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Global Brands And Drivers Of Consumers' Purchase Behavior: A Multi-Dimensional Perspective

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GLOBAL BRANDS AND DRIVERS OF CONSUMERS' PURCHASE BEHAVIOR: A MULTI-DIMENSIONAL PERSPECTIVE

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DEDICATION

The inspiration for a doctoral degree came from my (late) mother Mrs. Badar Naseem, who valued higher education above all things in life. It turned into a reality through my most revered teacher and mentor Prof. Attila Yaprak, who encouraged me to join the doctoral program in marketing; and supported me every step of the way. This dissertation is dedicated to my family, caring wife Shabnam, three lovely kids; Ayesha, Asad and Ayat for believing in me, standing with me in challenging times, and constantly encouraging me to do my best; my co-brother Prof. Khalid Moin, elder sister-in-law Mrs. Farhat Yasmin, nephew-in-law Faraz Moin, and younger sister-in-law Nikhat Neyaz, for their unconditional and unlimited financial, spiritual, and moral support, without which I could not have come this far, defending this work.

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TABLE OF CONTENTS

DEDICATION ii

ACKNOWLEDGEMENTS iii

LIST OF TABLES vi

LIST OF FIGURES ix

CHAPTER-1: OVERVIEW 1

a) Introduction 1

b) Research Gap, Objective, and Significance of this Thesis 4

c) Scope and Limitations 6

d) Research Outline 8

e) Order of Presentation 11

CHAPTER-2: LITERATURE REVIEW AND BRAND CLASSIFICATION 12

a) Literature Review 12

b) Brands and Consumer Purchase Behavior 14

c) Global Vs. Local Classification of Brands 18

d) Attitude Towards Global Brands and its Components 20

e) Focal Construct Selection 20

CHAPTER-3: CONCEPTUAL MODEL AND THEORITICAL FOUNDATIONS 22

a) The Proposed Conceptual Model 22

b) Theoretical Foundations 23

c) Consumers' Predispositions 23

d) Brand Evoked Attributes 34

e) Attitude Theory and The Causal Flow 47

f) Covariates 55

CHAPTER-4: RESEARCH METHODOLOGY, PRETESTS, AND MAIN STUDIES 58

a) Research Methodology 58

b) Pretests 59

c) Main Studies 61

CHAPTER-5: RESULTS 68

a) Results of Pretests 68

b) Results of Main Studies 71

CHAPTER-6: DISCUSSION, CONTRIBUTION, AND FUTURE RESEARCH 111

a) Discussion 111

b) Major Findings 133

c) Contributions of this Research 135

d) Future Research 137

APPENDIX-A: RESULT TABLES AND FIGURES 138

APPENDIX-B: CONSTRUCT MEASURES 184

APPENDIX-C: SAMPLE LISREL CODE AND PATH DIAGRAM 192

REFERENCES 196

ABSTRACT 220

AUTOBIOGRAPHICAL STATEMENT 222

LIST OF TABLES

Table-1:	Brand Classification	18
Table-2:	Global Brand Classification	19
Table-3:	Pretest-1 Mid-Size Sedans (ANOVA)	138
Table-4:	Pretest-1 Sportswear (ANOVA)	139
Table-5:	Pretest-2 Product Category Involvement (t-test)	140
Table-6:	Pretest-2 Brand Ownership (ANOVA)	141
Table-7:	Sample Statistics (Student Data)/Consolidated Scales	144
Table-8:	Focal Constructs Correlations (Student Sample)	145
Table-9:	Reliabilities and PCA (Student Data)/Consolidated Scales	145
Table-10:	Fit Indices SEM (Total Student Data)	147
Table-11:	Effects SEM (Total Student Data)	147
Table-12:	Fit Indices SEM (BMW Student Data)	149
Table-13:	Effects SEM (BMW Student Data)	149
Table-14:	Fit Indices SEM (Ford Student Data)	151
Table-15:	Effects SEM (Ford Student Data)	151
Table-16:	Fit Indices SEM (Adidas Student Data)	153
Table-17:	Effects SEM (Adidas Student Data)	153
Table-18:	Fit Indices SEM (Nike Student Data)	155
Table-19:	Effects SEM (Nike Student Data)	155
Table-20:	Fit Indices SEM (Sedans Student Data)	157
Table-21:	Effects SEM (Sedans Student Data)	157
Table-22:	Fit Indices SEM (Sportswear Student Data)	159

Table-23:	Effects SEM (Sportswear Student Data)	159
Table-24:	Fit Indices SEM (Foreign Student Data)	161
Table-25:	Effects SEM (Foreign Student Data)	161
Table-26:	Fit Indices SEM (Domestic Student Data)	163
Table-27:	Effects SEM (Domestic Student Data)	163
Table-28:	Unstandardized Structural Coefficients (Student Sample)	164
Table-29:	Baseline and Best Fitting Models R^2 Values (Student Sample)	165
Table-30:	Cell-Wise Hypothesis Outcomes (Student Sample)	165
Table-31:	Cross Sample Measurement Validation (t-test)	166
Table-32:	Multi-Group Analysis, Chi-Square Differences	167
Table-33:	Multi-Group Analysis, Fit Indices	167
Table-34:	Sample Statistics (MTurk Data)/Consolidated Scales	168
Table-35:	Focal Constructs Correlations (MTurk Sample)	169
Table-36:	Reliabilities and PCA (MTurk Data)/Consolidated Scales	169
Table-37:	Fit Indices SEM (Total MTurk Data)	171
Table-38:	Effects SEM (Total MTurk Data)	171
Table-39:	Fit Indices SEM (BMW MTurk Data)	173
Table-40:	Effects SEM (BMW MTurk Data)	173
Table-41:	Fit Indices SEM (Ford MTurk Data)	175
Table-42:	Effects SEM (Ford MTurk Data)	175
Table-43:	Fit Indices SEM (Adidas MTurk Data)	177
Table-44:	Effects SEM (Adidas MTurk Data)	177
Table-45:	Fit Indices SEM (Nike MTurk Data)	179

Table-46: Effects SEM (Nike MTurk Data) 179

Table-47: Unstandardized Structural Coefficients (MTurk Sample) 180

Table-48: Baseline and Best Fitting Models R^2 Values (MTurk Sample) 181

Table-49: Cell-Wise Hypothesis Testing Outcomes (MTurk Sample) 181

Table-50: Fit Indices SEM (Modified Nike Student Data) 183

Table-51: Effects SEM (Modified Nike Student Data) 183

LIST OF FIGURES

Figure-1: Baseline Conceptual Mode 22

Figure-2: BMW Key Words Response 142

Figure-3: Ford Key Words Response 142

Figure-4: Adidas Key Word Response 143

Figure-5: Nike Key Word Response 143

Figure-6: Baseline Causal Model (Total Student Data) 146

Figure-7: Best Fitting Causal Model (Total Student Data) 146

Figure-8: Baseline Causal Model (BMW Student Data) 148

Figure-9: Best Fitting Causal Model (BMW Student Data) 148

Figure-10: Baseline Causal Model (Ford Student Data) 150

Figure-11: Best Fitting Causal Model (Ford Student Data) 150

Figure-12: Baseline Causal Model (Adidas Student Data) 152

Figure-13: Best Fitting Causal Model (Adidas Student Data) 152

Figure-14: Baseline Causal Model (Nike Student Data) 154

Figure-15: Best Fitting Causal Model (Nike Student Data) 154

Figure-16: Baseline Causal Model (Sedans Student Data) 156

Figure-17: Best Fitting Causal Model (Sedans Student Data) 156

Figure-18: Baseline Causal Model (Sportswear Student Data) 158

Figure-19: Best Fitting Causal Model (Sportswear Student Data) 158

Figure-20: Baseline Causal Model (Foreign Brands Student Data) 160

Figure-21: Best Fitting Causal Model (Foreign Brands Student Data) 160

Figure-22: Baseline Causal Model (Domestic Brands Student Data) 162

Figure-23: Best Fitting Causal Model (Domestic Brands Student Data) 162

Figure-24: Baseline Causal Model (Total MTurk Data) 170

Figure-25: Best Fitting Causal Model (Total MTurk Data) 170

Figure-26: Baseline Causal Model (BMW MTurk Data) 172

Figure-27: Best Fitting Causal Model (BMW MTurk Data) 172

Figure-28: Baseline Causal Model (Ford MTurk Data) 174

Figure-29: Best Fitting Causal Model (Ford MTurk Data) 174

Figure-30: Baseline Causal Model (Adidas MTurk Data) 176

Figure-31: Best Fitting Causal Model (Adidas MTurk Data) 176

Figure-32: Baseline Causal Model (Nike MTurk Data) 178

Figure-33: Best Fitting Causal Model (Nike MTurk Data) 178

Figure-34: Baseline Causal Model (Modified Nike Student Data) 182

Figure-35: Best Fitting Causal Model (Modified Nike Student Data) 182

CHAPTER-1: OVERVIEW

INTRODUCTION:

"THERE MAY BE CUSTOMERS WITHOUT BRANDS, BUT THERE ARE NO BRANDS WITHOUT CUSTOMERS". – Anonymous Quote.

In the latter half of the twentieth century, a new world order was established after World War II ended. International trade and investment started taking off, assumed huge volume in the last few decades, and has continued to grow until now. This course was accelerated by profound advances in communication, information technology, transportation infrastructure, formation of international trade alliances, increased cultural exchanges, and amplified travel of people across nations. The major influence of this trend, termed "globalization," on consumers' purchase behavior around the world was that consumers became more informed, more demanding, and more selective in purchasing products that provided better value for the price paid. Some experts argue that globalization has not only brought expanded interdependencies in the economic sphere, but also widespread cultural consciousness, and national embeddedness in world society (Meyer, 2002, 2007; Drori, 2008). The changes that are happening in the world today are so rapid that the global economic, political, cultural, and business environment created in the first decade of the twenty-first century is drastically different compared to the one inherited from the last decades of the twentieth century. Several trends, such as, mounting trade deficits, emerging market multinationals, changing consumer demographics, political turmoil, income inequalities within nations, the rise of the middle class in the emerging markets, evolving technologies, shifting global balance of power etc., are transforming and shaping the future of global commerce today (Guillen and Ontiveros, 2012). An increasing number of firms, both from the

advanced and the emerging economies, are looking to expand into newer overseas markets, to be a part of the multi-national marketplace, and to take advantage of evolving business opportunities and available resources.

To be successful in this competitive business scenario, a firm needs to fully understand the consumption culture in each national market in which it intends to operate, to achieve the desired business results and to stay ahead of its competition. Part of this understanding rests in the firm gaining deeper knowledge about its prospective consumers, the drivers of their buying behavior, and their choices for domestic, hybrid, or globally-branded products, in its new and often geographically, culturally, economically, and managerially distant markets. As Mooij and Hofstede (2002) indicate, converging technology and disappearing income differences across nations will not necessarily lead to homogenization of consumer behavior, but rather consumer behavior will become more heterogeneous because of cultural differences. Thus, gaining insight; about why some consumers prefer global brands while others opt for local and/or hybrid brands, is particularly important (Riefler, 2012; Strizhakova and Coulter, 2015). In some countries, the preference for domestic over foreign brands might also get influenced by recent nationalistic movements, such as; “Brexit” (Britain’s decision to separate itself from the European Union) in June 2016, and the election of Donald Trump as President of the United States in Nov 2016, provoking a new wave of nationalism (Zakaria, 2017). Nationalistic politicians rising around the globe, espouse an “our country first” mentality in varying degrees, displaying skepticism or outright hostility toward globalization (Contractor, 2017). Therefore, understanding the prevailing consumer behavior in any national market is a significant ingredient of marketing strategy, as it often helps a firm select its target markets, position its offerings, and implement

strategies to deploy for superior business outcomes, depending on the goals, objectives, strengths, and opportunities of the firm.

As firms began internationalizing and adapting to the new business environment, scholars started investigating the processes through which consumers' make their purchase choices in the global marketplace, leading them to the discovery of new constructs; and the development of theories that describe and explain this emerging consumer behavior. For instance, they developed concepts related to consumers' personal predispositions, their brand/product attribute perceptions, and other business and environmental influences, while building scales to measure these phenomena, and infer pathways for behavioral outcomes, to better comprehend consumer conations. In this context, one stream of research focused on the impact of consumer's psychological predispositions on consumers' purchase choices. For example, scholars examined the influence of negative dispositional constructs, such as, animosity, consumer racism, religion, consumer ethnocentrism, xenophobia, nationalism, dogmatism, and materialism; as well as the effect of positive dispositional constructs, such as, consumer affinity, consumer cosmopolitanism, global consumption orientation, globalization attitude, world mindedness, and xenophilia; on consumer purchase behavior. Another stream of research focused on the likely influence of brand related acuities, such as; country of origin, perceived brand globalness, social influence of the brand community, brand loyalty, brand quality, brand prestige, brand personality, and brand love on the purchase choices of buyers. A third stream of research focused on the impact of micro/macro-economic influences such as; the prevailing business environment, state of the economy, consumer demographics, level of competition, political-legal system, social and cultural values, available infrastructure, and so forth, on buying behavior. Simultaneously, researchers also focused on established behavioral psychology theories that

explained attitudes, individual and social identities, memory networks and mental schemas, and so on, while developing new theories, such as, signaling theory, consumer culture theory and so forth, to explain the evolving consumer behavioral phenomena, in the changing business environment.

RESEARCH GAP, OBJECTIVE, AND SIGNIFICANCE OF THIS THESIS:

Steenkamp, Batra, and Alden (2003), posit that many multinational corporations today are altering their portfolios in favor of global brands, as consumers worldwide are now preferring global, compared to local brands. However, many scholars believe that the underlying consumer motivations have not been systematically researched and are the source of much controversy (e.g. De Mooij, 1998, p.39) with conflicting opinions. Although previous studies (e.g. Alden Steenkamp, and Batra, 1999) have documented the fact that several companies are in fact positioning their brands as 'global,' research has not yet established whether this practice is justified. Nor has previous research established why consumers might prefer global brands to local ones, foreign or domestic.

As a research agenda, understanding consumer idiosyncrasies and influences across national markets has been only a recent phenomenon in the international marketing literature. The notion that marketers can employ local, global, and hybrid consumption culture positioning for their products was first introduced to the literature by Alden et al., (1999). Their work inspired an area of research that explored how these positioning strategies might be shaped in developed as well as in emerging markets, how consumers develop global and local brand icons, when consumers do like and when they do not like global brands (Riefler, 2012), how their affinities may affect their brand intentions (Oberecker, Riefler, and Diamantopoulos, 2008), and how various identified consumer personal traits and brand evoked perceptions may impact

purchase behavior. More recent research has focused on how the variations in cultural values and competitive portfolios of firms may influence the positioning of multi-country brands (Batra, Zhang, Aydinoglu, and Feinberg, 2017).

While several studies have advanced our understanding of how a certain behavioral construct might impact purchase outcomes in the context of global brands, much remains to be discovered in this area of inquiry. The *research gaps* in this context include the following: First, there is a dearth of studies that have explored the confluent effects of individual, brand, or national business environment - related constructs in the formation of brand attitudes that jointly lead to certain purchase behaviors. Thus far, only a few studies have considered multiple and/or multi-dimensional influences on purchase behavior (see, for example, Balabanis and Diamantopoulos, 2004; Ozsomer and Altaras, 2008; Cleveland, Laroche, and Papadopoulos, 2009; Cleveland, Erdogan, Arikan, and Poyraz, 2011; Raju, 1995; Westjohn, and Magnusson, 2011; Riefler, 2012). In an actual purchase situation, it is the interplay of multiple variables that affect the buying behavior of a consumer. Hence, it is imperative to conduct studies that will help scholars and managers to uncover how various combinations of constructs will affect consumer purchase behavior, which focal variables or groups of variables will have a stronger impact on the formation of brand attitudes, and which variables will drive a specific behavioral outcome more strongly than others. Second, it is important to explore if these effects are differentiated across product categories, brand ownership, and/or national markets, because this knowledge may help marketing managers tailor their promotional and positioning strategies. Third, there is a lack of understanding about the process dynamics that transform consumers' peculiarities and brand perceptions into specific behavioral responses. Depending upon the goals and objectives of

a firm, the behavioral outcomes can accordingly be influenced if there is a clear understanding of the process.

The *objective* of this dissertation study is to partially fill these voids by considering the joint impact of selected individual psychological dispositions and chosen brand-related attributes on consumers' brand attitudes and ultimately on their purchase behaviors. This research is *significant* because it will (1) identify those focal constructs or groups of constructs that have the strongest influence on the formation of a specific brand attitude; (2) shed light on the direct, mediated as well as total effects of these constructs on purchase behavior; (3) separate the mediated effects of focal constructs through affective and evaluative components of attitude towards global brands; (4) identify the focal constructs that have the strongest total influence on a specific purchase behavior; (5) draw insights from the strength of these relationships and verify if these vary across brand ownership or product category or both; (6) contribute to the global branding literature and suggest recommendations for managerial practice; and (7) offer questions and propositions for future research.

SCOPE AND LIMITATIONS:

Like other scholarly research, this study has some limitations in terms of its scope, cost, and time for the defined goals and objectives. These are the following:

1) The goal of this study was to introduce a multi-dimensional perspective of consumers' purchase behavior; in the context of global brands, across domestic vs. foreign ownership, and in high vs low product involvement category domains. The database for the study was collected from respondents within the United States, hence the study's findings cannot be generalized to other countries or to other product categories. Such external validation was beyond the scope of this study that would have required extensive resources, time and cost.

