalness and localness in a consumer-brand relationship, indicating that the degree of globalness and localness for a brand may determine the level of brand competitiveness through making close consumer-brand relationship and consumer-brand identification (Sichtmann *et al*., 2019). By an empirical cross-country study, they found that the impact of both brand globalness and localness on consumer-brand identification and purchase intention is stronger in an emerging market than in a mature one (Sichtmann *et al.,* 2019). Zhang and Khare (2009) investigated consumer's preference in a developed country and identified that consumers with an accessible global identity prefer global than local products, while consumers with an accessible local identity prefer local than global products.Thus, companies need to consider the internal and external elements influencing consumers' local or global brand perception and local or global brand preference for specific product categories (Ismail *et al*., 2012). Several studies have found that identity-based drivers such as symbols attached to prestige, modernity, and achievement affect consumers for local and global brand preferences (Özsomer, 2012; Strizhakova and Coulter, 2015; Xie *et al*., 2015).

In the same vein, Steenkamp and de Jong (2010) have highlighted a values-based motive for local and global brand preferences like national culture and cognitive beliefs such as values. Moreover, the utilitarian-based perspective suggests that consumers make a preference for global or local brands through their functional benefits such as perceived quality and brand credibility (Winit *et al.,* 2014; Xie *et al.,* 2015; Halkias *et al.,* 2016). In this context, some other studies suggest that external stimulus like mass media, travels, and exposure to the company's marketing activities can influence consumers' preference for global and local brands (Cleveland and Laroche, 2007; Durvasula and Lysonski, 2015). A recent study by Ibrahim and Gomez (2018) shows that quality, customer service, and ambiance are the most important factors on brand preference for a global or

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a local restaurant chain. Similarly, price and location are the secondary factors and brand name and country-of-origin (COO) are the least important drivers on global/local brand preference (Ibrahim and Gomez, 2018).

Overall, these studies may suggest that different motives may affect brand preference for global and local brands. Nevertheless, they do not focus on consumer's different perceptions for local and global brands in a categorization frame. There are different brand typologies as global and local based on objective criteria. Llonch-Andreu *et al.* (2016) developed a quantitative-based technique to categorize brands from the consumer's perspective into global, local, and glocal and applied this technique with empirical research in Mexico. The method is based on a categorization of attitudes toward local and global products introduced by Steenkamp and De Jong (2010). The most important inference of this study is that the consumer's perspective (subjective) might differ from the traditional categorization method based on objective criteria.

3.2.3 Company's local, global and glocal brand positioning

According to Maxwell (2001), brands can help consumers with product positioning and brand attributes through marketing activities. Brand localization, globalization, and glocalization positioning need to be considered in countries with emerging or developed status (Sichtmann *et al.,* 2018). Glocal brands can be perceived by consumers through the combination of global and local icons, which are the outcomes of the company's marketing mix strategies (Llonch-Andreu *et al.*, 2016). In the context of local and global brand positioning, companies attempt to impress consumer's perceptions by employing effective marketing strategies (Yakup and Diyarbakirlioglu, 2011; Keller and Lehmann, 2006).

Previous studies have shown five different strategies from companies that generate a global marketing strategy, based on standardizing both in product and communication program (uniform product and uniform message). Meanwhile, local marketing strategy is based on customizing both in product and communication programs (customized product and customized message). A combination of these two strategies is developed by glocal strategy as standardizing products and customizing communication or customizing products and standardizing communication (Schiffman and Lazar Kanuk, 2009; Dumitrescu and Vinerean, 2010). Glocal brand positioning is a strategic effort to keep a balance between local customization and global homogenization (Svensson, 2001). It is an interaction between localization and globalization vectors to make a

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reputation for a global brand by keeping the brand's public image in the local market (Maynard and Tian, 2004). Glocalization can touch a broader range of consumers by creating a balance between universal and particular cultures (Robertson, 1992).

In another work, Kotler (2009) points out that global marketing strategies aim to the maximum degree in standardization, homogenization, and integration across global markets. These strategies contribute firms to conduct an appropriate local/global brand positioning through their communication campaign and product. In another recent study, Heinberg et al. (2017) have argued that global and local brand positioning both can increase the attractiveness of a brand as an advertising source and can boost the relationship between advertising frequency and brand image. They have found that a hybrid (global and local) brand positioning decreases the persuasive impact of the attractiveness and reduces the relationship between advertising frequency and brand image in emerging markets (Heinberg *et al.*, 2017).

According to the research background, which concentrates on the signaling theory, this dissertation aimed at using the connection between the company's brand positioning and the key elements of brand signals, namely credibility, clarity, and consistency. Brand credibility is a trustable brand perception collected by product positioning information. Also, brand credibility enables companies to create a credible perception for their customers (Erdem and Swait, 2004). When firms establish high consistent marketing mix strategies, the level of brand credibility and clarity would be higher by creating a consumer brand commitment and credible and clear information signals (Erdem and Swait, 1998). As several studies set forth, expertise and trustworthiness are two critical components for brand credibility (Erdem and Swait, 1998; 2004; Erdem *et al.*, 2002; Erdem *et al.,* 2006; Sweeney and Swait, 2008).

Although the above studies provide insights about consumer's perception and companies intended positioning to local and global brands, none of them have taken into consideration at the same time the consumer's perceptions (local, global, and glocal) for brands and the company's brand positioning (local, global, and glocal). Therefore, the present study aims to fill the gap through an interpretative approach.

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3.3 METHODOLOGY

A qualitative approach is preferred for this research because it tries to follow the logic that justifies the need for a complete understanding of the brand categorization theory, which suggests a movement back and forth between inductive and deductive approaches (interplay between development and testing) (Kovács and Spens, 2005). It is following the basis of an abductive approach, from the rule to the result to the (Danermark *et al.,* 2001). Although grounded theory helps us to explore the research questions and to keep an open mind to the responses received from the respondents (Strauss and Corbin, 1998; Goulding, 2000), our overall methodology seeks mainly for an abductive approach. This approach is also called a combined (Elo and Kyngäs, 2008) or complementary approach (Blackstone, 2012). Figure 5 presents a clear understanding for abductive reasoning.

Figure 5. Abductive research process
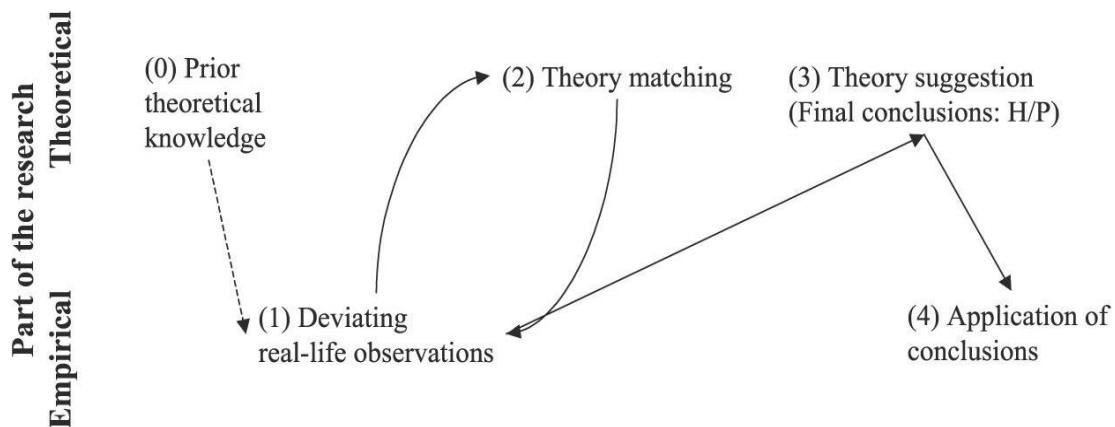
Source: Kovács and Spens (2005)

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3.3.1 Research design: Primary data, and participants

This study includes 34 in-depth interviews, each lasted approximately between 45 and 80 min and additional time for socializing. All the interviewees were assured of anonymity at all stages of the interviewing process (Gaur *et al*., 2015). The interviews were conducted in the Persian language by a local researcher professional in the qualitative research. The interviews were held either in the place of the researcher or respondent, depending on the participant's preference (office, home, or cafeteria). Also, they were given small memorable gifts at the end of the interviews as the hospitality and thanks norms (Eckhardt, 2005). The researcher was present at the interviews randomly to guide the interview's flow and validity check. Male and female interviewers were assigned to conduct the interviews for female and male participants, respectively. All in-depth interviews were recorded with participant's permission and were verbatim transcribed in the text format manually. The interviewers explained and clarified the research purpose in a friendly manner. To guarantee the understandability of questions, to obtain the important codes, and to estimate the duration time of each interview, the researcher conducted a pretest with 6 participants. To ensure the inter-rater reliability in the data collection, the researcher double-checked the transcribed interviews to the texts separately (Gaur *et al*., 2015).

The interviews were conducted in the urban area of Tehran, Iran, during two months of January to February 2019. The emerging economy of Iran as a representative Persian culture in the Middle East was chosen as the ideal setting to explore consumer's perception because it is a little discovered market, despite being the second-most populous country in the Middle East (HKTDC Research, 2016). Moreover, the cultural differences (Hofstede's 6D Model) between Iran and Western or Eastern markets may create a proper opportunity to discover the consumer's different consumption patterns and an attitude for local/global brands in an unparalleled and unexampled content than other discovered Eastern countries.

The participants were selected through a purposive sampling strategy (Patton, 2015). For this purpose, I followed the same profile of age and gender and education percentage of the respondents in the first essay (the respondents were independent of the first essay). In the first essay, I ran several cross-tabulations for the 400 participants to obtain two groups of consumers. The first group included consumers who had perceived brands with the same category that they initially classified according to an objective classification (local in local and global in global) and consumers who had perceived brands in different categories according to a subjective

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classification (local in global or glocal and global in local or glocal). Cross-tabulations and Chi-Square tests were used to determine if there is a significant relationship among demographic variables of age, gender, and education in two different groups of consumers. The results of the cross-tabulation showed is independency among the variables of age, gender, and education between the two groups (Table 15).

Table 15. Percentage of Demographic Sample Profile (400 Individuals)

Title		Consumers who perceived brands in the same category		Consumers who perceived brands in a different category		**National population of Iran**	
		%	count	%	count	%	count
		44	**176**	**56**	**224**		
Gender	Female	50.73	89	50.75	114	50.74	39,427,828
	Male	49.27	87	49.25	110	49.26	40,498,442
	Total	**100**	**176**	**100**	**224**	**100**	**79,926,270**
Age	18-24	12.4	22	12.92	29	12.63	10,094,688
	25-34	30	53	29.75	67	29.93	23,921,933
	35-44	22.9	40	23.1	52	23	18,383,042
	45-54	17	30	16.92	38	17	13,587,466
	55 +	17.5	31	17.33	39	17.44	13,939,141
	Total	**100**	**176**	**100**	**224**	**100**	**79,926,270**
Education	High school diploma	28.14	50	26.33	59	27.34	21,851,842
	Upper diploma	23.06	41	23.84	53	23.41	18,710,740
	Bachelor's degree	22.72	40	22.47	50	22.61	18,071,330
	Master's degree	17.78	31	18.1	41	17.92	14,322,788
	PhD	8.3	15	9.26	21	8.73	6,977,563
	Total	**100**	**176**	**100**	**224**	**100**	**79,926,270**

Source: obtained from the results of the first essay of doctoral dissertation

Finally, using a stratified sampling strategy (Robinson, 2014; Patton, 2015), the respondents were divided based on their age, gender, and education according to the national population of Iran (Statistical center of Iran, 2016) to present a range of socioeconomic variables. It is of note that, according to the interpretative research norms, participants (urban area) were chosen to represent the various groups of attitudes and interests (Eckhardt, 2005) to local and global brands (Table 16).

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Table 16. Participant's profile

No	Name	Age	Gender	Education	Occupation	Number of abroad travel	Consumer Attitudinal Dispositions (Mean scores)		
							CET	COS	MAT
1	Participant 1	29	Male	High school diploma	Sales employee	Never	5.25	6	3.71
2	Participant 2	36	Male	High school diploma	Administrative employee	Once or twice	3.5	4.8	6.71
3	Participant 3	24	Male	Upper Diploma	Unemployed	Once or twice	4	7	2.43
4	Participant 4	36	Male	Master's Degree	Industrial designer	More than three times	3.5	6.8	6.14
5	Participant 5	46	Male	Master's Degree	Accountant	More than three times	5	7	5
6	Participant 6	55	Female	High school diploma	Hair stylist	Once or twice	3	7	5.86
7	Participant 7	24	Female	Bachelor's Degree	Programmer	Once or twice	2	7	5
8	Participant 8	38	Male	Bachelor's Degree	Administrative employee	Once or twice	4.25	7	3
9	Participant 9	29	Male	Bachelor's Degree	Marketing expert	Once or twice	3	7	4.71
10	Participant 10	55	Male	PhD	Pharmacist	More than three times	4.5	7	1.43
11	Participant 11	49	Male	High school diploma	Sales manager	More than three times	3.25	6	5.86
12	Participant 12	18	Male	Upper Diploma	Student	Once or twice	5	1.8	3.71
13	Participant 13	59	Male	Bachelor's Degree	Free business	More than three times	4	6.4	5.43
14	Participant 14	35	Female	High school diploma	Dentist assistance	Never	1	4.2	2.71
15	Participant 15	22	Female	Upper Diploma	Student	More than three times	2.25	7	4
16	Participant 16	33	Female	High school diploma	Nurse	Never	2.75	7	3.71
17	Participant 17	36	Male	Upper Diploma	Administrative employee	More than three times	2	6.6	6
18	Participant 18	35	Male	Master's Degree	Civil engineer	Once or twice	2.25	7	4.29
19	Participant 19	33	Female	Upper Diploma	Graphics	More than three times	4.25	6.6	5.29
20	Participant 20	34	Male	Bachelor's Degree	Free business	Once or twice	1.75	6.8	2.29
21	Participant 21	30	Male	Upper Diploma	Administrative employee	More than three times	4.5	6	4.86
22	Participant 22	48	Female	Upper Diploma	Accountant	Once or twice	5	5.4	3.71
23	Participant 23	27	Female	Bachelor's Degree	Administrative employee	Once or twice	4.75	6.8	6
24	Participant 24	18	Female	High school diploma	Student	More than three times	4.5	6.2	5.71
25	Participant 25	55	Male	PhD	Maxillofacial surgeon	More than three times	5	7	5.29
26	Participant 26	33	Female	PhD	Product manager	Once or twice	1	6.2	1.86
27	Participant 27	35	Female	Bachelor's Degree	Sales expert	More than three times	3	7	3.43
28	Participant 28	29	Female	Bachelor's Degree	Household	Never	5.5	7	5
29	Participant 29	40	Female	Master's Degree	Household	Once or twice	4	5.4	3.43
30	Participant 30	46	Female	Bachelor's Degree	Insurance manager	More than three times	6.75	7	7
31	Participant 31	55	Female	Bachelor's Degree	Sales manager	More than three times	1.75	6.6	4.29
32	Participant 32	35	Female	Upper Diploma	Administrative employee	Never	5.5	6	4.29
33	Participant 33	35	Female	Master's Degree	Household	Once or twice	1	6.8	5.29
34	Participant 34	32	Female	PhD Student	Administrative employee	Never	6.25	1.4	3.43

Notes: CET: ethnocentrism, COS: cosmopolitanism, MAT: materialism

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Participants were asked to explain their main reasons for brand localness and globalness perception and the local/global signals that were sent through the company's activities. They also were asked general questions about their traveling habits (number of travels and their destinations), if they know the brands, and if they have ever had previous experience with the brands. To analyze the reasons behind local brand perception, participants were asked to give their opinion about whether they associate the brand with things that are related to their local country and whether the company creates a local brand image. If so, what are their reasons and cues? Similarly, for global brand perception, they were asked to explain the major icons that make the brand global. Why do they think consumers from other countries will buy this brand? Participants were asked about the company's brand positioning as well. In the last section, they were asked what their feeling about the brand is and whether they would buy them or not. For conducting the interviews, the researcher followed the previous studies identified in the literature review. All questions were open-ended answers while iteratively new questions were added to the original interview depending on the participants' answers, behavior, and attitudes. As a supplementary part of the participant's profile, at the end of the interview, they were asked to fill a short questionnaire to identify the interviewee's general level of ethnocentrism and cosmopolitism to understand individuals' attitudes and characteristics. Materialism measures were derived from Cleveland et al. (2009). Cosmopolitanism measures were derived from Cleveland et al. (2009) and Özsomer (2012) and finally consumer ethnocentrism measures was extracted from Shimp and Sharma (1987) and Batra et al. (2000). Therefore, by asking individuals through a short questionnaire, I could have a general understanding of the consumers' characteristics and their attitudes toward the selected brands.

Selected brands

Brands were chosen from the results of the brand categorization in the first essay. Based on two criteria, 6 out of 28 brands were selected in three sets of product categories. The first criterion is achieving the highest overall average in the PBG and PBL in the categorization process (see the first paper of doctoral dissertation). The second criterion is that for each brand classified in the different categories, there should be a related local brand in the related product category to be able to make a comparative analysis based on the variations in consumer local/global perception.

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Table 17. Selected Brands

Sets	Product category	Objective categorization	Subjective categorization	Brands
Set 1	Dairy products	Local	Local	Mimas
		Local	Glocal	Kalleh
Set 2	Toothpaste	Local	Local	Pooneh
		Global	Global	Colgate
Set 3	Olive oil	Local	Local	Etka
		Local	Global	Famila

Source: obtained from the results of the first essay of the doctoral dissertation

I selected three product categories of dairy product, toothpaste, and olive oil because for each set of product category we have two brands: 1) a local brand (objective), which is perceived in the same local category by consumers (subjective) and 2) a local or global (objective) brand, which is perceived in the same or different categories by consumers (subjective) (Table 17).

Respondents were asked about five local brands and one global. In our study, we only put one global brand (Colgate) because all global brands were classified in the global category. Hence, we do not have challenges for different consumer perceptions in global brands (see the first essay of doctoral dissertation). Brands were selected from fast-moving consumer goods (FMCG) because consumers spend fewer resources on the information process (low purchase risk importance) and their short decision-making process (Tellis, 2004; Vera and Trujillo, 2017). Also, in the FMCG industry, consumers are advertising-savvy and express high familiarity and prior experience for these brands (Heinberg *et al*., 2017).

3.3.2. Research design: Secondary data

Our secondary data included the company's public documents produced privately and officially related to their marketing and brand strategies for six selected brands are collecting (Patton, 2015; Verd and Lozares, 2016). Secondary data were collected from (1) the company's official websites and social media pages to have a perspective of the firm's mission and vision, brand positioning, and marketing mix strategies 4Ps (product, place, price, promotion); (2) company's annual reports to get some quantitative data about annual sales and related activities. A summary of six company profiles was collected to enable the researcher to interpret the company's local or global marketing strategies. Also, the chronological age of the companies was added to the data to have a review of brands' age. When brands are getting old, marketing managers look for a rejuvenation cure for

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their brands and try to restore brand value through new communication strategies instead of letting them die or looking for a new name (Lehu, 2004).

To avoid any bias in comparison and increase the validity, the company's information was collected from three official sources namely the company's official website, the company's official annual report, and the company's official social media networks. For example, the official website and annual report of Colgate-Palmolive, as a global company, gives clear and sufficient information about the positioning of the brand and firm's marketing strategies; however, it did not happen for all brands under scrutiny.The closed economy of Iran, the weakness in corporate social responsibility, and the high competition among local FMCG companies are the main reasons for not letting the companies share their marketing strategies in public, even in their official sources. However, companies active in the stock market are obliged to report their financial and economic activities to stockholders annually. One of these companies is "PaxanCo", the owner of the brand "Pooneh". Nevertheless, there are a few private companies, with strong corporate governance and a high corporate social responsibility that share their marketing strategies clearly in their official websites. One of them is "Kalleh", with the same brand name in our study.

3.4. DATA CODING AND DATA ANALYSIS

3.4.1. Data coding

A systematic qualitative analysis through the taped interviews was used and a thematic approach was employed on transcripts to summarize relevant "quotations, comments, and opinions", which confirmed research constructs. All the interviews were transcribed and coded. The interview data was subjective to thematic analysis and started with coding the raw data using ATLAS.ti, a qualitative data analysis software. Thematic analysis is the process of identifying, analyzing, and reporting the themes in the dataset that helps the researcher to recognize the relevant themes according to the inductive, deductive, or abductive approach (Braun and Clarke 2006; Harding 2013). We tried to follow an approach that involves identifying, analyzing, and reporting themes patterns to contribute to the investigation of how the current situation influences the perception of individuals (Braun and Clarke, 2006; Alhojailan, 2012).

The data collection and analysis stages of this study are as follows:

   i.   34 interviews and tapes

  ii.   Interview tapes transcription

 iii.   Coding process

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- Open coding

- Axial coding

iv.   Data analysis (interviews and companies)

v.   Presenting the report

vi.   Conclusions

ATLAS.ti is a computer software program that was applied to analyze and interpret the interview data quotations. As mentioned in the "methodology" section, the interviews were conducted in a non-English language. When cultural contexts differ, language differences in interpretation are more complicated due to the importance of understanding the meanings in interviews (Van Nes *et al.*, 2010). To increase the validity of the qualitative data, it is recommended to reduce the distance between the meaning as experienced by the participants and the meaning as interpreted in the findings (Polkinghorne, 2007). Moreover, to avoid the loss of the meaning in native non-English language data collection in our qualitative research, the researcher decided to stay in the original language, as recommended by Van Nes et al. (2010).

During the results' analysis, to make sure that translation of the interview's quotations was free of linguistic confounds, the interview quotations were translated from Persian to English in a tripartite process. To reaffirm that the translation is understandable and consistent (Kotabe and Helsen, 2000), the back-translated English version was matched to the original Persian version. A professional translator (the third party) judges who were not aware of the purpose of this research. He was hired to compare the original Persian and back-translated English versions. The in-depth interview files were imported to ATLAS.ti in original (Persian) language and coded in English by the researcher. By using this program, the researcher enables to code of the interview quotations directly from the original files (the researcher's native language) into English with less complexity. A coding process was developed after considering several sources about the research background. A pre-coding process was done for 10 interviews to estimate the nature of the codes and their frequency. The prior 10 coding template was reviewed by other relevant authors before continuing and developing the outcomes (Richards, 2005). In qualitative data analysis, codes are defined when a researcher interprets the meaning of individuals data aimed at the analytical categorization, theory building, or pattern recognition (Saldana, 2013). Also, the coding process is a critical link between data collection and data meaning (Charmaz, 2001). There are two major coding levels namely open and axial coding (Corbin and Strauss, 2008).

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3.4.1.1. Open coding

Qualitative data analysis starts with initial coding. Open or initial coding is a process of breaking down the qualitative data into separate parts based on their similarities and differences (Strauss and Corbin, 1998, p. 102). Open coding is recommended more for interview transcripts that are applied by detailed and line-by-line initial coding (Charmaz, 2006). In the present study, the open coding process was started by the researcher through creating new codes and identifying repeating patterns to the quotations separately for each participant. Respondents were asked about six brands repeated for each and a multitude of codes were produced through 34 interviews. The coding process was continued by applying a limited pre-established code list (prior codes). However, many new codes (emergent codes) were generated through the coding process. Based on the thematic analysis, if new codes appeared during the interviews, they can be added to the list of prior codes (Braun and Clarke, 2006). The total number of codes in the first coding process was 295 (there were many similar codes for each brand), and then was reduced to 136 codes through re-analyzing the interviews, merging similar codes to identify underlying common codes, and screening and forming the open codes. Next, the researcher summarized 24 open codes from the participants. The results were coded into the individual's familiarity with the brands, their perceptions to brands globalness and localness, individual's perceptions of the company's promotional activities, their feeling and attitude to the brands, and their intention to purchase the brand (Table 18).

3.4.1.2. Axial coding

Axial or focused coding is a process of reducing the number of open codes to classify, develop, and relabel the open codes into the conceptual categories (Strauss and Corbin, 1998, p. 124; Saldana, 2013). Axial coding is recommended for studies with a wide variety of data sheets such as interview transcripts notes and documents (Saldana, 2013). In the present study, the coding process was developed by merging the closely related codes under broader categories (Goulding, 2000) and identified common themes in two axial codes (Table 18).

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Axial code 1: Brand related drivers

Brand related drivers explained when respondents particularly mentioned the localness and globalness signals to the nature of the brand. The first axial code is formed by 14 open codes related to brand drivers. Codes were collected from consumer's local and global perception related to the brand itself; e.g. brand name, brand quality, and brand diversity (Table 18).

Table 18. Open and Axial Codes

		global	local	local	local	local	local
Objective brand categorization		global	local	local	local	local	local
Subjective/consumer brand categorization		global	local	global	local	glocal	local
Product category		Toothpaste		Olive oil		Dairy products	
Axial codes	**Open Codes**	Brands					
		Colgate	Pooneh	Famila	Etka	Kalleh	Mimas
Communication drivers	brand familiarity	√	√	√	√	√	√
	Ads frequency	√	√	√	√	√	√
	ads: product quality focus	√	√	√	-	√	√
	ads: product diversity/innovation focus	-	-	-	-	√	-
	ads: family and health focus	-	-	√	-	√	-
	ads: international/modern style	√	-	√	-	-	-
	ads: informative to be international	-	-	-	-	√	-
	ads: local/traditional style	-	√	-	√	-	-
	ads: local/global ambiguity	-	-	√	-	-	-
	ads: brand name focus	-	√	√	-	-	-
Brand related drivers	brand name: global/local	√	√	-	√	√	√
	brand name: local and global capability	-	-	√	-	√	√
	brand name: local/global ambiguity	-	-	√	-	-	√
	brand name: meaningful	-	√	√	-	-	√
	brand name: location	-	-	-	√	√	-
	brand name: product category	√	√	√	√	√	√
	brand prestigious	-	-	√	-	√	-
	brand nostalgia	-	√	-	-	-	√
	brand accessibility/ distribution	√	√	√	√	√	√
	brand quality	√	√	√	√	√	√
	brand diversity	-	√	-	-	√	√
	Brand packaging quality	√	√	√	√	√	√
	Trustable brand	√	-	-	-	√	-
	Brand origin: organic raw material	-	-	√	√	√	√

Notes:
Participants mentioned √.
Participants not mentioned -.

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Axial code 2: Communication drivers

These drivers indicate the number of open codes shaped the axial code when participants perceive different localness and globalness communication signals to the brand and how companies could communicate with consumers to create local or global signals. The second axial code emerged based on 10 open codes such as brand familiarity, advertising frequency, and advertising content (quality focus, innovation focus, traditional or modern style, brand name focus). The codes were summarized in communication category drivers to identify the company's brand positioning signals from a consumer perspective (Table 18)

Finally, to facilitate the interpretation process, the researcher recorded and re-categorized 24 open codes to the reduced number of open codes to the relative axial codes. The recoding process was continued to identify the main common themes. Thus, the researcher summarized these open codes into 13, which were classified into two key axial codes as drivers related to the brand signals and drivers related to the communication signals. The seven open codes of "local and global ambiguity in the brand name", "meaningful brand name", "prestigious brand name", "brand nostalgia", "product quality, diversity, and packaging", "brand trust", and "product origin" are labeled as the axial codes of "drivers related to the brand signals". The six open codes of "ads frequency", "local or global ambiguity in ads content", "traditional ads content", "innovative ads content", "informative international ads content", and "lifestyle ads content" are labeled as the axial code of "drivers related to the communication signals" (Table 19).

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Table 19. Extracted Open and Axial Codes

Open codes	Axial codes
Local/global ambiguity in brand name	Drivers related to the brand signals
Meaningful brand name	
Prestigious brand name	
Brand nostalgia	
Brand quality, diversity, packaging	
Brand trust	
Product origin	
Ads frequency	Drivers related to the communication signals
Local/global ambiguity in ads content	
Traditional ads content	
Innovative ads content	
Informative international ads content	
Life style ads content	

3.4.2. Data analysis

The purpose of the current study is to analyze the important drivers for different brand categorization in localness and globalness from a consumer perspective and to understand whether these perceived drivers matched with the company's actual brand positioning. Abductive reasoning is attached to the features of the specific situation that deviates from the general structure of such kinds of situations, rather than focusing on the generalization of the specific manifestation (Danermark, 2001). This approach helps to identify which perspectives of a situation are generalizable and which others depend on the particular situation itself (Kovács and Spens, 2005). According to Braun and Clarke (2006), although this form of thematic analysis is driven by the researcher's analytic interpretation and does not make a full description of whole data, it creates confirmation and some new fundamental insights into an aspect of the data that is important to variable confirmation.

Our findings identify the two key drivers that contribute consumers to perceive brands in different categories. These two drivers are related to brand signals and communication signals. However, by analyzing companies' local/global brand positioning and comparing those strategies with consumer's local/global brand perceptions in the relative product categories, we found some

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unexpected results. These differences can be seen in Erdem and Swait's (1998) key concepts of signaling theory (brand consistency, brand clarity, and brand credibility). According to this theory, brand consistency is defined as the degree of harmony in the marketing mix activities and stability level of marketing mix strategies over time (Erdem *et al*., 2006; Erdem and Swait, 1998). Brand credibility is the degree of the believability of the product position information, which depends on a brand's ability to present the promised products to consumers (Erdem and Swait, 2004). Also, brand clarity is explained as the absence of information ambiguity and activities associated with brand marketing mix strategies (Erdem *et al.*, 2006). They are related to whether consumers perceive the company's marketing mix activities (i.e., product, promotion, price, and distribution channels) are consistent, credible, and clear or rather vague to understand.

The present study collected a quick summary of the researcher's interpretation of the consumer's brand perception and the company's brand positioning in a local and global context. Table 20 presents the similarities and differences between consumers' perceptions and company's message to identify whether the delivered signals of consistency, clarity, and credibility in brand localness and globalness from a company are the same perceived signals from a consumer. A summary of the researcher's interpretation is presented in Table 20.

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Table 20. Companys' Marketing Strategies vs. Consumers' Brand Perceptions

Product	Brands	Company			Consumer			Researcher's interpretation
		Significant signals delivered by companies			**Significant signals perceived by participants**			
		Objective categorization	Company's marketing activities		Subjective categorization	Consumer's perception		
Toothpaste	Colgate	Global	Glocal positioning strategy	G'localization strategy	Global	Global brand name		Respondents perceive targeted global signals created by company. Participants perceived both brand related drivers and communication related signals, consistent, clear and trustable.
			Global sales			Trustable brand		
			Product innovation and quality			High product and packaging quality		
			Promotion: global vision, healthy life style , global ads content			Limited distribution		
			Social media very high communication			Low ads frequency		
			Brand's chronological age: 147 years			Ads: international/modern style		
						Ads : product quality focus		
	Pooneh	Local	Local brand positioning	Local brand positioning	Local	Local brand name		Participants perceived targeted local signals created by company. Clear local signals in both brand drivers and communication drivers. Consistent local signals in communication activities. Not very credible and trustable in product quality.
			Domestic sales			Meaningful brand name		
			Product quality oriented			Brand nostalgia		
			Social media low communication			Low product quality and packaging		
			Customer satisfaction			Low product diversity		
			Local advertising content			Low number of ads		
			Brand's chronological age: 38 years			ads: local/traditional content		
						ads: brand name focus		
Olive oil	Famila	Local	Brand value: cult brand (women target)	International brand positioning	Global	Brand name: local/global capability		Participants perceived some global and local signals not exactly based on company's targeted signals. Ambiguity in brand name signal and advertising programs. Standardized product quality but not very clear in brand related and communication related signals (not international nor local). Participants perceived company's communication activities not very consistent in local or global content.
			International brand strategy			Brand name: local/global ambiguity		
			Product: International standards			Meaningful brand name		
			Packaging: international standards			Brand prestigious		
			International sales (middle east, central Asia...)			high product quality and packaging		
			Promotion: luxury lifestyle and family			High ads frequency		
			Social networks: Relatively high communication			Ads: family and health focus		
			Local/global advertising content			Ads: international/modern content		
			Brand's chronological age: 15 years			Ads: local/global ambiguity		
	Etka	Local	Domestic religious values	Local/ international positioning	Local	Local brand name		Participants perceived local signals not exactly based on company's targeted signals. Participants perceived brand related drivers and communication strategies clear and consistent in
			Increase domestic market share			Limited distribution		
			Leading to be the largest distribution network of consumer goods			Low packaging quality		
			International sales (middle east, central Asia...)			Local/organic raw material		
			Promotion: local chain store and organic products, local content			Low ads frequency		

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Dairy products							
			Social networks: low communication			Ads: local/traditional style	local signals but not credible and trustable.
			Brand's chronological age: 25 years				
	Kalleh	Local	Global vision and global positioning	Global brand positioning	Glocal	Brand name: local & global capability	Participants perceived targeted local and global signals created by company.
			International marketing strategy			Brand name refers to local location	
						Brand prestigious	
			International product standards	Glocalization in future		High product quality and packaging	Participants perceived both brand related drivers and communication related signals, consistent, clear and trustable over time.
			International product diversity			High product diversity	
			International sales (middle east, central Asia, Euro, U.S, Canada)			Trustable brand	
			Promotion: healthy lifestyle and family			Local/organic raw material	
			Social media: very high communication			High ads frequency	
			Local advertising content			Ads: product quality and diversity focus	
			Brand's chronological age: 30 years			Ads: family and health focus	
						Ads: informative to be international	
	Mimas	Local	Brand nostalgia positioning	Local brand positioning	Local	Brand name: local & global capability	Participants perceived local or global signals not exactly based on company's targeted signals.
			Improve product quality			Brand name: local/global ambiguity	
			Promotion: band nostalgia			Meaningful brand name	Participants' perceived brand related drivers and communications somehow with clear local signals due to the brand age and brand nostalgia.
			International sales (middle east, …)			Brand nostalgia	
			Social media : high communication			Local/organic raw material	
			Local advertising content			Low product diversity	
			Brand's chronological age: 46 years			Low ads frequency	However, they brand related and perceived communication strategies less consistent and credible in local signals.

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In the following sections, we will make comparisons for each product category through the verbatim quotations extracted from the depth interviews.

3.4.2.1. Toothpaste: Colgate versus Pooneh

Colgate is a global or multinational brand both as an objective categorization method and a subjective one (i.e., by consumer's perceptions). The company's marketing strategy is based on implementing a glocal brand positioning, as it is expressed in its motto "Global strategies, local strength". In our study, participants have not perceived this brand as a glocal brand according to its promotional activities and communication signals. Consumers perceived "Colgate" as a pure global brand, mostly according to the foreign brand name and its high-perceived quality. Most of the participants agreed that Colgate is a trustable brand and they had a positive feeling for it. The company's brand positioning tries to create a trustable and credible brand image for the global consumers through product quality and communication strategies, although Iranian consumers have not seen domestic advertising activities in the local TV channels (because of the limited business relationship between the United States and Iran). However, the long chronological age (147 years) of the brand and other communication sources like domestic and foreign magazines have made it familiar for the participants. Many participants consider that the brand has a high product and packaging quality and it is highly innovative. But, almost half of the participants mentioned that they have not seen Colgate ads in the local market because it has limited distribution channels in the domestic market. It seems that participants have a clear image of the brand itself, but they have not received as many communication signals from the company about its adaptation to the local market. The closed market conditions of the country and political reasons can be the main reasons for this issue. However, some interviewees have followed the company via social networks and have seen the ads there. For example, one of the participants' states:

"I have a positive feeling for Colgate because of its quality. [...] I trust it because of my wife's recommendation, who is a dentist. They have promotions from the pharmacies as the Colgate sale promotions. […] Although there is not TV Colgate commercial, there are many published advertisements, pop-up and stands in pharmacies, and big chain stores.[…] I would consider it as a global brand and I will buy it for sure". *(Participant 18)*

"When you say Colgate, I remember its red packaging and logo… I am not sure but I supposed it is a multinational brand. […] Well, I have seen some ads in Turkey, as some smile and whitening but not in Iran. […] Recently, it has a limited distribution but it was previously abundant in supermarkets. […] The quality is higher

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compared with Iranian brands. I feel a positive feeling for Colgate. […] But no, I will not buy it because of my dentist's suggestion to use a specific product". *(Participant 21)*

Although the company may follow a glocalization strategy, it makes a global brand image for local consumers. It seems that local consumers (Iranian) perceive "Colgate" as a global brand that has not adapted to the local market. Moreover, respondents perceive same-targeted global signals created by the company.

In comparison, "Pooneh" is the name of an Iranian toothpaste from Paxan Company with a history of 38 years. It is a local brand, both from the objective and subjective categorizations. The company's marketing strategy is to achieve the maximum possible market share from competitors in the local market. The company also values the role of customers in improving quality, increasing sales, and customer satisfaction. Promotional activities are summarized as advertising on local TV/radio channels and public activities. However, participants have not received signals of high quality and packaging from the company. Most interviewees complained about product quality and packaging design. Most of the participants have a positive emotion and nostalgia feeling to the brand name "Pooneh", which is the name of a local herb similar to mint and connects the brand to the product. A nostalgic experience causes a high level of self-positiveness in consumer's feelings and increases social belongingness (Wildschut *et al*., 2006; Sedikides *et al*., 2008; Loveland *et al*., 2010). The positive feeling of the consumers has mostly caused because of the nostalgic experience of the brand. The brand name is related to the product category and the most likely causes of perceived brand localness are the brand name. Consumers perceived some clear local signals from the company's strategies as targeted local signals but not very trustable in product quality. There is consistency in localness signals in brand drivers and communication drivers (Table 17). For example, one of the participants' states":

"I remember Pooneh as a local Iranian brand because those times there were not many options in the market […]. To be honest, I do not use this brand anymore. I remember that because it had a low-quality packaging, tubes, and lid and low-quality toothpaste. Also, it has no feeling of refreshing while brushing the teeth. In general, it is not well. […] Haha. Seriously! Does it have any ads on TV or else? No! I have not seen any commercials about it. […]. The brand name has the potential to be international because of mint refresh feeling but, unfortunately, the quality and packaging are low. Nope. […], I am sorry but I cannot trust Pooneh to wash my teeth with it". *(Participant 31)*

"Ahaa Pooneh, I have used it several times. Pooneh reminds me of the toothpaste and herb. […] It is a local brand for sure, the packaging and name are clearly Iranian. The green color of the package has made it unique and attractive. […] Although I have not seen continuous ads of Pooneh, the rare case I've seen

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says that Hey I am an Iranian brand because of my name. […] I like and I feel positive about this brand because of its name. […] I will buy it most probably". *(Participant 5)*

To sum up, in the toothpaste product category, from the consumer's point of view "Colgate" is perceived as a clear global brand and "Pooneh" as a clear local brand. Respondents perceive targeted global signals created by the company for "Colgate" and perceived targeted local signals created by the company for "Pooneh". Participants perceived brand-related signals and communication-related signals, consistent and clear, for both brands. Both companies have limited communications activities in the local market, but in social networks, "Colgate" is quite active compared to "Pooneh". Therefore, it seems that in the toothpaste product category, both "Colgate" and "Pooneh" consumers have received clear and consistent local and global signals from these companies. Moreover, there are no challenges for different perceptions in terms of localness and globalness (Table 20).

"I remember Colgate because I always use it. I like its beautiful packaging and quality. […] Oh, definitely, I can say that it is an international, or let's say a global brand and have seen its ads many times inside and outside Iran. […] However, it does not need to do ads; its quality and the name are enough. […] I feel very good about Colgate… even I can say I love it. […]. Hmm, Pooneh reminds me of a name of a girl and that herb similar to mint. […] Aha, it's an Iranian brand. It's very clear for its name indeed and the ugly packaging. Yeah, I have seen some ads about it. Of course, it is not a good quality product because it is local. […] Well, I have used Pooneh only in the hotels, but I will not buy it for my personal use. […] I can say I have no feeling about this brand". *(Participant 25)*

3.4.2.2. Olive oil: Famila vs Etka

Famila is a local young company (15 years) with an international brand strategy and cult brand as the value. The company follows an international standard in product quality and packaging. Most of the participants received the brand-related signals of product quality and packaging similar to the signals delivered by the company. About the brand name "Famila", participants have different opinions and emotions. A few participants argued that "Famila" is a bit ambiguous in the name, whereas the majority of interviewees believe that "Famila", as a brand name, is a mixed local and global name. From the linguistic view, "Famila" is adapted from "Family" in English and "Famil" in Persian, with similar meaning. For example, one of the participants who perceived "Famila" as a mixed brand name said:

"Famila reminds me of different kinds of oils. For me, the brand name can potentially be Iranian and international. However, I know this brand is sold both in Iran and Persian Gulf countries. […] because of the high product quality

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and a mixed brand name. In my idea, a brand can be international when it works successfully in the local market. […] This brand works well in Iran. […] as we have olives farm in the north. It is a prestigious brand; yes, we use it at home and buy it". *(**Participant 1**)*

Turning to the communication-related signals, participants have more arguments. Most of the respondents have not received clear signals from the company to perceive "Famila" as a local or rather a global brand. It is of note that according to the first essay of this doctoral dissertation, "Famila" (as a local brand, objectively) was classified in global brand categories by consumers. Nevertheless, it seems that participants have received some unclear and less trustable signals from the communication activities delivered by the company. For example, the company's promotional activities are based on the luxury lifestyle and family-oriented, while in the interviews some of the participants have different perceptions. They perceived a kind of confusion and ambiguity in advertising content in terms of localness and globalness in "Famila" TV ads; thus, it gives them some negative emotions about the brand. For instance, for one interviewee, brand name, quality, and packaging are the positive signals as perceived brand globalness, whereas the same person has a negative emotion to the firm's promotional activities regarding brand globalness. Respondents do not trust the messages of advertising campaigns delivered by the company. This interpretation is congruent with the variety of perspectives expressed by the participants:

"[…] Famila belongs to a big financial holding group and is trying to produce a variety of food categories […] although it is branded as an international brand in the local market, it is an Iranian brand or at least it is packaging in Iran. […] It is a powerful and big company with a high possibility to be perceived as a global brand with global consumers because of having a dual-brand name […]. The advertising programs show a good family gathering and family health […]. Well, it's complicated to say but Famila's advertising is pretending to be a global brand whilst I know it's not […] It is rather a confusing message. For example, in TV ads, people who act in the teasers are not clearly representative of an Iranian family because the artists are more in western styles than local (blue eyes with blond hairs). Hmm, the only signal to show as local is that women wearing scarves. !!!!!!! it's kind of deceiving […] because the company is not trying to be itself …It is not trustable […] I don't have a special feeling to this brand and not positive of course […] I try to not buy it unless I have no other choices". *(**Participant 4**)*

"Hmm, this brand has a huge number of ads to catch the high market share in Iran and their success. […] Well, "Famila' is a dual name from the family in English and "Famil" in Persian and the company has mixed the names to create Famila. However, in my opinion, it does not necessarily mean that it's a global brand […] although the company attempts to make it as an international brand in the packaging, very similar to global brands, it can be perceived by mistake as an international one. […] In the TV ads, "Famila" presents a modern style and gives a positive emotion to local consumers. I love Famila; I have a positive feeling and will buy it most probably". *(**Participant 11**)*

"I consider Famila as a local brand, […] although the brand name is in a suspended space not Iranian nor global. […] Well, it's a beautiful brand name, beautiful branding but has some rumored news around the company. It is a high-quality product. The brand can be global due to its quality and the name […] but I prefer brands with pure Iranian names. I have a negative feeling toward the brand name. […] Also, TV advertising creates an ambiguous atmosphere because it is not clear if it is local or global. So, it is not attractive for me and I would say my attitude is more close to negative. I do not like Famila and would not buy it, except I have to". *(**Participant 8**)*

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"I always feel Famila originally is an international brand, but the Iranian company uses the brand name. But, they don't even relate to each other. Hmm, quality and packaging are moderately high. […] Of course, it potentially can be global, the reasons are brand name, packaging, and brand image. Well, I didn't get any local or let's say Irnaian sign from this brand. […] Advertising says that Famila is a high-quality product and try to show the family and health issues. It is trying to make a trustable feeling for consumers, but I cannot say that I can trust it. Famila is a lovely brand but I will not buy it constantly. Well, I may buy it sometimes". *(Participant 17)*

Overall, the results indicate that although "Famila" is successful in making globalness signals for brand-related drivers like product, packaging, and brand name, the company could not create clear, consistent, and credible signals in communication-related drivers. Although some consumers may perceive "Famila" as an international brand on one side, some others may perceive it ambiguous in marketing communications.

Another brand studied in this dissertation is the brand "Etka", which is the name of a local company in the same product category of olive oil. The brand completely is a local name. "Etka" is one of the leading chain store companies (with the same name) for consumer goods in the domestic market. Despite being active in international markets (the Middle East and Central Asia), it does not introduce itself as an international company in the domestic market. The company mostly concentrates on the local promotional activities in the chain stores and focuses on the origin of the product as an organic brand. The brand name "Etka" may have no meaning for international consumers, but local consumers is a well-known chain store name and connect to the domestic military system, which generates a kind of negative emotion among the consumers. In terms of brand name, the respondent's perspective is local, while most of the participants express their negative feelings particularly to the name, even if they have not had any previous experience with the brand and although the brand has a high product quality. For instance, one of the participants says:

"I have heard the "Etka" but as an Iranian chain store, and I suppose it belongs to the military system and army. It has a normal quality but not good at the packaging. […] It is a local brand but not because of the product design or special local icons in the product, I perceive it as a local brand through its special name and chain store name. […] I have not seen TV ads nor billboards, anything! […] I have no special feeling about the brand, not attractive. I don't like to try "Etka" although I know this olive oil is maybe organic form domestic farms, Anyway, I will not buy it".*(Participant 19)*

Both companies are local, the brand "Famila" is 10 years younger than "Etka" based on the brand's chronological age, both have the product origin as a local symbol (olives are farming in the north of Iran), and both have international sales in the same foreign markets but. Nevertheless, they send

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different signals to consumers. Overall, participants perceive some global and local signals not exactly based on the company's target in "Famila". This brand has standardized product quality and packaging but less clear and consistent in drivers related to communication signals (not international nor local). For the brand "Famila", participants perceived some global and local signals different from what the company is trying to introduce; e.g. ambiguity in brand name and advertising signals. Thus, participants perceived the company's communication activities not consistent in local or global content. Besides, participants for "Etka" perceived clear local signals from the company; however, these signals did not necessarily match with the company's target and strategies. Participants perceived brand-related drivers and communication strategies clear and consistent but not credible or trustable in local signals (Table 20).

3.4.2.3. Dairy products: Kalleh vs Mimas

"Kalleh" is an excellent example of a local company with a 30 years history that is trying to be an international and finally a global brand by the year 2073 (Company's official website). This is a company with a global vision, an international marketing strategy, international product standards in quality, diversity, and packaging, and international sales in the Middle East, and recently in Europe and Canada. According to the firm's promotional activities, the brand tries to follow a clear local strategy to communicate with domestic consumers. Electronic (television and radio) and published advertising concentrate on a healthy lifestyle and Iranian (local) family values with consideration of cultural symbols. The company is very active in social media through several Instagram pages and websites. Although "Kalleh" tries to be perceived as a global brand, according to the company's activities in product standardization along with its localized communication strategy, it is indirectly going to achieve a glocalization brand positioning in the future. From the consumer point of view, "Kalleh" is a glocal brand with a high level of brand localness and globalness signals. Interestingly, according to the interviews, all participants have a positive feeling, brand attitude, and high brand purchase intention. These positive feedbacks are probably because of the brand's high quality, high diversity, and heritage. Brand heritage is a historical feature for famous and old companies that is connected to the brand identity and consumer appeal (Hudson, 2011). It seems that consumers have a positive feeling through brand heritage to the "Kalleh" brand. Most of the participants perceived "Kalleh" as a capable brand name in local and global markets. Some participants prefer the brand name to the local geographical area and the

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companies holding group and the factory location, which is placed in the north of the country. Some other participants perceived a high globalness level for "Kalleh" due to its brand prestige, high quality, and diversity in product and packaging. All participants mentioned that the brand has a high frequency in advertising. Most of the participants trust the brand quality due to its organic raw material (milk origin). The findings confirmed that the company has created brand credibility for domestic consumers through brand-related drivers and communication drivers. One of the most important issues is that all respondents have a clear perception of "Kalleh" as a glocal brand. Through the informative TV ads, the company cleverly attempts to create an internationalization content for the brand without pretending to be international and modern, in contrast with the brand "Famila" in the olive oil category. Some important quotations of respondents about this brand are as follows:

"[…] Kalleh has a very high product diversity and high quality… I can find it everywhere […] Well, I think it is a cross border brand right now because of its quality and packaging […] Yes, it is exported to Middle Eastern countries and far Asia. Even I have seen Kalleh in Stockholm and Hamburg in Iranian supermarkets. […] It has a lot of ads and mostly informing about its new products. The brand name reminds me of a French name, so it can be sold all around the world. […] I am proud of Kalleh and I buy it every day". *(Participant 10)*

"Kalleh advertising is trying to say that it's a standard product and you will feel safe and healthy after buying Kalleh. […] Well, I suppose because of standardization, it can be sold in other countries. Packaging can be another reason, but the first item, in my idea, is the quality and global standards. Ads and promotions are also focused on quality. Well, I like it and will buy it". *(Participant 14)*

"Hmm, the first thing after remembering Kalleh is the high quality […], because of the natural and organic milk compared with other brands. […] No, I do not perceive the brand as global because the logo is written in Persian and I know it is produced in Iran. […] I think Iranian consumers prefer to consume local food products instead of international ones due to the expiry; however, it is not the same way in the fashion and clothes industry. […] What I got from TV ads is that Kalleh is a brand that Iranian families love it and they love to have it in their food basket and table. […]. Well, I have not seen any message that it's a cross border brand. […] I like it and prefer to buy it more than other dairy brands". *(Participant 34)*

Another brand studied in this work is "Mimas", which is a local brand and older than "Kalleh". The company follows the brand nostalgia strategy along with product improvement. Nostalgia strategy in marketing is defined as "a longing for or favorable effect toward thigs from the past" (Holbrook and Schindler, 1991, P.332). This company has international sales in the Middle East. In promotional activities, the company enjoys the advantage of its brand nostalgia image. Also, using a positive emotion created by objects, persons, experience, and ideas reflected in the past (Holbrook and Schindler, 1991), "Mimas" tries to enhance the nostalgia feeling for local consumers. Although "Mimas" has high communication activities with consumers in social networks, the company is not very active in TV ads. It has a clear international marketing strategy

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(the official website of the company). However, only a few respondents believe that the brand name can be a mix of local and global names, while some others argued that "Mimas" is an ambiguous name to be local or global. Overall, participants perceived clear and consistent local signals from the company's promotional activities. For example, one of the interviewees said:

"… It is an ordinary brand. I do not consider it as an international brand. It even does not have any international vison in behind. […] I don't think this brand is a symbol of Iran; nevertheless, if a Japanese consumer sees the brand name, he/she can't recognize the brand nationality because there are no Iranian characteristics in the brand name. […] I can say "Mimas" as a brand name, is not a suitable name in the local nor international market. I would never select this name for my dairy products. I suppose the company did not conduct any good research for selecting the brand name. The name is ambiguous to be local or global. I have not seen many ads about it. […] For me, it's not an attractive brand and it would be my third priority for buying after Kalleh".   *(Participant 26)*

Both companies are local and both are familiar with their organic products but "Kalleh" is categorized as a glocal brand by consumers whereas "Mimas" is categorized as a local one. It means that the companies deliver different signals to consumers and seems that consumers perceived some signals not according to the company's marketing strategies. Kalleh's participants perceive the company's targeted global/local signals with standardized product quality and local communication strategies. Thus, they perceived both brand-related drivers and communication-related signals, consistent, clear, and trustable over time. About the brand "Mimas", participants perceived local or global signals not exactly based on the company's targeted signals. They perceived brand-related and communications drivers somehow with clear local signals due to the brand age and brand nostalgia. Nevertheless, they perceived "Mimas" communication-related signals less consistent toward localness.

3.5. CONCLUSION AND IMPLICATIONS

In summary, this study has gone some way toward enhancing our understanding of consumer's perception of local and global brands through the company's local and global positioning. According to the existing literature (e.g. Steenkamp *et al.,* 2003; Özsomer, 2012; Xie *et al.,* 2015; Heinberg *et al.*, 2017), brand positioning can increase the source of credibility, our findings show the important role of the consumers' perceptions regarding the company's brand positioning. The current study attempts to identify the major drivers of these perceptions for local and global brand categorization. The results revealed that brand positioning strategies, either global, local, or glocal,

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can be influenced by consumer's perception, feeling, attitude, and purchase intention. The results of this study show similarities and differences with previous studies. For example, Heinberg et al. (2017) showed that a hybrid positioning negatively affects brand attractiveness and reduces the relationship between advertising frequency and brand image. Consistent with earlier findings (e.g. Özsomer, 2012; Xie *et al*., 2015), who argued the advantages of the hybrid strategies in emerging markets, our research confirms that local, global, and glocal brand positioning strategies can be affected by consumer's interpretations about company's communication activities. By applying the signaling theory of Erdem and Swait (1998), this study has shown that although consumer's perceptions of brand globalness and localness are influenced by the company's brand positioning, those perceptions are not necessarily matched with what companies aim to create.