2) This study examined the influence of four individual psychological traits *(CET: Consumer Ethnocentrism, COS: Consumer Cosmopolitanism, GCO: Global Consumption Orientation, CAF: Consumer Affinity)* and four brand evoked attributes *(BL: Brand Loyalty, SIBC: Social Influence of the Brand Community, PBG: Perceived Brand Globalness, and PERVAL: Perceived Value of the Brand),* as independent variables, on three behavioral outcome variables *(PI: Purchase Intentions, P-WOMP: Positive Word of Mouth Publicity, and WTP: Willingness to Pay).* The strength of these influences was tested directly as well as indirectly through brand attitude in a mediating role, while simultaneously controlling for two covariates *(BF: Brand Familiarity, and PRDINV: Product Category Involvement).* The possible influence of many other independent variables on several other dependent (outcome) variables could have been investigated, but the inclusion of more variables would have expanded the scope of this study. Also, because the focus of this research was on individual and brand related influences on consumer buying behavior, the examination of other micro/macro-economic factors, and prevailing business, social and cultural environmental influences, were excluded from the study.

3) The choice of a domestic and a foreign global brand in a given product category that would match on all aspects, was practically impossible. Thus, the criterion of highest perceived brand globalness (PBG), in each product category, was used to select a domestic and a foreign brand among the considered brands. The match in the sportswear category (Nike vs. Adidas) was better, as compared to the mid-size sedan category (Ford Fusion vs. BMW 5-Series). It was decided to keep the identified brands, particularly in the mid-size sedan category, to get some variance in path loadings of the conceptual model in each data cell.

4) The length of the survey instrument was another limitation in the sense that it might have led to survey fatigue among some respondents, negatively impacting the quality of their responses. To limit the monotony of the survey, distractive and unrelated questions were interspersed in the survey.

5) Also, the student samples used in the first study may have positively biased responses towards US automobiles because of the geographic location of the university at which the data was collected. This limitation was addressed by sampling another set of respondents in the second study using Qualtrics online surveys, for each cell, through Amazon Mechanical Turk, and comparing the results between the two sample groups.

6) Though established scales were used to measure the focal variables in this research, the scales for some of these constructs are still evolving, such as the ones for perceived brand globalness (PBG), social influence of brand community (SIBC), and consumer affinity (CAF). Thus, these had lower reliabilities, and higher measurement error, impacting the variance explained in the dependent variables.

7) Finally, getting responses from more than 2100 respondents across two pretests, and two main studies to arrive at psychometrically acceptable results, within the constraints of scope, time, and budget of a dissertation, was very challenging. Despite care, because of enormous amount of data, calculations, and modelling involved, some unintentional mistakes might have crept into this analysis that will be subject to correction.

RESEARCH OUTLINE:

There are several consumer and brand related constructs that scholars have developed and explored over the past few decades; some of these are mentioned in the literature review. This research reviews the extant literature on the focal constructs, to build hypotheses based on well

entrenched theoretical foundations, such as consumer culture theory (CCT: Arnould and Thompson (2005), the associative network memory model (ANMM: Keller 1993), social identity theory (SIT: Tajfel, 1981), and signaling theory (ST: Erdem and Swait, 1998). Attitude Theory (AT: Fishbein & Ajzen, 1975) is used as a conceptual anchor to link, and to build relationships between, the focal constructs and behavioral outcome variables through attitude formation. The research uses experimental design to examine the drivers of consumer's purchase behavior in a multi-dimensional perspective; across two product categories (mid-size sedans or sportswear) and brand ownerships (domestic or foreign) in the context of global brands through two between-subject design studies. The studies investigate the strength of the relationships between the drivers (antecedents), mediators, and outcome variables (consequences). They also examine if there are any shifts in these relationships across the cells (product category vs. brand ownership), and shifts between the two sets of respondents (students vs. M-Turk), by comparing the coefficients and paths, based on the proposed conceptual model presented in Chapter-3, and the subsequent best fitting models for each of the four cells in each study.

Specifically, this research explores how the focal individual traits "consumer ethnocentrism (CET)", "consumer cosmopolitanism (COS)", "global consumption orientation (GCC)", and "consumer affinity (CAF)", as well as focal brand evoked attributes "brand loyalty (BL)", "social influence of brand the community (SIBC)", "perceived brand globalness (PBG)", and perceived value of the brand (PERVAL)" simultaneously influence consumers' behavioral outcomes, expressed as "purchase intentions (PI)", "positive word of mouth publicity (PWOMP), and "willingness to pay (WTP)". The direct and the indirect influences of these traits and attributes on outcome variables, through the formation of affective (AAT), evaluative (EAT), and overall attitude towards global brand (ATGB) are examined. The mediating effect of

attitudes, contingent upon the individual's psychological characteristics and brand evoked perceptions are also examined, to better understand the process dynamics and mechanisms of influence on behavioral outcomes. The research explores if consumers' behavioral outcomes are driven more strongly by a certain consumer predisposition or brand perception compared to others, when considering their total effect. For example, the study investigates, which focal antecedent variable drives positive word of mouth publicity (P-WOMP) more strongly than others, in line with previous studies (Algesheimer, Dholakia and Herrmann, 2005; Tsai and Bagozzi, 2014), and checks if there is a shift in this relationship, when other antecedents are included. It verifies if perceived value of the brand (PERVAL) will drive purchase intentions (PI), because it has the "quality" dimension included in it, as proposed by Steenkamp et al. (2003). It also investigates if any considered antecedent variable will override the influence of other variables, on the three focal outcome variables, when these are considered for their total effects. For instance, recent research by Halkias, Davvetas, and Diamantopoulos, (2016) has established that the judgments of competence impact consumer preferences above and beyond the positive effects of brand globalness and localness in context of country stereotypes.

The potential confounding influence of two covariates, brand familiarity (BF) and product category involvement (PRDINV) are taken into account in each research cell, while brand ownership (BO) is manipulated across four cells, for a cleaner picture of the relationships between the focal constructs and the outcome variables. The above influences are examined and compared across the dimensions of product involvement (high vs. low) and brand ownership (domestic vs. foreign) in the four comparable data cells in each study, with separate set of respondents.

ORDER OF PRESENTATION:

This dissertation is organized as follows. Chapter-2 presents the literature base to paint a landscape picture of the extant global branding literature and where this work falls in that landscape. The conceptualization of a global brand, the global brand classification, and attitude towards global brand are reviewed. This is followed by a description of the variables included in the study, including focal constructs, mediators, covariates, and outcome variables. Chapter-3 presents a conceptual model of this research, followed by a detailed discussion of the focal constructs and their established relationships with outcome variables in view of the existing literature and theoretical foundations. The hypotheses that stem from these discussions and how they map onto the conceptual model are presented next in order, defining this research.

Chapter-4, opens with the research methodology, construct measures and data samples used in the research. The detailed procedure for each pretest, and two main studies is described, to ascertain the fit of the proposed conceptual model with the survey data for each cell, and to arrive at psychometrically acceptable and plausible results. The results and findings of conducted studies are offered in Chapter-5, including a comparison of the paths and the strength of relationships among cells within each study and between the two studies. The outcomes, their meaningful interpretations, and implications of this study are also discussed. The last chapter, Chapter-6, presents the learnings and takeaways from this research, speaks to its scholarly and managerial contributions, and offers suggestions for future research.

CHAPTER-2: LITERATURE REVIEW AND BRAND CLASSIFICATION

LITERATURE REVIEW:

Several variables and constructs that influence consumers' purchase preference for global or local brands have been studied in the extant international marketing literature over the past few decades. Their influence in formation of attitudes and subsequent outcome behaviors have also been examined. These variables are either based on (1) personal values and dispositions (Vinson, Scott, and Lamont, 1977), (2) product/brand attributes (Gwin and Gwin 2003), or (3) the prevailing micro/macro-economic factors, such as business or socio-cultural or political environments (Batra, Zhang, Aydinoglu, and Feinberg, 2017; Torelli et al., 2012; Frank, and Parker,1991). These three streams of research continue to explore and discover new constructs as the market environments, product offerings, and the needs of prospective consumers continue to evolve, particularly in the context of global brands. Since the focus of this research is on individual and brand related influences on consumer buying behavior, the discussion on macro/micro-economic influences is excluded going forward. Instead, the focus is on the constructs that have been examined, earlier, in each of the focal areas of research, individual and brand factors, and their confluent effects.

In the first stream, studies have looked into the impact of an individuals' positive (Bartsch, F., Riefler, P., & Diamantopoulos, A., 2016) or negative dispositions on their buying behavior, such as, *consumer affinity* (Oberecker, Riefler, and Diamantopoulos, 2008; Oberecker and Diamantopoulos, 2011), *consumer cosmopolitanism* (Cannon and Yaprak, 2002; Cleveland, Erdogan, Arikan, and Poyraz, 2011; Riefler, Diamantopoulos, and Siguaw, 2012), *consumer demographics* (Cleveland, Laroche, and Papadopoulos, 2009; Tellis, Yin, and Bell, 2009),

cultural differences (Hofstede, 1984; Cleveland, Laroche, and Hallab, 2013), *consumer ethnocentrism* (Shimp and Sharma, 1987; Cleveland, Laroche, and Papadopoulos, 2009), *global consumption culture* (Alden, Benedict, Steenkamp, and Batra, 1999; Westjohn and Magnusson, 2011), *global consumer innovativeness* (Tellis, Yin, and Bell, 2009; Steenkamp, Hofstede, and Wedel, 1999; Fowler and Bridges, 2010), *global consumption orientation* (Alden, Steenkamp, and Batra, 2006; Guo, 2013; Westjohn, 2009, *global identity* (Gao, Zhang, and Mittal, 2015), *globalization attitude* (Spears, Parker, and McDonald, 2004; Dimofte, Johansson, and Rokainen, 2008; Riefler, 2012*), internationalism* (Balabanis, Diamantopoulos, Mueller and Melewar, 2001), *religion* (Mathras, Cohen, and Mick, 2016), *world-mindedness* (Sampson and Smith, 1957; Nijssen and Douglas, 2008; Nijssen and Douglas, 2011), *xenophilia* (Malliaris, 1980; Mooney, 1999; Oberecker, Riefler, and Diamantopoulos, 2008), *xenophobia* (Mooney, 1999; Harun and Shah, 2013), and others. Current research has also identified several antecedents of consumer's perceptions and evaluations of global brands (Alden, Steenkamp, and Batra 1999; Steenkamp, Batra, and Alden 2003; Steenkamp and De Jong 2010) and the extent to which consumers are pro or anti-globalization (Ozosmer, Batra, Chattopadhyay, and Hofstede, 2012).

Researchers have also looked at brand evoked influences on consumer behavior. These include; *brand attitude* (Spears and Singh, 2004; Fishbein and Ajzen, 1975; Bagozzi et al., 1979; Ostrom, 1969), *brand equity* (Jalilvand, Samiei, and Mahdavinia, 2011), *brand love* (Batra, Ahuvia, and Bagozzi, 2006), *brand familiarity* (Park and Lessig, 1981; Laroche, Kim, and Zhou, 1996; Steenkamp et al., 2003), *brand loyalty* (Jacoby and Kyner, 1973; Raju, Sriniwasan, and Lal, 1990; Algesheimer, Dholakia, and Herrmann, 2005.), *brand prestige* (Steenkamp, Batra, Alden, 2003), *brand ownership* (Batra et al., 2000; Winit et al., 2014), *perceived brand quality* (Steenkamp et al., 2003), *perceived brand globalness* (Davvetas, Sichtmann, and

Diamantopoulos, 2015; Steenkamp, Batra, and Alden, 2003; Ozosmer et. al, 2012), *brand personality* (Aaker, 1997; Wang, Yang, and Liu, 2009) *perceived brand value* (Zeinthal, 1988; Sheth, 1991; Swait and Sweeny, 2000; Eggert and Ulaga, 2002; Fernanzed and Bonillo, 2007), *prior brand experience* (Woodruff, Cadotte, and Jenkins, 1983; Mangleburg et al., 1998; Bettman and Park, 1980), *product category involvement* (Mittal and Lee, 1989, Davvetas, Sichmann, and Diamantopoulos, 2015), *social influence of brand community* (Moradin, Bagozzi, and Bergami, 2013; Tsai and Bagozzi, 2014; Bagozzi and Dholakia, 2006; Algesheimer, Dholakia, and Herrmann, 2005), *brand image* (Diamantopoulos, Schlegelmilch, and Palihawadana, 2011), *brands and country of origin effects* (Peterson and Jolibert, 1995; Li and Murray, 2000; Magnusson and Westjohn, 2011; Diamantopoulos et al., 2011), and *brands and cultural identity* (Strizhakova, and Coulter 2013; Strizhakova, Coulter, and Price, 2012).

Most of these studies are anchored in *"attitude theory"* (Fishbein and Ajzen, 1975), which proposes that cognitions help form attitudes (affect) towards an object, which leads to behavioral intentions, and finally to outcome behaviors. This is the unidimensionalist view of attitude that posits a causal flow through its components. In this dissertation, attitude theory is used as an overarching theory, to explain the causal flow of the hypothesized relationships.

BRANDS AND CONSUMER PURCHASE BEHAVIOR:

Brands play a key role in consumer decision making and purchase behavior. The decision-making processes to purchase a branded offering materializes through many mechanisms. Among these are psychological mechanisms (associative network memory model), for perceptions of brand loyalty and brand globalness; sociological mechanisms (brand communities), for social influence of brand communities; cultural mechanisms (values and dispositions), for the impact of individual dispositions and economic mechanisms (brands as

signals under information asymmetry and uncertainty), for the perceptions of price, quality, social, and emotional value. Following these mechanisms, perceptions lead to the formation of brand attitudes, followed by behavioral intentions and purchase behavior, ensuing the attitude theory as a conceptual anchor. Since, consumer choice processes are influenced by imperfect and asymmetric information, mental schemas, social influence, cultural values, and dispositions; the clarity and credibility of brands as signals of product positioning, increases perceived quality, while decreases perceived risk and information costs, thus increasing consumers' expected utilities from that offering. Consumer choices in the case of global brands is becoming increasingly important for marketers looking for expansion of their businesses in overseas markets.

More than three decades ago, Levitt (1983) asserted that global brands constitute standardized offerings that are advanced, functionally reliable, low priced, and are available in several country markets. Levitt's advice to global firms at the time was to operate as if the world were one large market – ignoring superficial regional and national differences. Steenkamp, Batra and Alden (2003), for example, indicate that global brands are those, which consumers can find with the same name in multiple countries, but also with generally similar and centrally coordinated marketing strategies and positioning. On the other hand, local brands are generally defined as brands that are available in one country or in a narrow geographical area, although these brands may be owned by a local, an international, or a global firm (Schuiling and Kapferer, 2004). Quelch (1999), attaches seven common features to global brands. They are: 1. strong in their home markets, 2. have geographical balance in sales, 3. address similar consumer needs worldwide, 4. have consistent positioning in multiple countries, 5. consumers value their country of origin, 6. have a product category focus, and 7. typically carry the same corporate name

everywhere. Thus, global brands have come to be known as standardized offerings, which are available in multiple international markets with the same brand name across all markets, use similar positioning, dominate in product category leadership, have strong home market strength, and (sometimes) may have lower prices because of economies of scale in design, production, and delivery.

Extant research cites several reasons for firms' moves toward developing global brands (Steenkamp et al., 2003). First, globalization can yield economies of scale and scope in research and development, manufacturing, and marketing (Yip, 1995). Second, the firm's strategic appeal increases as meaningful segments of consumers around the world develop similar needs and tastes (Hassan and Katsanis, 1994). Third, globalization speeds up a brand's time to market by reducing time-consuming local modifications (Neff, 1999). Finally, consumers prefer brands with 'global image' over local competitors even when quality and value are not 'objectively' superior (Shocker et al., 1994; Kapferer, 1997). Research indicates that corporations take advantage of such image-enhancing effects by positioning brands as 'global' in their communications, using message elements such as brand name, logo, ad visuals and themes, etc. (Alden et al., 1999). Global brands are favored due to their widespread recognition and distribution, perceptions of higher quality, as well as possible lower prices resulting from standardization and economies of scale, and the aspirational benefits and prestige global brands bestow upon the purchaser (Ozsomer, 2012).

Steenkamp et al., (2003) argue that; the appeal of global brands arises from three different sources: higher prestige, higher perceived quality and the psychological benefits of perceived brand globalness (PBG). Some authors assert that consumers prefer global brands because of associations of higher prestige (Kapferer, 1997); others suggest global brand

preference based on perceived quality (Rao and Monroe, 1989; Keller, 1998); still others indicate an association between a brand's global availability and global presence, and the opportunity to acquire and demonstrate participation in an aspired-to global consumer culture (Alden et al., 1999). This is possible because such brands often appeal to human universals and are purchased to signal membership in worldwide consumer segments (Dawar and Parker, 1994).

Some researchers argue that the generalization about global brands as standardized offerings may be too simplistic - since they can also decrease local-market relevance (Craig and Douglas, 2000). According to Kapferer (2005), the idea of the global brand that evolved through product standardization is now passé; we have moved beyond even 'glocal' brands, to the 'post-global-brand'. In fact, some authors (e.g. Riefler, 2012) have doubted the universal relevance of global brands and the managerial influence of brand globalness as a source of competitive advantage. There is also evidence that many consumers prefer brands with strong local connections (Zambuni, 1993), and this leads some to argue that consumers have no intrinsic preference for global brands, and that enthusiasm on this front is misguided (De Mooij, 1998). Some consumers favor local brands despite – or rather because of – globalization, because they recognize consumer benefits deriving from a strong association to the local environment, including perceptions of cultural sensitivity, authenticity, and responsiveness to local requirements as well as the pride that comes from consuming brands that champion and support the cultural heritage and the national economy (Dimofte et al., 2008; Schuiling and Kapferer, 2004; Ozsomer, 2012). Whereas global brands may be preferred in some product categories (e.g. publicly visible items due to their signaling greater prestige and providing aspirational value), local brands may be favored in other categories for their authenticity and local consumption preferences (e.g. privately consumed products such as foods, Ozsomer, 2012; Cleveland et al.,

2009). These "local icons" provide the opportunity to the consumer to prefer a balanced portfolio of global and local brands in his or her buying behavior.