Moreover, according to the concept of brand effect, brands can draw positive, negative, or ambiguous feelings, at the same time or separately, for consumers and make them feel happy, angry, regret or sad (Smith and Ellsworth, 1985; Ramanathan and Williams, 2007; Andrade and Cohen, 2007; Schmitt, 2012). This study shows that creating a positive feeling and attitude toward the in terms of toward localness and globalness depends on the way consumer's perception with the brand is defined in terms of clarity, consistency, and credibility. The findings of this study (Fig. 6) are highly related to the standard communication model (Kotler and Keller, 2016; Shannon and Weaver, 1949). These results explain that companies deliver their local, global, and glocal brand positioning through two main drivers "brand-related signals" and "communication-related signals". These signals influence consumer's perception and thus consumer's different perceptions through brand localness and globalness, making a different brand attitude and leading to brand purchase likelihood. However, these extracted drivers from the company's strategy and consumer's perception are explained by signals of brand consistency, brand clarity, and brand credibility (Erdem and Swait, 1998) (Figure 6).

Furthermore, the study used the customer-based brand equity on the signaling theory (Erdem and Swait, 1998; Keller, 1998) and consumer's perception to brand globalness and localness (Steenkamp and de Jong, 2010) to explain that consumers can figure out local and global brands in different ways according to the signals they receive from firms. Consumers receive targeted local or global signs from the companies, analyze them, and perceive signals with their own interpretations. It may either match the company's purpose (local/global positioning) or may contradict it. Based on the findings, consumers may also perceive companies targeted signals with

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a non-favorable attitude toward brand localness or globalness. For example, in the brand "Famila", some participants perceive the firm's promotional activities as a negative sign for brand globalness although the company tried to introduce the brand as an international brand through commercial messages. Returning to the participant's quotations about "Famila", posted in the data analysis part, support the idea that advertising content may influence consumers regarding their favorable or non-favorable perceptions, feeling, and attitude toward localness and globalness. In line with previous studies on brand positioning and consumer's interpretations of it (e.g. Bartikowski and Cleveland, 2017; Winanat *et al*., 2014), thi study reaffirms that how consumer's local or global brand perceptions can affect the key components of brand positioning. For example, some perceptions of participants for the brand "Famila" (local from an objective categorization and global from a consumer categorization) lead to unexpected negative brand purchase behavior although they perceived the brand as a high quality, international ads style, and prestigious brand name. About the brand "Etka", they perceived clear local signals related to the brand name, however, these signals were not matched to the company's strategies to introduce an organic and high-quality brand in the local market.

Compared to a brand like "Kalleh" (local in the objective category and glocal in consumer category), almost all participants react positively to the brand due to the believability through quality, consistency, and clarity in brand name and companies advertising the activities. About the brand "Colgate", participants perceived targeted global signals created by the company (brand-related signals and communication-related signals).

For both local brands "Pooneh" in the toothpaste category and "Mimas" in the dairy category, consumers perceived some clear local signals from the company's strategies as targeted local signals but not very believable in terms of quality. In this regard, the influence of the company's chronological age and brand nostalgia on participant's attitudes for local/global brand perception is of great significance. Nam et al. (2016) show that because nostalgia performs on consumer's different requirements, it may rise different behaviors of the consumers. Our findings confirmed the previous studies and indicated that in the field of consumer psychology, a nostalgic experience could be the consumer's feeling when they frequently recollect the past positive relationships with others and enhance the social connectedness (Nam *et al*., 2016; Holbrook and Schindler, 1991). For example, for the local brands "Pooneh" and "Mimas", companies affect consumer's nostalgic

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experience through nostalgic elements in advertising and communication activities like brand name and childhood memories.

Figure 6. Interpretation Model of the Study
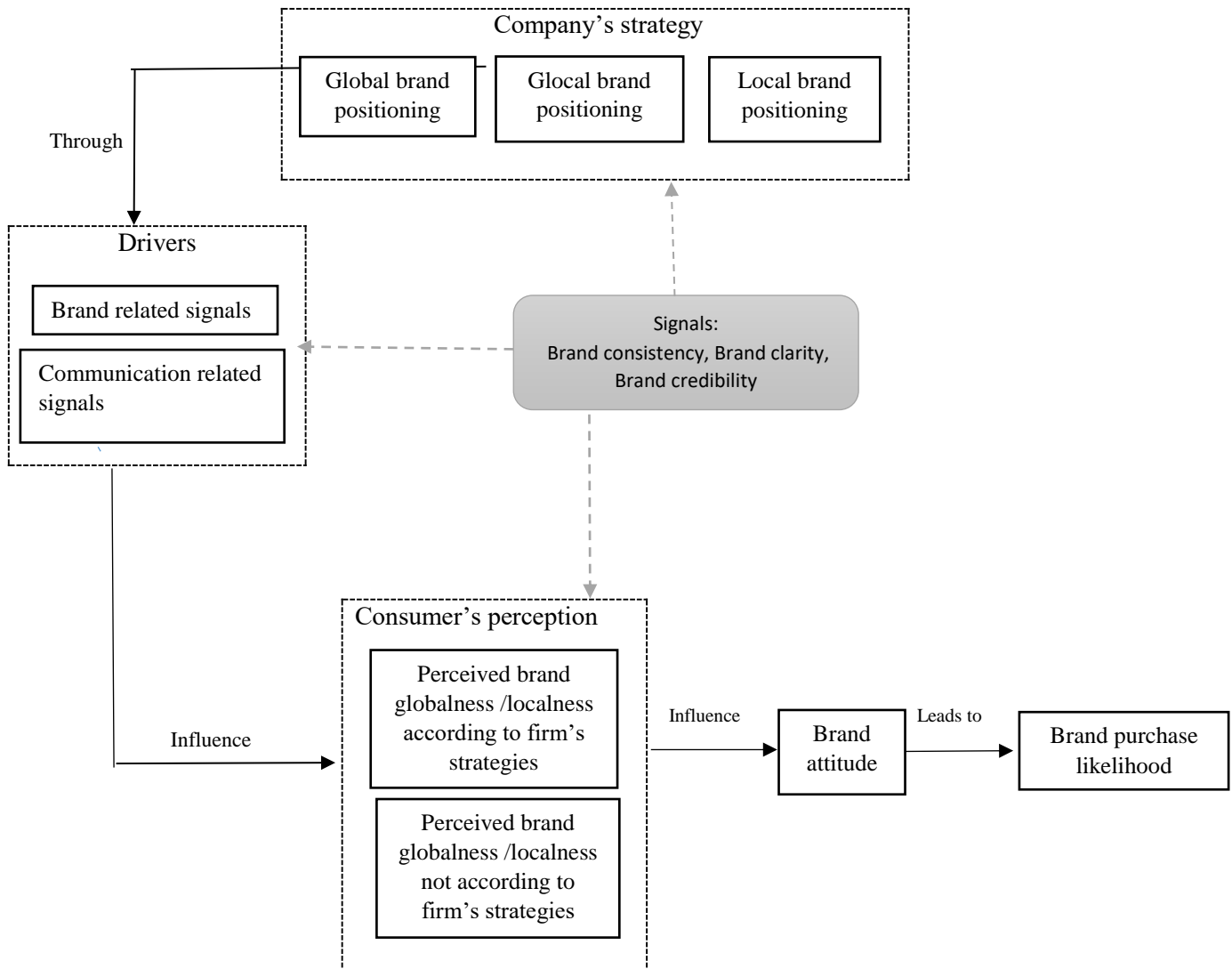
The findings show that local consumers may do not like to be released into a local-global suspension and ambiguous advertising space. The noteworthy point is that consumers prefer to have a consistent, clear, and believable local or global brand image to complete their information source about the brand and to complete their purchase decision process. These signals are delivered by companies' communications strategies through advertising. Another contribution of this study is the important role of communication signals in advertising form as the source of credibility for

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local, global, and glocal brand perception. Advertising can influence brand awareness and perceived brand quality through the impact on brand equity (Halkias et al., 2016). It is of note that consumers are very clever about what companies are trying to deliver as a message. Consumers will not overlook the company's dual or suspended ads signals. They prefer to have a clear and consistent message from companies than a combination of dual (local/global) signals. It does not mean that a separate local or global brand positioning is preferred on hybrid brand positioning; rather, the important issue is to conduct a clear brand positioning according to consumer's brand perception toward localness or globalness.

Furthermore, this study suggests that companies active in FMCGs can influence consumer's brand perceptions toward localness and globalness through the consistency in brand signals (name, quality, and packaging) and the communication signals (advertising and distribution channels). Perceived consistency in the logo, ambiance, and promotional activities allows the consumers to perceive the brands more familiar (Bengtsson et al., 2010). In the context of brand localness and globalness, our findings contribute to the companies to develop their brand positioning or repositioning strategies by conducting clear and consistent advertising campaigns according to the consumer's point of view. In the present study, we developed the results of Delgado-Ballester et al. (2012) that showed that the effectiveness of consistency among messages depends on brand familiarity.

Additionally, firms are recommended to conduct a periodic marketing research system to understand consumer's local, global, and glocal brand perception to establish a proper brand positioning and to deliver consistent, clear, and credible signals (Erdem and Swait, 1998; Erdem et al., 2006) in domestic and international markets. The results indicate that for domestic companies that try to be global, a glocal brand positioning (standardizing products and localizing communication) is an advisable strategy for the FMCGs industry (Özsomer, 2012). It creates clear and consistent local icons along with the credible global icons to help the consumers to perceive the brands with the organic and original source of the country of origin. In the previous literature, although internationalization is more important for domestic brands and localization is more important for foreign brands (Sichtmann et al., 2018), our study suggests that both local and global brands need to be clear and consistent in their communication strategies for internationalization, localization, or glocalization.

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Local and global brand managers are required to keep their brands consistent, clear, and credible in localness or globalness for fundamental items of the brand such as name, price, quality, packaging, and promotional activities. Companies need to be attentive not only to advertising frequency but also for advertising content. The findings of this study can help FMCGs marketing strategists within local companies to improve marketing communication and brand strategies according to consumer's local/global perception toward the brands. Furthermore, marketing managers are proposed to consider a complementary view to advertising and social media that combined Millennials (Sichtmann *et al.,* 2018) to create consistent, clear, and believable signals for their local and global brands.

3.6. LIMITATIONS AND FUTURE DIRECTIONS

The present study has some limitations. First, because of the nature of the study as an interview-based in qualitative method, it is associated with the inductive design subjectivity, interpretations, and researcher biases. Also, this research was conducted using a small group of individuals of Tehran and the sample only represented the urban area and middle-class population in one city, although it is the largest city in the country. Further, the findings might be valid for consumers in Iran and other Middle Eastern or emerging markets, but they cannot be generalized across all cultural contexts based on their value system (Hofstede, 1985). Therefore, we encourage future studies to replicate the same study in both rural and urban in different cultures across countries, where media perception might differ. Also, we propose more studies in this area beyond FMCG brands and developed countries (Özsomer, 2012; Heinberg *et al.,* 2017). It is also recommended to conduct a laboratory or experimental study to manipulate actual advertising frequency (Heinberg *et al.,* 2017) content and brand name and to conduct a quantitative study to confirm these findings. Finally, empirically testing the causal relationship among different local/global drivers through the company's strategy and consumer's perception with a large-scale study would bring further validation of the concept.

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CHAPTER 4.

ESSAY 3. EFFECTS OF PERCEIVED BRAND GLOBALNESS AND LOCALNESS ON BRAND CONSISTENCY AND CLARITY

4.1. INTRODUCTION

The competition between global and local brands at the firm levels and at the consumer levels in terms of their attitudes, perceptions, and purchase intentions are important issues in the international marketing literature (Steenkamp *et al*., 2003; Holt, Quelch, and Taylor, 2004; Melewar *et al*., 2007; Özsomer, 2012). Today, economic globalization and multinational companies have moved from multi-local to global branding strategy (Steenkamp *et al*., 2003). Previous studies have examined the concept of perceived brand globalness and localness and their impacts on purchase intention with different approaches (Steenkamp *et al*., 2003; Holt, Quelch, and Taylor, 2004; Steenkamp *et al*., 2010; Özsomer, 2012; Xie *et al*., 2015; Diamantopoulos *et al*., 2016; Mohan *et al*., 2018; Pecot *et al.,* 2018; Vuong and Giao, 2020; Mandler *et al*., 2020). However, local companies in the business arena are also constantly threatened by competition from international companies (Steenkamp *et al*., 2010) and there is a challenge for local brands to increase their market share to compete with other local brands and global brands within the local market (Vuong and Giao, 2020).

To obtain a clear picture of global and local brand perceptions, PBG and PBL are needed to be constructed complementarily and mutually (Mohan *et al*., 2018). In local and global brand positioning, firms try to impress consumer's perceptions by employing accurate marketing strategies (Yakup and Diyarbakirlioglu, 2011; Keller and Lehmann, 2006). The signaling perspective proposes that firms can create consumer brand commitment by making brand clarity as an element of the information source. It says that consistency, as the antecedent of brand clarity, plays an important role in consumer-based brand equity. Additionally, brand consistency and brand clarity trough perceived quality can enhance consumer purchase intention (Erdem and Swait, 1998). There are extensive studies on signaling theory and the main elements of that as the brand signals (Erdem and Swait, 1998, 2004; Erdem *et al*., 2006) and on the role of PBG and PBL (Özsomer and Altaras, 2008; Mandler *et al*., 2020; Xie *et al*., 2015). But, to the best of our knowledge, no single study has specifically focused on the impact of PBG and PBL on brand clarity and consistency. In this study, brand consistency was introduced as the degree of harmony

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among the marketing mix elements over time (Erdem *et al*., 2006; Erdem and Swait, 1998). Focusing on the informational asymmetry between the firm and its consumers (Pecota *et al.,* 2018), the predictive role of PBG and PBL in the signaling model (Erdem and Swait, 1998) allows the research to develop a conceptual model with concentrating on consistency and clarity.

However, still, there are some knowledge gaps about consumer perception to the preferences for global versus local brands (Steenkamp *et al*., 2003). There has been a lack of research addressing a mixed picture of the relationship between PBG/PBL and brand consistency. The present study focuses on the effects of PBG and PBL on the two key elements of the signaling process (consistency and clarity) and on the consumer's perceived quality and consumers' purchase intention. In this study, I try to develop the previous explanations in the literature with four important additions: the role of PBG and PBL in signaling perspective, their impact on the enhancement of consumer's purchase intention through increased brand consistency, brand clarity, and perceived quality. This research contributes to the literature in several major ways. Overall, it seeks to supplement a model of globally and locally consumers' brand perception that incorporates additional effective mediating factors (brand consistency, brand clarity, and perceived quality) to explain consumer's purchase intention toward the two types of brands (local and global) separately.

To fill the gap, I provide the study to address the following objectives:

(1) To investigate whether PBG and PBL can predict brand consistency to increase perceived quality and consumer's purchase intention for local and global brands.

(2) To analyze whether PBG and PBL can predict consumer purchase intention through brand clarity for local and global brands.

This study aimed to address a couple of research questions such as: Do PBG and PBL positively influence consumer's perceived brand consistency and brand clarity for local and global brands? Another question is whether consumer's perceived brand consistency is positively related to perceived quality for local and global brands. Finally, our last question is whether brand consistency can mediate the linkages between PBG/PBL, perceived quality, and brand clarity for local and global brands separately.

The remainder of this paper is organized as follows. The methodological approach taken in this study is a quantitative technique by conducting a survey with 406 consumers in the emerging economy of Iran. Drawing upon the brands as signals literature theory, I developed a research

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framework that includes the effects of PBG and PBL on consumers' perceived brand consistency, brand quality, and brand clarity at both levels for local and global brands in FMCGs. Then, an analysis of empirical tests of the proposed model is reported. First, the study estimated the direct effects of the dependent and independent variables to test the core of our research framework. Second, the mediating role of brand consistency and brand clarity was investigated in the impact of PBG and PBL on perceived quality. In the first and second stages, I conducted a major study to test the hypotheses using a covariance-based structural equation modeling technique (CB-SEM).

4.2. THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

4.2.1. Perceived Brand Globalness and Perceived Brand Localness

According to the literature, the consumer's perception of global and local brands depends on many contextual drivers. So, firms are more curious to understand consumer's decisions for preference between local and global brands (Özsomer, 2012). As discussed in the last two chapters of this dissertation (essays 1 and 2), consumer's perception degree of globalness and localness for a brand may define the level of brand competitiveness through creating a consumer-brand relationship and consumer-brand identification (Sichtmann *et al*., 2018). Consumers may perceive brands as global when the brands underline the global symbols, foreign words, higher quality, global availability, and innovation (Godey and Lai, 2011; Özsomer, 2012). In the branding literature, a global brand is defined as those with "global awareness, availability, acceptance, and desirability, are often found under the same name with consistent positioning, image, personality, look, and feel in major markets, and are enabled by standardized and centrally coordinated marketing strategies and programs" (Özsomer and Altaras, 2008, p.1). Local brands are preferred because of their availability in a limited geographical region or a concentrated market (Dimofte *et al*., 2008). Consumers perceive local brands based on their local desires and get advantages from flexible pricing and a higher level of awareness and image compared to global brands (Schuiling and Kapferer, 2004).

Previous studies have attempted to explain the direct and indirect effects of PBG and PBL in the global/local branding context. A cross attitude structure through combinations of consumer attitudes toward global and local products has been discussed by Steenkamp and De Jong (2010). They applied the "axial principles of localism and globalism" about consumer attitudes toward global and local products (Steenkamp and De Jong, 2010). Localization and globalization

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positioning need to be considered for countries with emerging or developed status (Sichtmann *et al.*, 2019). According to Davvetas et al. (2015), there are positive direct effects of PBG and PBL on brand attitudes such that they positively influence purchase intentions. At the consumer level, the existing research shows that consumers not only report higher purchase intentions for global brands but because of their positive brand attitude, but also present a higher willingness to pay. There are different brand typologies based on the objective criteria as global and local; however, consumers may not know these objective categorizations and they may recognize the brands differently. Llonch-Andreu et al. (2016) found that the objective and the consumer-based brand categorization about what is a local or a global brand may not always coincide. By drawing on the concept of local and global brand categorization, they developed a new methodology to compare consumer and non-consumer approaches to brand categorization.

4.2.2. Brand Consistency

From the consumer's point of view, brand consistency (BCO) refers to the degree of harmony and convergence among the marketing mix elements and a balanced level of marketing mix strategies over time (Erdem *et al.*, 2006; Erdem and Swait, 1998). In the signaling perspective, consistency is related to the marketing mix elements, the components of each element, and the adaptation of these mix features (Shapiro, 1985). Consistency plays an important role in brand equity management and marketing principles such that it is considered as the first icon in the brand signal process (Park and Zaltman, 1987; Erdem and Swait, 1998; Pecota *et al.*, 2018). Companies require maintaining brand equity through temporal consistency within the marketing mix elements (Erdem and Swait, 1998).

Psychologically, individuals try to get consistency in their thought processes by reducing tension in their cognitive structure (Pepitone and Feldman, 1966). Thus, consistency in brand strategy is recommended to avoid brand image inconsistency and disturbance (Bengtsson *et al.*, 2010). Consistency in the brand image concept is defined as the degree to which consumers feel the brand as a rich heritage with a consistent and positive image (Netemeyer *et al.*, 2004). In the corporate branding, brand consistency is a key means to manage internal stakeholders (Kärreman and Rylander, 2008; Hatch and Schultz, 2001). On the other hand, in the corporate branding concept, consistency is when stakeholders experience brands at all brand contact points (Burmann and

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Schallehn, 2008). In general, brands that have been already established, and new brands at the stability stage are required to be consistent (Park *et al*., 1986, p. 143) in marketing mix strategies.

4.2.3. Brand clarity

According to the signaling theory, brand clarity is the absence of information ambiguity and activities associated with brand marketing mix strategies that can influence consumer expected utility through perceived quality, information cost saved, and lower perceived risk (Erdem *et al*., 2006). Moreover, according to this theory, the clarity of a brand is linked to whether consumers perceive companies marketing mix strategies understandable or rather vague to understand. Brand clarity (BCL) is related to the degree of vagueness that consumers can perceive from a brand in the information provided by companies (Erdem and Swait, 1998). BCL explains if a consumer knows what the brand stands for and if the consumer has trouble figuring out what image the brand is trying to create. These two elements represent the level of clarity for a brand from the consumer point of view (Erdem and Swait, 1998). Brand as a market signal can increase the brand's claim confidence and can improve the brand attitude in consumer perception.

4.2.4. Brand consistency and brand clarity in the signaling theory

To maintain brand equity, it is needed to have a consistent marketing mix element. According to signaling theory, consistency positively affects brand clarity. Consistency certifies the clarity of brand position information provided. It reduces consumer uncertainty and increases brand loyalty and purchase repeating (Erdem and Swait, 1998). When brand signals are clearer and more consistent, consumers perceived them more trustable with higher quality. Together with consistency and clarity as the brand signals, they increase consumer purchase intention through higher perceived quality (Erdem and Swait, 1998). According to Pecota et al. (2018), brand consistency partially mediates the impact of brand heritage on brand credibility, and consumer-firm familiarity increases the impact of brand heritage on brand consistency and brand clarity. Brand heritage, as a historical feature for famous and old companies, is connected to the brand identity and consumer appeal (Hudson, 2011). Brand clarity mediates the impact of brand heritage on perceived quality and shows that when consumers have more information about the company and brands, they are more likely to figure on heritage to evaluate the consistency and clarity of the brand (Pecot *et al*., 2018). In the same vein, regarding the consistency and familiarity, Delgado-

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Ballester et al. (2012) mention that "desirable level of consistency depends on brand familiarity" (p.32). They showed how consistency among messages boosts brand-equity through the creation of a brand knowledge structure. According to these authors, when consumer's knowledge about the brand increases, they will have a clearer image for that brand. In marketing communications for making awareness for unknown brands, brand managers need to concentrate on consistent brand message for unfamiliar brands (Delgado-Ballester *et al.*, 2012). Brand consistency and congruency increase the firm's growth by nurturing brand trust (Eggers *et al.*, 2013). In this area, the consumer's evaluation is one of the important factors to build a successful brand alliance, which is affected by brand consistency (Lanseng and Olsen, 2012).

4.2.5. PBG and PBL as drivers of brand consistency and brand clarity in the signaling process

According to Bengtsson et al. (2010), perceived consistency in the brand logo, ambiance, and promotional activities allows consumers to perceive the brand more familiar. Özsomer (2012) found that perceived brand globalness positively enhances the perceived quality and ultimately increases the purchase likelihood for local brands but it reduces the purchase likelihood for global brands. In this regard, local icons positively affect the perceived quality of local brands in food categories, whereas they are not related to perceived quality in nonfood categories (Özsomer, 2012). In the retailing industry, perceived brand globalness strongly influences consumers' global identity; however, it does not happen between perceived brand localness and consumers' local identity (Swoboda *et al.,* 2012). According to a study in social identity theory, both PBG and PBL increase a brand's identity expressiveness. PBG significantly influences brand quality and prestige, whereas PBL has an impact on prestige but not on quality (Xie *et al.*, 2015). The authors clarified that both local and global brand perceptions can facilitate the customer's expression of the desired identity. The theory of social identity is defined as certain intergroup behaviors relations as the drivers in different areas like attitudes, social influences, performance, and decision-making (Turner, 1999; Weiner, 2000). This theory complements the signaling theory. Celani and Singh (2011) developed the complementary role of social identity theory in the signaling process. Also, the integration of these theories can describe how consumers can perceive signals of brand globalness/localness delivered by the company's marketing strategies and how these signals influence consumers' attitudes. [2]

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[2] More explanations are in the chapter 3 of the doctoral dissertation.

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For companies, it is vital to keep their brand consistent with fundamental items such as price, quality, promotional activity, and all of them as a whole package. According to the signaling theory, brand consistency positively influences brand clarity (Erdem and Swait, 1998). Moreover, some shreds of evidence show that PBG and PBL are positively related to brand credibility (Mandler *et al*., 2020; Xie *et al*., 2015), but no research has surveyed the direct impact of PBG/PBL on brand clarity and brand consistency. This indicates the need to understand the consumer's perception of brand localness and globalness on brand clarity and consistency.

We expand the clarity concept by applying PBG and PBL as the drivers of brand clarity from a signaling perspective (Erdem and Swait, 1998). Therefore, our research predicts that PBG and PBL can positively influence consumer's perception of brand consistency and brand clarity. The model proposed in this study allows global and local brands to have different perceptions of globalness and localness. As a result, they can communicate quality and signals of consistency and clarity to contribute consumer's perception to create consumers' purchase intention. The model estimates that whereas PBL affects purchase intention through pathways of brand consistency, clarity, and quality, PBG operates through its effects on brand consistency and quality but not clarity. However, estimates of these models vary between local and global brands.

Figure 7. Conceptual Model of PBG and PBL

Hypothesized linkages in this research   Replicate linkages in this research
PBG: perceived brand globalness,   PBL: perceived brand localness

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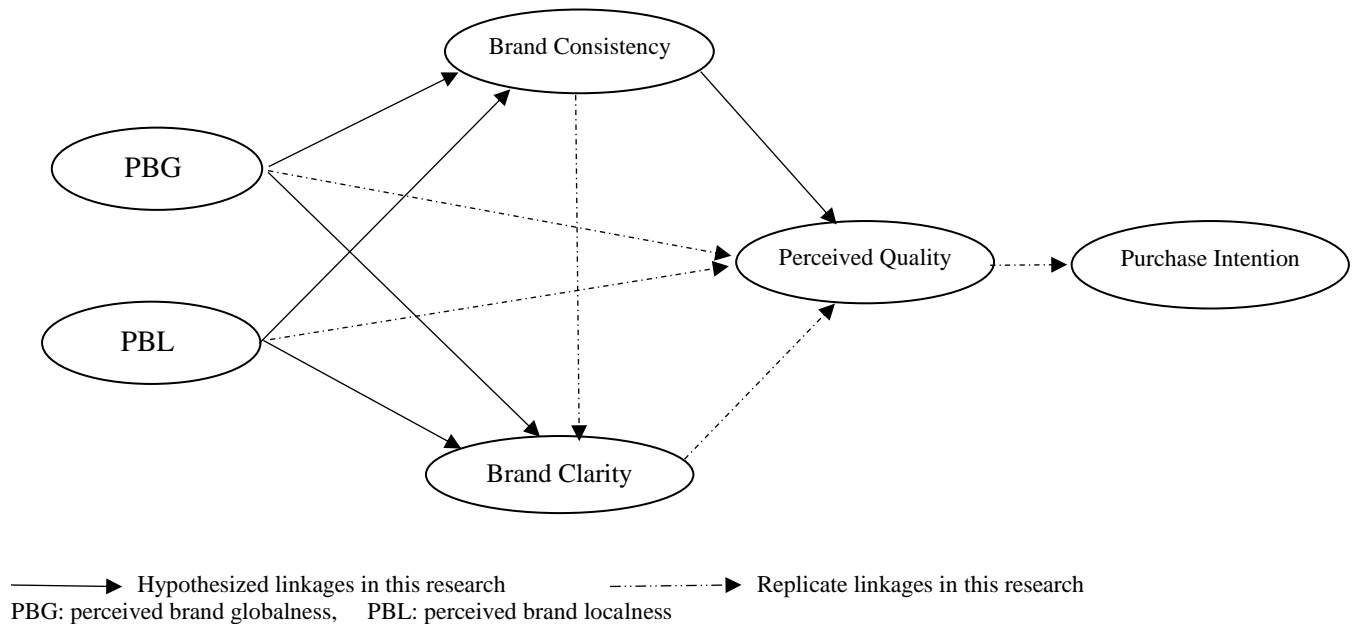
4.2.6. PBG as a driver of brand consistency and brand clarity

Global signals as a kind of values contribute consumers in their self-concept and their perception to the brands with a higher level of trust (Strizhakova *et al*., 2011; Xie *et al*., 2015; Sichtmann *et al*., 2019). In this study and in the area of consumer behavior, self-concept is related to how consumers feel about themselves or how they want others to see them through the brands (Heath and Scott, 1998). From the consumer perception, when a brand has worldwide access, they perceive higher brand quality, global level of expertise in manufacturing, and product distribution (Steenkamp *et al*., 2003; Özsomer, 2012). This study expects that PBG as the signal of globalness can enhance brand consistency in both types of brands. PBG as the strong signal of quality, expertise, diversity, and product distribution (Steenkamp *et al*., 2003; Özsomer, 2012) may keep the consistency among the marketing mix elements from consumer's perception (Erdam and Swait, 1998) for both types of brands. Besides, when PBG increases, it is expected that brand consistency also enhances because it transfers strong and stable global signals for marketing mix principles (product, price, place, and promotion) to consumers for either global or local brands (Fig. 7). Therefore, the first hypothesis will be:

H1: Perceived brand globalness is positively related to consumer's perception of brand consistency for global and local brands.

As mentioned before, based on the signaling theory (Erdam and Swait, 1998), this study expects that PBG is positively related to brand clarity in both the global and local brand context. It means that when PBG increases, it is expected that the brand is fully understandable and clear in global signals for consumers. Consumers perceive clearer signals from a brand when they have a globalness perception of both types of brands (local and global). A brand signal is clear when consumers perceive what global image a company tries to build for either global or local brands (Fig. 7). Thus, I propose that:

H2: Perceived brand globalness is positively related to consumer's perception to brand clarity for global and local brands.

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4.2.7. PBL as a driver of brand consistency and brand clarity

PBL signals are promoted by firms adapted on specific and unique local consumer needs through cultural elements, common distribution channels, and accepted price in local markets (Merz, He, and Alden, 2008; Robson, and Katsikeas, 2009; Steenkamp and de Jong, 2010; Özsomer, 2012). Further, PBL is referred to as the positive brand-related evaluation and intention that can influence purchase intention through the local signals (Xie *et al*., 2015; Mandler *et al*., 2020). Thus, according to the signaling phenomenon (Erdem and Swait, 1998), consumer's perception of local signals may act as the antecedent for the clarity and consistency of a brand (global or local). In this research, I expect that PBL can positively affect brand consistency because it delivers strong and stable local signals of marketing mix elements (product, price, place, promotion) to consumers. Overall, when the consumer's perception of brand localness enhances, it is expected that consumer's perception of brand consistency also increases for either global or local brands (Fig. 7). Therefore, I propose that:

H3: Perceived brand localness is positively related to consumer's perception of brand consistency for global and local brands.

In the same way, PBL can positively affect brand clarity in a global and local branding context. I expect that PBL is positively related to brand clarity because it transfers clear local signals to consumers. A local brand signal is clear when consumers perceive what local image a company aims to create for either global or local brands (Fig. 7). Thus, I propose that:

 H4: Perceived brand localness for local and global brands is positively related to consumers' perceived brand clarity for local and global brands.

4.2.8. Direct effect of brand consistency on perceived quality

In international marketing, perceived brand quality is strongly related to brand attitude (Batra *et al*., 2000; Özsomer and Altaras, 2008). Perceived quality is the consumer's opinion about the product priority or excellence (Zeithaml, 1988). Erdem and Swait (1998) propose the antecedent role of brand consistency for clarity. The consistency in the brand positioning level and in the branding strategy enhances brand clarity and perceived brand quality (Erdem and Swait, 2004,

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Pecota *et al*., 2018). According to the signaling theory, brand clarity reflects more perceived quality (Erdem and Swait, 1998). Meanwhile, brand consistency indirectly (through brand clarity) increases perceived quality. Hence, I expect that brand consistency can have a direct effect on consumer's perceived quality. Thus, the fifth hypothesis is:

H5: Brand consistency is positively related to perceived quality for global and local brands.

4.2.9. Replicating hypotheses: prior effects of PBG/PBL and brand clarity on perceived quality
Although in the beginning, we have not hypothesized the relationships between PBG/PBL and perceived quality (PQ), I decided to replicate and test the direct relationships of PBG/PBL and PQ for local and global brands as a part of the new extended model. Many studies in prior literature supported a positive and strong relationship between PBG and PQ (e.g. Batra *et al., 2000; Steenkamp *et al*., 2003; Alden, Steenkamp, and Batra, 2006; Özsomer, 2012, Xie *et al*., 2015). This is consistent with existing research that shows a direct effect between PBG and PQ for either global or local brands. Therefore, I posit that:

H6: Perceived brand globalness is positively related to perceived quality for global and local brands.

However, there are some arguments about the relationship between PBL and consumers' perceived quality. For example, Özsomer (2012) shows that the relationship between PBL and PQ varies across product categories. It says that PBL is positively related to local brand perceived quality in food categories, whereas PBL is not related to PQ in non-food categories. Ger (1999) suggests that localness signals prepare a better understanding of local quality needs through consumer's authenticity; therefore, PBL can contribute to perceived higher quality. In another study, it was reported that PBL positively influences the retail brands' quality and price value (Swoboda *et al*., 2012). In contrast, Steenkamp et al. (2003) did not find a significant relationship between PBL and PQ and Xie et al. (2015) showed that PBL has no impact on brand quality. Although the relationship between PBL and PQ has been investigated in the literature, still this relationship is less clear for global and local brands separately. Therefore, this study tries to test the current linkage and hypothesize that PBL has a positive impact on PQ for global brands and a negative impact on local brands. So, I propose the following hypothesis:

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H7: Perceived brand localness is positively related to perceived quality for global brands and negatively related to local ones.

Erdem and Swaait (1998) introduced brands as information signals based on information economics literature in the context of branding in general and not in the global/local branding context. Moreover, Özsomer and Altaras (2008) brought signaling theory into global/local branding literature based on the conceptualization of PBG and PBL as brand signals and brand credibility as a central mediator. According to the signaling theory (Erdem and Swait, 1998), brand consistency has a positive impact on brand clarity and brand clarity positively affects PQ, although this effect is stronger for perceived risk. They found that the effect of brand clarity on perceived quality is mediated by brand credibility. Thus, I include the replication hypotheses in the global/local branding context. This study expects to replicate the direct relationships between brand consistency and brand clarity as well as the direct effect of brand clarity on perceived quality for global and local brands. Therefore, I suppose the following hypotheses:

H8: Brand consistency is positively related to brand clarity for global and local brands.

H9: Brand clarity is positively related to perceived quality for global and local brands.

4.2.10. Indirect effect (Mediating role) of brand consistency

Pecota et al. (2018) conceptualized that brand consistency (BCO) partially mediates the effect of brand heritage on brand credibility, but there was no evidence to justify the mediation role of BCO on the linkage between PBG/PBL and perceived quality (PQ). So, based on the foregoing review and previous studies (Erdem and Swait, 1998; Pecota *et al*., 2018), in this study, I tried to examine the effect of PBG and PBL on PQ through the pathway of BCO. Therefore, it is hypothesized that:

H10a: Brand consistency mediates the relationship between perceived brand globalness and perceived quality for global and local brands.

H10b: Brand consistency mediates the relationship between perceived brand localness and perceived quality for global and local brands.

Also, BCO increases consumer's brand clarity (Erdem and Swait, 1998). However, there is no evidence to indicate the mediation role of BCO on the linkage between PBG/PBL and brand clarity (BCL). Thus, based on the foregoing review, this study tried to hypothesize the effect of PBG and PBL on BCL through the pathway of BCO. So, I propose that:

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H11a: Brand consistency mediates the relationship between perceived brand globalness and brand clarity for global and local brands.

H11b: Brand consistency mediates the relationship between perceived brand localness and brand clarity for global and local brands.

4.2.11. Downstream effect on purchase intention

Research on consumer purchase intention (PIN) contributes highly to the theories of consumers' purchase behavior (Wang and Yu, 2017). In successful marketing strategies, perceived brand quality (PQ) is one of the important factors in successful marketing strategies because of its impact on selection, consumption, and consumer PIN (Kim and Lennnon, 2013). PQ is the consumer's perception of the overall excellent quality of a product or service (Keller, 2008) and according to Zeithaml (1988, p. 5), it is defined as "the consumer's judgment about the superiority or excellence of a product or service". According to Erdem and Swait (1998), BCL positively influences PQ and information costs saved, but negatively affects perceived risk, and all of them enhance PIN for a brand. Thus, PQ is one of the variables that always influence brand choice (Erdem and Swait, 2004) and is a significant predictor of brand choice and consumer PIN (Erdem *et al*., 2006). PQ has a strong impact on product consideration and purchase, regardless of the cultural background and the product category (Erdem *et al*., 2002; Baek, Kim, and Yu, 2010).

4.3. METHODOLOGY

4.3.1. Data collection - sample

To gather additional data to analyze our proposed theoretical model, a survey was conducted with 406 participants via online and face-to-face interviews during January and February 2019. About 60% of the questionnaires (224 participants) were obtained via the online survey and 40% of them (143 participants) were collected through face-to-face personal interviews. I collaborated with an expert assistant in marketing research. Participants in the survey were offered two options as the incentive: a discounted gift card for the bookstore or to donate to the International Society for Children with Cancer (Mahak charity). This empirical study was conducted in Iran. Data were collected in the largest and the most populous Iranian city (i.e., Tehran) from multiple geographical locations within the city. This city is the economic center of Iran such that about 30% of the public

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sector workforce, 45% of Iran's largest industrial companies, and more than half of Iran's industry are located in Tehran (World Capital Institute, 2013; City mayors, 2017). [3]

Table 21. Sample Distribution Age and Gender

Age groups	Sample			Iran total population (%)			Total differences %
				50.67	49.3	100	
				Iran Urban population			
	Gender (frequency, %)			Gender (%)			
	Male	Female	Total	Male	Female	Total	
18-24	47 (11.6)	48 (11.8)	95 (23.4)	10	11.1	21.1	2.3
25-34	57 (14)	55 (13.5)	112 (27.6)	18.4	14.5	32.9	-5.3
35-44	52 (12.8)	63 (15.5)	115 (28.3)	11	13	24	4.3
+45	43 (10.6)	41 (10.1)	84 (20.7)	11	11	22	-1.3
Total	199 (49)	207 (51)	406 (100)	50.4	49.6	100	

Source: Statistical Center of Iran, yearbook (2016-2017)

The study population was collected from the Statistical Center of Iran (2016 -2017), based on age and gender percentages in national population segmentation. The study applied a semi-proportional quota sampling to the urban population distribution of Iran regards to age and gender (Table 21). I considered an adult with the age above 18 years old. Each participant answered a questionnaire that included questions on background demographics: age, gender, educational level, and employment status (Tables 21 and 22). Additional questions were also asked on prior brand usage.

Table 22. Sample Distribution Education and Employment

Educational status	Male		Female		Total	
	Frequency	%	Frequency	%	Frequency	%
High school diploma	56	28.3	43	21.08	97	23.87
Upper diploma	40	19	39	18.68	78	19.35
Bachelor's degree	59	30.2	72	34.80	133	32.66
Master and higher	44	22.5	53	25.44	98	24.12
Total	199	100	207	100	406	100
Employment status	Frequency	%	Frequency	%	Frequency	%
Employed	85	42.71	101	48.79	186	45.81
Retired	32	16.08	21	10.14	53	13.05
Student	50	25.13	43	20.77	93	22.91
Other	32	16.08	42	20.3	74	18.23
Total	199	100	207	100	406	100

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[3] More information are available in the methodology section of chapters 2 and 3 of this doctoral dissertation.

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4.3.2. Data collection, brands

Brands were chosen from fast-moving consumer goods (FMCG) products in two categories of food and personal care. Mass-produced inexpensive daily products were selected due to their short decision-making process, low purchase risk importance, and low consumer involvement (Vera and Trujillo, 2017). They covered a suitable range of FMCGs to increase the result generalizability and to avoid category specificity (Halkias *et al.*, 2016; Lopez-Lomelí *et al.*, 2019).

In this study, global brands are considered as their sales coming from outside the domestic region and to be in the top 100 list of Interbrand (2016) by presenting a clear image of brand referring to the business growth, brand strategy, brand evaluation, and positioning. According to Interbrand (the world's leading brand consultancy), global brands are defined to conduct at least one-third of sales as export from home country and customer's global awareness to global brands. Local brands, on the other hand, are those that are produced, sold, and developed in a limited geographical area for local consumer's unique needs (Özsomer, 2012). Both are selected based on their high familiarity and their leading role for local and global brands among consumers. I used a balanced design that included 10 local-global brands across 5 product categories. Each category consisted of one global and one local brand. Ten brands were chosen out of the initial 28 FMCG brands[4]. The selected product categories are tea, dairy product, shampoo, hand wash liquid, and toothpaste.

Data were gathered across all responses on five product categories with two brands per product category. Sets of product categories were rotated across questionnaires because of space or time limitations and to provide counterbalancing (Batra *et al.*, 2000). As a result, each of the 406 participants was exposed to questions about two brands: one global and one local from the same product category. I ended up with 80-84 completed and usable data for each set of participating brands (Table 23).

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[4] Information about the selection of initial 28 brands are available in Chapter 2 in methodology section of this doctoral dissertation.

Table 23. Selected Brands Collection

Set of questionnaires	FMCG Product category	Brands		Number of participants
		Global	**Local**	
Set 1	Tea	Twining	Golestan	80
Set 2	Dairy products	Dannet	Kalleh	81
Set 3	Shampoo	Loreal	Sehat	81
Set 4	Hand wash liquid	Dov	Active	80
Set 5	Toothpaste	Close up	Pooneh	84
Total number of questionnaires				**406**

Each respondent assessed a global-local brand pair (total of two brands) and rated each brand separately on the manifest indicators. So, the total number of brands evaluated by each respondent was 10 (5 global and 5 local). In this study, a total of 406 global-local brand pair evaluations were completed. Before the final survey, to ensure that the questionnaire was clear, a pretest was conducted within a small sample to guarantee the readability and understanding of the questions. Some minor changes were made based on the feedback from 15 respondents in the pretest. As explained before, a consumer survey with five versions of questionnaires (varied by-products) was designed for 10 global and local brands across five categories. The introduction of each questionnaire includes the participant's personal information and a picture of the product. Among the 406 completed surveys, 404 were valid responses.

I made an additional effort to make sure that the translation of the established measurement items was free of linguistic confounds. As the original scales were in the English language, the questionnaire used in Iran was translated from English to Persian in a tripartite process. To reaffirm that the translation is understandable and consistent with the scale items (Kotabe and Helsen, 2000), the back-translation process was performed. The back-translated English version matched the original English version. A professional translator (the third party) judge, who was not aware of the purpose of this research, was hired to compare the original English and back-translated English versions. Based on the suggestions of the translator, we made minor modifications to the Persian version in the main study. Respondents answered questions covering brand consistency, brand clarity, perceived quality, perceived brand globalness, perceived brand localness, and purchase intention.

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4.4. MEASURES

The exogenous latent variables are PBG and perceived brand PBL. They were assessed through three dimensions for each. The endogenous latent variables are brand consistency (BCO), brand clarity (BCL), perceived quality (PQ), and purchase intention (PIN). In this study, the brand associations of PBG and PBL are measured separately for both global and local brands, enabling to empirically evaluate the conceptual model. PBG and PBL, as the independent variables, were measured by three items each, adopted from Steenkamp et al. (2003). The dependent variables of BCO and BCL were measured by a scale with four and two items, respectively, adopted from Erdem and Swait (1998). The dependent variable of perceived quality was measured with two items scale adopted from Erdem et al. (2006). Finally, brand purchase intention was measured with a three items scale adopted from Putrevu and Lord (1994). The sources, properties, and psychometric for all scales used are presented in Table 24. All questions were assessed using a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Table 24. Constructs and Measures

Constructs	Measurement items	Sources
Brand consistency (BCO)	1. [Brand]'s image in advertisement and commercials has been consistent for many years. 2. The quality of [Brand] has been consistent for many years. 3. [Brand]'s prices, ads, specials, and products match its overall image. 4. Everything is consistent about [brand]- fit, quality, prices, ads, variety, specials, etc.	Erdem and Swait (1998); (2004)
Brand clarity (BCL)	1. I know what this brand stands for. 2. I have trouble figuring out what image this brand is trying to create. (R)	Erdem and Swait (1998)
Perceived quality (PQ)	1. The quality of this brand is very high. 2. In terms of overall quality, I'd rate this brand as …	Erdem et al. (2006)
Perceived brand globalness (PBG)	1. I think this is a global brand 2. I believe that consumers from other countries buy this brand 3. This brand is only sold in [country]. (R)	Batra et al. (2000); Stennkamp et al. (2003)
Perceived brand localness (PBL)	1. I associate this brand with things that are from [country] 2. For me, this brand does not represent what [country] is. (R) 3. For me, this is a good symbol of [country]	Stennkamp et al. (2003)
Purchase intention (PIN)	1. It is very likely that I will buy this brand. 2. I will purchase this brand the next time I need [such product]. 3. I will definitely try this brand.	Putrevu and Lord (1994)

Note: R=Reverse question.

4.4.1. Measurement model

In the present study, first, measurement scales were obtained for total observations of local and global brands (because each participant answers the items separately to one local and one global brand). Then, because the two sets of observations (for global and local brands) are not

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independent, I evaluated the measurement scales for global and local brands separately. The quality of the measurement model was assessed by investigating unidimensionality, convergent validity, reliability, and discriminant validity separately for total observations, global, and local brands. According to Table 22, the purified complete measurement model demonstrated a good fit for global and local brands (Global brands: Chi-square [$\chi 2$] = 250.515, d.f. = 103, p = 0.000; Comparative fit index (CFI) = 0.98; Normed fit index (NFI) = 0.96; Root mean square error of approximation (RMSEA) = 0.06; and Goodness of fit index (GFI) = 0. 93; Local brands: $\chi 2$ = 352.16, d.f. = 103, p = .000; CFI = 0.91; NFI = 0.95; RMSEA = 0.07; and GFI = 0.91; Total observations: $\chi 2$ = 437.72, d.f. = 103, p = .00; CFI = 0.98; NFI = 0.97; RMSEA = 0.06; and GFI = 0.94). The overall goodness of fit for measurement scales also supports the unidimensionality (Steenkamp and Van Trijp, 1991).

Table 25. Goodness-Of-Fit in Measurement Model

Goodness-of-Fit Measures	Measurement model		
	Global brands	Local brands	Total observation
$\chi 2$ (d.f.)	250.515 (103)	352.16 (103)	437.72 (103)
CFI	0.98	0.91	0.98
NFI	0.96	0.95	0.97
RMSEA	0.06	0.07	0.06
GFI	0.93	0.91	0.94
N	404	404	808

$\chi 2$=Chi-square. CFI=Comparative Fit Index. NFI=Normed Fit Index. RMSEA=Root Mean Square Error Of Approximation. GFI=Goodness Of Fit Index. N=Sample size. d.f.= degree of freedom

4.4.2. Construct Reliability and Validity

All items loaded on the appropriate factors were statistically significant and positive, standardized factor loadings were all greater than 0.7 in both global/local samples and total observations, and all t-test values were highly significant, providing support for convergent validity. Exploring the reliability of these measurements, all factor loadings ranged between 0.740 and 0.961 for all main constructs.

The analytical results indicate that the scales measuring each construct had Cronbach's alpha coefficients exceeding 0.70, indicating acceptable reliability. The composite reliability (CR) was greater than 0.70 and AVE was greater than 0.50 for all constructs and reached the recommended threshold of 0.70 (Nunnally and Bernstein, 1994; Nunnally, 1978) and 60 (Bagozzi and Yi, 1988),

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indicating appropriate reliability. Tables 23 shows the CR, AVE, and Cronbach's Alpha (Cα) for total observations and global/local samples separately.

Table 26. Construct Reliability and Validity

Sample (n = 404)										
Constructs	Indicator	Indicator Loadings		Cronbach's Alpha		Composite Reliability (CR)		Average Variance Extracted (AVE)		
		Global	Local	Global	Local	Global	Local	Global	Local	
Brand Clarity (BCL)	BCL1	0.956	0.949	0.860	0.834	0.933	0.921	0.874	0.854	
	BCL2	0.914	0.898							
Brand Consistency (BCO)	BCO1	0.928	0.908	0.943	0.943	0.959	0.959	0.855	0.853	
	BCO2	0.943	0.942							
	BCO3	0.922	0.932							
	BCO4	0.905	0.913							
Perceived Brand Globalness (PBG)	PBG1	0.945	0.942	0.890	0.862	0.931	0.914	0.818	0.783	
	PBG2	0.954	0.954							
	PBG3	0.806	0.742							
Perceived Brand Localness (PBL)	PBL1	0.930	0.858	0.882	0.895	0.927	0.924	0.808	0.803	
	PBL2	0.841	0.865							
	PBL3	0.923	0.961							
Purchase Intention (PIN)	PIN1	0.952	0.961	0.948	0.965	0.967	0.977	0.906	0.934	
	PIN2	0.949	0.970							
	PIN3	0.954	0.968							
Perceived Quality (PQ)	PQ1	0.955	0.963	0.905	0.921	0.955	0.962	0.913	0.927	
	PQ2	0.956	0.962							
Total observations (n = 808)										
Constructs	Indicator	Indicator Loadings		Cronbach's Alpha		Composite Reliability (CR)		Average Variance Extracted (AVE)		
Brand Clarity	BCL1	0.952		0.849		0.928		0.866		
	BCL2	0.909								
Brand Consistency	BCO1	0.917		0.943		0.959		0.853		
	BCO2	0.942								
	BCO3	0.927								
	BCO4	0.908								
Perceived Brand Globalness	PBG1	0.946		0.878		0.923		0.802		
	PBG2	0.956								
	PBG3	0.771								
Perceived Brand Localness	PBL1	0.889		0.905		0.936		0.830		
	PBL2	0.893								
	PBL3	0.949								
Purchase Intention	PIN1	0.957		0.957		0.972		0.921		
	PIN2	0.960								
	PIN3	0.961								
Perceived Quality	PQ1	0.960		0.914		0.959		0.921		
	PQ2	0.959								

Additionally, I checked for discriminant validity, which represents the distinctness of a construct when the square root of AVE for each latent variable is higher than other correlation values among any other construct (Fornell and Larcker, 1981). Discriminant validity is the first-order latent

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variables correlations and the square root of the average variances extracted (Fornell-Larcker criterion). The diagonal values exceed the inter-construct correlations (the same information considering separately in local and global brands).The mean values, standard deviations, and correlations are reported in Table 27. It demonstrates the adequate discriminant validity has been achieved by the square roots of the AVEs, which were higher than the off-diagonal correlations for total observations and local and global brands separately. Discriminant validity indicates the extent to which a given construct is different from other latent variables. Based on all criteria, this measure can be accepted as a valuable instrument built from reliable and valid constructs for the seven models.

Table 27. Means, Standard Deviations and Discriminant Validity (Fornell-Larcker Criterion)

Sample (n = 404)								
Measures, Global brands	**MEAN**	**SD**	**BCL**	**BCO**	**PBG**	**PBL**	**PIN**	**PQ**
Brand Clarity (BCL)	4.548	1.633	**0.935**					
Brand Consistency (BCO)	4.785	1.570	0.554	**0.925**				
Perceived Brand Globalness (PBG)	5.054	1.627	0.351	0.691	**0.904**			
Perceived Brand Localness (PBL)	3.413	1.442	0.122	-0.077	-0.271	**0.899**		
Purchase Intention (PIN)	4.744	1.727	0.579	0.816	0.629	0.016	**0.952**	
Perceived Quality (PQ)	4.839	1.524	0.559	0.874	0.722	-0.075	0.841	**0.956**
Measures, Local brands	**MEAN**	**SD**	**BCL**	**BCO**	**PBG**	**PBL**	**PIN**	**PQ**
Brand Clarity (BCL)	4.875	1.571	**0.924**					
Brand Consistency (BCO)	4.817	1.657	0.628	**0.924**				
Perceived Brand Globalness (PBG)	4.510	1.822	0.436	0.613	**0.885**			
Perceived Brand Localness (PBL)	4.536	1.541	0.180	0.278	0.010	**0.896**		
Purchase Intention (PIN)	4.849	1.808	0.574	0.848	0.686	0.242	**0.966**	
Perceived Quality (PQ)	4.678	1.615	0.606	0.865	0.712	0.185	0.877	**0.963**
Total observations (n = 808)								
Measures	**MEAN**	**SD**	**BCL**	**BCO**	**PBG**	**PBL**	**PIN**	**PQ**
Brand Clarity (BCL)	4.712	1.610	**0.931**					
Brand Consistency (BCO)	4.801	1.613	0.588	**0.924**				
Perceived Brand Globalness (PBG)	4.782	1.748	0.368	0.639	**0.895**			
Perceived Brand Localness (PBL)	3.975	1.595	0.180	0.108	-0.167	**0.911**		
Purchase Intention (PIN)	4.797	1.769	0.575	0.833	0.646	0.140	**0.959**	
Perceived Quality (PQ)	4.758	1.572	0.571	0.867	0.716	0.038	0.857	**0.960**

Note: Bold figures on the diagonal show square root of the average variances extracted AVEs; numbers below the diagonal represent the squared inter-construct correlations.