GLOBAL VS. LOCAL CLASSIFICATION OF BRANDS:

According to Winit, Gregory, Cleveland, and Verlegh, 2014, international marketing literature often portrays global and local brands as the two opposite ends of a dimension of globalness and as Johansson and Ronkainen (2005) indicate there appears to be an implicit assumption that global brands are generally foreign owned. They stress that this operationalization confounds the geographical and ownership aspects of the brand. This false dichotomy can account for some of the mixed findings surrounding consumers' reactions to global vs local brands. Steenkamp et al. (2003), for example, cite Heineken and Coca-Cola as brands that are both perceived to be global as well as strong icons of local Dutch and U.S. culture, respectively. The peanut butter brand Calve´ is a strong icon of Dutch culture but is not perceived to be a global brand by Dutch consumers. Sony is perceived to be a global brand but not an icon of Japanese culture. Consumers, on the other hand, may perceive certain brands to be neither a strong icon of their local culture nor high on PBG (e.g. Dodge, in the U.S.). Thus, a local brand can also be a global brand and vice versa. Based on these observations, Winit et al. (2014) classify brands along two dimensions, their degree of globalness (low vs. high) and their (domestic vs. foreign) ownership, offering a 2x2 taxonomy ranging from domestic-owned global to foreign-owned non-global, as shown in Table-1 below, with some brand names in each category.

Table-1:
Brand Classification

		PERCEIVED BRAND GLOBALNESS	
		Low (Local)	**High (Global)**
BRAND OWNERSHIP	**Foreign**	Maruti/Bata	BMW/Adidas
	Domestic	Lincoln/Asics	Ford/Nike

This research evaluates the differences in consumer perceptions between a domestic (local-owned) global and a foreign (overseas-owned) global brand across two product categories, mid-size sedans and sportswear as shown in Table-2 below. The globalness of the brand is scaled as high vs low and the ownership of the brand scaled as domestic vs foreign, across two product categories, mid-size sedans and sportswear. Tables 1 and 2 show two faces of a three-dimensional matrix indicating ownership, globalness, and product category.

Table-2:
Global Brand Classification

		PRODUCT CATEGORY (GLOBAL)	
BRAND OWNERSHIP		**Mid-Size Sedan**	**Sportswear**
	Foreign	BMW	Adidas
	Domestic	Ford	Nike

This dissertation focuses on the right side (global brands) of Table-1, across the third dimension of product category, represented by Table-2, across its four cells, 2 (Brand Ownership: Domestic vs. Foreign) x 2 (Product Category: Mid-Size Sedans vs. Sportswear). One reason for this emphasis, as opposed to left side (local brands) is the difficulty in data collection, particularly for a "foreign non-global brand". For instance, consumers in the US may not be aware of or be familiar with Maruti Automobiles or Bata Sportswear, two major local brands marketed in India. The four brands used in this study; BMW, Ford, Adidas, and Nike, shown in the Table-2, were chosen based on their highest perceived brand globalness (PBG), when compared to the other brands tested in a Pretest-1, in each category sold in the USA (discussed in the Method section, in Chapter-3).

ATTITUDE TOWARDS GLOBAL BRANDS (ATGB) AND ITS COMPONENTS:

In the consumer behavior literature, attitude is defined as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object." (Fishbein and Ajzen 1975). Brand attitude or as in this case attitude towards global brand (ATGB) is the consumers' attitude towards global brands. This attitude impacts consumers' intentions and behavioral outcomes towards the purchase of global brands, following the belief-attitude-behavior model given in Attitude Theory (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980). The overall brand attitude, or attitude towards global brand (ATGB), as a construct in this study, is viewed to be composed of two components, affective attitude (AAT) and evaluative attitude (EA), as suggested by Bagozzi, Lee, and Loo (2001). Depending upon the antecedent construct preceding it and the focal attitude object, there might be a differential influence on each of the two dimensions of attitude, and each of these components of attitude might exert a differential relative influence in the formation of the ATGB.

FOCAL CONSTRUCT SELECTION:

Using a controlled approach to construct selection, focal constructs for this research were carefully selected based on their relevance, rigor in extant research, existence of established scales, contemporary scholarly conversation, and their nomological networks. This was achieved after discussions with dissertation committee, and considering a set of several constructs that influence consumer purchase behavior, such as, individual and brand related influences on attitude formation. The time, scope, cost, and complexity constraints embedded in this project were taken into consideration, when choosing antecedent constructs. The construct selection process led to four focal antecedent constructs each, either under (1) consumers' individual characteristics or under (2) brand related attributes, respectively. These were, consumer

ethnocentrism (CET), consumer cosmopolitanism (COS), global consumption orientation (GCO), and consumer affinity (CAF) in the consumers' individual predispositions category. And, brand loyalty (BL), social influence of brand community (SIBC), perceived brand globalness (PBG), and perceived value of the brand (PERVAL) in the brand-evoked influences category.

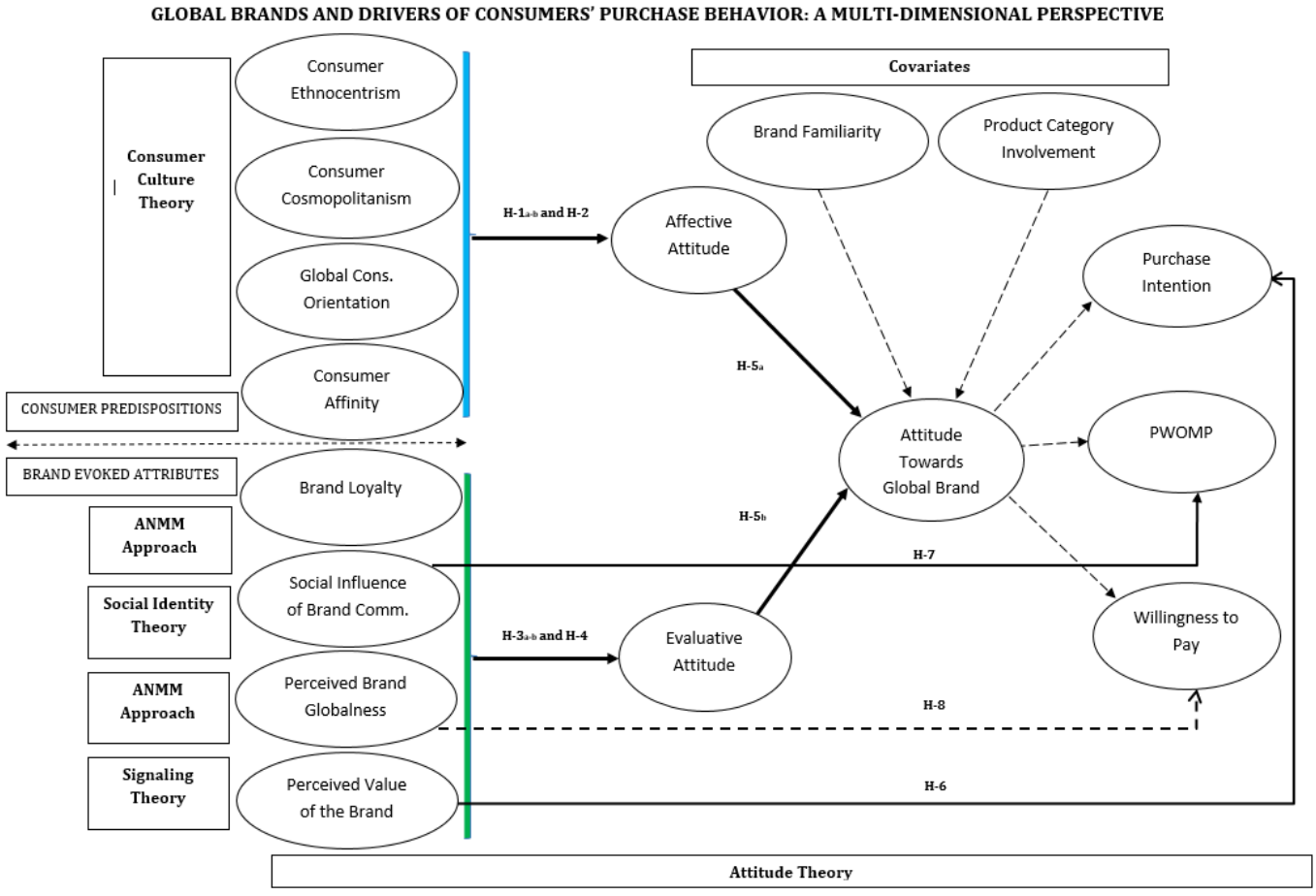
This investigation focuses on the influence of these two groups of constructs on evaluative (cognitive) attitude (EAT) and affective (emotional) attitude (AAT) components of the overall attitude towards a global brand (ATGB), which in turn influences purchase behavior, expressed as purchase intentions (PI), willingness to pay (WTP), and positive word of mouth publicity (P-WOMP). The paths among these constructs and the relative strengths of these relationships, might also be impacted by the consumers' product category involvement (PRDINV), brand familiarity (BF), and brand ownership (BO). The literature that comprises the theoretical foundations of focal constructs, the focal constructs themselves and their paths, and the hypotheses derived from these relationships are reviewed in the next chapter.

CHAPTER-3: CONCEPTUAL MODEL AND THEORITICAL FOUNDATIONS

THE PROPOSED CONCEPTUAL MODEL:

The baseline conceptual model, used as a starting point for each cell in this research, is shown in Figure-1. The focal constructs, paths, theoretical foundations, and research propositions that emanate from the proposed conceptual model are discussed in the following sections.

Figure-1



Legend: ----> Refers to prior established relationships.

THEORETICAL FOUNDATIONS:

The literature pertaining to the theoretical foundations of this research is reviewed in this chapter, addressing the conceptual underpinnings of focal antecedents, mediating variables, covariates, and principal outcome consequents. Hypotheses are drawn from this literature, based on the previously conceptualized relationships between these constructs. The fundamental behavioral theory that supports and links these constructs to one another is attitude theory (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980). But this research also draws from consumer culture theory (Arnould and Thompson (2005), social identity theory (Tajfel and Turner 1985), the associative network memory model approach (Keller, 1993), and signaling theory (Spence, 1973; Boulding and Kirmani, 1993; Spence, 2002). A review of these theories and how they link to the focal constructs is presented next.

CONSUMERS' PREDISPOSITIONS:

Consumer Culture Theory (CCT) and Consumers' Predispositions:

According to Arnould and Thompson (2005), consumer culture theory (CCT) refers to a family of theoretical perspectives that address the dynamic relationships between consumer actions, the marketplace, and cultural meanings, while representing a plurality of distinct theoretical approaches and research goals. The CCT explores how consumers actively rework and transform symbolic meanings encoded in advertisements, brands, retail settings, or material goods to manifest their personal and social circumstances, and further their identity and lifestyle goals. It explains the heterogeneous distribution of meanings and the multiplicity of overlapping cultural groupings that exist within the broader socio-historic frame of globalization and market capitalism. In doing so, CCT theory denotes a social arrangement in which the relations between lived culture and social resources, and between meaningful ways of life and the symbolic and

material resources on which they depend, are mediated through markets. More recently, Askegaard and Linnet (2011) suggested an epistemology for CCT that connects the structuring of macro-social explanatory frameworks with the phenomenology of lived experiences, thus inscribing the micro-social context accounted for by the consumer in a larger socio-historical context.

CCT indicates that individuals in today's post-modern world define and orient their core identities in relation to consumption; they experience a blend of local cultures and globalization influences that renders localism and globalism as 2-axial principals. In this context, consumer ethnocentrism (CET) pronounces the beliefs held by consumers about purchase of foreign made products, consumer cosmopolitanism (COS) labels the extent to which a person might be open to divergent cultural experiences, GCO describes a set of attitudinal responses to the global diffusion of ideas, products, and experiences on consumer choices, and consumer affinity (CAF) distinguishes country-specific attitudes that are favorable towards products or brands related to or coming from a specific affinity country. Since these are inherent psychological traits embedded in the minds of prospective consumers, they are expected to influence the "affective component of attitude" more strongly than the "evaluative component of attitude" towards any focal global brand *(Hypotheses-1)*. Each of these individual predispositions and their impact on attitude formation are discussed next in greater detail.

Consumer Ethnocentrism (CET):

Ethnocentrism represents the universal proclivity for people to view their own group as the center of the universe, interpret other social units from the perspective of their own group, and reject persons who are culturally dissimilar, while blindly accepting those who are culturally like themselves. Consumer ethnocentrism (CET) has been defined as the "beliefs held by

consumers about the appropriateness, indeed morality, of purchasing foreign-made products" (Shimp and Sharma 1987). In recent studies, CET has been shown to be a multi-dimensional construct, including elements of rational and emotional response (sense of belongingness, love of one's country); notions of attitude (stereotype development, cognitive distortion to favor domestic products and things), and normative components (forces acting toward enhancing the common good) and even prosocial behavior (making sacrifices in quality and price to favor domestic products). For example, Siamagka and Balabanis (2015) have shown that ethnocentrism, and by extension consumer ethnocentrism (CET), includes dimensions of reflexiveness, habituation, prosociality, and insecurity and each of these or combinations of them can lead to favoring domestic over foreign alternatives. Similarly, Sharma (2015) has shown that ethnocentrism, and again by extension CET, consists of three dimensions as an attitude construct: affective reaction, cognitive bias, and behavioral preference. Herche (1992), has shown that consumer ethnocentrism can predict consumer preferences to buy (or own) domestic as opposed to foreign products. Josiassen, Assaf, and Karpen (2011), has shown that CET includes elements of nationalism, patriotism, and dogmatism and these together can lead to dis-identification with an immigrant person's host country environment, leading to preference for the purchase of home-country products accompanied by the shunning of host-country products. On the other hand, building on social identity theory, Zeugner-Roth, Zabkar, and Diamantopoulos (2015) have shown that consumers prefer domestic over foreign products as a function of their pro in-group plus anti-outgroup orientations. Steenkamp, et al. (2003) found that consumer ethnocentrism moderates the positive relationship between perceived brand globalness and brand purchase likelihood, with a weaker relationship for more ethnocentric consumers. These consumers see foreign products as a threat to their country's economy and to their culture.

Ethnocentric consumers may be ready to make economic sacrifices, by preferring local brands over the global brand, to gain psychological benefits (Bizumic et al. 2009). Alden at al., (2006) underscore this general trend; they show that consumers who exhibit lower levels of CET will hold more positive attitudes toward global brands. Conversely, consumers who are high on CET would display a negative or a weaker attitude towards foreign global brands. Thus, as highly ethnocentric consumers favor locally owned brands, they should have even a more favorable attitude toward locally owned brands that have a global scope. Thus, it is expected that consumer ethnocentrism will have a positive (negative) relationship for domestic (foreign) global brands, with brand attitude.

Consumer Cosmopolitanism (COS):

Cannon and Yaprak (2002) indicate that the notion of the cosmopolitan consumer is as old as commerce itself. Cosmopolitan means "world citizen"- a consumer whose orientation transcends any particular culture or setting. According to these authors', cosmopolitan consumers seek authentic experiences, and may not necessarily prefer global products. Riefler and Diamantopoulos' (2009) conceptualize consumer cosmopolitanism as a (second-order) multidimensional construct reflected in a set of three (first-order) dimensions, namely open-mindedness, diversity appreciation, and consumption transcending borders. Merton (1957) used the term cosmopolitanism to represent the tendency of people to orient themselves beyond their local community. A cosmopolitan has "a conscious openness to the world and to cultural differences" (Skrbis, Kendall, and Woodward 2004) and "a willingness and openness toward divergent cultural experiences" (Hannerz 1990). Belk (2000) states that the "rise of global consumption ideals potentially makes the elite among Third World consumers into cosmopolitans who are more concerned with how they compare to the world's privileged

consumers than they are to compare themselves locally". Thus, to them, purchase of global brands may also connote cosmopolitanism (Thompson and Tambyah, 1999). In this context, Friedman (1990), posits that certain consumers prefer to buy global brands to enhance their self-image as being modern, that is more cosmopolitan. Association with global brands allows an individual to be perceived as more interlinked with world events (Steenkamp et al. 2003). Cleveland et al. (2011) show that cosmopolitanism is an expression of consumers' personal and societal values and will reflect a predisposition for preferring foreign (global) over domestic product purchases. Cannon and Yaprak (2011) underscore this view; they argue that cosmopolitans' authenticity-seeking behavior will lead them to experiment with "the other", that is, cultural experiences that will lead them to consume foreign products. Riefler, Diamantopoulos, and Siguaw (2012) complete this view; they show that consumer cosmopolitanism is a three-dimensional construct (open-mindedness, diversity appreciation, and consumption transcending borders), and can lead to positive attitudes toward the consumption of global brands, especially for "pure cosmopolitans". Thus, it would be rational to propose that individuals who are high on consumer cosmopolitanism will have a more positive affective brand attitude and a positive relationship with purchase outcome variables.