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4.5. RESULTS

4.5.1. Structural Model Evaluation

In this study, we employed SEM and bootstrapping bias-corrected percentile methods (two tailed significant BC) with 2,000 samples and 95% confidence intervals (Preacher and Hayes, 2008; Zhao, Lynch, and Chen, 2010; Strizhakova, Coulter, and Price, 2011). Using Amos 24.0, the study's dataset was fitted to the individual direct effect of each latent variable. We run the model for global and local brands separately to achieve an accurate comparable result and to see the similarities and differences in path coefficients among the latent variables for both local and global group. The model achieved identification and fitted the data well. The fit indices suggest that the model adequately represents the input data (**Global brands**: $\chi 2 = 303.317$, d.f. = 108, χ^2/d.f = 2.8, $p = 0.00$; CFI = 0.972; NFI = 0.957; RMSEA = 0.067; and GFI = 0.924; **Local brands**: $\chi 2 = 396.528$, d.f. = 108, χ^2/d.f = 3.67, $p = 0.00$; CFI = 0.961; NFI = 0.947; RMSEA = 0.08; and GFI = 0.9; **Total observations**: $\chi 2 = 544.509$, d.f. = 108, χ^2/d.f = 5.04, $p = 0.00$; CFI = .0.969; NFI = 0.962; RMSEA = 0.071; and GFI = 0.0.930) (Table 25). Overall, all indices exceeded the recommended thresholds and thus the model is a good representation of the data (Bagozzi and Yi, 1988; Hu and Bentler, 1999; Byrne, 2010).

Connecting the main relationships, our results show that both PBG and PBL positively influence brand consistency for global brands (β PBG$\rightarrow$BCO= 0.797, p <0.001; β PBL$\rightarrow$BCO = 0.136, p <0.001) and for local brands (β PBG$\rightarrow$BCO = 0.69, p <0.001; β PBL$\rightarrow$BCO = 0.259, p <0.001). These effect sizes provide initial evidence in support of hypotheses 1 and 3. However, comparing these relationships, I found that the signaling function of PBG for brand consistency is substantially more pronounced than the signaling function of PBL for BCO in global and local brand samples. The relationship between PBL and brand clarity is statistically significant for global brands (β PBL$\rightarrow$BCL = 0.171, p <0.001), but not significant for local ones (β PBL$\rightarrow$BCL = -0.004, p > 0.05). However, the relationship between PBG and BCL is not significant for both global (β PBG $\rightarrow$BCL= -0.033, p > 0.05) and local (β PBG $\rightarrow$BCL= 0.107, p > 0.05) brands (Table 28).

In addition, it is seen that BCO is positively linked to perceived quality for both global (β BCO$\rightarrow$PQ= 0.743, p < 0.001) and local (β BCO $\rightarrow$PQ= 0.732, p < 0.001) brands. As expected, there is a positive relationship between PBG and PQ for both global (β PBG $\rightarrow$PQ= 0.206, p

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<0.001) and local (β PBG →PQ= 0.275, p <0.001) brands. However, it does not happen the same for PBL. In the sample of local brands, the relationship between PBL and PQ is not significant (β PBL→PQ= -0.024, p >0.05), while it is significant in the sample of global brands (β PBL→PQ= 0.05, p < 0.05). Table 25 shows the parameter estimates for all paths and goodness-of-fit indicators of the structural equation system for each sample.

Table 28. Structural Parameter Estimates and Goodness-of-fit Indexes

Connections	Model for Global brands				Model for Local brands				Model for Total observations			
Hypothesized Path	β	SE	C.R.	*p-value*	β	SE	C.R.	*p-value*	β	SE	C.R.	*p-value*
PBG → BCO	0.797	0.067	13.334	***	0.69	0.075	11.296	***	0.75	0.049	17.47	***
PBG → BCL	-0.033	0.103	-0.465	n.s.	0.107	0.085	1.797	n.s.	0.041	0.066	0.893	n.s.
PBL → BCO	0.136	0.039	3.442	***	0.259	0.042	6.316	***	0.231	0.027	8.029	***
PBL → BCL	0.171	0.059	3.869	***	-0.004	0.053	-0.095	n.s.	0.109	0.038	3.463	***
BCO → PQ	0.743	0.057	14.395	***	0.732	0.049	16.176	***	0.717	0.036	21.6	***
Hypothesized Path (Replicated)												
PBG → PQ	0.206	0.052	4.878	***	0.275	0.05	7.336	***	0.254	0.035	9.144	***
PBL → PQ	0.05	0.028	1.963	*	-0.024	0.027	-0.984	n.s.	0.018	0.018	1.029	n.s.
BCO → BCL	0.651	0.096	9.247	***	0.608	0.073	9.686	***	0.607	0.058	13.09	***
BCL → PQ	0.082	0.024	2.742	**	0.033	0.028	1.078	n.s.	0.066	0.018	3.124	**
Downstream effect												
PQ → PIN	0.911	0.042	25.117	***	0.938	0.036	29.066	***	0.922	0.027	38	***
Goodness-of-Fit Measures												
χ^2	303.317				396.528				544.509			
d.f	108				108				108			
χ^2/ **d.f**	2.808				3.672				5.042			
CFI	0.972				0.961				0.969			
NFI	0.957				0.947				0.962			
RMSEA	0.067				0.081				0.071			
GFI	0.924				0.9				0.930			
R² (BCO)	0.595				0.527				0.545			
R² (BCL)	0.407				0.468				0.426			
R² (PQ)	0.914				0.92				0.916			
R² (PIN)	0.829				0.879				0.85			
N	404				404				808			

Notes: *p < .05, **p < .01, ***p < .001, n.s. Not significant.
PBG=Perceived Brand Globalness. PBL= Perceived Brand Localness. BCO= Brand Consistency. BCL= Brand Clarity. PQ= Perceived Quality. PIN= Purchase Intention.
β = Standardized Estimates (Standardized Regression Weights). SE= Standard Error. C.R. =Critical Ratio.
χ^2 =Chi-square. d.f. =degree of freedom. χ^2/ d.f =adjusted Chi- square. CFI= Comparative Fit Index. NFI=Normed Fit Index. RMSEA= Root Mean Square Error of Approximation. GFI=Goodness Of Fit Index. R²=Squared Multiple Correlations. N=Sample size.

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The proposed model showed that brand consistency positively affects brand clarity for both global brands (β BCO→BCL= 0.651, p <0.001) and local brands (β BCO→BCL= 0.608, p <0.001). However, these results are a replication of the previous literature (Erdam and Swait, 1998). Contrary to the previous literature (Erdam and Swait, 1998), the relationship between brand clarity and perceived quality is not significant (β BCL→PQ= 0.033, p > 0.05) for local brands, although it is significant for global brands (β BCL→PQ= 0.082, p <0.01). Finally, there is a positive relationship between perceived quality and purchase intention for both global (β PQ→PIN= 0.911, p <0.001) and local (β PQ→PIN= 0.938, p <0.001) brands. The coefficient of determination (R^2) shows that for global and local brands, the predictors of brand consistency (i.e., PBG and PBL) explain 59.5% and 52.7% of its variance, respectively. It means the error variance of brand consistency is approximately 40.5% of the variance of brand consistency itself for global brands and 47.3% for local brands. The predictors of brand clarity (i.e., PBG, PBL, and BCO) explain 40.7% of its variance in global brands (R^2 BCL=0.407) and 46.8% (R^2 BCL=0.468) in local brands. However, variables of perceived brand globalness, perceived brand localness, brand consistency, and brand clarity predict a substantial share of the perceived quality variance in both global and local brands (i.e., R^2 PQ=0.914 and R^2 PQ=0.92, respectively). Finally, all predictors of purchase intention in the model explained 82.9% of its variance for global brands and 87.9% for local brands (Table 28).

Table 29. Covariance between Exogenous Latent Variables

Exogenous variables	sample	Estimate	S.E.	C.R.	P value
PBG ↔ PBL	Global brands	-0.390	0.083	-4.695	***
	Local brands	-0.066	0.081	-0.824	0.410
	Total observations	-0.323	0.063	-4.112	***

Notes: ***p < .001

The covariance between PBG and PBL for global brands is significantly different from zero at the 0.001 level (two-tailed) and is estimated to be -0.390. This covariance is not significant for local brands but is significant in both local and global observations (Table 29).

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4.5.2. Test of hypotheses (Direct paths)

Table 27 shows the summary of the results obtained for the model parameters in order of testing the hypotheses formulated. PBG positively affects consumers perception of brand consistency (BCO) for global brands (β global = 0.797, p < 0.001) and for local brands (β local = 0.69, p < 0.001). They both are highly significant, suggesting that H1 is supported. PBG did not affect consumers perception of brand clarity for global brands (β global = -0.033, p > 0.05) nor for local brands (β local = 0.107, p > 0.05). Therefore, contrary to my expectation, H2 was not supported. PBL positively influences BCO for global brands (β global = 0.136, p < 0.001) and for local brands (β local = 0.259, p < 0.001); therefore, H3 holds. However, the obtained coefficients indicate that this relationship is stronger in the sample of local brands than in global brands. The results found a positive effect of PBL on BCL for global brands (β global = 0.171, p < 0.001), but the effect was not significant for local brands (β local = -0.004, p > 0.05); thus, H4 is partially supported. Consumers perception of BCO positively affects consumers perceived quality (PQ) for global brands (β global = 0.743, p < 0.001) and for local brands (β local = 0.732, p < 0.001); therefore, the data support H5 (Tables 28 and 30).

Table 30. Summary Results For Hypotheses (Direct paths)

Hypothesis	Global brand sample		Local brand sample		Conclusion
	β	Supported?	β	Supported?	
H1: Perceived brand globalness → Brand consistency	0.797	Yes	0.69	Yes	Supported
H2: Perceived brand globalness → Brand clarity	-0.033	No	0.107	No	Not supported
H3: Perceived brand localness → Brand consistency	0.136	Yes	0.259	Yes	Supported
H4: Perceived brand localness → Brand clarity	0.171	Yes	-0.004	No	Partially supported
H5: Brand consistency → Perceived quality	0.743	Yes	0.732	Yes	Supported
H6: Perceived brand globalness → Perceived quality	0.206	Yes	0.275	Yes	Supported
H7: Perceived brand localness → Perceived quality	0.05	Yes	-0.024	No	Partially supported
H8: Brand consistency → Brand clarity	0.651	Yes	0.608	Yes	Supported
H9: Brand clarity → Perceived quality	0.082	Yes	0.033	No	Partially supported

Notes: β = Standardized estimates.

Further, PBG was positively related to PQ for global brands (β global = 0.206, p < 0.001) and for local brands (β local = 0.275, p < 0.001); so, H6 is supported as it was expected. Also, PBL has a positive impact on PQ for global brands (β global = 0.05, p < 0.05), whereas the negative effect of PBL on PQ was not significant for local brands (β local = -0.024, p > 0.05); therefore, H7 is partially supported. As expected and based on the signaling theory (Erdem and Swait, 1998), BCO is positively related to BCL for global (β global = 0.651, p < 0.001) and for local brands (β global

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= 0.608, p < 0.001); thus, H8 holds. Finally, there was a positive impact of BCL on PQ for global brands (β global = 0.082, p < 0.001), while the effect was not significant for local ones (β local = 0.033 p > 0.05). Therefore, H9 is partially supported (Tables 28 and 30).

4.5.3. Test of hypotheses (Indirect Paths)

To test the mediating effects proposed in the conceptual model, we applied the advanced bootstrapping procedures (Preacher and Hayes 2008; Zhao, Lynch, and Chen 2010) mediation test approach. The advanced bootstrapping procedure is preferred because of its power of calculating and comparing individual effects (Yi Xie *et al.*, 2015). The long causal chain in the conceptual model was broken up into partial intermediate sequences and each was tested individually (Zhao *et al.*, 2010). The individual effect of each mediator was calculated using the AMOS 24. Based on Preacher and Hayes (2008), a significant indirect effect through a certain mediator was obtained by multiplying two unstandardized paths via that mediator in each of the bootstrap samples, and then the confidence intervals were calculated. Hence, it is gotten an own bias for the indirect path in lower and upper. This study used bootstrapping bias-corrected confidence interval with 2000 samples and 95% confidence intervals. Table 31 shows the summary of the results obtained for all mediating effects of the (hypothesis and non-hypothesis formulated).

Table 31. Summary of Mediation Tests Using the Bootstrapping Bias-Corrected Procedures

Pathways of Indirect effects		Global brand sample			Local brand sample		
		Standardized Indirect Effect	Standardized Direct Effect (β)	result	Standardized Indirect Effect	Standardized Direct Effect (β)	result
PBG	PBG → BCO→ PQ	0.592 (**)	0.206 (***)	Partial mediation	0.505 (**)	0.275 (***)	Partial mediation
	PBG→ BCO→ BCL	0.519 (**)	-0.33 (n.s.)	Full mediation	0.419 (*)	0.107 (n.s.)	Full mediation
	PBG→ PQ→ PIN	0.228 (**)	-0.095 (n.s)	Full mediation	0.236 (**)	0.038 (n.s)	Full mediation
PBL	PBL → BCO→ PQ	0.101 (*)	0.05 (*)	Partial mediation	0.189 (**)	-0.024 (n.s.)	Full mediation
	PBL→ BCL→ PQ	0.014 (*)	0.05 (*)	Partial mediation	-0.001(n.s.)	-0.024 (n.s.)	-
	PBL→ BCO→ BCL	0.088 (*)	0.171(***)	Partial mediation	0.157 (**)	-0.004 (n.s.)	Full mediation
	PBL→ PQ→ PIN	0.024 (n.s)	0.080 (*)	-	-0.04 (n.s)	0.063 (*)	-

*Notes: β = standardized direct effect, *p < .05. , **p < .01.   , ***p < .001, n.s. Not significant.*

The findings present a full and partial mediation for PBG and PBL causal chains generated in the conceptual model. The results show the mediating effects of variables linking PBG/PBL to perceived quality and purchase intention. According to our conceptual model, PBG and PBL affect purchase intention through the PQ route for both global and local brands. Moreover, it indicates that PBG and PBL significantly affect PQ mainly through the BCO route in both global and local

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brand samples. To provide additional insights into how PBG and PBL influence PQ through BCO and BCL, the indirect effects of PBG and PBL were calculated (Table 31).

4.5.3.1. Mediation effects for PBG

In the sample of global brands, the standardized indirect (meditated) effect of PBG on PQ through BCO is 0.592, which is statistically significant (p <0.01). It means that when PBG increases up by 1 standard deviation, PQ goes up by 0.592 standard deviation. In the sample of local brands, the standardized indirect effect of PBG on PQ through BCO is 0.505 and is statistically significant (p <0.01). As the standardized direct effects of PBG on PQ in both samples are significant (β global sample = 0.206, β local sample = 0.275, p<0.001), thus BCO partially mediates the link between PBG and PQ; therefore, **H10a** is partially supported.

In the global sample, the standardized indirect effect of PBG on BCL through BCO is 0.519 and is significant (p <0.01), whereas its standardized direct effect is not significant (β global sample= -0.33, p> 0.05). Besides, in local brands, the standardized indirect effect of PBG on BCL through BCO is 0.419 and is significant (P< 0.05), whereas it's standardized direct effect is not significant (β local sample= 0.107, p > 0.05). In both samples, BCO fully mediates the relationship between PBG and BCL, thus **H11a** holds (Table 32).

Table 32. Summary Results For Hypotheses (Indirect paths)

Hypotheses	Result		Conclusion
	Global brand sample	**Local brand sample**	
H10a : PBG → BCO →PQ	Partial mediation	Partial mediation	Partially Supported
H10b : PBL → BCO→ PQ	Partial mediation	Full mediation	Partially supported
H11a : PBG → BCO→ BCL	Full mediation	Full mediation	Supported
H11b : PBL → BCO→ BCL	Partial mediation	Full mediation	Partially supported

4.5.3.2. Mediation effects for PBL

In the sample of global brands, the mediation effect of PBL on PQ through BCO is 0.101 and significant (p <0.05). Since its standardized direct effects are significant (β global sample = 0.05, p <0.05), BCO partially mediates the link between PBL and PQ. In comparison, for local brands, the standardized indirect effect of PBL on PQ through BCO is 0.189 and is significant (p <0.01), but its standardized direct effect is not significant (β local sample = -0.024, p> 0.05); thus, BCO

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fully meditates the relationship between PBL and PQ. Therefore, **H10b** is partially supported (Tables 31 and 32).

Similarly, to BCO as a mediator, BCL also can partially mediate the linkage between PBL and PQ. In the global sample, the standardized indirect effect is 0.014 and significant (p <0.05), indicating a partial mediation of BCL on the relationship between PBL and PQ. Contrary to the global brands' sample, in the local brands' sample, we did not find any mediation effect of BCL. In global brands, BCL partially mediates the relationship between PBL and BCO. The standardized indirect (0.088, p <0.05) and direct (0.171, p <0.001) effects are both significant. Besides, in local brands, the standardized indirect effect of PBL on BCL through BCO is 0.157 and is significant (P< 0.01), whereas it's standardized direct effect is not significant (β local sample= -0.004, p > 0.05) and BCO is a full mediator here. Therefore, BCO partially mediates the link of PBL and BCL in global brands and fully mediate it in local brands. Hence, **H11b** is partially supported (Tables 31 and 32).

Finally, in both samples of global and local brands, with the bootstrapping bias-corrected confidence interval with 2,000 samples and 95% confidence intervals, the standardized indirect effect of PBL on purchase intention (PIN) through PQ is (0.024, -0.04) and not significant (p >0.05). In comparison, their standardized direct effect is significant (β global sample= 0.08, β local sample= 0.063, p< 0.05). Thus, in neither of the samples, PQ mediates the relationship between PBL and PIN.

4.5.3.3. Total effects of PBG and PBL

We also computed the total effects for PBG and PBL on purchase intention for global brands: PBG (0.736, p < 0.001) and PBL (0.157, p < 0.01); total effects for PBG and PBL on purchase intention for local brands: PBG (0.747, p < 0.001) and PBL (0.160, p < 0.001) (Table 33).

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Table 33. Summary of Total Effects of PBG and PBL

Total effects	Global brands		Local brands	
	Standardized Total effect	*p-value*	Standardized Total effect	*p-value*
Perceived brand globalness → purchase intention	0.736	***	0.747	***
Perceived brand localness → purchase intention	0.157	**	0.160	***

Notes: **p < .05, **p < .01   , ***p < .001, n.s. Not significant.*

4.6. DISCUSSION AND IMPLICATIONS

4.6.1. Theoretical Implications and Contributions

This study proposed the relative effectiveness of perceived brand globalness and localness as signals of brand consistency and brand clarity for global and local brands. Some new consumer behavior insights are presented to inform the current international marketing strategy. According to the signaling theory, we conceptualize and empirically test a model where brand consistency partially mediates the effects of PBG and PBL on PIN through PQ and BCL differently for global and local brands. This empirical study tested additional pathways through PBG and PBL for global and local brands separately, which can make a preference for those brands relatively. In addition to the pathways of PBG, PBL, and PQ, further attention was paid to BCO, BCL, and their impacts. These impacts are important intermediate factors explaining the favorable behavioral intentions toward global and local brands in an emerging market.

The present study developed previous studies by analyzing global and local brands separately in an integrative model. The findings from the empirical analysis based on consumer data from an emerging market contribute to the global and local branding literature in several ways. There is much previous literature to conceptualize PBG and PBL as two integral antecedents in the signaling theory, which mainly concentrate on brand credibility, PQ, and PIN (Steenkamp *et al*., 2003; Ozsomer, 2012; Xie *et al*., 2015; Halkias *et al*., 2016; Mandler *et al*., 2020). However, this study is the first attempt to investigate PBG and PBL as the antecedents of BCO and BCL in the global/local branding context. The findings seem to be relevant to global and local brands association effects in FMCGs in an emerging market. The study includes PBG and PBL (e.g. Steenkamp *et al*., 2003; Özsomer, 2012) as brand signals and critical brand attributes for global and local brands to investigate their relationships with BCO, BCL, and PQ.

This study developed the signaling model presented by Erdem and Swait (1998) to show the role of PBG and PBL as the antecedents of brand clarity, perceived quality, and brand consistency.

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According to Erdem and Swait (1998), a signal consists of four items: content, clarity, consistency, and credibility. Previous studies considered consistency, clarity, and additional investments downstream consequences (Erdem and Swait, 1998; 2004; Erdem *et al*., 2006; Erdem *et al.*, 2008) and brand heritage as a part of the content and as a potential antecedent of the brand consistency, clarity, and credibility (Pecot *et al*., 2018). Previously, PBG and PBL were examined as the antecedents of brand credibility (Mandler *et al*., 2020) and as the antecedents of brand prestige and brand effect (Steenkamp *et al*., 2003; Özsomer, 2012; Xie *et al*., 2015). In comparison, the present research looks at PBG and PBL as a part of the signal content and potential antecedent of brand consistency.

First, the study analyzes the data from a survey of Iranian consumers with a proposed model shown in Fig. 7. The results show that PBG enhances brand consistency for both global and local brands; however, in global brands, this effect is slightly stronger (H1). PBG signals are more trustable (Strizhakova *et al*., 2011; Xie *et al*., 2015) because they act as the strong signals of the brand quality, expertise, and product distribution (Steenkamp *et al*., 2003; Özsomer, 2012). Moreover, they keep the consistency among the marketing mix elements (Erdam and Swait, 1998) in both global and local brands. The findings contribute to the signaling theory (Erdam and Swait, 1998) by showing that PBG and PBL can be the additional signals for consumers' perceived brand consistency in global and local types of brands. Importantly, it indicates that PBG can increase BCO in both global and local brands whereas PBL can enhance BCO in local brands more than in global ones (H3). In the nutshell, PBG is a stronger signal than PBL for brand consistency in both types of brands (global/local).

Second, the results indicate that PBG has a significant increasing effect on customer perceptions of quality (Steenkamp *et al*., 2003; Özsomer, 2012; Sichtmann and Diamantopoulos, 2013; Xie *et al*., 2015; Mandler *et al*., 2020) for both global and local brands (H6). In comparison, PBL showed a slight impact on customer perceptions of brand quality (Ger, 1999; Özsomer, 2012; Swoboda *et al*., 2012) for global brands but not for local ones (H7). The results showed that PBL has no impact on PQ (in local brands), reaffirming the previous studies of Steenkamp et al. (2003) and Xie et al. (2015); however, the other part of the results (for global brands) contradicts previous studies.

Third, following the signaling theory (Erdem and Swait, 1998) and related studies in brand globalness (Steenkamp *et al*., 2003; Özsomer, 2012; Xie *et al*., 2015), this study suggests that contrary to our expectation (H2), PBG can neither increase brand clarity for global brands nor local

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ones and there is no significant effect between PBG and brand clarity. In other words, PBG in local and global brands could not act as a clear signal for consumer perception. As expected (H4), PBL can increase brand clarity in global brands but not in local ones, and there is a significant effect between PBL and brand clarity in global brands but not significant in local brands. It means that in this study, PBL could create a clear signal for global brands but not for local ones and consumers do not fully understand what image the local brand is trying to create.

Forth, as expected, the results suggest a positive direct effect of brand consistency on perceived quality for global and local brands (H5). The higher perceived consistency goes to higher perceived quality for a brand because consumers receive the signals as a complete package of marketing mix elements (Erdam and Swait, 1998). Additionally, a higher brand consistency leads to a higher brand clarity for both types of brands, reaffirming the signaling theory (H8). Moreover, contrary to the signaling theory Erdem and Swait (1998), it was found that brand clarity could not increase perceived quality for local brands but it could increase it for global brands (H9). Besides, consumers perceive clarity as a weaker signal than consistency for brand quality. The present findings are new because Erdem and Swait (1998) did not show these relationships in a global/local branding context.

Fifth, the current study also suggests the mediating role of brand consistency (BCO) for PBG/PBL, perceived quality (PQ), and brand clarity (BCL). Here, BCO partially mediates the relationship between PBG and PQ for both types of brands. Although BCO partially mediates the linkage between PBL and PQ for global brands, it is a full mediator for local brands. It means that in consumers' local perception of the quality, consistency is a more important signal for local brands than for global ones. Also, the relationship between PBG and BCL is fully mediated by BCO for both types of brands (local/global), whereas the link between PBL and BCL is also fully mediated by BCO for local brands but partially for global brands.

Sixth, according to previous literature (Sichtmann and Diamantopoulos, 2013; Diamantopoulos *et al.*, 2016; Xie *et al.*, 2015, Mandler *et al.,* 2020; Steenkamp *et al.*, 2003; Ozsomer, 2012), our findings also indicate that PQ is an important mediator in the linkage between PBG and purchase intention (PIN) for both types of brands (local/global). However, PQ does not mediate the linkage between PBL and PIN. Consequently, in an emerging market for consumers globally perception, PQ is a prominent mediator for both local and global FMCG brands, but not for consumers' local perception.

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Finally, according to previous evidence, there is a greater total effect of PBG than PBL on behavioral intentions, suggesting that consumers prefer globally perceived brands than locally perceived brands (Xie *et al*., 2015). It is of note that our results contribute to the previous studies of total effects for PBG and PBL. We computed the total effects in local and global brands separately and obtained a greater total effect of PBG than PBL on purchase intention. Our data propose that consumer's purchase intention in an emerging market is more influenced by a global brand positioning than for a local one, especially for FMCG brands. Furthermore, PBL in global brands has significant effects on brand consistency, perceived quality, and brand clarity. Meanwhile, PBL in local brands also has a significant effect on brand consistency, but not on perceived quality nor brand clarity. Thus, PBL in global brands through more routes might be more influential in affecting consumer purchase intention for global brands than for local brands. On the other side, PBG in global and local brands similarly has significant effects on brand consistency and perceived quality but not on clarity. Therefore, PBG might be influential in affecting consumer purchase intention through BCO and PQ for both types of brands.

4.6.2. Managerial Implications and Contributions

This research has several practical applications for firms that market their brands globally and domestically. It provides insights into how companies should re-position their FMCG brands in an emerging market while considering relevant local and global brands. Global and local brand managers need to realize that perceived brands both globally and locally are appreciated not only for their quality (Xie *et al*., 2015) but also for their ability to create a consistent and clear signal to facilitate customer's decision-making process and their willingness to purchase. For global brand managers, a combination of both localness and globalness consumer perceptions are recommended for global brands in local markets. Brand managers need to know that the more consumers know about the company, the more they are likely to rely on perceived globalness and localness to assess consistency and clarity of the message for a brand. From a practical point of view, companies by delivering the signals of localness and globalness for consumers, create consistency among marketing mix elements (i.e., product quality, price, promotion, and distribution channels). The ability of firms to make consistent and clear local and global brand signals, as well as consumer's

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perception, may become critical for both global and local brands to build long-term committed customer relationships, especially in FMCG brands.

The findings of this study enable brand managers to increase consumer purchase intention by creating higher brand globalness and localness signals to increase consumer's brand consistency and perceived quality. According to these results, in global and local FMCG brands, consumers can perceive a brand with higher quality when its higher consistency is defined by higher globalness and localness of that brand. However, the impact of globalness on consistency is stronger than localness. Moreover, for both local and global FMCGs, consumer's perception of globalness has a stronger effect on consumer's perception of brand consistency than localness. The firms can promote their communication activities by creating more consistent global signals to make higher perceived quality and ultimately higher purchase intention. Local brand managers also can improve their marketing mix principles to make a global consistent perception to increase higher perceived quality and purchase intention for local brands in domestic markets. The results of this research support the importance of the consistency concept for brand localness and globalness. When brand managers introduce the brands with higher consistency in quality, price, promotional activities, and, in general, the whole package of marketing mix elements, consumers perceive brands with higher quality and higher purchase willingness. In the present study, PBL could create a clear signal for global brands but not for local ones and consumers are not fully understand what image the local brand is trying to create. Thus, global brand managers can adapt their brand positioning based on the local icons for global brands.

The current findings add to a growing body of literature on brand globalness and localness, which are the prior signals that consumers perceive in the signaling process. Therefore, companies need to pay more attention to localness and globalness signals as predictors of brand consistency and quality and less for clarity. Based on the findings of this study, for better apply the benefits of PBG and PBL, brand managers need to know how these perceptions differ in their effects on consumer's perception of brand consistency and clarity.

Furthermore, managers of local and global brands are required to know the impact of PBL on PIN through the mediating chains of BCO, BCL, and PQ such that to clarify the effective role of these variables. Therefore, consistency and clarity must be highlighted when brand managers adopt a local positioning strategy either for local or global brands. Also, the effect of PBG on PIN through the mediating links of BCO and PQ suggested the benefit of consistency and reaffirmed the

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effective role of quality. Thus, they need to be concentrated when brand managers adopt a PBG positioning strategy for either global or local brands.

Hence, in particular, BCO and PQ for both local and global brands are the most critical routes through which PBG leads to desirable consequences. Meanwhile, PBL generates favorable outcomes through BCL for global brands[5] and through BCO for local brands. Brand managers should take into account that from consumer perception to brand localness, in global FMCG brands, BCL is a more important signal than BCO while in local FMCG brands, BCO is a crucial signal than BCL.

Overall, in the local and global branding context, managers must know that from a consumer point of view to brand globalness, brand consistency is a more important signal than clarity for FMCG brands. Additionally, perceived quality is a more crucial factor for PBG than PBL for generating favorable purchase intentions. In general, the findings show how positive consumer perceptions of brand globalness and localness can be transferred into perceived quality, consistency, and clarity.

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[5] The mediating role of BCL in the relationship between PBL and PQ was not hypothesized in the present study; however, the linkages and results were estimated and prepared in Table 28.

CHAPTER 5.

CONCLUSION

This research was designed to determine different aspects of consumer's globalness and localness perception to the brand, from a signaling perspective. My dissertation uses a mixed-method approach to gain insights into the intention to enhance the results as much as possible. The reason for the selection of a multimethod approach is supported because the results enrich the research problem interpretation.

In the **first essay (Chapter 2)**, the use of a quantitative study by generating data from 400 consumers made it possible to analyze whether there are significant differences in the level of brand clarity between local, global, and glocal brands. Moreover, it was tried to identify whether a consumer's prior experience with the brand can affect the level of brand clarity of the different types of brands.

After categorizing brands from a consumer perspective into local, global, and glocal in the first essay, I stepped forward to get deeper into this categorization process. In the **second essay (Chapter 3),** the qualitative approach by conducting 34 in-depth interviews were applied to analyze the different aspects of consumer-based brand categorization. In this way, the understanding of the major drivers behind brand localness and globalness from the consumer's point of view was developed. Also, it contributes to identifying whether PBG or PBL with the same signals is delivered by the firm's brand positioning or by different ones. Finally, in the **third essay (Chapter 4)**, it was tried to measure the impact of PBG and PBL on brand consistency, clarity, and perceived quality to examine the mediating effect of brand consistency on the relationships of PBG, PBL, perceived quality, and purchase intention for both types of brands (i.e., global and local). Overall, these findings provide important implications for developing the signaling theory through PBG and PBL.

The findings from the **first essay (chapter2)** contribute to a better understanding in the area of consumer's decision-making (Schiffman and Kanuk, 2009) by considering that consumers may perceive brands differently in terms of globalness and localness (Llonch-Andreu *et al.,* 2016). The results suggest a significant difference in the level of brand clarity between the different types of brands: brand clarity is higher for local than for global or glocal brands. Therefore, local brands have more brand clarity than glocal brands, whereas glocal brands have more brand clarity than global brands. However, the results were not very encouraging about the consumer's prior

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experience with the brand and show no significant difference in the level of brand clarity between consumers who have tried and who have not tried the brands.

The **second essay (Chapter 3)** makes several noteworthy contributions in terms of comparing consumers' perceptions of companies' brand strategies. It identified that local, global and glocal brand positioning strategies can be influenced by consumer's interpretations of the company's communication activities through consistency, clarity, and credibility signals (Erdem and Swait, 1998). The findings suggested that companies deliver their local, global, and glocal brand positioning through two main drivers "brand-related signals" and "communication-related signals". Those signals affect consumers' perceptions through brand localness and globalness, make different brand attitudes in consumers' minds and lead to brand purchase likelihood. Drivers of "brand-related signals" and "communication-related signals" are explained by brand consistency, brand clarity, and brand credibility (Erdem and Swait, 1998). Moreover, the findings reaffirm that according to the brand effect concept, brands can draw positive, negative, or ambiguous feelings, at the same time or separately, for consumers and make them feel happy, angry, regret, or sad (Smith and Ellsworth, 1985; Ramanathan and Williams, 2007; Andrade and Cohen, 2007; Schmitt, 2012).

The results of Essay 2 (Chapter 3) show that making a positive feeling to a brand toward localness and globalness depends on how consumer's perception of the brand is identified in terms of clarity, consistency, and credibility. Consumers may perceive companies' targeted signals with a non-favorable attitude toward brand localness or globalness. For example, in the brand "Famila" (local in the objective category and global in consumer category), some participants perceived companies' promotional activities with the negative sign in brand globalness; however, the company attempts to introduce the brand as an international brand through promotional activities (e.g. TV ads and published ads). The findings of the qualitative study affirmed the previous studies (e.g. Bartikowski and Cleveland, 2017; Winit *et al.*, 2014) to show how consumers' (local or global) brand perceptions can affect the key components of brand positioning. For instance, some of the participants' perceptions of the brand "Famila" lead to the unexpected negative brand purchase intention although they perceived the brand as a high-quality international advertisement style with a prestigious brand name. Meanwhile, in the global brand "Colgate", participants perceived correctly companies' targeted global signals without any suspicion and ambiguity. About the brand "Etka", consumers perceived clear local signals in the brand name, but the signals

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could not match with the company's brand positioning to introduce an organic and high-quality brand in the domestic market. Also, in the brand "Kalleh" (local in the objective category and glocal in consumer category), almost all participants react positively to the brand because of the believability in product quality, consistency, and clarity in brand name and advertising activities. Although in previous literature, internationalization is more important for domestic brands and localization is more important for foreign brands (Sichtmann *et al.*, 2019), these findings present that both local and global brands are required to be clear and consistent in their communication strategies for internationalization, localization, or glocalization.

The **third essay (Chapter 4)** developed on Erdem and Swait's (1998) signaling model to show the role of PBG and PBL as the antecedents of brand clarity (BCL), consistency (BCO), and perceived quality (PQ). I empirically tested a model where BCO partially mediates the linkage of PBG and PBL on purchase intention (PIN) through PQ and BCL for global and local brands separately. Although three are notable previous studies in PBG and PBL (Steenkamp et al., 2003; Özsomer, 2012; Xie *et al.*, 2015; Halkias *et al.*, 2016; Mandler *et al.,* 2020), the third essay was the first examination on PBG and PBL as the antecedents for BCO, BCL, and PQ for both types of brands. The results found that PBG increases BCO for both global and local brands; however, in global brands, this impact is slightly stronger. It also indicated that PBG could increase BCO in both global and local brands while PBL can enhance BCO in local brands more than in global ones. The third study indicated that PBG has a significant positive effect on customer perceptions of quality (Steenkamp *et al.*, 2003; Özsomer, 2012; Sichtmann and Diamantopoulos, 2013; Xie *et al.*, 2015; Mandler *et al.,* 2020) for both global and local brands. In comparison, PBL indicated a slight impact on customer perceptions of PQ (Ger, 1999; Özsomer, 2012; Swoboda *et al.,* 2012) for global brands but not for local ones. It also indicates that PBL does not affect PQ (in local brands), in line with the previous studies of Steenkamp et al. (2003) and Xie et al. (2015). Furthermore, PBG cannot increase BCL for global brands nor local ones while PBL can increase BCL in global brands but not in local ones. A higher BCO leads to higher BCL for both types of brands. In contrast to the signaling theory (Erdem and Swait, 1998), BCL could not affect PQ for local brands but it could affect PQ for global brands. The findings revealed that BCO partially mediates the linkage between PBG and PQ for global and local brands. In comparison, BCO partially mediates this relationship for global brands and full mediates for local brands. Finally, the

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results showed that PQ could mediate the linkage between PBG and PIN for both types of brands, while PQ could not mediate the linkage between PBL and PIN.

5.1. Managerial Implications and Contributions

This dissertation provides insights into local and global brand managers. The findings that brand managers can affect and shape consumers' perceptions of brand localness and globalness through brand-related (name, quality, and packaging) and communication-related (advertising and distribution channels) signals have managerial uses. In the **first essay (Chapter 2)**, the main managerial contribution is that form the consumer point of view, local FMCG brands have more clarity than global FMCG brands in an emerging market like Iran. The findings from the first essay recommend global and local brand managers to analyze brand categorization from the consumer's perspective, instead of relying exclusively on objective categorization. They provide insights into how companies should re-position their FMCG brands while considering relevant local and global brands. Global brand managers need to know that local brands have more brand clarity than global and glocal brands. For example, when international companies active in the FMCG industry are planning to enter a local market, adapting global brands to glocal positioning, it seems to be an appropriate strategy because it enhances BCL and finally helps consumers to perceive brands with clear local signals. Marketing managers are required to know that both global and local brand perceptions are appreciated not only for brand quality (Xie *et al*., 2015) but also for creating clear local and global signals.

The findings from the **second essay (Chapter 3)** are of managerial use, suggesting that brand managers in the FMCGs industry affect and shape consumers' perceptions of brand localness and globalness through brand-related (name, quality, and packaging) and communication-related (advertising and distribution channels) signals. The results are of use for companies to develop their brand positioning or repositioning strategies by conducting clear and consistent promotional activities based on consumer's perception. Marketing managers are proposed to consider a complementary view of advertising campaigns and social media activities to make stable, balanced, clear, and believable messages for their local and global brands. Local and global brand managers need to maintain the brands consistent, clear, and credible in localness or globalness in their name, price, quality, packaging, and promotional activities. International and domestic firms active in FMCG are better to concentrate more on advertising content in terms of delivering clear

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and stable local/global messages, not merely focusing on advertisement frequency. Further, when local companies are planning to be global, a glocal brand positioning (i.e., standardizing products and localizing communication) is an advisable strategy, especially in FMCG food markets, because it creates clear, consistent, and credible signals as local iconic (Özsomer, 2012).

The results in the **third essay (Chapter 4)** provide insights into how firms re-position their FMCG brands in an emerging market while considering relevant local and global brands. For global brand manages, it is recommended to consider a combination of both localness and globalness consumer perceptions for global brands in local markets. From a practical point of view, firms by delivering the signals of localness and globalness can create consistency amongst marketing mix principles (product quality, price, promotion, and distribution channels). Local brand managers can improve their marketing mix strategies to introduce a global stability perception to increase higher perceived quality and purchase intention for local brands in domestic markets. PBL can create a clear signal for global brands but not for local ones and consumers do not fully understand what image the local brand is trying to create. Thus, global brand managers can adapt their brand positioning based on the local icons for global brands.

5.2. Limitations and Future Directions

Although this dissertation clearly explains the elements of signaling theory toward global versus local brands than previously used in the literature, gaps, and opportunities, further qualitative and quantitative studies are needed as well. The replications and extensions of the proposed conceptual models in the second and third essays (Chapters 3 and 4) may yield additional nuanced insights into these relationships. However, other unidentified factors may play important roles in the effects of perceived brand globalness and localness in the signaling process, which can be explored in future studies. The research findings also call for replication to establish their generalizability because this research context (Iran) might have limited the generalizability of our research findings. Furthermore, our research was conducted on fast-moving consumer goods brands, and according to Özsomer (2012), the relationship between perceived brand globalness and localness, brand consistency, clarity, and quality in emerging markets might be heterologous across durable goods, culture-irrelevant (e.g. electronic) products, and culture-relevant (e.g. food) products (Xie et al., 2015).

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It is also recommended to conduct a laboratory or experimental study to manipulate actual advertising frequency (Heinberg *et al.*, 2017), ads content, and brand name and to conduct a quantitative study to confirm these findings. It is suggested to make manipulations in advertisement contents in terms of delivering local or global promotional messages or manipulations in the product logo, brand name, and packaging and design. Empirically testing the causal relationship among different local/global drivers through the company's strategy and consumer's perception with a large-scale study would bring further validation of the concept. Moreover, future research might be needed to understand better the perception process of globalness or localness analyzing the visual behavior of the consumer in brand labels or packages through neuro-marketing methodologies. Also, I do not include any moderators in the model in the third essay (Chapter 4) like market environment or consumer's attitudinal dispositions (ethnocentrism, cosmopolitanism, materialism) or age and gender that might change the relative effect of the PBG and PBL on downstream factors. All these possibilities deserve more research in future studies.

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APPENDICES

Appendix A   Questionnaires.

A.1. Sample Questionnaire of Essay 1 (chapter 2)

Dear respondents,

Thank you very much for participating in this academic survey!

Indicate with a cross:				
gender: (1) Female (2) Male				
Age: ☐ 18-24 years old ☐ 25-34 years old ☐ 35-44 years old ☐ 45-54 years old ☐ 55+ years old				
Educational level:				
☐ diploma ☐ bacholar degree ☐ master ☐ PhD				

Instructions: Read carefully each one of the following statements and indicate the option that better expresses your opinion assuming that:

Number **1** indicates strongly disagree

Number **7** indicates strongly agree

Do you know this Brand? TWININGS (TEA). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : TWININGS							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7
2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

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Do you know this Brand? SEHAT (SHAMPOO). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : SEHAT							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7
2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

Do you know this Brand? OILA (OLIVE OIL). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : OILA							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7
2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

Do you know this Brand? LUX (HANDWASHLIQUIED). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : LUX							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7

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2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

Do you know this Brand? DAROUGAR (TOOTHPASTE). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : DAROUGAR							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7
2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

Do you know this Brand? DANNET (DAIRY PRODUCT). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : DANNET							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7
2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

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Do you know this Brand? SHIRIN ASAL (CHOCOLATE). If so, keep answering. Otherwise pass on to the next Brand please.

Brand : SHIRIN ASAL							
Have you ever tried this Brand? Yes No dont remember							
	Strongly disagree				Straongly agree		
1. I think this is a Global brand	1	2	3	4	5	6	7
2. I believe that consumers from other countries buy this brand	1	2	3	4	5	6	7
3. This brand is only sold in IRAN	1	2	3	4	5	6	7
4. I associate this brand with things that are from the IRAN	1	2	3	4	5	6	7
5. For me, this brand does not represent what the IRAN is	1	2	3	4	5	6	7
6. For me, this is a good symbol of the IRAN	1	2	3	4	5	6	7
7. I know what this brand stands for	1	2	3	4	5	6	7
8. I have trouble figuring out what image this brand is tryig to create	1	2	3	4	5	6	7

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Questionnaire Set 2   Dairy products (Dannet-Kalleh)

Dear respondents,

Thank you very much for participating in this academic survey! Indicate with a cross:

Gender: (1) Female (2) Male		
Age: ☐ 18-24 years old ☐ 25-34 years old ☐ 35-44 years old ☐ 45-54 years old 55+ years old		
Educational level: ☐ High school ☐ Technical school ☐ University degree ☐ Upper		
Employment status: ☐ Employed ☐ Student ☐ Retired ☐ Other		
Using a scale where 1 = Strongly Disagree and 7 = Strongly Agree, Please answer the following questions based on your feeling and perception about the Brand Dannet (dairy products)		

1. [Brand]'s image in advertisement and commercials has been consistent for many years.
Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
2. The quality of [Brand] has been consistent for many years.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
3. [Brand]'s prices, ads, specials, and products match its overall image.
      Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
4. Everything is consistent about [brand]- fit, quality, prices, ads, variety, specials, etc.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
5. This brand delivers what it promises.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
6. This brand's product claims are believable.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
7. Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
8. This brand is committed to delivering on its claims, no more and no less.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
9. This brand has a name you can trust.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
10. This brand has the ability to deliver what it promises.
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
11. I know what this brand stands for
     Strongly disagree   Strongly agree
        1   2   3   4   5   6   7
12. I have trouble figuring out what image this brand is trying to create

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Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
13. The quality of this brand is very high
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
14. In terms of overall quality, I'd rate this brand as a high one
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
15. I think this is a global Brand
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
16. I believe that consumers from other countries buy this brand
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
17. This brand is only sold in [country]
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
18. I associate this brand with things that are from [country)
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
19. For me, this brand does not represent what [country] is.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
20. For me, this is a good symbol of [country]
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
21. It is very likely that I will buy this brand.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
22. I will purchase this brand the next time I need [such product].
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
23. I will definitely try this brand.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
Now

Using a scale where 1 = Strongly Disagree and 7 = Strongly Agree, Please answer the following questions based on your feeling and perception about the Brand Kalleh (dairy products)

1. [Brand]'s image in advertisement and commercials has been consistent for many years.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
2. The quality of [Brand] has been consistent for many years.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
3. [Brand]'s prices, ads, specials, and products match its overall image.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
4. Everything is consistent about [brand]- fit, quality, prices, ads, variety, specials, etc.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
5. This brand delivers what it promises.
          Strongly disagree   Strongly agree
                1   2   3   4   5   6   7
6. This brand's product claims are believable.

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Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

7. Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

8. This brand is committed to delivering on its claims, no more and no less.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

9. This brand has a name you can trust.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

10. This brand has the ability to deliver what it promises.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

11. I know what this brand stands for
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

12. I have trouble figuring out what image this brand is trying to create
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

13. The quality of this brand is very high.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

14. In terms of overall quality, I'd rate this brand as a high one.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

15. I think this is a global Brand
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

16. I believe that consumers from other countries buy this brand
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

17. This brand is only sold in [country]
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

18. I associate this brand with things that are from [country]
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

19. For me, this brand does not represent what [country] is.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

20. For me, this is a good symbol of [country]
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

21. It is very likely that I will buy this brand.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

22. I will purchase this brand the next time I need [such product].
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

23. I will definitely try this brand.
Strongly disagree   Strongly agree
         1   2   3   4   5   6   7

Thank you very much!

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Appendix B

Conceptual framework	Interview open ended questions (drawn based on the literature)
Brand familiarity and brand Attitude *Batra et al. (2000), Stennkamp et al. (2003)*	Participants were asked to explain their knowledge, familiarity and feeling about the brand
Perceived brand globalness and localness *Batra et al. (2000),* *Stennkamp et al. (2003)*	They were asked to give their opinion about: Why do you think consumers from other countries will buy this brand? Alternatively, what are specials in the brand, which can make it as a global brand? Why do you associate this brand to your local country (Iran)? Alternatively, how this brand can explain Iran as a symbol?
Perceived company's brand strategy (Adopted from signalling theory and brand credibility) *Erdem and Swait (1998)*	They were asked to explain these: What do you think about if the company is trying to deliver a local/global signal to you through the brand? Alternatively, what message or signal do you receive from the company about localness or globalness? How do you deal with it?
Brand purchase likelihood *Dodds et al. (1991)*	Participants were asked to explain their probability and interest to buy the brand

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Appendix C   In-depth interviews

Sample Codes and Frequency of Quotations   **Software: ATLASti**.

Code-Filter: All [136]

PD-Filter: All [34]

Quotation-Filter: All [1399]

OPEN CODES		QUOTATIONS FREQUENCY													
	age: +55	age: 18-24	age: 25-34	age: 35-44	age: 45-54	edu: bachelor's degree	edu: diploma and upper	edu: master's degree	edu: phd	female	male	travel abroad: +5	travel abroad: 1-2	travel abroad: 3-4	travel abroad: not	TOTALS FREQUENCY
C. ads: global target consumers	2	3	7	3	3	9	6	2	1	10	8	1	9	6	2	**72**
C. ads: high number	3	1	4	1	1	5	2	1	2	7	3	2	5	3	0	**40**
C. ads: low number	0	2	2	6	1	5	3	3	0	4	7	0	9	1	1	**44**
C. ads: quality focus	4	1	2	1	0	2	4	0	2	3	5	3	1	4	0	**32**
C. brand used	3	2	5	5	2	5	7	2	3	8	9	3	6	6	2	**68**
C. brand name: packaging	1	0	3	2	0	1	3	1	1	3	3	0	4	2	0	**24**
C. brand name:global	6	4	11	10	5	14	11	6	5	19	17	5	17	8	6	**144**
C. brand name:product catgeory	0	0	3	1	1	3	1	0	1	4	1	0	2	2	1	**20**
C. brand not used	0	2	2	1	1	4	2	0	0	2	4	1	3	1	1	**24**
C. high BPL	4	2	6	4	2	6	6	2	4	9	9	3	9	5	1	**72**
C. high brand familiarity	5	2	7	3	2	8	5	2	4	11	8	3	9	5	2	**76**
C. high packaging quality	3	3	5	5	2	6	6	2	4	5	13	3	10	4	1	**72**
C. high price	0	0	1	0	0	1	0	0	0	0	1	0	1	0	0	**4**
C. high product quality/ trustable	5	3	6	7	1	7	6	4	5	10	12	4	14	2	2	**88**
C. innovative packaging	1	0	0	0	1	2	0	0	0	0	2	0	1	1	0	**8**
C. limited distribution	1	0	2	4	0	1	2	3	1	3	4	1	4	1	1	**28**
C. low BPL	0	2	3	3	1	5	3	1	0	4	5	1	5	1	2	**36**
C. low brand familairity	0	1	1	1	1	1	3	0	0	4	0	0	1	1	2	**16**
C. moderate brand familiarity	0	2	3	5	1	4	5	2	0	3	8	1	7	1	2	**44**

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C. negative/neutral brand attitude	0	3	1	1	1	3	3	0	0	2	4	1	4	1	0	**24**
C. positive brand attitude	5	1	8	6	2	9	5	4	4	11	11	3	12	5	2	**88**
C. well distribution(local/global)	1	3	2	1	0	1	5	0	1	3	4	1	2	3	1	**28**
E. ads: local style	1	0	3	2	0	3	0	3	0	4	2	0	4	0	2	**24**
E. ads: low number	3	4	9	9	3	9	12	4	3	14	14	3	15	6	4	**112**
E. brand name: local chain store	5	3	11	11	4	14	12	4	4	17	17	4	18	6	6	**136**
E. brand name: location	0	1	0	0	1	0	2	0	0	1	1	0	2	0	0	**8**
E. brand name: product category	0	1	0	1	1	1	1	1	0	1	2	1	1	1	0	**12**
E. brand not used	2	4	4	2	0	6	4	1	1	4	8	1	7	1	3	**48**
E. brand used	1	0	0	3	3	2	4	1	0	3	4	1	4	2	0	**28**
E. high BPL	2	0	2	0	2	3	2	1	0	3	3	1	5	0	0	**24**
E. high product quality	2	0	3	1	2	3	4	1	0	4	4	1	5	1	1	**32**
E. limited distribution	1	0	5	5	2	3	6	3	1	7	6	0	8	3	2	**52**
E. local brand (name,qua,pack)	0	0	2	3	0	3	1	1	0	4	1	0	3	0	2	**20**
E. local/organic raw material/packaging	1	0	2	1	2	2	2	2	0	4	2	1	5	0	0	**24**
E. low packaging quality	1	0	5	8	0	3	7	2	2	7	7	1	6	3	4	**56**
E. low price	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1	**4**
E. low product quality	2	2	5	6	0	6	5	2	2	8	7	2	7	2	4	**60**
E. low/moderate brand familiarity	3	4	8	8	3	10	11	2	3	17	9	2	13	7	4	**104**
E. low/neutral BPL	3	4	9	9	1	9	9	4	4	14	12	3	12	6	5	**104**
E. negative/neutral brand attitude	3	4	9	10	1	9	9	5	4	13	14	3	13	6	5	**108**
E. positive brand attitude	2	0	2	0	2	3	2	1	0	3	3	1	5	0	0	**24**
F. ads: brand name	1	0	3	1	0	3	1	1	0	4	1	1	2	1	1	**20**
F. ads: family and health	5	4	5	5	3	9	8	3	2	11	11	4	12	4	2	**88**
F. ads: high number	3	4	9	7	3	11	9	3	3	12	14	3	12	6	5	**104**
F. ads: international style +	3	1	6	6	1	7	5	3	2	10	7	2	7	3	5	**68**
F. ads: local/global ambiguity	0	3	5	3	2	4	6	1	2	7	6	2	6	4	1	**52**
F. ads: product quality	1	1	3	3	1	5	3	0	1	9	0	1	2	2	4	**36**
F. brand name: local/global ambiguity	0	1	4	2	0	4	3	0	0	2	5	0	5	2	0	**28**
F. brand name: local/global capability	5	4	11	9	3	16	8	5	3	20	12	3	16	6	7	**128**