Global Consumption Orientation (GCO):

Global consumption orientation (GCO) is described as an attitude set towards the global diffusion of consumption choices manifested in four types of attitudes: assimilation, separation, hybridization, and marginalization (Alden et al., 2006). "Assimilation" suggests that as individuals are acculturated into global consumption, they substitute their local traditions and cultures with globally diffused consumer images, symbols and preferences that flow primarily from the West to their, often traditional, local cultures (Zhou and Belk, 2004; Holton, 2000;

Pieterse, 1995). "Separation" suggests that some individuals reject those influences that are perceived as global (Ger and Belk, 1996) and try to stay separated by maintaining their local consumption imagery because they more easily identify with local lifestyles, values, attitudes, and behaviors (Crane, 2002). "Hybridization" suggests that some individuals integrate the global culture and its symbols into their local culture to a lesser or greater degree. Appadurai (1990) believes that global trends are indigenized in one way or another, many refer to this process as "glocalization", as coined by Ritzer (2003). "Marginalization" suggests that there are also individuals who hold no opinion or have a lack of interest towards global, local or hybrid alternatives. These are consumers who either hold weakly developed attitudes toward globalization (Park and Moon, 2003; Zaichkowski, 1985) or are generally alienated from the market place (Allison, 1978; Singh, 1990).

In another classification of consumer orientation, Riefler (2012) asserts that "Homogenization" indicates a positive GCO, and "Localization" a negative GCO. Because global brands offer purchasers the opportunity to acquire and demonstrate participation in an aspired-to global consumer culture (Alden et al., 1999), therefore assimilation will exert a positive influence towards global brand attitude if consumers are more assimilated towards global consumption culture with a sense of "belongingness". Bartsch, Diamantopoulos, Paparoidamis, and Chumpitaz (2016) assert that identification with global brands and attitudes toward them plays an important mediating role in the relationship between consumer orientations toward globality and global brand ownership. GCO has a positive relationship with promotion, as opposed to prevention, regulatory focus and preference for global consumer culture positioning (Westjohn, Arnold, Magnusson, and Reynolds, 2016). Thus, it would be rational to expect that GCO will influence an individual's attitude towards global brands in such a way that

consumers who have a higher degree of GCO will have a more positive attitude towards global brands.

Consumer Affinity (CAF):

Prior research (Isen 1989; Westbrook 1987) has shown that affect plays a significant role in information processing and consumption choice. Zajonc (1980, pg. 151) argues that: "Affective reactions can occur without extensive perceptual and cognitive encoding, are made with greater confidence than cognitive judgments, and can be made sooner". Earlier research has also shown that consumers who are strongly emotionally attached to an object display behavior to maintain proximity to the object (Hazan and Shaver 1994) and are likely to make (financial) commitments for that object (e.g., Jiménez and Voss 2010; Thomson, MacInnis, and Park 2005). In a country context, Verlegh (2007) states that consumers might deliberately buy products from a specific foreign country to establish closer "links" with the admired country. Accordingly, Oberecker, Riefler, and Diamantopoulos (2008) propose that "emotional attachment to the country [rather than] ... cognitive beliefs about the country's ability to produce reliable, high quality, or fashionable goods" affect the consumer's decision to buy products from the affinity country. This is consistent with recent evidence that consumers' attachment to and concern for a country transcend directly into shoppers' preferences (Vida and Reardon, 2008). Considering this argument and in agreement with Oberecker, Riefler, and Diamantopoulos (2008), consumers may deliberately purchase products or brands that originate from their affinity country.

Jaffe and Nebenzahl (2006) consider consumer affinity as a consumer attitude related to foreign countries and their products. They propose that consumers can be segmented along two dimensions: in terms of their attitude toward (1) imports in general and (2) the specific originating country. The first dimension discriminates among ethnocentric consumers who are

reluctant to purchase foreign products in general (Shimp and Sharma 1987); cosmopolitan consumers who are neutral toward imports (Cannon and Yaprak, 2002); and other-centric consumers (Kent and Burnight 1951) who tend to prefer imports over domestic product offerings. The second dimension distinguishes country-specific attitudes that are favorable (i.e., consumer affinity), indifferent, or unfavorable (i.e., consumer animosity). As per Jaffe and Nebenzahl (2006), consumers who show a general preference for foreign goods (i.e., other-centric consumers) and harbor positive feelings toward a specific foreign country are most likely to purchase imported products from that source. Cosmopolitan consumers, who neither favor nor disfavor foreign products, are also likely to exhibit consumption behavior dominated by affinity. Finally, ethnocentric consumers display conflicting attitudes in their purchase decisions because they harbor a general aversion to foreign goods while also showing positive attitudes toward a specific foreign country; in this case, given their conflicting emotions, the behavior of these consumers cannot be predicted. Balabanis and Diamantopoulos (2016) argue that certain consumers are consistently attracted by the "foreignness" of a product. This construct termed as "consumer xenocentrism" is intended to explain consumer attraction toward foreign products, though in the same nomological network, but different from xenophilia.

Oberecker, Riefler, and Diamantopoulos (2008) assert that the conceptual roots of consumer affinity can be traced to social identity theory (Tajfel, 1982) and attitude theory (Fishbein and Ajzen 1975). Social identity theory draws a distinction between in- and out-groups, where in-groups are defined as those groups with which the individual identifies and out-groups are defined as those groups with which [the individual] does not have a sense of belonging and which are considered as antithetical to the in-groups (Durvasula, Andrews, and Netemeyer 1997). The marketing literature commonly assumes favoritism of the in-group

(Ashforth and Mael 1989) in people's evaluations of other people and objects (e.g., Aberson, Healy, and Romero 2000), which also is referred to as in-group bias. Shimp and Sharma's (1987) consumer ethnocentrism construct is a prime example of a manifestation of such an in-group bias in a marketing context. However, the socio-psychological literature suggests that people are not necessarily negatively biased to all out-groups (Brewer 1979) and might be positively disposed toward specific out-groups (Druckman 1994; Perlmutter 1956); indeed, people might feel "more attached and sympathetic to some [out-groups] and more critical and detached from others" (Druckman 1994, pg. 45). Drawing on the work of Merton (1995), Druckman (1994, pg. 60) further suggests that on the basis of this positive attachment, people might *even* include other nations in one's in-group, thus potentially supplementing the in-group. Jaffe and Nebenzahl (2006) note that consumer affinity is considered a favorable and primarily affectively based attitude (Lutz 1981) toward a focal foreign country that might affect behavioral consequences (conations), such as intentions to consume products, brands, and services from the affinity country. According to Verlegh (2001), such attitudes might be based on either a history of cooperation between the home country and a foreign country or idiosyncrasies, such as family relations, international friendships, or vacation memories.

Attachment theory in psychology states that attachments, which are emotional bonds between a person and a target object (Bowlby 1979), occur in different intensities. These dimensions demonstrate that consumers experience various levels of strength of feelings and that stronger feelings might contain facets of arousal, while weaker feelings kindle facets of fondness. Drawing from this work, Oberecker and Diamantopoulos (2011) conceptualize consumer affinity (CAF) as a second order construct with two distinct dimensions, emotions that capture the lower positive affect referred to as "Sympathy" (CAFS) and emotions that capture

the higher positive affect facet referred to as "Attachment" (CAFA). The authors go on to identify seven drivers for consumer affinity that include; lifestyle, scenery, culture, politics and economics, stay abroad, travel, and contact. Based on this discussion, it is expected that consumer affinity (CAF) will positively influence consumer's attitudes towards the products or brands originating from affinity countries.

All constructs discussed above are inherent psychological traits embedded in the minds of prospective consumers, thus they are expected to influence the "affective component" of attitude more strongly than the "evaluative component" towards any focal global brand. From the extant research, it can be anticipated that CET will impact global brand attitudes in a way that they are positive for domestic while negative for foreign brands. On the other hand, COS and GCO will positively impact attitudes for global brands, irrespective of ownership, that is domestic or foreign. The impact of CAF will be more conditional, it will depend upon consumers' prior attachment to and sympathy with the affinity country or brand. Affinities will be stronger for the brands they are associated with, but weaker for others.

It is probable that the intensity with which these individual psychological predispositions will influence attitudes toward global brands will be moderated by the consumers' involvement in the focal product category (PRDINV). High involvement products, such as a mid-size sedan, will use the central route of information processing, impacting the evaluative component of attitude more strongly as compared to low involvement products, such as a sportswear, which will use the peripheral route and impact the affective component of the attitude more strongly as predicted by the elaboration likelihood model (ELM) proposed by Petty and Cacioppo (1986) and ratified by Shiv and Fedorikhin (1999). Thus, it is expected that consumers' psychological traits will have stronger influence on the affective component of attitude, and this influence will

be higher for low involvement products, as compared to high involvement products, irrespective of ownership. Thus, it is proposed that:

> ***Hypothesis-1$_{a\text{-}b}$:*** *Consumer psychological traits (CET, COS, GCO, and CAF) will have a stronger influence on the affective component of brand attitude (AAT), and this influence will be higher (weaker) for low (high) involvement products, irrespective of ownership.*

With the increased flow of goods, services and people across international borders, strides made in communication technology and the rapidly developing social and mobile media, the world has shrunk as a market place while social and cultural distances are getting diminished. The information and the availability of the latest global products and services are getting almost instantaneous, around the world. Media sharing and social networking sites, are increasing cultural diversity across international markets. Globalization has made most people around the world; less ethnocentric, more cosmopolitan, and more oriented towards global consumption in becoming a global consumer (Alden, Steenkamp, and Batra, 2006). Despite these changes, people still have strong affinities towards the countries (and products/brands) with which they have had or currently have an affiliation. The reason for this affection and sympathy, two dimensions of consumer affinity, may be because of nostalgic experiences, family roots, social and cultural knowledge, or evolved friendships; over time. As a result, consumer affinity (CAF), which captures country-specific favorable feelings toward particular foreign countries or products/brands emanating from these may be linked strongly to key consumer behavior variables—namely, perceived risk and willingness to buy products from, desire to invest in, and visit the affinity country. Findings indicate that consumer affinity is more powerful than consumers' ethnocentric tendencies in explaining both perceived risk and willingness to buy, and is more influential than cognitive evaluations of a country for most behavioral outcomes

(Oberecker and Diamantopoulos, 2011). Thus, it is expected that consumer affinity will have the strongest influence among the focal individual psychological characteristics (CET, COS, GCO, and CAF) in consumers' forming affective attitudes toward the specific products (brands) associated with a chosen affinity country.

Hypotheses-2: *Among the focal consumer psychological traits (CET, COS, GCO, and CAF), consumer affinity (CAF) will have the strongest influence, on affective attitude (AAT), irrespective of involvement or ownership.*

BRAND EVOKED ATTRIBUTES:

Social Identity Theory (SIT) and Social Influence of Brand Community (SIBC):

Social Identity Theory:

It is argued that (a) social identification is a perception of oneness with a group of persons; (b) social identification stems from the categorization of individuals, the distinctiveness and prestige of the group, the salience of outgroups, and the factors that traditionally are associated with group formation; and (c) social identification leads to activities that are congruent with the identity, support for institutions that embody the identity, stereotypical perceptions of self and others, and outcomes that traditionally are associated with group formation, as it reinforces the antecedents of identification (Ashforth and Mael, 1989). This perspective is applied to prospective consumers in their choices of global vs. local brands in the market place.

According to social identity theory (SIT), people tend to classify themselves and others into various social categories, such as organizational membership, religious affiliation, gender, and age cohorts (Tajfel, 1981; Tajfel & Turner, 1985). As these examples suggest, people may be classified in various categories, and different individuals may utilize different categorization

schemas. Categories are defined by prototypical characteristics that are abstracted from the members (Turner, 1985). Social classification serves two functions. First, it cognitively segments and orders the social environment providing the individual with a systematic means of defining others. A person is assigned the prototypical characteristics of the category to which he or she is classified. Second, social classification enables the individual to locate or define him- or herself in the social environment. The self-concept is comprised of a personal identity encompassing idiosyncratic characteristics (e.g., bodily attributes, abilities, psychological traits, interests) and a social identity encompassing salient group classifications. Social identification, therefore, is the perception of oneness with or belongingness to some human aggregate.

Social Influence of Brand Community:

Brands play an important role in shaping consumer identities. Aaker (1999) examined the self-expressive role of brands and demonstrated the interaction of the personality traits associated with a brand and those associated with an individual's self-concept influencing consumer attitudes towards brands. In this context, the rise of global consumer groups gives global brands a prominent role as potential tools for consumer identification. Specifically, consumer segments that idealize global communities and/or hold positive attitudes toward various aspects of globalization are particularly prone to using global brands to strengthen their identification with the global world (Bartsch, Diamantopoulos, Paparoidamis, and Chumpitaz, 2016). Several past studies (Bagozzi and Dholakia, 2006; Tsai and Bagozzi, 2014) have linked ones' social identity, along with social norms and group norms to influence ones' attitude and intention towards group contribution in virtual communities or purchase behavior towards any brand. Social influence of brand community (SIBC) is used as a composite construct in this study, with three of the above dimensions, social identity, group norms, and subjective norms as one of the focal variables that

impact attitudes towards any global brand. Consumers find meaning in their lives through the joint experience of a brand with friends in a brand community. A small group brand community is a friendship group of consumers with shared enthusiasm for the brand and a well-developed social identity whose members engage jointly in group actions to accomplish collective goals and/or to express mutual sentiments and commitments. Thus, brand communities are defined as "specialized, non-geographically bound communities based on a structured set of social relationships among admirers of a brand" (Bagozzi and Dholakia, 2006, pg. 45). The emergent cognitive map reveals that the members' sense-making is related to a strong personal involvement with the focal brand and its social relatedness and symbolic meanings. Customers define their identities through the centrality of the brand in their lives (Moradin, Bagozzi, and Bergami, 2013). Brand communities thus allow one to nurture and express a persona and inner self that is profoundly personal and social at the same time, and may impact their attitude and behavioral intentions towards a brand. For such communities, the demarcation blurs in that brand-related activities intermingle with the group's social activities. This contrasts with network-based brand communities, which Muniz and O'Guinn (2001) characterize as "explicitly commercial", where brand-related activities predominate, and social relationships are tenuous and based on narrow individualistic motives. In these communities, interactions occur exclusively through virtual media and in firm-orchestrated venues such as internet bulletin-boards or chat-rooms (Dholakia, Bagozzi, & Pearo, 2004). In comparison to consumer networks, the interpersonal relationships among community members are stronger and multi-faceted, going beyond brand-related interactions.

Social influence of brand community (SIBC), can hence be thought of in terms of one's social identity with the brand community, group norms, and subjective norms that influence one's attitude and behavior towards a focal brand. Algesheimer, Dholakia, and Herrmann (2005) - found that customer relationships with a brand was an influential antecedent to his or her identification with the brand community. Social identity is defined through the cognitive overlap of the self, the degree of affective attachment, and how valued and important one sees the self as a member of the brand community. To many marketers, brand community building appears as an effective marketing program for at least two reasons. First, brand communities are not subject to many of the problems increasingly associated with traditional marketing approaches such as fragmentation of media and the accompanying clutter faced by mass advertising campaigns and the resistance of consumers to receiving marketing communications faced by direct marketing campaigns. In contrast, brand communities are venues where intense brand loyalty is expressed and fostered and emotional connections with the brand are forged in customers. Second, brand communities coincide with the increasingly popular movement of 'consumer empowerment' (Prahalad & Ramaswamy, 2000) which encourages firms to treat their customers as partners, cede control over information gathering and decision making to them to a significant degree, and 'co-opt' their competence in ways that are mutually beneficial and profitable. Underlying the prevalent views of the effectiveness of brand communities is the assumption that forming relationships with other like-minded consumers who share one's interest in the brand will be credible and impactful in persuading and bonding customers to the brand, leading them to make more favorable purchase behaviors and be more loyal (Bagozzi and Dholakia, 2006). These brand communities are strongly socio-centric, with members exuding a strong identity with their group as well as a strong identification with the brand. Thus, a positive (negative) SIBC will

have a positive (negative) influence on purchase behavior by forming a favorable (unfavorable) attitude towards any focal global brand.

Signaling Theory (ST), The Associative Network Memory Model (ANMM) and Brand Perceptions:

The economic and psychological perspectives provided by signaling theory (Erdem and Swait, 1998) and the associative network memory model (Keller, 1993) are useful frameworks for explaining the evaluations and choice of consumers deliberating between global and local brand alternatives. The former (ST) holds that by manipulating signals, firms "use brands to inform consumers about product positions" (Erdem and Swait, 1998). Thus, global brands "signal" widespread recognition, availability, and superior quality, and connote yearnings for achievement, sophistication, and prestige etc.; whereas local brands "signal" respect for and unique fit into cultural traditions, and pride in representing the local economy, etc. (Ozsomer, 2012). In a related fashion, the associative network memory model (ANMM) asserts that consumers' brand information, attitudes, and behavioral intentions ensue from cognitive structures composed of a series of nodes and links. Upon activating a brand node by way of retrieval cues (e.g. product categories, price), various brand attributes and semantic associations can be recalled, including other brand alternatives (Keller, 1993). Let us look at each of these perspectives in some detail.

Signaling Theory (ST):

Signaling theory is fundamentally concerned with reducing information asymmetry between two parties (Spence, 2002). For example, Spence's (1973) seminal work on labor markets demonstrated how a job applicant might engage in behaviors to reduce information asymmetry that hampers the selection ability of prospective employers. Signaling theory is

useful for describing behavior when two parties (individuals or organizations) have access to different information. Typically, one party, the sender, must choose whether and how to communicate (or signal) that information, and the other party, the receiver, must choose how to interpret the signal (Connelly, Certo, Ireland, and Reutzel, 2011). Cognitive and affective perceptions may signal towards existence of certain characteristics or attribute in a product or a service (Erdem and Swait 1998; Montgomery and Wernerfelt, 1992; Boulding and Kirmani, 1993). Similarly, perceived value (PERVAL) for any brand/product signals certain characteristics presumed to be inherent in it. PERVAL and its components are discussed next.