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F. brand name: meaningful	2	2	3	5	3	6	7	2	0	7	8	1	8	4	2	**60**
F. brand name: product category	0	1	4	2	1	3	3	1	1	5	3	1	3	1	3	**32**
F. brand not used	2	1	1	1	2	2	3	0	2	4	3	2	1	2	2	**28**
F. brand prestigue	1	0	4	3	0	2	3	2	1	3	5	1	4	1	2	**32**
F. brand used	3	4	9	5	1	8	10	2	2	12	10	2	10	5	5	**88**
F. high BPL	4	2	8	5	2	7	7	3	4	12	9	3	9	4	5	**84**
F. high brand familiarity	4	4	11	7	3	11	13	2	3	16	13	2	14	7	6	**116**
F. high packaging quality	1	2	8	6	3	7	8	4	1	10	10	1	10	5	4	**80**
F. high product quality	2	1	6	4	2	6	3	3	3	8	7	1	9	2	3	**60**
F. local organic/raw material	0	0	2	0	0	1	0	0	1	2	0	0	0	0	2	**8**
F. low brand familiarity	1	0	0	1	1	1	0	1	1	0	3	2	1	0	0	**12**
F. moderate BPL	0	0	2	2	0	1	2	1	0	1	3	0	2	1	1	**16**
F. negative/neutral brand attitude	3	3	2	4	1	4	5	1	3	5	8	3	9	1	0	**52**
F. positive brand attitude	2	3	9	5	2	8	9	3	1	12	9	1	9	5	6	**84**
F. suitable price	0	0	1	1	0	0	0	2	0	0	2	0	2	0	0	**8**
F. well distribution	4	4	7	5	1	7	8	4	2	13	8	2	13	4	2	**84**
FMCGs positive local perception	0	1	6	4	0	4	4	0	3	10	1	0	4	2	5	**44**
foreign words not neccesirely define globalness	0	1	2	0	0	2	0	0	1	2	1	0	3	0	0	**12**
global brand (ads,pack,qua,dive,dist,price)	8	8	15	14	5	16	24	4	6	27	23	6	21	16	7	**200**
high price refers to be global	0	0	0	1	1	2	0	0	0	1	1	0	1	1	0	**8**
Importance of product origin	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	**4**
Iranian brand refers to low quality	0	0	0	1	0	0	1	0	0	0	1	0	1	0	0	**4**
K. ads: family and health	1	2	2	1	0	0	5	0	1	3	3	0	2	2	2	**24**
K. ads: high number	5	4	8	6	1	9	10	1	4	12	12	4	11	5	4	**96**
K. ads: internationalization	0	1	4	3	2	6	1	3	0	5	5	1	6	2	1	**40**
K. ads: product (quality/diversity/innovation)	3	5	10	8	4	13	11	3	3	18	12	3	15	7	5	**120**
K. brand name: local	1	0	4	1	0	1	2	2	1	3	3	1	2	2	1	**24**
K. brand name: local/global capability	1	0	3	3	1	3	0	2	3	6	2	1	5	1	1	**32**
K. brand name: location	3	3	3	3	2	4	7	1	2	6	8	3	4	5	2	**56**

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K. brand name: product category	1	4	7	8	3	8	11	4	0	11	12	1	13	5	4	**92**
K. brand used	6	4	7	8	4	10	13	3	3	15	14	4	14	7	4	**116**
K. global brand (competitive price)	1	0	0	1	0	1	1	0	0	0	2	0	1	1	0	**8**
K. high BPL	5	5	11	9	3	12	13	4	4	18	15	3	17	7	6	**132**
K. high brand familiarity	5	5	12	10	3	13	14	4	4	18	17	3	18	7	7	**140**
K. high packaging quality	5	4	3	5	2	8	7	2	2	10	9	3	11	4	1	**76**
K. high product diversity	3	0	5	6	4	11	2	3	2	9	9	3	13	2	0	**72**
K. high/trustable product quality	4	3	7	7	2	9	5	5	4	10	13	3	14	3	3	**92**
K. local package design	0	0	1	2	0	1	2	0	0	2	1	0	1	0	2	**12**
K. local/international brand	0	2	5	2	1	3	4	2	1	7	3	0	5	5	0	**40**
K. local/organic raw material	0	0	3	1	0	2	0	2	0	3	1	0	2	0	2	**16**
K. positive brand attitude	5	5	11	9	4	13	13	4	4	18	16	4	17	7	6	**136**
K. prestigues brand	0	2	2	4	2	5	3	2	0	5	5	1	6	3	0	**40**
K. well distribution (local,global)	5	3	6	6	2	7	9	3	3	13	9	3	11	4	4	**88**
M. ads : low number	3	4	9	8	3	9	11	4	3	15	12	2	15	6	4	**108**
M. ads: product quality	0	0	2	0	1	3	0	0	0	1	2	1	1	0	1	**12**
M. brand used	3	1	7	6	3	7	6	4	3	10	10	3	10	3	4	**80**
M. brand name: local/global ambiguity	0	1	3	1	0	0	3	0	2	4	1	0	3	1	1	**20**
M. brand name: local/global capability	0	1	1	3	1	5	1	0	0	3	3	1	3	0	2	**24**
M. brand name: local/meaningful	3	3	7	5	4	7	9	4	2	9	13	4	11	5	2	**88**
M. brand name: product category	3	4	7	2	2	10	6	2	0	10	8	2	11	3	2	**72**
M. brand nostalgia	3	3	2	4	3	9	4	1	1	5	10	3	9	3	0	**60**
M. high BPL	3	1	3	3	2	3	5	3	1	5	7	2	8	1	1	**48**
M. high brand familiarity	3	1	4	8	3	8	7	4	0	8	11	2	12	3	2	**76**
M. high product quality	1	3	5	5	0	6	6	2	0	7	7	0	8	3	3	**56**
M. limited distribution	2	2	8	3	1	7	5	1	3	8	8	2	7	5	2	**64**
M. local/organic raw material	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	**4**
M. low product diversity	1	0	2	1	0	3	0	1	0	2	2	1	3	0	0	**16**
M. low/mod BPL	2	3	8	4	2	8	7	1	3	11	8	2	7	6	4	**76**
M. low/simple packaging quality	5	1	6	7	2	8	8	3	2	10	11	3	10	6	2	**84**

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																Totals
M. mod/neg brand attitude	3	4	5	4	1	6	7	1	3	10	7	2	9	4	2	**68**
M. moderate brand familiarity	2	3	7	2	1	5	5	1	4	10	5	2	5	4	4	**60**
M. normal product quality	2	1	1	0	0	1	1	0	2	2	2	2	1	0	1	**16**
M. positive brand attitude	2	1	6	4	2	6	5	3	1	7	8	1	8	3	3	**60**
M. well distribution	1	0	0	3	1	0	3	2	0	3	2	0	5	0	0	**20**
P. ads : high number	2	3	0	3	0	3	4	1	0	4	4	0	7	0	1	**32**
P. ads: low number	2	3	6	3	4	8	8	0	2	10	8	3	6	7	2	**72**
P. ads: low quality style	0	0	1	1	1	3	0	0	0	1	2	0	2	1	0	**12**
P. ads: product quality	1	2	3	4	1	5	3	3	0	6	5	1	7	1	2	**44**
P. ads:brand name	1	0	3	3	2	3	2	3	1	4	5	1	4	2	2	**36**
P. brand name: local/meanigful	8	8	16	13	8	20	22	6	5	26	27	6	27	13	7	**212**
P. brand name: product category	1	1	7	2	2	7	3	3	0	6	7	1	6	3	3	**52**
P. brand nostalgia	1	0	2	3	0	2	1	2	1	3	3	0	5	0	1	**24**
P. brand not used	1	1	1	1	0	1	2	0	1	1	3	1	2	0	1	**16**
P. brand used	4	4	6	8	4	10	11	3	2	13	13	2	13	7	4	**104**
P. high BPL	2	1	2	4	2	5	4	2	0	8	3	1	6	1	3	**44**
P. high brand familiarity	2	3	9	6	3	7	10	4	2	12	11	2	12	5	4	**92**
P. high product quality	1	1	1	1	2	3	2	1	0	3	3	1	4	1	0	**24**
P. limited distribution	1	0	1	1	0	1	0	1	1	1	2	1	2	0	0	**12**
P. low price	0	0	3	2	0	2	1	1	1	2	3	0	4	0	1	**20**
P. low product diversity	0	0	2	1	1	2	0	1	1	3	1	0	3	1	0	**16**
P. low/moderate BPL	4	4	9	5	2	9	9	2	4	10	14	3	12	6	3	**96**
P. low/normal product quality	2	2	5	5	2	8	6	0	2	10	6	2	6	5	3	**64**
P. low/simple packaging quality	4	4	9	6	2	10	10	2	3	14	11	2	12	7	4	**100**
P. moderate brand familiarity	3	2	1	2	1	4	3	0	2	5	4	2	4	2	1	**36**
P. negative brand attitude	3	3	6	5	2	8	6	2	3	7	12	3	10	4	2	**76**
P. positive brand attitude	2	2	4	4	2	5	6	2	1	11	3	1	7	2	4	**56**
P. well distribution	0	0	1	5	1	2	2	3	0	4	3	0	3	1	3	**28**
TOTALS:	272	253	615	526	210	727	682	254	213	976	900	214	964	400	298	**7504**

Notes: brands id, C=Colgate, E=Etka, F=Famila, K=Kalleh, M=Mimas, P=Pooneh

C.2. Data Open Codes, Essay 2 (chapter 3)

Sample Codes and Frequency of Quotations and feelings   **Software: ATLASti**.

Consumers Percived Global	feeling	qf	Consumers Percived Glocal	feeling	qf	Consumers Percived Local	feeling	qf
C. brand name:global		36	K. high brand familiarity	+	35	P. brand name: local/meanigful	+	53
F. brand name: local/global capability	+	32	K. positive brand attitude	+	34	E. brand name: local chain store	-	34
F. high brand familiarity	+	29	K. high BPL	+	33	E. ads: low number	-	28
F. ads: high number	+	26	K. ads: product (quality/diversity/innovation)	+	30	E. negative/neutral brand attitude	-	27
C. high product quality/ trustable	+	22	K. brand used	+	29	M. ads : low number	-	27
C. positive brand attitude	+	22	K. ads: high number	+	24	E. low/moderate brand familiarity	-	26
F. ads: family and health	+	22	K. brand name: product category	+	23	E. low/neutral BPL	-	26
F. brand used		22	K. high/trustable product quality	+	23	P. brand used		26
F. high BPL	+	21	K. well distribution (local,global)	+	22	P. low/simple packaging quality	-	25
F. positive brand attitude	+	21	K. high packaging quality	+	19	P. low/moderate BPL	-	24
F. well distribution	+	21	K. high product diversity	+	18	P. high brand familiarity	+	23
F. high packaging quality	+	20	K. brand name: location	+	14	M. brand name: local/meaningful	+	22
C. high brand familiarity	+	19	K. ads: internationalization	+	10	M. low/simple packaging quality	-	21
C. ads: global target consumers	+	18	K. local/international brand	+	10	M. brand used		20
C. high BPL	+	18	K. prestigues brand	+	10	M. high brand familiarity	+	19
C. high packaging quality	+	18	K. brand name: local/global capability	+	8	M. low/mod BPL	-	19
C. brand used	+	17	K. ads: family and health	+	6	P. negative brand attitude	-	19
F. ads: international style +	+	17	K. brand name: local	+	6	M. brand name: product category	-	18
F. brand name: meaningful	+	15	K. local/organic raw material	+	4	P. ads: low number	-	18
F. high product quality	+	15	K. local package design	+	3	M. mod/neg brand attitude	-	17
F. ads: local/global ambiguity	-	13	K. competitive price	+	2	M. limited distribution	-	16
F. negative/neutral brand attitude	-	13				P. low/normal product quality	-	16
C. ads: low number	-	11				E. low product quality	-	15
C. moderate brand familiarity	-	11				M. brand nostalgia	+	15
C. ads: high number	+	10				M. moderate brand familiarity		15
C. low BPL	-	9				M. positive brand attitude	+	15
F. ads: product quality	+	9				E. low packaging quality	-	14

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Category	Sign	No.			Category	Sign	No.
C. ads: quality focus	+	8			M. high product quality	+	14
F. brand name: product category		8			P. positive brand attitude	+	14
F. brand prestigue	+	8			E. limited distribution	-	13
C. limited distribution	-	7			P. brand name: product category		13
C. well distribution(local/global)	+	7			E. brand not used	-	12
F. brand name: local/global ambiguity	-	7			M. high BPL	+	12
F. brand not used		7			P. ads: product quality	+	11
C. brand name: packaging		6			P. high BPL	+	11
C. brand not used	-	6			P. ads:brand name	+	9
C. negative/neutral brand attitude	-	6			P. moderate brand familiarity		9
C. brand name:product catgeory		5			E. high product quality	+	8
F. ads: brand name		5			P. ads : high number		8
C. low brand familairity	-	4			E. brand used		7
F. moderate BPL	-	4			P. well distribution	+	7
F. low brand familiarity	-	3			E. ads: local style	-	6
C. innovative packaging	+	2			E. high BPL	+	6
F. local organic/raw material	+	2			E. local/organic raw material/packaging	+	6
F. suitable price	+	2			E. positive brand attitude	+	6
C. high price		1			M. brand name: local/global capability	+	6
					P. brand nostalgia	+	6
Qutations related tp brands in general :					P. high product quality	+	6
FMCGs positive local perception	+	11			E. local brand (name,qua,pack)	-	5
foreign words not neccesirely define globalness	-	3			M. brand name: local/global ambiguity	-	5
global brand (ads,pack,qua,dive,dist,price)		50			M. well distribution	+	5
high price refers to be global	+	2			P. low price		5
Importance of product origin		1			M. low product diversity	-	4
Iranian brand refers to low quality	-	1			M. normal product quality		4
					P. brand not used	-	4
					P. low product diversity	-	4
					E. brand name: product category		3
					M. ads: product quality		3

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						P. ads: low quality style	-	3
						P. limited distribution	-	3
						E. brand name: location		2
						E. low price		1
						M. local/organic raw material		1

Notes: brands id, C=Colgate, E=Etka, F=Famila, K=Kalleh, M=Mimas, P=Pooneh   q= Quotations Frequency

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Appendix D

Summary Of Company's Profile, Essay2 (chapter 3)

A summary of company's marketing strategies

Brand	Data retrieved			Company profile	Mission /vision	Marketing strategy	Distribution /Export
	Official website	Annual report	Official social media				
Pooneh	√	√	√	Paxan Co. was founded in 1962, Iran, home and personal care. Net sales (2017-2018) : $ 232,524,262 www.paxanco.com/en	- To produce a wide variety of qualified products **for** the health and cleanliness of society. - To achieve the maximum possible market share from competitors. - Innovative, knowledge and development-oriented approach. -Valuing the role of customer opinion in improving quality.	-To create new products, compete with import products to trade cycle. -To optimize current products with regard to market needs and customer opinion. - To increase customer satisfaction and customer complaints system in order to improve quality. -Increasing sales and market share. Promotion : -Utilizing group media -Marketing research and domestic assessment -Public relations activities (News, Article, Exhibitions, Seminars) - TV and radio ads - Social networks (Telegram channel, Fb, Instagram: 15 posts, 54 followers)	- Distribution network centers throughout the country. - Other company's brands are exported to several countries but Pooneh specifically is not exporting.
Colgate	√	√	√	Colgate-Palmolive Co. was founded in 1806, New York, dental and personal care. Net sales (2017-2018) : $ 15,454 ,000,000 www.colgatepalmolive.com www.colgate.com	-Motto 1: "Go beyond the brands and discover the people and passions that drive our success". -Motto 2: "Global Strategies, Local Strength". -Succeeding with consumers -Succeeding with professions -Succeeding with customers -Innovating everywhere -Effectiveness and efficiency - Strengthening global leadership To improve oral health education program "Bright Smiles, Bright Futures"	- Innovative new products strategy. -To create brand loyalty and leading market positions. - Glocal positioning by deep understanding of local tastes and habits across categories, combined with the proven disciplined global execution - To establish strong relationships with dental professionals by global strategy -To build consumption in emerging markets by educating consumers about better oral hygiene habits (health lifestyle). -Strengthening Colgate's connection with consumers is a key part of the growth strategy. Promotion : - Public relations activities -TV and published ads - Multiple digital touch points, informative product web sites and online media combined with traditional/local media and promotional events -Social networks (Fb, LinkedIn, Instagram: 18 posts 51.2k followers).	- Direct sales force at individual operating subsidiaries or business units in a highly competitive global marketplace. - Exported in over 200 countries and territories. -Emerging markets represent half of company's global sales.

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Famila	√	-	√	Famila Co. was founded in 2005, Iran, consumer's household food basket. www.familafamily.com	-Honesty in speech and performance regarding products and services. - To create a brand image that always attaches high value to its customers, meets their expectations beyond imagination. -As a cult brand for the primary audience (women) as the most important decision-makers in families.	- Improving the quality of products in accordance with international standards. -Value creation, further and faster than competitors, in line with the defined values. - Quantitative and qualitative growth in national and export sectors. Promotion: - Market research assessment -Lottery and sales promotions -TV and radio high ads number -Social media: (Telegram, Fb, LinkedIn, Instagram: 508 posts, 28.5k followers)	-Distribution channel is carried out by one of the largest companies. -The export markets are international markets, especially the Middle East.(Iraq, Uzbekistan, Afghanistan, Tajikistan, Pakistan) -More than 24 items that are exported to different countries.
Etka	√	-	√	Etka Organization was started in 1995, Iran, industrial, agricultural, chain stores and distribution system. Supplying and distributing the consumer goods. www.etka.ir	- An excellence in providing customer satisfaction. -Optimizing the portfolio of assets, increasing the efficiency of existing capacities. - Committed to religious and professional principles. - Serving -Futurism - Knowledge-based - Synergy and value creation - Outcome (Productivity)	-To improve quality, customer satisfaction, intelligent supply and distribution network, including the value creating. - Covering 31% of domestic olive oil market share. -Leading to the largest distribution network of consumer goods in the field of supply and production. Promotion: -TV ads strategy on organic olive oil combined with local olives farms -Social networks: (Instagram 1 post, 12 followers)	-Sold in domestic market through agency - selling the commodities in the towns - Creating the supply chain management in field of commodities. -Exporting a large proportion of its products to target markets (Persian gulf countries central Asia, Iraq, Syria and Afghanistan)
Kalleh	√	-	√	Solico Group was started at 1973, Amol, Iran, Food industry. http://www.kalleh.com/fa www.solico-group.com Net sales (2017-2018) : $ 1,000,000,000	*Mission:* providing people with choice and variety through high quality food, while supporting innovation and employment. *Vision:* - To create a global brand by 2073 - Dominating MENA and CIS Markets - Improving Iranians" Life Standards" - Tackling the problem of "Brain Drain,, - Becoming a sustainable enterprise	- Apply well-defined international strategies to be able to steps forwards from domestic market to the world and always stand as the best and the first. - Make the brand renowned to the world and compete with top world companies. - To improve the quality of life for Iranians by higher quality products. -World 48th company active in food industry (Euro Monitor 2014) Promotion : -High-pressure advertising, TV and Radio ads published (journals , newspaper) - Public relation activities -Environmental ads -Social media: (fb, LinkedIn, Instagram: 929 posts 73.9k followers).	-Direct distribution to deliver the products directly to local retailers, chain stores, outlets such as the Hypermarket. - Corporate sales to private or governmental organizations (bulk purchases). -Export to Middle East and more than 30 branches in Iraq, UAE, USA, Germany, England and Russia. - An Iranian premier exporter for 6 years
Mimas	√	-	√	Mimas Dairy Co. was registered at 1973, Iran, dairy products. www.mimas.ir	Motto: "Mimas our 40-year-old friend"	- Focus on Miams" antiquity" strategy for 40 years and communicated with the new generation. - Choosing a genuine Iranian design as the customer's desired (nostalgia strategy) Promotion: - TV and radio ads -Published (journals , newspaper) -Social media: (Fb, LinkedIn, Instagram 115 posts 16.2k followers).	-Deliver the products directly to retail customers. -export dairy products to Middle East and other countries in the region.

Notes:
Access to the source   √
Not access to the source   -

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Appendix E

E.1. Overview of key Empirical studies on PBG and PBL, Essay 3 (chapter 4)

Authors	Area	Key Variables (dependent and independent)	Conduct in	Method-sample	Key findings
Steenkamp et al, 2003	PBG/PBL and Consumer attitudinal disposition	PBG, PBL, Perceived quality, Perceived prestige, Purchase likelihood, Consumer ethnocentrism	Developed and Developing markets US, South Korea	Quantitative	PBG and PBL positively influence the likelihood of brand purchase, through perceived quality and perceived prestige but not direct effect of PBL (PBG) on purchase Likelihood.
Özsomer , 2012	PBG/PBL	PBG, , PBL , Perceived quality, perceived brand prestige, Purchase likelihood	Emerging and developed markets Turkey , Singapore, Denmark	Quantitative , Consumer brands	PBG is positively related to PBL in an emerging market, but is negative in developed markets. Positive direct impacts of PBG and PBL on perceived quality and perceived prestige, and leads to determine global brand purchase likelihood. PBL is positively related to perceived quality of local brand in categories of food in an emerging market, whereas in nonfood categories, PBL has not related. PBL is a driver of prestige for local brands in both emerging and developed markets. It shows evidence of a hybridization process (Pieterse 1995) for local brands in an emerging market.
Akram et el., 2011	PBG and Consumer attitudinal disposition	PBG , PBQ perceived brand quality, Purchase intention PINT, Brand prestige , consumer ethnocentrism (CE)	Emerging market	Quantitative, Consumer brands	PBG positively related to both perceived brand quality PBQ and perceived brand prestige PBP; however, PBQ appears to be a stronger mediator than PBP. PBQ strongly mediates the relationship between PBG and the PINT. Moderating role of consumer ethnocentrism (CE), high ethnocentric consumers are less inclined to purchase global goods.
Swoboda et al. (2012)	PBG/PBL	PBG, PBL, Functional value Psychological value Retail patronage	Emerging market	Quantitative, Retailing industry	Positive total (direct and indirect) effect of PBG and PBL on retail patronage through functional value and psychological value. Total effect of PBG on retail patronage is stronger than that of PBL.

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Sichtmann and Diamantopoulos (2013)	PBG	PBG, Perceived brand origin Image, Perceived quality PQ ,Purchase intention PINT	Developed and emerging markets	Quantitative, Consumer brands	Positive direct effect of PBG on PQ of the parent brand in both markets, it increases PINT.
Xie et al. (2015)	PBG/PBL in Social identity theory	PBG, PBL, Brand identity expressiveness, brand quality, brand prestige, brand trust, brand affect, behavioral intention	Emerging market	Quantitative, Consumer Brands	PBG and PBL have total effects on brand identity expressiveness, brand prestige and brand quality, they lead to enhance brand trust and brand affect, finally increase behavioral intention. PBG has significant effects on brand quality, prestige, and identity expressiveness, PBL has significant effects on prestige and identity expressiveness, but not on quality. The greater total effect of PBG than PBL on behavioral intentions shows that although both global and local brand positioning has value, emerging market consumers generally prefer globally perceived brands over locally perceived brands.
Halkias et al. (2016)	PBG/PBL in Stereotype theory	PBG, PBL, Country stereotypes, Brand attitude, Purchase intention	Developed market	Quantitative, Consumer Brands	PBG and PBL positively related to brand attitudes and then increase purchase intentions; However, PBL has a stronger impact on brand attitudes than PBG, thus, a stronger total effect on purchase intentions. Country stereotypes do not interact with PBG /PBL in to determine brand attitude.
Živa et al, 2019	PBG/PBL in Stereotype theory	PBG, PBL, brand warmth and competence (stereotypes)	Developed and emerging markets	Quantitative, Consumer Brands	Stereotypes of global brands are positively influenced by PBG and PBL. PBG and PBL do not exhibit a "symmetrical" pattern of effects in terms of affecting purchase intentions. PBL indirectly and PBG directly influence on purchase intentions.
Swoboda and Hirschmann (2016)	PBG in Self-concept theory	PBG, Functional value, Psychological value, Consumer loyalty, Consumer ethnocentrism	Developed and emerging markets US, Japan, India	Quantitative,	PBG has indirect positive effects on consumer loyalty through functional value and psychological value.
Davvetas Sichtmann and Diamantopoulos, (2015)	PBG and Consumer attitudinal disposition	PBG, Willingness to pay, Purchase intention Brand attitude, Consumer ethnocentrism, cosmopolitanism, global/local identity	Developed market	Consumer Brands	Consumers have higher purchase intentions for global brands and a higher willingness to pay through favorable brand attitude.

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Sichtmanna, Davvetasb, and Diamantopoulos (2018)	PBG/PBL in Consumer culture theory	PBG, PBL, Consumer-brand Identification, Purchase intention	Developed and Emerging markets	Consumer Brands,	PBG and PBL positively influence consumer-brand identification and these relationships are moderated by brand origin (domestic/ foreign).
Vuong and Giao, (2020)	PBG/PBL in signalling theory	PBG, brand credibility, perceived quality, perceived prestige, brand social responsibility, Purchase intention, consumer ethnocentrism	Emerging market	Food place brands,	Positive impact of PBG on purchase intention; and mediated partially through perceived brand prestige and quality, and brand social responsibility. Moderating role of consumer ethnocentrism on the relationship between PBG and purchase intention and on perceived quality. Perceived social responsibility mediated the relationship between PBG and purchase intention.
Mandler, Bartsch and Han (2020)	PBG/PBL in signalling theory	PBG, PBL, Brand credibility, perceived quality, anticipated regret Price premium, purchase intention, word-of-mouth intention, Brand origin, social signaling value, cultural grounding	Globalized and globalizing markets Germany, South Korea	Mass market brands, Automobiles, fast food restaurants, and sweets	PBG is a weaker signal for brand credibility than PBL in globalized markets than globalizing markets. PBG and PBL as the brand signals are contingent on a brand's origin, category's social signaling value, and cultural grounding. The downstream effects of brand credibility indicated by perceived quality, anticipated regret, price premium (signaling theory).
Llonch-Andreu, López-Lomelí, Gómez- Villanueva (2016)	PBG/PBL in consumer-based brand categorization	PBG, PBL	Emerging market Mexico	Quantitative Consumer goods	Develop a measurement instrument to evaluate local/global/glocal brand categorization from consumer perceptions.
Lopez-Lomelí, Llonch-Andreu and Rialp-Criado (2019)	PBG/PBL in brand categorization	PBG,PBL, Brand familiarity, Brand attitude, Brand image, Brand as social signalling value, Brand quality, Brand purchase likelihood	Emerging market Mexico	Quantitative Consumer goods	Brand quality is the most important driver of brand attitude for all types (local/global and glocal) brands. The relationship between brand quality and brand attitude, ultimately purchase intention, is weaker for a glocal brand than for a local or global brand.