Perceived Value (PERVAL):

Zeithaml (1988) defines perceived value (PERVAL) as the consumer's overall utility of a product based on perceptions of what is received in return for what is given. It represents the tradeoff between the salient give and get components. PERVAL is considered a function of emotional, social, functional (price/value for money), and functional (performance/quality) values as described by Sweeny and Soutar (2001). Thus, perceived value (PERVAL) comprised of cognitive and affective components of perception will represent a consumers' evaluation of any global brand for the quality and prestige it commands in the minds of consumers and eventually their attitude towards the brand. Established research says that the higher the PERVAL, the more positive the attitudes towards the brand.

Perceived value is considered to be a function of perceived quality, perceived sacrifice (price paid), extrinsic and intrinsic attributes of the offering, and high-level abstractions. Sheth (1991) identifies five consumption values that influence consumers' choice behavior, functional value, conditional value, social value, emotional value, and epistemic value. Swait and Sweeny (2000) demonstrate that consumer's value orientation also directly influences consumers buying

behavior, other than their attitudes toward a purchase. Eggert and Ulaga (2002) empirically prove that "customer perceived value" is measured as a cognitive variable and "customer satisfaction" is measured as an affective variable. Babin, Darden, and Griffin (1994) developed a value scale that assessed consumers' shopping experience along the dimensions of utilitarian and hedonic values. The most popular conceptualizations of "value" in the literature have been those based on functional value, where value is defined in terms of performance (quality) and price, a cognitive tradeoff between benefits and sacrifices (Fernandez and Bonillo, 2007). In view of the above discussion, perceived value (PERVAL) is considered to be a function of emotional, social, functional (price/value for money), and functional (performance/quality) values as described by Sweeny and Soutar (2001). Each of these values are discussed in some detail below.

Functional Value, Quality (FVQ):

Functional value resulting from the quality of a product is defined as the utility derived from the perceived quality and expected performance of the product (Sweeny and Soutar, 2001). Perceived quality can be defined as the consumers' judgment about a product's overall excellence or superiority in performance. Perceived quality is different from the objective or actual quality, it is a higher level of abstraction than a specific attribute of a product. It is an overall assessment that in some cases resembles attitude and is a judgment usually made within a consumer's evoked set (Zeithaml, 1988). Perceived quality gives a notion of reliability and durability of a product from the functional perspective. The higher the perceived quality of a global brand, the higher will be its perceived value.

Functional Value, Price (FVP):

From the consumer's perspective, price is what is given up or sacrificed to obtain a product (Zeithaml, 1988). Jacob and Olson (1977) distinguish between the objective price (actual

price of a product) and perceived price, the price encoded by the consumer as expensive or cheap. Price models in economics (Becker, 1965) also take into account the non-monitory costs such as time, search effort, travel, and psychic distance, either explicitly or implicitly into the consumer's perception of sacrifice. There is evidence of a positive price-quality relationship (Monroe and Krishnan, 1985), but a statistically significant general price-quality relationship does not exist (Zeithaml, 1988). Sweeny and Soutar (2001) define the functional value associated with price as the utility derived from the product due to the reduction of its perceived short term and long-term costs. FVP is the alternative's perceived value for the money. In a global brand purchase situation, a higher functional value (price) will generate a higher perceived value.

Social Value (SV):

The utility derived from the product's ability to enhance the consumer's social self-concept indicates its social value. SV is the perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, cultural, or ethnic groups. Social value is measured on a profile of choice imagery (Sweeny and Soutar, 2001; Sheth, 1991). Choices involving highly visible products such as clothing, jewelry or goods to be shared with others such as gifts are often driven by social value. A particular make of automobile may be chosen more for social image evoked than for its functional performance (Sheth, 1991). Thus, in a global brand purchase scenario, consumers' higher levels of SV will generate higher levels of PERVAL towards global brands.

Emotional Value (EV):

EV refers to the perceived utility derived from feelings or affective states such as enjoyment, pleasure, feelings, and enjoyment that a product generates. A brand alternative

acquires emotional value when it is associated with specific feelings or when precipitating or perpetuating those feelings. It is measured on a profile of feelings associated with the alternative (Sweeny and Soutar, 2001; Sheth, 1991). EV is often associated with aesthetic alternatives such as religion; however, more tangible and utilitarian products also have emotional value such as some foods that arouse feelings of comfort through their association with childhood experiences (Sheth, 1991). The higher the emotional value a product generates, the higher will be its impact on perceived value.

Research has shown that not all consumers would want to buy the highest quality product or the one that is the least priced, or one with the most social value, or the one with the most emotional value (Olshavsky, 1985). PERVAL is unique for each consumer and is a function of each consumers' needs and wants along the extent of identified value dimensions, attributes of a product to satisfy these, and consumers' ability to purchase the product. Quality appears to be factored into the implicit or explicit valuation of a product (Dodds and Monroe, 1985; Sawyer and Dickson, 1984). Thus, PERVAL for a product is unique for each consumer based on the interplay of its dimensions and the situation of the consumer. Therefore, a consumer will be more willing to purchase a product whose attributes match the most in his or her valuations as well as the unique situation and needs of the consumer. Higher levels of PERVAL will impact the global brand attitude in a positive way. The pathway through PERVAL will have the strongest influence on EA *(Hypotheses-4)* and eventually on purchase intentions (PI) since perceived quality, a component of PERVAL, is the primary driver of purchase likelihood as per past research, irrespective of product category, consumer segment or time frame (Jacoby and Olson, 1985).

The Associative Network Memory Model (ANMM):

According to Ozsomer and Altaras (2008), a stream of research (Anderson 1983; Keller 1993; Srull and Wyer 1989) relevant to global brand purchase likelihood is the associative network memory model (ANMM). Within this perspective, a consumer's memory is viewed as a set of nodes connected by relational links. In the network model, product categories, brand names, attributes, and benefits associated with a product are represented as nodes. Each link between two nodes has a unique name that identifies the relationship between the nodes (Collins and Quillian 1972; Collins and Elizabeth 1975). Activation of a single node is transferred to the neighboring nodes through the links between them. However, the further the nodes' activation reaches, the weaker the strength of the association between the nodes becomes (Collins and Elizabeth 1975; Raajmakers and Shiffrin 1981). In the branding literature, brand associations have been conceptualized as informational nodes organized in a network in a manner that is consistent with associative network models of memory. In this context, this network of brand associations constitutes the brand image and represents the perceived value of the brand in the eyes of consumers. For instance, Keller (1993) argues that measurement of brand equity involves identifying the network of strong, favorable, and unique brand associations in consumer memory.

Similarly, Brand Loyalty (BL) and Perceived Brand Globalness (PBG) are mental schemas that get activated in the case of any focal brand in question, according to the ANMM approach based on past experiences and information stored in the memory of consumers. Thus, past good experiences with the brand or positive reviews and feed-back are likely to follow with repeat purchases (Anderson 1983; Keller 1993; Srull and Wyer 1989; Ozosmer and Altaras, 2008). The higher the loyalty, the more positive the attitude towards the brand and intentions for

repeat purchase. In the same way, higher perceived brand globalness (PBG) will result in more positive global brand attitude (Steenkamp et al., 2003) leading to likelihood of purchase behavior. Brand Loyalty (BL) and Perceived Brand Globalness (PBG) constructs are discussed next.

Brand Loyalty (BL):

The long-term success of a brand is not based on the number of consumers who buy it once, but on the number of consumers who become regular buyers (Jacoby and Chesnut, 1978). Repeat purchase behavior might not necessarily occur because of customer loyalty. Brand loyalty is one form of repeat purchase behavior and is conceptually defined as a biased behavioral response expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of such brands, and is a function of psychological decision making evaluative processes (Jacoby and Kyner, 1973). The term "loyalty" connotes a condition of some duration, and it is therefore necessary to have the purchase act occur in at least two different points in time. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price. Brand loyalty consists of both behavioral and attitudinal components. Therefore, strong brand loyalty (BL) will likely have a positive impact on the evaluative component of attitude.

Perceived Brand Globalness (PBG):

According to Steenkamp, Batra, and Alden (2003) perceived brand globalness (PBG) is defined as “the extent to which consumers believe that a brand is marketed in multiple countries and is recognized as global in these countries”. Davvetas, Sichmann, and Diamantopoulos (2015) empirically demonstrate that consumers are willing to pay more for global brands if their globalness leads to a more favorable brand attitude. Consumer preferences for brands with a

'global image' are found to be higher over local brands, even when the quality and the value were not 'objectively' superior. This has been proposed as a reason for companies to move toward global brands (Shocker et al., 1994; Kapferer, 1997). Research indicates that corporations take advantage of such image-enhancing effects by positioning brands as 'global' in their communications, using message elements such as brand name, logo, ad visuals and themes, etc. (Alden et al., 1999). According to Steenkamp et al., 2003, although the belief that PBG creates consumer perceptions of brand superiority is widely asserted in the literature (e.g. Shocker et al., 1994; Kapferer, 1997; Keller, 1993), it can be challenged. There is, for instance, the phenomenon of consumer ethnocentrism (CET), a well-established bias among many consumers in favor of home-grown products (Shimp and Sharma, 1987).

According to Ozsomer (2012), perceived brand globalness is positively related to local iconness in an emerging market, but the relationship is negative in advanced markets. In contrast, local brand prestige dampens global brand purchase likelihood for older consumers in an emerging market. There is also evidence that many consumers prefer brands with strong local connections (Zambuni, 1993), and this leads some to argue that consumers have no intrinsic preference for global brands, and that corporate enthusiasm on this front is misguided (De Mooij, 1998,). A brand can rate high or low on both the local and the global dimension. For example, Heineken and Coca-Cola are brands that are both perceived to be global as well as strong icons of Dutch and U.S. culture, respectively (Steenkamp et al., 2003). Given this unresolved debate, there is clearly a need to investigate whether consumers prefer global brands and, if they do, the reasons that underlie such a preference. Focusing on the mediating role of brand quality and prestige, Davvetas et al. (2015) propose a broad mediating role for "brand attitude" as a holistic construct capturing all functional, symbolic and identity-strengthening associations of global

brands. They empirically show that brand attitude mediated the relationship between PBG and WTP. Thus, in investigating the factors that may predict a preference for global brands over local brands and the emerging global brand attitude, it is reasonable to propose that PBG will positively impact attitude towards global brands (ATGB), which in turn will influence consumers' preference and their purchase behavior.

Based on the above discussion and considering the anchoring theoretical framework, brand loyalty (BL), social influence of brand community (SIBC), perceived brand globalness (PBG), and perceived value (PERVAL) are consumer cognitions that get evoked after a brand is identified. There is some amount of deliberation and thought process that goes on in the minds of consumers when their mental schemas are triggered by a brand according to the ANMM approach, mapping them on their existing perceptions, and drawing conclusions and inferences based on these comprehensions as signals. Hence, these brand evoked perceptions are expected to influence the evaluative component of attitude (EAT) more strongly than the affective component of the attitude (AAT), because of central route information processing, as per the elaboration likelihood model (ELM: Petty and Cacioppo 1986; Shiv and Fedorikhin 1999). Thus, the following hypotheses is proposed:

> ***Hypotheses-3$_{a\text{-}b}$:*** *Brand evoked attributes (BL, SIBC, PBG, and PERVAL) will have a stronger influence on evaluative component of brand attitude (EAT), and this influence will be higher (weaker) for high (low) involvement products, irrespective of ownership.*

As mentioned earlier, the pathway through PERVAL will have the strongest influence on EAT and eventually on purchase intentions (PI) since perceived quality, a component of PERVAL, is the primary driver of purchase likelihood as per past research (Steenkamp et al., 2003), irrespective of product category, consumer segment or time frame (Jacoby and Olson,

1985). Because the technology and quality gaps have been shrinking over the years, the loyalties of the consumers have been shifting in favor of brands and products that provide "more value for money" or "most bang for their bucks", whether or not they are perceived to be global. Thus, this discussion concludes with the following hypothesis:

> ***Hypotheses-4:*** *Among the focal brand evoked attributes (BL, SIBC, PBG, and PERVAL), perceived value (PERVAL) will have the strongest influence, on evaluative attitude (EAT), irrespective of involvement and ownership.*

ATTITUDE THEORY AND THE CAUSAL FLOW:

Attitude Theory:

According to Lutz (1981) "Attitude" describes the positive or the negative feelings directed at some person, object, issue, or behavior. From a consumer research perspective, an *attitude* can be defined as *"a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object."* (Fishbein and Ajzen 1975). Theoretically, two major orientations have emerged in the study of attitudes. The first is referred as *"The Tripartite View of Attitude"* because it specifies three underlying components of attitude. The second is mentioned as *"The Unidimensional View",* which treats attitude as a single affect construct. Though these two orientations are considered as competing viewpoints, they are not inconsistent with each other.

The Tripartite View of Attitude:

Under the tripartite view, attitude is seen as made up of three underlying components: *cognition, affect, and conation.* Briefly, "cognition" refers to all beliefs that an individual holds with respect to the attitude object, "affect" pertains to positive or negative emotional reactions to the object, and "conation" encompasses intended and actual behaviors with respect to the

attitude. According to the proponents of the tripartite conceptualization, all three components are integral parts of any attitude; that is every attitude consists of greater or lesser degrees of each component. Furthermore, the three components are expected to exhibit a basic consistency in terms of favorability or unfavourability toward the attitude object. In other words, if a consumer believes that a brand will deliver positive benefits (cognition), then the consumer will also be expected to like the brand (affect), and engage in favorable behaviors towards it such as making a purchase (conation). The tripartite view of attitude, while well-established conceptually, has seen very little empirical investigation. The major criticism leveled against many attitude measurement approaches is that they fail to measure all three components of attitude. Most measurement procedures rely on a series of belief-type statements that are combined to yield an overall measure of attitudinal effect. Thus, this view is not a major force in the study of the attitudes.

The Unidimensionalist View of Attitude:

The second conceptualization, the unidimensionalist conception of attitude, represents an evolution of the tripartite view. The same three components of tripartite attitude appear but the conceptual status is altered significantly. Under the unidimensionalist approach, the cognitive and conative components are "pulled out" of attitude; cognition is relabeled beliefs and conation is relabeled intentions and behavior. Thus, the unidimensionalist position is that attitude is unidimensional, consisting of only one component, affect, which represents the degree of favorability or unfavourability with respect to the attitude object. Other belief and behavioral dimensions are not seen as being components of attitude per se, but rather are viewed as antecedents or consequences of attitude (Fishbein & Ajzen, 1975). While the tripartite view

incorporated the notion of consistency among the components, the unidimensionalist view posits a causal flow through the components to account for this consistency.

Attitudes are commonly viewed as summary evaluations of objects such as oneself, others, issues or things, along a dimension ranging from positive to negative (Petty, Wegener, and Fabrigar, 1997). Most of the work on attitude during this review period has continued with themes that were dominant in earlier periods, falling into three traditional areas: the structure and bases of attitudes, attitude change, and the consequences of attitudes. Much work on the bases and structure of attitudes was carried out under the label of *attitude strength* because differences in the underlying structure of attitudes are thought to produce differences in strength. Some of the bases of attitude include accessibility, ambivalence, affective-cognitive responses, values, and individual differences. The conceptual model in this research is anchored in the unidimensionalist view of attitude, where the personal dispositions and beliefs (affects and cognitions) about any attitude object lead to the formation of brand attitude, followed by behavioral intentions and subsequent behavior.

According to Bagozzi, Lee, and Loo (2001), attitudes should be conceived as unidimensional evaluative reactions toward an act (Fishbein and Ajzen, 1975). Eagly and Chaiken (1993) point out that Fishbien and Ajzen (1975) and other social psychologist have regarded "affect" as isomorphic with "evaluation" itself and have used the terms interchangeably. As a consequence, these and other researchers have frequently lumped together evaluative and affective items on a priori basis to form unidimensional attitude scales. However, increasing evidence suggests, that while frequently positively correlated, measures of affect and evaluation are not only distinct but possibly have unique antecedents and different effects on decision making and behavior (Trafimow and Sheeran, 1998). Further, Petty and Cacioppo

(1986), and Shiv and Fedorikhin (1999), in the elaboration likelihood model (ELM), have shown that when a consumer is less involved with any object of interest, information processing takes the peripheral route, while high involvement induces central route of information processing. Based on the above discussion, the following hypothesis is proposed:

> ***Hypotheses-5$_{a\text{-}b}$:*** *Affective (evaluative) component of attitude will have the stronger influence on attitude towards global brands (ATGB) for low (high) involvement products, irrespective of ownership, in each cell.*

Brand Attitude and Behavioral Intentions:

Marketing managers routinely use purchase intention measures in launching new products, in forecasting demand or in making strategic decisions with regard to the marketing mix for the company's' offerings in any particular market (Morvitz, Steckel, and Gupta, 2007). When managers and academic researchers rely on purchase intentions, they hope and implicitly assume, that these measures will be predictive of subsequent purchases. This notion is a cornerstone of many theoretical models of consumer behavior. For example, Fishbein and Ajzen (1975) wrote, "If one wants to know whether or not an individual will perform a given behavior, the simplest and probably the most efficient thing one can do is to ask the individual whether he intends to perform that behavior." According to Bagozzi (1983) "intentions constitute a willful state of choice where one makes a self-implicated statement as to a future course of action." Warshaw (1980) notes that most formal consumer behavior models show intent as being an intervening variable between attitude and choice behavior, implying that intentions outperform beliefs or other cognitive measures as behavioral correlates (e.g. Engel, Blackwell, & Kollat, 1978; Howard & Sheth, 1969). Therefore, purchase intentions (Biswas, Bhowmick, Guha, and Grewal, 2013), willingness to pay (Davvetas, Sichtmann, and Diamantopoulos, 2015), and

positive-word of mouth publicity (Xie, Bagozzi, and Grønhaug, 2015), have become preferred metrics for measuring purchase behavior.