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E.2. Overview of key studies on brand consistency concept, Essay 3 (chapter 4)

Authors	Area of study	Consistency concept	Key findings / benefits
Pepitone (1966); Bengtsson et al. (2010)	Psychology	Cognitive consistency stipulates that individuals are motivated to reduce tension in their cognitive structure and thus tend to strive toward attaining consistency in their thought processes.	Inconsistency in brand identity may result in discomfort and disturbance and thus it is recommended that brand managers strive to maintain consistency in brand strategy.
Erdem and Swait (1998)	Signaling theory	"A firm's past and present marketing mix strategies and activities associated with that brand. In other words, a brand becomes a signal because it embodies (or symbolizes) a firm's past and present marketing strategies".	Brand consistency positively increases brand credibility and brand clarity and reduces consumer uncertainty. Brand consistency increases brand loyalty and repeat purchase. Clarity affects perceived risk more strongly than Perceived Quality.
Pecot et al. (2018)	Signaling theory	Consistency is the first process variable of the brand signal.	Brand consistency partially mediates the effect of brand heritage on brand credibility. Consumer-firm familiarity enhances the effect of brand heritage on brand consistency and brand clarity. The more consumers know about the company the more they are likely to rely on heritage to assess consistency and clarity of the message. Brand clarity mediates the effect of brand heritage on perceived brand quality but not credibility.
Keller (2008); Keller (1993); Keller (1998); Keller et al. (2002)	Customer-based brand equity, Signalling perspective	"Maintaining a common marketing platform all over the world helps to maintain the consistency of brand and company image." p. 595	Brand consistency Increases brand awareness ,Increases brand involvement ,Creates consistent brand image From a strategic point of view, consistency refers to the existence of sharing common brand meaning and content among multiple means of communication. The consistency of the brand image over time should be maintained. Creating an authentic consistency amongst all brand elements is important. Brand managers must maintain consistency (in both image and marketing support), take a long-term view by existing brand equity.

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Netemeyer et al. (2004)	Signalling perspective, Customer-based brand equity.	"Brand image consistency is viewed as the degree to which consumers feel the brand has a rich heritage/history and a consistent and positive image".	The correlations of the primary CBBE facts with brand image consistency and organizational associations were significant as well.
Bengtsson et al. (2010)	Branding strategy	"Brand consistency refers to the standardization and preservation, over time and place, of a defined brand image and associated meanings, through names, symbols and positioning themes".	The perceived consistency in basic elements of the brand, such as logo, promotional items, and ambiance also enable a sense of familiarity in the foreign context. Marketing communication of the brand is less prominent in influencing the perceived consistency of the brand. Consumers may be more forgiving to brand inconsistencies when encountering the brand out of their normal context. Consistency of global brands is valued for providing familiarity, safety, and comfort in different cultural contexts.
Delgado-Ballester et al. (2012)	Branding strategy, Customer-based brand equity.	"Desirable level of consistency depends on brand familiarity."	Show that the effectiveness of consistency among messages depends on brand familiarity. For unfamiliar brands, brand managers should focus on consistent brand messages to build awareness for these unknown brands. For familiar brands, the communication strategy should be to revive the interest in them through moderate consistent messages. Indicates how consistency among messages could be used to build the type of brand knowledge structure that enrich brand equity. It helps managers to anticipate the results derived from different levels of strategic consistency.
Park et al. (1986, p. 143)	Product innovation, Branding strategy	"Consistency is essential not only for established brands but also brands at the fortification stage, and emphasize the need for new products to stress their linkage to the original brand concept/image".	Brand managers expand on the range of information inputs related to brand strategy, particular during periodic reviews involving tracking than to prefer data that reinforces consistency.
Lanseng , and Olsen, (2012)	Branding strategy	It describes the fit between brands with the same or different brand concepts.	Brand concept consistency influence consumers' evaluations and it is an important factor in creating successful brand alliances.
Eggers et al., (2013)	Branding strategy	The results confirm that brand consistency and congruency booster brand trust, which in turn drives SME growth.	
Ka¨rreman and Rylander (2008); Hatch and Schultz (2001); (2003)	Corporate branding	"Brand consistency is a key focus in corporate branding in order to manage and control internal stakeholders".	
Brown, (2001); Burmann and Schallehn (2008)	Corporate branding	Brand consistency means, "making sure that the company stakeholders experience the brand at all brand contact points".	

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Appendix F

Scales of consumer attitudinal dispositions Essay 2 (chapter 3)

Scale	Measure	Source
Ethnocentrism (CET)	We should purchase products manufactured in Iran instead of letting, other countries get rich off of us. Iranian should not buy foreign products because this cost Iran business and cause unemployment. A real Iranian should always buy Iran made products. It is not right to purchase foreign products because it puts Iranian out of jobs.	Shimp and Sharma (1987); Batra et al. (2000)
Cosmopolitanism (COS)	I enjoy exchanging ideas with people from other cultures or countries. I am interested in learning more about people who live in other countries. I enjoy being with people from other countries to learn about their views and approaches. I like to observe people from other countries to see what I can learn from them. I like to learn about other ways of life.	Cleveland et al. (2009); Özsomer (2012)
Materialism (MAT)	I like a lot of luxury in my life. Buying things gives me lots of pleasure. My life would be better if I owned certain things I don't have. I admire people who own expensive homes, cares, and clothes. I would be happier if I could afford more things. It sometimes bothers me quite a bit that I can't afford to buy all the things that I like. I like to own things that impress people.	Cleveland et al., (2009)

Appendix G

G.1. Measurement Model Fit, Global Brands, Essay 3 (chapter4)

MEASUREMENT MODEL FIT   SAMPLE SIZE: 404   GLOBAL BRANDS

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
SCALEMODEL3	50	250.515	103	.000	2.432
Saturated model	153	.000	0		
Independence model	17	7010.432	136	.000	51.547

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
SCALEMODEL3	.102	.934	.902	.629
Saturated model	.000	1.000		
Independence model	1.317	.178	.075	.158

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
SCALEMODEL3	.964	.953	.979	.972	.979
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
SCALEMODEL3	.757	.730	.741
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
SCALEMODEL3	147.515	104.905	197.824
Saturated model	.000	.000	.000
Independence model	6874.432	6603.499	7151.683

FMIN

Model	FMIN	F0	LO 90	HI 90
SCALEMODEL3	.622	.366	.260	.491
Saturated model	.000	.000	.000	.000
Independence model	17.396	17.058	16.386	17.746

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
SCALEMODEL3	.060	.050	.069	.045
Independence model	.354	.347	.361	.000

AIC

Model	AIC	BCC	BIC	CAIC
SCALEMODEL3	350.515	355.190	550.586	600.586
Saturated model	306.000	320.306	918.216	1071.216
Independence model	7044.432	7046.022	7112.456	7129.456

ECVI

Model	ECVI	LO 90	HI 90	MECVI
SCALEMODEL3	.870	.764	.995	.881
Saturated model	.759	.759	.759	.795
Independence model	17.480	16.808	18.168	17.484

HOELTER

Model	HOELTER .05	HOELTER .01
SCALEMODEL3	206	225
Independence model	10	11
Minimization:		.027
Miscellaneous:		.590
Bootstrap:		.181
Total:		.798

G.2. Measurement Model Fit, Local Brands, Essay 3(chapter 4)

MEASUREMENT MODEL FIT   SAMPLE SIZE: 404   LOCAL BRANDS

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
SCALEMODEL3	50	352.160	103	.000	3.419
Saturated model	153	.000	0		
Independence model	17	7445.684	136	.000	54.748

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
SCALEMODEL3	.161	.911	.868	.613
Saturated model	.000	1.000		
Independence model	1.503	.171	.067	.152

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
SCALEMODEL3	.953	.938	.966	.955	.966
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
SCALEMODEL3	.757	.722	.732
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
SCALEMODEL3	249.160	195.873	310.047
Saturated model	.000	.000	.000
Independence model	7309.684	7030.288	7595.396

FMIN

Model	FMIN	F0	LO 90	HI 90
SCALEMODEL3	.872	.617	.485	.767
Saturated model	.000	.000	.000	.000
Independence model	18.430	18.093	17.402	18.800

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
SCALEMODEL3	.077	.069	.086	.000

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Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.365	.358	.372	.000

AIC

Model	AIC	BCC	BIC	CAIC
SCALEMODEL3	452.160	456.824	652.355	702.355
Saturated model	306.000	320.269	918.595	1071.595
Independence model	7479.684	7481.269	7547.750	7564.750

ECVI

Model	ECVI	LO 90	HI 90	MECVI
SCALEMODEL3	1.119	.987	1.270	1.131
Saturated model	.757	.757	.757	.793
Independence model	18.514	17.822	19.221	18.518

HOELTER

Model	HOELTER .05	HOELTER .01
SCALEMODEL3	147	160
Independence model	9	10
Minimization:		.034
Miscellaneous:		.598
Bootstrap:		.191
Total:		.823

G.3. Strautural Model Fit, Global Brands, Essay 3 (chapter 4)

STRAUTURAL MODEL   ESSAY 3   GLOBAL BRANDS

Model Fit Summary   Sample Size: 404   Statistics Tables

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
SCALEMODEL3	45	303.317	108	.000	2.808
Saturated model	153	.000	0		
Independence model	17	7010.432	136	.000	51.547

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
SCALEMODEL3	.112	.924	.892	.652
Saturated model	.000	1.000		
Independence model	1.317	.178	.075	.158

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
SCALEMODEL3	.957	.946	.972	.964	.972
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
SCALEMODEL3	.794	.760	.772
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
SCALEMODEL3	195.317	147.151	251.133
Saturated model	.000	.000	.000
Independence model	6874.432	6603.499	7151.683

FMIN

Model	FMIN	F0	LO 90	HI 90
SCALEMODEL3	.753	.485	.365	.623
Saturated model	.000	.000	.000	.000
Independence model	17.396	17.058	16.386	17.746

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
SCALEMODEL3	.067	.058	.076	.001
Independence model	.354	.347	.361	.000

AIC

Model	AIC	BCC	BIC	CAIC
SCALEMODEL3	393.317	397.525	573.381	618.381

Model	AIC	BCC	BIC	CAIC
Saturated model	306.000	320.306	918.216	1071.216
Independence model	7044.432	7046.022	7112.456	7129.456

ECVI

Model	ECVI	LO 90	HI 90	MECVI
SCALEMODEL3	.976	.856	1.114	.986
Saturated model	.759	.759	.759	.795
Independence model	17.480	16.808	18.168	17.484

HOELTER

Model	HOELTER .05	HOELTER .01
SCALEMODEL3	178	193
Independence model	10	11

Minimization:	.027
Miscellaneous:	.667
Bootstrap:	.189
Total:	.883

Computation of degrees of freedom (SCALEMODEL3)

Number of distinct sample moments:	153
Number of distinct parameters to be estimated:	45
Degrees of freedom (153 - 45):	108

Minimum was achieved
Chi-square = 303.317
Degrees of freedom = 108
Probability level = .000

Total Effects   GLOBAL BRANDS

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.133	.898	.000	.000	.000	.000
BCL	.345	.743	.884	.000	.000	.000
PQ	.185	1.034	.872	.066	.000	.000
PIN	.194	1.083	.914	.069	1.048	.000
pq2	.187	1.042	.879	.067	1.008	.000
pq1	.185	1.034	.872	.066	1.000	.000
pin3	.201	1.124	.949	.072	1.087	1.038
pin2	.191	1.068	.901	.068	1.032	.985
pin1	.194	1.083	.914	.069	1.048	1.000
bco1	.159	1.070	1.192	.000	.000	.000
bco2	.156	1.055	1.175	.000	.000	.000
bco3	.148	.997	1.111	.000	.000	.000
bco4	.133	.898	1.000	.000	.000	.000
bcl2	.237	.510	.607	.686	.000	.000
bcl1	.345	.743	.884	1.000	.000	.000
pbl1	1.034	.000	.000	.000	.000	.000
pbl2	.816	.000	.000	.000	.000	.000
pbl3	1.000	.000	.000	.000	.000	.000
pbg1	.000	1.363	.000	.000	.000	.000

	PBL	PBG	BCO	BCL	PQ	PIN
pbg2	.000	1.376	.000	.000	.000	.000
pbg3	.000	1.000	.000	.000	.000	.000

Standardized Total Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.136	.797	.000	.000	.000	.000
BCL	.259	.486	.651	.000	.000	.000
PQ	.172	.838	.796	.082	.000	.000
PIN	.157	.763	.725	.075	.911	.000
pq2	.158	.766	.728	.075	.914	.000
pq1	.156	.757	.719	.074	.903	.000
pin3	.146	.709	.674	.069	.846	.929
pin2	.144	.699	.664	.068	.834	.915
pin1	.147	.713	.678	.070	.851	.934
bco1	.124	.727	.912	.000	.000	.000
bco2	.126	.743	.932	.000	.000	.000
bco3	.120	.705	.885	.000	.000	.000
bco4	.117	.687	.861	.000	.000	.000
bcl2	.194	.363	.487	.748	.000	.000
bcl1	.262	.490	.657	1.009	.000	.000
pbl1	.887	.000	.000	.000	.000	.000
pbl2	.756	.000	.000	.000	.000	.000
pbl3	.894	.000	.000	.000	.000	.000
pbg1	.000	.920	.000	.000	.000	.000
pbg2	.000	.945	.000	.000	.000	.000
pbg3	.000	.703	.000	.000	.000	.000

Direct Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.133	.898	.000	.000	.000	.000
BCL	.228	-.051	.884	.000	.000	.000
PQ	.054	.254	.814	.066	.000	.000
PIN	.000	.000	.000	.000	1.048	.000
pq2	.000	.000	.000	.000	1.008	.000
pq1	.000	.000	.000	.000	1.000	.000
pin3	.000	.000	.000	.000	.000	1.038
pin2	.000	.000	.000	.000	.000	.985
pin1	.000	.000	.000	.000	.000	1.000
bco1	.000	.000	1.192	.000	.000	.000
bco2	.000	.000	1.175	.000	.000	.000
bco3	.000	.000	1.111	.000	.000	.000
bco4	.000	.000	1.000	.000	.000	.000
bcl2	.000	.000	.000	.686	.000	.000
bcl1	.000	.000	.000	1.000	.000	.000
pbl1	1.034	.000	.000	.000	.000	.000
pbl2	.816	.000	.000	.000	.000	.000
pbl3	1.000	.000	.000	.000	.000	.000
pbg1	.000	1.363	.000	.000	.000	.000

	PBL	PBG	BCO	BCL	PQ	PIN
pbg2	.000	1.376	.000	.000	.000	.000
pbg3	.000	1.000	.000	.000	.000	.000

Standardized Direct Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.136	.797	.000	.000	.000	.000
BCL	.171	-.033	.651	.000	.000	.000
PQ	.050	.206	.743	.082	.000	.000
PIN	.000	.000	.000	.000	.911	.000
pq2	.000	.000	.000	.000	.914	.000
pq1	.000	.000	.000	.000	.903	.000
pin3	.000	.000	.000	.000	.000	.929
pin2	.000	.000	.000	.000	.000	.915
pin1	.000	.000	.000	.000	.000	.934
bco1	.000	.000	.912	.000	.000	.000
bco2	.000	.000	.932	.000	.000	.000
bco3	.000	.000	.885	.000	.000	.000
bco4	.000	.000	.861	.000	.000	.000
bcl2	.000	.000	.000	.748	.000	.000
bcl1	.000	.000	.000	1.009	.000	.000
pbl1	.887	.000	.000	.000	.000	.000
pbl2	.756	.000	.000	.000	.000	.000
pbl3	.894	.000	.000	.000	.000	.000
pbg1	.000	.920	.000	.000	.000	.000
pbg2	.000	.945	.000	.000	.000	.000
pbg3	.000	.703	.000	.000	.000	.000

Indirect Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.000	.000	.000	.000	.000	.000
BCL	.118	.794	.000	.000	.000	.000
PQ	.131	.780	.059	.000	.000	.000
PIN	.194	1.083	.914	.069	.000	.000
pq2	.187	1.042	.879	.067	.000	.000
pq1	.185	1.034	.872	.066	.000	.000
pin3	.201	1.124	.949	.072	1.087	.000
pin2	.191	1.068	.901	.068	1.032	.000
pin1	.194	1.083	.914	.069	1.048	.000
bco1	.159	1.070	.000	.000	.000	.000
bco2	.156	1.055	.000	.000	.000	.000
bco3	.148	.997	.000	.000	.000	.000
bco4	.133	.898	.000	.000	.000	.000
bcl2	.237	.510	.607	.000	.000	.000
bcl1	.345	.743	.884	.000	.000	.000
pbl1	.000	.000	.000	.000	.000	.000
pbl2	.000	.000	.000	.000	.000	.000
pbl3	.000	.000	.000	.000	.000	.000
pbg1	.000	.000	.000	.000	.000	.000

	PBL	PBG	BCO	BCL	PQ	PIN
pbg2	.000	.000	.000	.000	.000	.000
pbg3	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.000	.000	.000	.000	.000	.000
BCL	.088	.519	.000	.000	.000	.000
PQ	.122	.632	.053	.000	.000	.000
PIN	.157	.763	.725	.075	.000	.000
pq2	.158	.766	.728	.075	.000	.000
pq1	.156	.757	.719	.074	.000	.000
pin3	.146	.709	.674	.069	.846	.000
pin2	.144	.699	.664	.068	.834	.000
pin1	.147	.713	.678	.070	.851	.000
bco1	.124	.727	.000	.000	.000	.000
bco2	.126	.743	.000	.000	.000	.000
bco3	.120	.705	.000	.000	.000	.000
bco4	.117	.687	.000	.000	.000	.000
bcl2	.194	.363	.487	.000	.000	.000
bcl1	.262	.490	.657	.000	.000	.000
pbl1	.000	.000	.000	.000	.000	.000
pbl2	.000	.000	.000	.000	.000	.000
pbl3	.000	.000	.000	.000	.000	.000
pbg1	.000	.000	.000	.000	.000	.000
pbg2	.000	.000	.000	.000	.000	.000
pbg3	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Two Tailed Significance (BC)　　　bootstrap

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	...	...	...	...	...	...
BCL	.014	.004	...	...	...	...
PQ	.015	.002	.066	...	...	...
PIN	.005	.021	.005	.060	...	...

Bootstraps 2000 Standardized Indirect Effects - Two Tailed Significance (BC)

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	...	...	...	...	...	...
BCL	.007	.001	...	...	...	...
PQ	.007	.001	.020	...	...	...
PIN	.002	.001	.001	.025	...	...

Notes:
BCO=brand consistency,　　PBL=perceived brand localness,　　PBG=perceived brand globalness,
BCL=brand clarity,　　PQ=perceived quality,　　　PIN=purchase intention

G.4. Straultural Model Fit, Local Brands, Essay 3 (chapter 4)

STRAUTURAL MODEL   ESSAY 3   LOCAL BRANDS

Model Fit Summary   Sample Size: 404   Statistics Tables

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
SCALEMODEL3	45	396.528	108	.000	3.672
Saturated model	153	.000	0		
Independence model	17	7445.684	136	.000	54.748

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
SCALEMODEL3	.164	.900	.859	.635
Saturated model	.000	1.000		
Independence model	1.503	.171	.067	.152

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
SCALEMODEL3	.947	.933	.961	.950	.961
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
SCALEMODEL3	.794	.752	.763
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
SCALEMODEL3	288.528	231.391	353.246
Saturated model	.000	.000	.000
Independence model	7309.684	7030.288	7595.396

FMIN

Model	FMIN	F0	LO 90	HI 90
SCALEMODEL3	.982	.714	.573	.874
Saturated model	.000	.000	.000	.000
Independence model	18.430	18.093	17.402	18.800

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
SCALEMODEL3	.081	.073	.090	.000
Independence model	.365	.358	.372	.000

AIC

Model	AIC	BCC	BIC	CAIC
SCALEMODEL3	486.528	490.725	666.703	711.703
Saturated model	306.000	320.269	918.595	1071.595
Independence model	7479.684	7481.269	7547.750	7564.750

ECVI

Model	ECVI	LO 90	HI 90	MECVI
SCALEMODEL3	1.204	1.063	1.364	1.215
Saturated model	.757	.757	.757	.793
Independence model	18.514	17.822	19.221	18.518

HOELTER

Model	HOELTER .05	HOELTER .01
SCALEMODEL3	136	148
Independence model	9	10

Computation of degrees of freedom

Number of distinct sample moments:	153
Number of distinct parameters to be estimated:	45
Degrees of freedom (153 - 45):	108

Minimum was achieved
Chi-square = 396.528
Degrees of freedom = 108
Probability level = .000

Total Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.268	.842	.000	.000	.000	.000
BCL	.185	.748	.707	.000	.000	.000
PQ	.193	1.061	.820	.031	.000	.000
PIN	.202	1.111	.858	.032	1.047	.000
pq2	.191	1.048	.810	.030	.988	.000
pq1	.193	1.061	.820	.031	1.000	.000
pin3	.213	1.172	.905	.034	1.104	1.055
pin2	.208	1.144	.884	.033	1.078	1.030
pin1	.202	1.111	.858	.032	1.047	1.000
bco1	.304	.953	1.132	.000	.000	.000
bco2	.294	.924	1.098	.000	.000	.000
bco3	.294	.924	1.097	.000	.000	.000
bco4	.268	.842	1.000	.000	.000	.000
bcl2	.128	.517	.489	.691	.000	.000
bcl1	.185	.748	.707	1.000	.000	.000
pbl1	1.109	.000	.000	.000	.000	.000

	PBL	PBG	BCO	BCL	PQ	PIN
pbl2	.900	.000	.000	.000	.000	.000
pbl3	1.000	.000	.000	.000	.000	.000
pbg1	.000	1.491	.000	.000	.000	.000
pbg2	.000	1.536	.000	.000	.000	.000
pbg3	.000	1.000	.000	.000	.000	.000

Standardized Total Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.259	.690	.000	.000	.000	.000
BCL	.153	.527	.608	.000	.000	.000
PQ	.171	.797	.752	.033	.000	.000
PIN	.160	.747	.705	.031	.938	.000
pq2	.156	.729	.687	.030	.914	.000
pq1	.158	.738	.696	.030	.926	.000
pin3	.152	.712	.671	.029	.893	.952
pin2	.153	.716	.675	.029	.898	.958
pin1	.150	.701	.661	.029	.880	.938
bco1	.228	.609	.882	.000	.000	.000
bco2	.239	.638	.925	.000	.000	.000
bco3	.234	.623	.903	.000	.000	.000
bco4	.227	.607	.879	.000	.000	.000
bcl2	.111	.382	.440	.725	.000	.000
bcl1	.151	.519	.599	.986	.000	.000
pbl1	.899	.000	.000	.000	.000	.000
pbl2	.829	.000	.000	.000	.000	.000
pbl3	.853	.000	.000	.000	.000	.000
pbg1	.000	.918	.000	.000	.000	.000
pbg2	.000	.943	.000	.000	.000	.000
pbg3	.000	.622	.000	.000	.000	.000

Direct Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.268	.842	.000	.000	.000	.000
BCL	-.005	.153	.707	.000	.000	.000
PQ	-.027	.366	.798	.031	.000	.000
PIN	.000	.000	.000	.000	1.047	.000
pq2	.000	.000	.000	.000	.988	.000
pq1	.000	.000	.000	.000	1.000	.000
pin3	.000	.000	.000	.000	.000	1.055
pin2	.000	.000	.000	.000	.000	1.030
pin1	.000	.000	.000	.000	.000	1.000
bco1	.000	.000	1.132	.000	.000	.000
bco2	.000	.000	1.098	.000	.000	.000
bco3	.000	.000	1.097	.000	.000	.000
bco4	.000	.000	1.000	.000	.000	.000
bcl2	.000	.000	.000	.691	.000	.000
bcl1	.000	.000	.000	1.000	.000	.000
pbl1	1.109	.000	.000	.000	.000	.000

	PBL	PBG	BCO	BCL	PQ	PIN
pbl2	.900	.000	.000	.000	.000	.000
pbl3	1.000	.000	.000	.000	.000	.000
pbg1	.000	1.491	.000	.000	.000	.000
pbg2	.000	1.536	.000	.000	.000	.000
pbg3	.000	1.000	.000	.000	.000	.000

Standardized Indirect Effects

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	.000	.000	.000	.000	.000	.000
BCL	.157	.419	.000	.000	.000	.000
PQ	.194	.522	.020	.000	.000	.000
PIN	.160	.747	.705	.031	.000	.000
pq2	.156	.729	.687	.030	.000	.000
pq1	.158	.738	.696	.030	.000	.000
pin3	.152	.712	.671	.029	.893	.000
pin2	.153	.716	.675	.029	.898	.000
pin1	.150	.701	.661	.029	.880	.000
bco1	.228	.609	.000	.000	.000	.000
bco2	.239	.638	.000	.000	.000	.000
bco3	.234	.623	.000	.000	.000	.000
bco4	.227	.607	.000	.000	.000	.000
bcl2	.111	.382	.440	.000	.000	.000
bcl1	.151	.519	.599	.000	.000	.000
pbl1	.000	.000	.000	.000	.000	.000
pbl2	.000	.000	.000	.000	.000	.000
pbl3	.000	.000	.000	.000	.000	.000
pbg1	.000	.000	.000	.000	.000	.000
pbg2	.000	.000	.000	.000	.000	.000
pbg3	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects - Two Tailed Significance

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	...	...	...	...	...	...
BCL	.004	.013	...	...	...	...
PQ	.004	.007	.643	...	...	...
PIN	.009	.012	.007	.662	...	...

Standardized Indirect Effects - Two Tailed Significance 2000 bootstrapping

	PBL	PBG	BCO	BCL	PQ	PIN
BCO	...	...	...	...	...	...
BCL	.001	.001	...	...	...	...
PQ	.001	.001	.431	...	...	...
PIN	.001	.001	.002	.450	...	...

Notes: BCO=brand consistency,   PBL=perceived brand localness,   PBG=perceived brand globalness, BCL=brand clarity,   PQ=perceived quality PIN=purchase intention