Brand Attitude and Purchase Intentions:

As indicated above, the tripartite model of attitude suggests a continuum of cognition (beliefs), affect (attitude), and conation (behavioral intentions or behavior). Fishbein and Ajzen (1975) contend that "the best single predictor of an individual's behavior will be a measure of his intention to perform that behavior." According to Spears and Singh (2004), purchase intentions (PI) are personal action tendencies relating to the brand (Bagozzi et al., 1979; Ostrom, 1969). Intentions are distinct from attitudes though they are related constructs. Whereas attitudes are summary evaluations, intentions represent "the person's *motivation* in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagley and Chaiken, 1993). Spears and Singh (2004) conceptualize attitude toward the brand as a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behavior. In view of the above discussion, attitudes precede behavioral intentions. Thus, consumers with more favorable ATGB towards a global brand will be more willing to purchase that brand.

Brand Attitude and Positive Word of Mouth Publicity:

Word of mouth publicity (WOMP) is that information about products, services, stores, companies, and so on, which can spread from one consumer to another. In its broadest sense, WOMP communication includes any information about a target object (e.g., company, brand) transferred from one individual to another either in person or via some communication medium, such as electronic. While WOMP can be positive or negative, marketers are naturally interested in promoting positive WOMP, such as recommendations to others. Harrison-Walker (2001) defined WOMP as "informal, person-to-person communication between a perceived

noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service”**.** Berger (2013) claims that word of mouth “is the primary factor behind 20 to 50 percent of all purchasing decisions” and is “at least ten times more effective” than advertising. Brown, Barry, Dacin, and Gunst, (2005) illustrate that satisfaction, commitment, and identification exert significant influences on positive WOMP intentions and behaviors. Operationally, satisfaction is similar to attitude, as it represents the sum of several attribute satisfaction judgments. From this perspective, satisfaction is a transaction specific measure (Maxham, 2001). Since satisfaction leads to a positive attitude towards any product, service, company or brand, consumers with a more favorable ATGB towards a global brand will be more willing to use P-WOMP.

Brand Attitude and Willingness to Pay:

Knowledge about a product’s willingness-to-pay on behalf of its (potential) customers plays a crucial role in many areas of marketing management like pricing decisions or new product development and can be used to assess strength of preference (Breidert, Hahsler, and Reutterer, 2006). As a method for valuing private and publicly funded goods and for estimating optimal price schedules (Werterbroch and Skiera, 2002), willingness to pay has been around for a long time. A consumer chooses an item from a set of alternatives for which a person’s willingness to pay exceeds price the most. In this context, ‘‘pay’’ is simply a measure of what the consumer is willing to forego (or sacrifice) rather than just the money amount; the more one is willing to forego (i.e., pay), the more strongly one feels (Donaldson, Hundley, and Mapp (1998). In the context of global brands, Davvetas et al., (2015) confirmed that consumers are willing to pay more for global brands if their globalness leads to more favorable attitudes. Thus, consumers with more favorable ATGB towards a global brand will be more willing to pay for that brand.

Direct Paths from Focal Constructs and Behavioral Intentions:

Steenkamp et al., (2003), posit that perceived quality is the primary driver of purchase likelihood, irrespective of product category, consumer segment or time frame (Jacoby and Olson, 1985). Since perceived quality is one of the dimensions of perceived value of the brand (PERVAL), it will impact the attitude of the prospective consumer, this in turn leading to certain behavioral outcomes. Because the technology and quality gap has shrunk over the years, the loyalties of the consumers are shifting in favor of brands and products that provide "more value for the money" or simply "most bang for their bucks", whether they are perceived to be global or consumers are yet to form any favorable or unfavorable attitudes towards them. Thus, there would be a direct path from PERVAL which will drive the behavioral outcomes. For example, KIA (a mid-size sedan) and New Balance (sportswear) are upcoming brands in their respective categories. A prospective consumer might not have tried them or may have accumulated little information about them to develop any kind of perception towards them, but based on instant comparison between their prices and benefits with other competing brands, a customer may still decide to buy that brand. Thu, it can be concluded that:

> ***Hypotheses-6:*** *After controlling for brand familiarity (BF) and product involvement (PRDINV), the total effect of perceived value of the brand (PERVAL) on purchase intentions (PI) will be stronger than any other focal antecedent variable.*

Algesheimer, Dholakia and Herrmann (2005), established that the social influence of brand communities (SIBC) influences not only purchase behavior, but also recommendation and participation behavior. There is a possibility that this might occur even if a prospective buyer is yet to form his own opinion or attitude towards the focal product without any cognitive or affective influences. Though SIBC will directly influence other outcome variables such as PI and

WTP as well, its influence in driving the P-WOMP would be strongest because of consumers' embeddedness in the social groups. Thus, the extent of social influence will also drive the strength of positive word of mouth publicity (P-WOMP) directly. Hence:

> ***Hypotheses-7:*** *After controlling for brand familiarity (BF) and product involvement (PRDINV), the total effect of Social influence of brand community (SIBC) on positive word of mouth publicity (P-WOMP) will be stronger than that of any other focal antecedent variable.*

According to Steenkamp et al., (2003), consumers prefer global brands because of associations of higher prestige (Kapferer, 1997). If global brands have higher prestige, it could be because of their relative scarcity and higher price compared with local brands (Bearden and Etzel, 1982). Evidence indicates that global brands are typically scarcer and more expensive than local brands (Batra et al., 2000). It is well established that higher price and greater scarcity creates greater aspirational prestige appeal (e.g. Bearden and Etzel, 1982). Steenkamp et al., (2003), also posit that perceived quality is the primary driver of purchase likelihood, irrespective of product category, consumer segment or time frame (Jacoby and Olson, 1985). It appears that consumers are more likely to buy global brands because of their quality, but are likely to pay more for them because of their prestige, – a conclusion that was recently underscored by Davvetas et al. (2015).

Other than prestige and quality, the reason for global brand preference may be the "globalness" per se of such brands, independent of any effects via prestige and quality. This is referred as belongingness; that is, because global brands offer purchasers the opportunity to acquire and demonstrate participation in an aspired-to global consumer culture (GCC; Alden et al., 1999). This is possible because such brands often appeal to human universals and are

purchased to signal membership in worldwide consumer segments (Dawar and Parker, 1994). Consumers' preference for brands with 'global image' over local competitors, even when quality and value are not 'objectively' superior (Shocker et al., 1994; Kapferer, 1997) ratifies their willingness to pay (WTP) more if perceived brand globalness (PBG) is higher. Thus:

> ***Hypotheses-8:*** *After controlling for brand familiarity (BF) and product involvement (PRDINV), the total effect of perceived brand globalness (PBG) on willingness to pay (WTP) will be stronger than that of any other focal antecedent variable.*

COVARIATES:

Although this study focuses on the individual characteristics and brand evoked pathways that influence brand attitude, exogenous influences are also likely on outcome variables. To isolate the impact of focal brand attributes from confounds like product category involvement, brand familiarity, or/and brand ownership effects, the first two of these covariates were included in the analyses and the third was manipulated; across cells. Country of origin (CO) was not included as a confounding variable, as it may have high convergent validity with consumer affinity (CAF). Also, brand ownership (BO), which determines whether the brand is domestic or foreign, captures the country of origin effects to some extent, is included in this analysis.

Brand Familiarity (BF):

Campbell and Keller (2003) suggest that Brand Familiarity (BF) reflects the extent of a consumer's direct and indirect experience with a brand (Alba and Hutchinson 1987; Kent and Allen 1994). It captures consumers' brand knowledge structures, that is, the brand associations that exist within a consumer's memory. Although many advertised products are familiar to consumers, many others are unfamiliar, either because they are new to the marketplace or because consumers have not yet been exposed to the brand (Stewart 1992). BF is included in this

research as a covariate because previous research suggests that it may have an important impact on perceived brand quality, brand prestige, and purchase likelihood, whether or not a brand is perceived as global (e.g. Laroche, Kim, and Zhou, 1996; Keller, 1998). According to Desai and Ratneshwar (2003), consumers are very likely to have typical attributes as a part of their brand schemas for well-established and highly familiar brands. Although the nature of the product category itself will engender some expectations of product attributes, consumers are less likely to have strong notions of typical product attributes for highly unfamiliar brands. Brand familiarity is strongly correlated in any market with brand typicality, brand reputation, perceived quality, and market share (see Pechmann and Ratneshwar 1991).

Product Category Involvement (PRDINV):

Product Category Involvement (PRDINV) has played an increasingly important role in explaining consumer behavior and can determine the extensiveness or extent of deliberativeness in purchase decision making (Mittal and Lee, 1989). According to Davvetas and Diamantopoulos (2016), "Consumers perceive global brands as superior to local brands, in product categories with strong functional character and extensive symbolic capacity. Brands congruent with category superiority perceptions are preferred because of their justifiability, while brands deviating from these perceptions are avoided due to their proneness to normative criticism. Global/local brand preference is largely formed at the product category level thus category-specific strategies need to be used for global/local brand management". Also, the fact that "involvement" in the buying process in any product category may vary because of factors such as price, interest, urgency, and criticality of need, it might impact the attitude and outcome behaviors toward any category offering.

Brand Ownership (BO):

Brand Ownership (BO), domestic versus foreign, is manipulated across the survey instruments, as it might impact the focal variables. Prior research, such as Batra et al. (2000), suggests that a brand's country of origin not only serves as a "quality halo" or summary of product quality (Han, 1989), but also possesses a dimension of non-localness (foreignness) that among some consumers and for some product categories, contributes to attitudinal liking for status-enhancing reasons. “Brand ownership” is a notion that underlies the global/local distinction that is often made in the literature. Although brand ownership may be a fluid concept in the era of international investments and global financing, consumers are still found to attach considerable importance to the perceived origin of a brand (e.g. Magnusson et al., 2011; Samiee, 2011). The direction of this influence is, however, not unequivocal, and foreign vs local owned products/brands may be more or less preferable to consumers, depending on factors that come into play during evaluations.

In conclusion, controlling for these covariate variables provides a stronger test of the hypotheses and should produce more accurate estimates of the true effects of the focal independent variables on the outcome variables, thus helping establish internal validity.

CHAPTER-4: RESEARCH METHODOLOGY, PRETESTS, AND THE MAIN STUDIES

RESEARCH METHODOLOGY:

The proposed hypotheses are tested across two product categories (mid-size sedans and sportswear) involving a domestic (Ford/Nike) and a foreign (BMW/Adidas) global brand in each. To enhance and to provide stringent tests of generalizability, data are collected through two sets of respondents, undergraduate students in a leading state university (Study-1) and ordinary consumers using Qualtrics (online) through Amazon M-Turk (Study-2). This was also done to account for possible respondent bias due to demographic and location based factors.

Product categories were selected from a larger set developed after discussions with the dissertation committee. Brands in each category were selected by running a pretest to choose a domestic, and a foreign brand with the highest perceived brand globalness (PBG). Pretest-1 was conducted with multiple brands chosen through the referenced online resource for each product category (21 in mid-size sedans; 13 in sportswear) for their perceived brand globalness (PBG) using established measures (see appendix), as detailed in Pretest-1. Two brands in each category were chosen deliberately to represent the ownership extremes (domestic vs. foreign) with the highest PBG scores.

A second pretest, Pretest-2, was undertaken to confirm the assumption of respondents' knowledge about brand ownership (BO) and the extent of their product category involvement (PRDINV) for each brand. After Pretest-1, the BMW 5-Series (foreign-global) and the Ford Fusion (domestic-global) brands were selected in the mid-size sedans product category, and Adidas (foreign-global) and Nike (domestic-global) brands selected in the sportswear category.

These brands represented shifts in ownership and differences in PBG; to get variance in consumer perceptions on other focal constructs.

Sample Data Collection:

For the two main studies, each student (ordinary consumer through M-Turk) respondent was provided a hard (online) survey beginning with an actual advertisement of one of the four focal brands in each product category, followed by scaled items to measure each construct. A total of 90 items were to be answered, including some questions asking for demographic information, and attention check items. To break fatigue and monotony, two distractor items were included in the middle of the survey. Half of the student surveys had the presentation order of questions altered between items tapping individual predispositions and brand perceptions. The Independent Sample t-test, showed no significant differences between the means of any measure within a cell, in the student sample. Hence the online surveys, for M-Turk respondents, only had only one presentation order, measuring individual predispositions first.

Construct Measures:

Established measures were used for each focal construct included in the studies. These are detailed in Appendix-B.

PRETESTS:

Two pretests were conducted prior to the main studies.

Pretest-1:

Pretest-1 was conducted to identify two global brands, one domestic and the other foreign, with relatively high levels of perceived brand globalness (PBG) in each of the two focal product categories, mid-size sedans and sportswear, currently being sold in the United States.

Mid-Size Sedans:

21 mid-size sedan brands, sold in the USA were selected that were listed on http://usnews.rankingsandreviews.com/cars-trucks/browse/mid-size-cars/. These brands/models included the Hyundai Sonata, Honda Accord, Toyota Camry, Mercedes Benz, Ford Fusion, Chevrolet Malibu, Lincoln MKZ, and others. A group of 384 undergraduate student respondents [54.1% male, mean age = 24.11 (5.75)], were randomly given a Pretest-1 questionnaire with an advertisement identifying a mid-size sedan brand and asked to mark their responses on items measuring perceived brand globalness (PBG). In addition, they also answered items tapping consumer affinity (CAF), and perceived value (PERVAL) for that brand, to test these items for the main studies that would follow *(A sample pretest-1 survey is attached in the appendices along with the construct measures used).* It was found that the BMW had the highest PBG among foreign, while the Ford Fusion had the highest PBG among the domestic mid-size car brands. The detailed pretest-1 (mid-size sedans) outcomes are shown in the results section in Chapter-5.

Sportswear:

13 sportswear brands sold in the United States, listed on http://www.mbaskool.com/fun-corner/top-brand-lists/13559-top-10-sportswear-brands-of-the-world-2015.html, were selected for the study. These brands included Under Armour, Rebook, Nike, Adidas, Fila, Lotto, New Balance, Puma, Umbro, and so on. A group of 259 undergraduate student respondents [59.1% male, mean age = 23.44(4.73)] were randomly given a Pretest-1 questionnaire with an advertisement identifying a sportswear brand and asked to mark their responses on items measuring perceived brand globalness (PBG). In addition, they also answered questions tapping consumer affinity (CAF), and perceived value (PERVAL) for that brand to test these items for

the main studies. It was found that Adidas had the highest PBG among the foreign, while Nike had the highest PBG among the domestic sportswear brands. The detailed Pretest-1 (sportswear) outcomes are shown in the results section in Chapter-5.

Pretest-2:

To ensure that assumptions about brand ownership (BO) and product category involvement (PRDINV) for the focal mid-size sedan brands (BMW and Ford) and sportswear brands (Adidas and Nike) were realistic, a second pretest was conducted using a questionnaire measuring the above-mentioned constructs (*A sample pretest-2 survey is attached in the appendices along with the construct measures used).* A group of 199 undergraduate student respondents [51.8% male, mean age = 23.06(4.60)] were randomly given a pretest-2 survey with an advertisement identifying one of the four focal brands and asked to mark their responses on items measuring brand ownership (BO) and product category involvement (PRDINV). The results confirmed the assumptions that respondents indeed perceived BMW and Adidas brands to have foreign brand ownership (BO), as opposed to Ford and Nike, which were perceived to be domestically owned. Product category involvement (PRDINV) was higher for the mid-size sedans as compared to sportswear. The detailed Pretest-2 outcomes are listed in the results section in Chapter-5.

THE MAIN STUDIES:

Two main studies were conducted, each with 4 cells (2 product categories: mid-size sedans or sportswear) x (2 brand ownerships: domestic or foreign), using separate groups of respondents. Study-1 was conducted through hard copy surveys with a group of undergraduate students and Study-2 was conducted through online surveys distributed over Amazon M-Turk using ordinary consumers. The relative influence of each of the focal constructs, individually and

as a group, on the attitudes and outcome variables was examined for each cell. Differences between these influences across product categories (mid-size sedan/sportswear), ownership(domestic/foreign), and respondent groups (student/M-Turk) were inspected as well, while controlling brand familiarity (BF) and product category involvement (PRDINV), and by manipulating brand ownership (BO) across the cells. The aim of these studies was to ratify some of the earlier research conclusions, to establish some new relationships between the focal constructs and the outcome variables, and to provide additional insights for global branding research and practice. Structural Equation Modeling (SEM) was used to test the hypotheses, using Lisrel 8.80 software, which is a superior technique for multivariate analysis when compared to other methods.

The item measures (indicators) for each latent construct were parceled to two or more indicators by, either combining indicators for each dimension for multi-dimensional constructs or pairing up measures for single dimensional constructs, formed by averaging multiple items of an established scale (Bandalos, 2002). Data was collected using a hard copy questionnaire with 90 items from 658 undergraduate student respondents at a leading state university, during the spring, summer, and fall terms of 2016. A second set of data was collected online; from 603 ordinary consumers, using Amazon M-Turk with 89 items, during the spring of 2017. One qualitative response question asking for a written response (what comes to your mind after looking at the advertisement for the identified brand of sportswear/sedan?) was left out of the online surveys.

The proposed conceptual model was tested for the plausibility and the extent to which it is consistent with the data for each cell, based on the SEM fit indices (Chi-Square, RMSEA, NNFI, CFI, and SRMR). A model generating approach was used to find a better fitting model

using the suggested modifications for the structural model, until this process exhausted. The final model was compared with the baseline proposed model to see if it was a better fit. The paths and strengths of relationships between constructs were compared, for differences within each cell, between the product categories, ownership, and across the two sets of respondents. Brand familiarity and product category involvement were added to each structural equation model as covariates to control for possible confounds while brand ownership was manipulated across the cells. The table of unstandardized structural coefficients with standard errors for paths in each cell, the variance explained (R^2 values), and effects are presented in the Appendices (as per Steenkamp et al., 2003, pp. 59).

Measures, Reliabilities, and Method Bias Control:

All scales used, along with their sources, are detailed in the Appendix-B. The estimates of scale reliabilities and principal component analysis (PCA) for each construct, in each cell of the two main studies are listed in the Appendix-A, Study-1 Table-9 and Study-2 Table-45. To control for common method bias, the following procedural and statistical cautions were undertaken, as suggested by Podsakoff et al., (2003): For procedural care (1) data were collected from two different sets of respondents for the predictor and the criterion variables; (2) data were collected over a period of six months in the spring, summer, and fall terms of 2016, and from different class sections and student groups for Study-1 (mainly undergraduate respondents), and in the spring 2017 term from ordinary US consumers, online via Amazon MTurk; (3) respondent's identity and anxiety was controlled for by not asking their names or any other identifying information and providing a statement for confidentiality of their responses; (4) the question order was counterbalanced with items asking for individual and brand related factors, for almost half of the surveys, flipped; (5) well established scales were used to measure all the

focal constructs; and (6) construct validity and collinearity were examined to avoid any overlap among the focal factors.

For additional statistical caution, (1) structural equation modelling (SEM) was used to analyze the data, which takes the measurement error variance into account for more accurate results; and (2) Confirmatory factor analysis (CFA) was conducted for all factors in each groups of respondents to test for convergent and discriminant validity of focal measures in this research. In sum, every attempt was made to assure psychometric quality in the findings that this research would reveal.

Study-1:

In Study-1, 658 undergraduate students [43.00% female, mean age = 23.30(5.84)] were randomly given a hard copy of the survey to complete in lieu of a course credit. The survey instrument had an advertisement identifying one of the four focal brands (BMW, Ford, Adidas, or Nike) in each product category, followed by an open-ended question, and scaled items to measure each of the 16 factors in the proposed model. A total of 90 items were to be answered, including one open-ended (qualitative) question in the beginning, and the remaining multiple-choice questions asking for demographic information, attention check item, and distractor items (intentionally inserted in the middle of the survey, to break the fatigue and monotony of the survey). Almost half of the student surveys for each cell had the presentation order of questions altered between items tapping individual predispositions and items measuring brand perceptions. Subsequent independent sample t-tests between these two samples showed no significant differences in the means of any measure, within that cell (Refer to Table-7: Sample Statistics Study-1). Thus, online surveys for M-Turk respondents (Study-2), had only one presentation order measuring individual predispositions first.

Data for this study were entered manually, and analyzed for any entry errors, missing, or out of range values; during the initial analysis of the data before proceeding to the main data analysis. After correcting and substituting for errors in the data set, the reliabilities of the scales used for each focal construct in every cell were analyzed for their Cronbach's Alpha estimates, using SPSS. Then, all indicators were summated with a single average value by creating a renamed single indicator for each factor, respectively. Collinearity diagnostics were run for the eight focal constructs to rule out any overlapping constructs. Next, the frequency and descriptive analysis was completed and the percentages, means, and standard deviations were reported for each cell. Further, using SPSS, Chi-Square tests, independent sample t-tests, and ANOVA were conducted to check for any significant differences in the values across the cells and survey instrument presentation order.

Original indicators for each construct were then parceled (combined to form a composite indicator with average values) to form two or more indicators depending upon the dimensionality of the construct. Correlations between all the parceled measures (items) were estimated using SPSS. Subsequently, Lisrel 8.80 was used to run the structural equations model (SEM) after setting up the correlations matrix between the parceled indicators (measures) for each latent construct and to get the output data, fit indices, and path diagram to test the plausibility of the specified model. The process was repeated following the model generating approach, using the suggested modification indices, until a better fitting parsimonious model, with no further suggested modifications in the structural model, was arrived at.

Study-2:

For the second study, 603 respondents [50.10% female, mean age = 39.37(11.65)] were randomly selected to complete one of the four online surveys through Amazon M-Turk using the

Qualtrics online survey software in lieu of $0.75, paid to each respondent through Amazon Mechanical Turk requestor's account. Like Study-1, each survey instrument had an advertisement identifying one of the four focal brands (BMW, Ford, Adidas, or Nike) in each product category, followed by the scaled items to measure each of the 16 factors in the proposed model. The open-ended question was removed from the online survey as that information was tapped by the student surveys in Study-1. A total of 89 items were to be answered, including questions asking for demographic information, an attention check item, and distractor items, intentionally inserted in the middle of the survey, to break the fatigue and monotony of the survey. The online surveys for M-Turk respondents, had only one presentation order, measuring individual predispositions first, unlike the hard-copy surveys used in Study-1 in which the order was flipped for almost half of the surveys, since there was no difference found in the measures for two survey presentation orders.

Data were electronically downloaded as a comma separated values (CSV) file from Qualtrics website, and transferred in the same format as in Study-1 using excel and SPSS software. Combined raw data was analyzed for any entry errors, missing, or out of range values before proceeding with the main data analysis. After correcting and substituting for errors in the data set, the reliabilities of the scales used for every construct in each cell were analyzed for their Cronbach's Alpha estimates, using SPSS. Then, all indicators were summated, with a single average value by creating a renamed single indicator for each factor for these initial analyses. Collinearity diagnostics were run for the eight focal constructs to rule out any overlapping constructs. Next, the frequency and descriptive analysis were conducted and the percentages, means, and standard deviations for each construct's summated measure, in each cell reported. Further, using SPSS software; Chi-Square tests, and ANOVA were conducted to check for any

significant differences in the values across the cells in this MTurk data set. The structural equation modelling (SEM) data analysis was undertaken in the same manner as that described for Study-1.

Cross-sample measurement validation was done by conducting the independent sample t-test for the means of sixteen focal constructs between the two groups of respondents (student and M-Turk). In addition, multiple group analysis was conducted using SEM for variance in structured means, errors, factor loadings, pattern structure, and correlations between focal constructs.

The results of the above pretests, and main studies are reported and discussed in the next chapter, - Chapter-5.

CHAPTER-5: RESULTS

RESULTS OF THE PRETESTS:

Pretest-1:

Mid-Size Sedan Brands:

Sample Characteristics: Sample Size (N) = 384, Male = 54.1%, Mean Age = 24.11 (5.75), Number of Brands = 21

The three items used to measure perceived brand globalness (PBG) for the mid-size sedan brands (scale measures shown in Appendices) had a Cronbach's Alpha value of 0.75, which indicates good reliability for the items measuring this construct. The principal component analysis (PCA) for PBG explained 66.63% of the variance for the one factor solution, which is on the higher side.

The one-way ANOVA test (See Table-3 in Appendix-A) for summated PBG across the 21 mid-size sedan brands had a significant $F_{(20, 363)} = 4.661$, with $p = 0.000$ (<.001). On a seven-point scale, where a higher number signifies a higher degree of PBG, Ford Fusion had the highest mean score of 5.11(1.30) among the domestic global car brands, and BMW-5 series had the highest mean score of 6.28(0.62) among the foreign global car brands in the mid-size sedan category. Thus, these two mid-size sedan brands were selected to be used for Studies 1 and 2, respectively, to manipulate the ownership (domestic versus foreign) covariate. The summated PBG means for these two brands (Ford Fusion and BMW 5-series) had a mean difference of -1.17(0.44) and was significant at $p = 0.008$ (<.01), implying that the perceived globalness for BMW was significantly higher than that for Ford.

Sportswear Brands:

Sample Characteristics: Sample Size (N) = 259, Male = 59.1%, Mean Age = 23.44 (4.73), Number of Brands = 13

The three items used to measure perceived brand globalness (PBG) for the sportswear brands (scale measures given in the Appendices) had a Cronbach's Alpha value of 0.82, which demonstrates good reliability for the items measuring this construct. The principal component analysis (PCA) for PBG explained 74.0% of the variance for one factor solution, which is on the higher side.

The one-way ANOVA (See Table-4 in Appendix-A) for the summated PBG across the 13 sportswear brands had a significant $F_{(12, 246)} = 4.809$, with $p = 0.000$ (<.001). On a seven-point scale, where a higher number signifies a higher PBG level, Nike had the highest mean score of 6.49(0.723) among the domestic, and Adidas had the highest mean score of 6.67(0.674) among the foreign global bands in the sportswear category. Thus, these two sportswear brands were selected to be used for Studies 1 and 2, respectively, to manipulate the ownership (domestic versus foreign) covariate. The summated PBG means for these two brands (Nike and Adidas) had a mean difference of -0.175(0.373) and was not significant at $p = 0.639$ (>.05), signifying that the perceived globalness for the two focal brands in this category was not statistically different from each other.

Pretest-2:

Sample Characteristics: Sample Size (N) = 199, Male = 51.8%, Mean Age = 23.06 (4.60), Number of Focal Brands = 4, Number of Product Categories = 2

Product Category Involvement (PRDINV):

T-Test: The independent sample t-test between the product categories (mid-size sedan and sportswear) for product involvement (PRDINV) was significant at $t_{(197)} = 2.12$, with $p = 0.035$ (<.05), signifying that the two, category, means were significantly different from each other. The mean for the mid-size sedan category was 4.91(1.47) and that for the sportswear category was 4.45(1.54) with a significant statistical difference between the two means. This demonstrated that the purchase of sportswear encompassed lower involvement as compared to that for the purchase of a car, which implied higher involvement (See Table-5 in the Appendix-A).

Brand Ownership (BO):

One-way ANOVA: One-way ANOVA for summated Brand Ownership (BO) across the 4 focal brands (BMW, Ford, Adidas, and Nike) had a significant $F_{(3, 195)} = 116.39$, with $p = 0.000$ (<.001). BMW had the highest mean of 6.28(1.34), while Ford had the lowest mean 1.36(0.87) for being perceived as a foreign brand. Adidas had a mean of 3.48(1.77)) and Nike had a mean of 2.33(1.67). All the means were significantly different from each other (See Table-6 in the Appendices), signifying the variance in perception of ownership of focal brands among the US consumers.

RESULTS OF THE MAIN STUDIES:

Main Study-1 (Student Sample):

Data Screening: (Raw Combined Data)

Missing Values Analysis (MVA):

There were no missing values found in the categorical variables. However, a total of 27 cases, about 4.2% of the total 658 cases had missing values in some of the measured items. These missing values were less than 0.05% (27 values) of the total data 100% (61852 values) found for various item measures, namely: cos12(6), cafs3(3), sibc3(4), sibc4(1), pbg3(2), perval1(1), bf2(2), aat5(2), pi3(6). These missing values were substituted with those entered for comparable items for each construct in each case.

Out of Range Values (Entry Errors):

Only two cases had out of range values for cos9(1) and pbg1(1). These values were corrected for data entry errors.

Attention Check:

Almost all respondents (98.30%) answered the attention check question correctly. Since the percentage of incorrect responses to this question was less than 2%, it was decided to keep the data from the cases which had responded to this question incorrectly.

Data Screening: (Grouped Data):

Outliers:

The raw combined data had some extreme values in each cell, that is, the number of cases outside the range (Quartile1-1.5*Inter Quartile Range, Quartile3+1.5*Inter Quartile Range). Of the total 658 cases with 61,852 data values, there were 1372 (2.22%) values with low extremes and 284 (0.46%) values with high extremes, which are negligible for such a large data set.

Checking outliers at the cell level data also indicated fewer outliers. For example, in the BMW (Cell 11) data set of 153 cases with the total 14,382 data values, 267 (1.86%) values had low extremes and 77 (0.54%) had high extremes. For the Ford (Cell 12) data set of 163 cases with the total 15322 data values, 188 (1.23%) values had low extremes and 33 (0.22%) had high extremes. In the Adidas (Cell 21) data set of 163 cases with the total 15,322 data values, 289 (1.89%) values had low extremes and 70 (0.46%) had high extremes. And in the Nike (Cell 22) data set of 179 cases with the total 16,826 data values, 376 (2.23%) values had low extremes and 62 (0.37%) had high extremes. It was decided to ignore any correction or deletion of these outlying values as all of them were within the scale range (0 to 7), and their percentage was negligible at less than 3%.

Normality:

All measured items had some amount of skewness and kurtosis, which is usual in most data sets. On further inspection of normality of data in each cell and for each measured item on a continuous scale, the *t*-values for skewness and kurtosis for most items were not hugely off the acceptable limit of *t*-value at +/-3.25 for outliers. Some items, such as Age, however had a high positive skew (there were some older undergraduate students in the data set) and high positive kurtosis (most of the students had their ages very close to the mean, making the data on this item leptokurtic) in all the cells.

Valid Sample Statistics (Total Student Data):

Sample Size (N) = 658, Female = 43%, Mean Age = 24.30 (5.84), Survey Presentation Order (Forward) = 54.10%, Attention Check Question Correct = 98.30%, Distraction Q-1 Correct = 79.30%, Distraction Q-2 Correct = 88.00%, Ethnicity (White) = 51.7%, Family Income (Between 40K-100K) = 48.20%, Education Level = 94.7% Undergraduates, Prior Brand

Experience = 58%, Online Friends (>200) = 65.80%, Travelled Abroad = (87.50%), Stay Abroad (<1 month) = 56.10%. The Chi-Square test between gender and survey presentation order was not significant at $p = 0.352$ (> 0.05).

The means and standard deviations for the 16 measured factors (combined values) in the study were as follows, Consumer Ethnocentrism 3.11(1.37), Consumer Cosmopolitanism 5.22(0.92), Global Consumption Orientation 3.47(1.19), Consumer Affinity 4.05(1.29), Brand Loyalty 3.94(1.78), Social Influence of Brand Community 4.65(0.98), Perceived Brand Globalness 6.07(1.21), Perceived Value of the Brand 4.87(1.12), Brand Familiarity 6.20(0.83), Product Category Involvement 4.76(1.57), Affective Attitude 5.52(1.21), Evaluative Attitude 5.02(1.08), Attitude Towards Global Brand, 5.29(1.20), Purchase Intentions, 4.70(1.74), Positive WOMP 4.71(1.44), and Willingness to Pay $12996.55($15731.85). See Table-7 in Appendix-A for total and cell-wise details, and ownership-wise and product category-wise breakup.

Tests of Association and Differences Across Cells:

The combined sample statistics (student sample data), across the four brands (cells) showed:

1. No significant Chi-Square test ($p > 0.05$) for distraction items, gender, ethnicity, and travel.
2. A significant Chi-Square test ($p \leq 0.05$) for presentation order, attention check, income groups, education levels, prior brand experience, number of online friend groups, and stay abroad.
3. No significant Independent sample t-test ($p > 0.05$) for forward and reverse presentations on any of the 16 factors.

4. One-Way ANOVA test showed no significant differences, *F* value insignificant ($p > 0.05$), in brand means for respondents' age, consumer ethnocentrism (CET), consumer cosmopolitanism (COS), global consumption orientation (GCO), and evaluative attitude (EAT).
5. One-Way ANOVA tests showed significant differences, *F* value significant ($p \leq 0.05$), in brand means for consumer affinity (CAF), brand loyalty (BL), social influence of brand community (SIBC), perceived brand globalness (PBG), perceived value of brand (PERVAL), brand familiarity (BF), product category involvement (PRDINV), affective attitude (AAT), attitude towards global brand (ATGB), purchase intentions (PI), positive word of mouth publicity (P-WOMP), and willingness to pay (WTP).
6. There was a significant positive skew ($t > 3.25$) for age, consumer ethnocentrism (CET) and willingness to pay (WTP).
7. There was a significant negative skew ($t < -3.25$) for consumer cosmopolitanism (COS), perceived brand globalness (PBG), perceived value of the brand (PERVAL), brand familiarity (BO), product category involvement (PRDINV), affective attitude (AAT), attitude towards global brands (ATGB), purchase intentions (PI), and positive word of mouth publicity (P-WOMP).

Characteristics of Construct Measures:

Homogeneity of Variance:

1. There were no significant differences found in the variances of any of the 16 constructs in the model between the forward and reverse presentations of individual psychological traits or brand evoked factors, except for consumer ethnocentrism (CET) with $F = 14.174$ ($p = 0.000$).

Collinearity Diagnostics:

1. Inspection of the correlation matrix for high pairwise correlations between the eight focal independent variables (Table-8, Appendix-A), revealed that there were not very high correlations between the pairs of these constructs. The highest significant correlation was found between consumer affinity (CAF) and brand loyalty (BL) at 0.759 ($p < 0.01$); this is not sufficient to rule out multicollinearity. Since multicollinearity can exist even if pairwise correlations are not high, other indicators for this phenomenon were also examined.
2. Regressing the remaining seven independent variables on consumer ethnocentrism (CET) and checking for the collinearity diagnostics, it is being found that no variance inflation factor (VIF) value was greater than 10, indicating absence of multicollinearity.
3. Condition indices larger than 30 generally indicate moderate to strong collinearities. This combined with at least 2 high numbers (say greater than 0.5) in a "variance proportion" row are typically signs of multicollinearity. For the variables included in this analysis the maximum value of condition index is 25.58, which is less than 30. Thus, it was concluded that there is no multicollinearity between the variables.

Reliability and Principle Component Analysis:

1. Each of the 16 constructs were analyzed for the reliability of their measures and principle components (factors) for total, product category, and cell wise data (See Table-9, Appendix-A). The reliability of the measures was high (Cronbach's Alpha > 0.70) for total and each sub group of data. Nunnally (1978) recommends a minimum level of 0.70 Cronbach's Alpha values. The overall principle components analysis (PCA) showed high extraction percentage (>60%) and matched number of components (dimensions) for each

construct according to their established scales. Except for consumer cosmopolitanism (COS), consumer affinity (CAF), social influence of brand community (SIBC) and perceived value of the brand (PERVAL), all other constructs had single dimension scales. Willingness to pay (WTP) only had one item measure, hence only the means and standard deviations are listed in the table.

Construct Validity:

1. Convergent Validity- Measures of constructs that theoretically should be related to each other are, in fact, observed to be related to each other. From the correlations between the consolidated measures of the eight focal independent variables (Table-8, Appendix A), it was found that there is a higher degree of correlation between constructs measuring individual psychological traits or brand evoked traits, as opposed to correlations between the constructs across the two groups.
2. Discriminant Validity - Measures of constructs that theoretically should not be related to each other are, in fact, observed to not be related to each other. From the correlations between the consolidated measures of the eight focal independent variables (Table-8, Appendix A), it was found that there is a lower degree of correlation between the constructs measuring individual psychological traits and those measuring brand evoked traits.
3. CFA analysis using Lisrel 8.80, for the 22 parceled indicators of the 10 X-variables, had acceptable fit indices: Chi-Square = 444.53 (P = 0.00), RMSEA = 0.051, NNFI = 0.97, CFI = 0.98, and SRMR = 0.038, indicating a good fit of the data and verifying convergent and discriminant validity. Further inspection of lx loadings revealed that the loading for the third measure of SIBC (ConsSIBC3) in the student sample was very poor

compared to the other two items. This item was parceled out for the six measures of social identity (SI), one of the dimensions for SIBC, and it appears from CFA analysis that it does not load well along the other two parceled items for the group norms and subjective norms, respectively. Another run of CFA by fixing the ph i i to a value of one to see the standard errors of the ph i j, especially to see if the 0.84 correlations were significantly below 1.00, showed that this was indeed the case.

Key Words Associated with Each Brand (Qualitative Responses):

In response to the open-ended question, "what comes to your mind when you see the advertisement identifying a brand in the survey"? The following key words were found to be associated with each of the four brands, with the percentage of their responses, respectively (See Fig- 2, 3, 4 and 5. Appendix-A):

BMW: Luxury-Status-Wealth (28.10%), Modern-Stylish (19.60%), Ad. Appeal (16.30%), Expensive-High End (15.70%), Reliable-German (10.50%).

Ford: Modern-Sleek-Stylish (30.10%), Ad Appeal-Ford-Detroit (22.10%), Nice-Popular (17.20%), Quality-Fuel Efficient (8.0%), Affordable-Average (7.4%).

Adidas: Soccer (58.50%), Athlete-Sports-Fitness (18.90%), Quality Brand (8.50%), Ad. Appeal (5.50%).

Nike: Quality-Popular Brand (36%), Athletes-Sports-Fitness-Workout (23%), Sportswear (16%), Basketball (7%).

Goodness of Fit Statistics and Tests of Hypotheses (Student Sample):

1. Total Consolidated Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for the total student sample data had acceptable fit indices only for two indices, NNFI (0.951) and CFI (0.959). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-6 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.50), except for WTP at 0.003, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for the total student data had three fit indices acceptable; RMSEA (0.0539), NNFI (0.982), and CFI (0.985). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR was high at 0.112, perhaps because some items were not loading well on the constructs (for example social identity items not loading well on SIBC). This issue was ratified in the CFA analysis for both the sample groups, and this likely impacted the SRMR for all the cells in an equivalent way, though the SRMR gets reduced with better fitting models (See Table-10 for Fit Indices of models generated). The R^2 value for WTP remained low, but improved to 0.274 later.

Tests of Hypotheses:

The tests of the proposed hypotheses are specific for each cell, but we can make the following observations from Figure-7 for the best fitting model loadings, and Table-11 for effects, for the total student data sample:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a is supported) with BL (0.168) and PERVAL (0.634) loading on AAT as well.
b. GCO has the highest loading coefficient (-0.154) on AAT among consumer predispositions (Hypothesis 2 not supported) and PERVAL has the highest loading coefficient (0.676) on EAT among the brand evoked attributes (Hypotheses 4 is supported)
c. BF loads on AAT (0.048) and PRDIV loads on EAT (0.023) respectively, as opposed to loading on ATGB directly as proposed in the conceptual model.
d. CAF (0.224), BL (0.076), and SIBC (-0.017) load directly on to ATGB.
e. Both AAT (0.418) and EAT (0.356) have significant and comparable effects on ATGB.
f. ATGB influences PI (0.425) and PWOMP (0.582) significantly, but its influence on WTP (-0.016) is not significant and negative.
g. BL has the highest total effect (0.662) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).
h. PERVAL has the highest total effect (0.294) on PWOMP, with only an indirect path (Hypothesis-7 is not supported).
i. BL has the highest total effect (-0.680) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

2. BMW Cell Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for BMW student sample data had acceptable fit indices

only for two indices, NNFI (0.947) and CFI (0.953). SRMR is high at 0.227. Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-8 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.40), except for WTP at 0.088, indicating that the focal constructs are poorly predicting the variance in this outcome variable.

The best fitting model for BMW student data had three acceptable fit indices; RMSEA (0.060), NNFI (0.965), and CFI (0.970). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still high at 0.188 (See Table-12 for Fit Indices of models generated). The R^2 value for WTP improved to 0.121 for the best fitting BMW cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-9 for the best fitting model, and Table-13 for effects, for the BMW student data sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a is supported), and Brand Evoked constructs load on EAT (Hypothesis-3a is supported) with CET and PERVAL cross-loading significantly on EAT (-0.125) and AAT (0.634), respectively.
b. Among individual predispositions, CET has the strongest influence (Hypotheses-2 not supported), though it is insignificant. PERVAL, overall, has the strongest influence on AAT (0.634). PERVAL has the strongest influence on EAT (0.865) among brand evoked influences (Hypothesis-4 supported).

c. Sedans (high involvement) have weaker influences of consumer predispositions on AAT than the Sportswear (low involvement) products, and this gets reversed for EAT (Hypotheses 1b and 3b are supported).

d. BF loads on AAT (0.119) and PRDIV loads on EAT (-0.071) respectively, though insignificantly, as opposed to loading on ATGB directly as proposed in the conceptual model.

e. The influence of AAT (-0.072) on ATGB is not significant, while the influence of EAT (1.033) on ATGB is significant, thus Hypotheses 5b is supported.

f. ATGB influences all the outcome variables PI (0.358), PWOMP (0.430), and WTP (0.220) significantly.

g. BL has the highest total effect (0.691) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

h. SIBC has the highest total effect (0.498) on PWOMP with both indirect and direct paths (Hypothesis-7 is supported).

i. BF has the highest total effect (0.271) on WTP with both indirect and direct paths (Hypotheses-8 is not supported).

3. Ford Cell Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for Ford student sample data had acceptable fit indices only for two indices, NNFI (0.953) and CFI (0.958). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-10 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.550), except for WTP at

0.145, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for Ford in the student data had three acceptable fit indices; RMSEA (0.056), NNFI (0.977), and CFI (0.980). Because of the high sample size, the Chi-Square is expected to be high and significant with a p-value less than 0.05. SRMR is still high at 0.116 (See Table-14 for Fit Indices of models generated). The R^2 value for WTP improved to 0.192 for the best fitting Ford cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-11 for the best fitting model, and Table-15 for effects, for the Ford student data cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a is supported) with SIBC (0.012), and PERVAL (0.579) loading on AAT as well.
b. CAF has the strongest influence on AAT (0.318) among individual predispositions (Hypothesis-2 is supported) and PERVAL (0.672) has the strongest influence on EAT among brand evoked attributes (Hypothesis-4 is supported).
c. Sedan cells (high involvement) have weak influences of consumer predispositions on AAT than the Sportswear (low involvement) products, and this is opposite for EAT (Hypotheses 1b and 3b are supported).
d. CAF (0.218), BL (-0.083), and SIBC (0.062) also load directly on ATGB.
e. The influence of AAT (0.078) on ATGB is not significant, while the influence of EAT (0.741) on ATGB is significant, thus Hypotheses 5b is supported.
f. ATGB influences all the outcome variables PI, PWOMP, and WTP significantly.

g. BL has the highest total effect (0.587) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

h. PERVAL has the highest total effect (0.523) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

i. PERVAL has the highest total effect (0.238) on WTP, with indirect path (Hypotheses-8 is not supported).

4. Adidas Cell Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for Adidas student sample data had acceptable fit indices for only two indices, NNFI (0.959) and CFI (0.963). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-12 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.59), except for WTP at 0.061, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for the Adidas student data had three acceptable fit indices; RMSEA (0.049), NNFI (0.981), and CFI (0.984). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still high at 0.106 (See Table-16 for Fit Indices of models generated). The R^2 value for WTP improved to 0.203 for the best fitting Adidas cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-13 for the best fitting model, and Table-17 for effects for the Adidas student data sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a is supported), and Brand Evoked constructs load on EAT (Hypothesis-3a is supported) with BL (0.296), SIBC (-0.301), and PERVAL (0.602) loading on AAT as well.
b. GCO has the strongest influence on AAT (-0.408) among individual predispositions (Hypothesis-2 not supported), and PERVAL has the strongest influence on EAT (0.679) among brand evoked attributes (Hypothesis-4 is supported).
c. Sportswear (low involvement) products have stronger influences of consumer predispositions on AAT than the Sedans (high involvement) products, and vis-a-versa for EAT (Hypotheses 1b and 3b supported).
d. BF loads on AAT (-0.063) and PRDIV loads on EAT (0.040) respectively, though insignificantly, as opposed to loading on ATGB directly as proposed in the conceptual model.
e. The influence of AAT (0.822) on ATGB is stronger than the influence of EAT (0.170) on ATGB (Hypotheses 5a is supported).
f. ATGB influences PI (0.556), and PWOMP (0.638) significantly, but its influence on WTP (-0.020) is not significant.
g. SIBC has the highest total effect (0.389) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

h. BL has the highest total effect (0.389) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

i. SIBC has the highest total effect (0.360) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

5. Nike Cell Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for the Nike student sample data had acceptable fit indices for only one index, CFI (0.954). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-14 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.575), except for WTP at 0.065, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for the Nike student data had three fit indices acceptable; RMSEA (0.06), NNFI (0.976), and CFI (0.980). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still high at 0.103 (See Table-18 for Fit Indices of models generated). The R^2 value for WTP improved to 0.245 for the best fitting Nike cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-15 for the best fitting model, and Table-19 for effects, for the Nike student sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a is supported) and Brand Evoked constructs load on EAT (Hypothesis-3a is supported) with CAF and PERVAL cross loading on EAT (0.415) and AAT (0.441), respectively.

b. CAF has the strongest influence on AAT (Hypothesis-2 is supported) among individual predispositions, and PERVAL has strongest influence on EAT (Hypothesis-4 is supported) among brand evoked attributes.

c. Sportswear (low involvement) products have stronger influences of consumer predispositions on AAT than the Sedan (high involvement) products, and this reversed for EAT (Hypotheses 1b and 3b supported).

d. BF (0.171) loads significantly on AAT and PRDIV (0.246) loads significantly on EAT, respectively, as opposed to ATGB directly as proposed in the conceptual model.

e. CAF (0.488) loads directly on ATGB.

f. The influence of AAT (0.288) on ATGB is stronger than the influence of EAT (0.273) on ATGB (Hypotheses 5a supported), both being significant.

g. ATGB influences all the outcome variables PI (0.582), PWOMP (0.484), and WTP (0.368), significantly.

h. BL has the highest total effect (0.932) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

i. PERVAL has the highest total effect (0.428) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

j. BL has the highest total effect (0.493) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

6. Sedans Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for sedans student sample data had acceptable fit indices

for only two indices, NNFI (0.952) and CFI (0.957). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-16 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.488), except for WTP at 0.093, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for sedans student data had three acceptable fit indices; RMSEA (0.053), NNFI (0.981), and CFI (0.984). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still slightly high at 0.081 (See Table-20 for Fit Indices of models generated). The R^2 value for WTP improved to 0.223 for the best fitting sedans cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-17 for the best fitting model, and Table-21 for effects, for Sedans student sample data:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a supported) with SIBC (-0.086), PBG (0.113), and PERVAL (0.653) loading on AAT as well.
b. CAF has the strongest influence on AAT (0.254) among individual predispositions (Hypothesis-2 is supported), and PERVAL has the strongest influence on EAT (0.720) among brand evoked attributes (Hypothesis-4 supported).
c. Sedans (high involvement) products have weaker influences of consumer predispositions on AAT than the Sportswear (low involvement) products, and this gets reversed for EAT (Hypotheses 1b and 3b are supported).

d. BF loads insignificantly on AAT (-0.003) and PRDIV loads insignificantly on EAT (0.011) respectively, as opposed to loading on ATGB directly, proposed in the conceptual model.

e. CAF (0.267), BL (-0.031), and SIBC (0.027) also load directly on ATGB.

f. The influence of both AAT (0.277) and EAT (0.508) on ATGB is significant, and EAT has a stronger influence on ATGB (Hypotheses 5b supported).

g. ATGB influences all the outcome variables PI (0.380), PWOMP (0.546), and WTP (0.244), significantly.

h. BL has the highest total effect (0.596) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

i. SIBC has the highest total effect (0.338) on PWOMP, with both indirect and direct paths (Hypothesis-7 is supported).

j. PBG has the highest total effect (0.321) on WTP, with both indirect and direct paths (Hypotheses-8 is supported).

7. Sportswear Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR. the baseline conceptual model for the sportswear student sample data had acceptable fit indices for only two indices, NNFI (0.960) and CFI (0.964). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-18 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.604), except for WTP at 0.069, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for sportswear student data had three acceptable fit indices; RMSEA (0.050), NNFI (0.984), and CFI (0.986). Because of the high sample size, the Chi-Square is expected to be high and significant with a p-value less than 0.05. SRMR is slightly high at 0.094 (See Table-22 for Fit Indices of models generated). The R^2 value for WTP improved to 0.201 for the best fitting Sportswear cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-19 for best fitting model, and Table-23 for effects, for the sportswear student sample data:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported) and Brand Evoked constructs load on EAT (Hypothesis-3a supported) with CAF and PERVAL cross load on loading on EAT (0.390) and AAT (0.515), respectively.
b. CAF has the strongest influence on AAT (0.346) among individual predispositions (Hypothesis-2 supported), and PERVAL has the strongest influence on EAT (0.699) among the brand evoked attributes (Hypothesis-4 supported).
c. Sportswear (low involvement) products have stronger influences of consumer predispositions on AAT than the sedan (high involvement) products, and vis-a-versa for EAT (Hypotheses 1b and 3b supported).
d. BF loads on AAT (0.140) and PRDIV loads on EAT (169), respectively, as opposed to loading on ATGB directly, proposed in the conceptual model.
e. CAF (0.294), BL (0.042), and SIBC (-0.086) also load directly on ATGB.
f. The influence of AAT (0.512) on ATGB is stronger than the influence of EAT (0.266) on ATGB (Hypotheses 5a supported).

g. ATGB influences PI (0.538) and PWOMP (0.580) significantly, but its influence on WTP (-0.180) is not significant and is negative.

h. BL has the highest total effect (0.606) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

i. PERVAL has the highest total effect (0.390) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

j. BL has the highest total effect (0.414) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

8. Foreign Brands Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for foreign brands student sample data had acceptable fit indices for only one index, CFI (0.957). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-20 for baseline model loadings). The R^2 values for all the endogenous variables were high (> 0.475) except for WTP at 0.015, indicating that the focal constructs are poorly predicting the variance in this outcome variable.

The best fitting model for foreign brands student data had three acceptable fit indices; RMSEA (0.052), NNFI (0.980), and CFI (0.984). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still slightly high at 0.097 (See Table-24 for Fit Indices of models generated). The R^2 value for WTP improved to 0.274 for the best fitting Foreign brands model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-21 for the best fitting model, and Table-25 for effects, for the foreign brands student sample data:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a supported) with CET (-0.125) and PERVAL (0.703) cross loading significantly on EAT and AAT, respectively.
b. Among individual predispositions, CAF has the strongest influence on AAT (0.218) (Hypotheses-2 supported), though it is insignificant. PERVAL, overall, has the strongest influence on AAT (0.703), and it has the strongest influence on EAT (0.658) among the brand evoked influences (Hypothesis-4 supported).
c. BF loads on AAT (0.159) and PRDIV loads on EAT (0.032) respectively, as opposed to loading on ATGB directly, proposed in the conceptual model.
d. The influences of AAT (0.524) and EAT (0.265) on ATGB are significant.
e. ATGB influences outcome variables PI (0.331) and PWOMP (0.505) significantly, and WTP (-0.049) insignificantly.
f. BL has the highest total effect (0.512) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).
g. BL has the highest total effect (0.310) on PWOMP, with both indirect and direct paths (Hypothesis-7 is supported).
h. PERVAL has the highest total effect (0.581) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

9. Domestic Brands Student Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for the domestic brands student sample data had none of the fit indices acceptable. Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-22 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.55.40), except for WTP at 0.001, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for the domestic brands student data had three acceptable fit indices; RMSEA (0.065), NNFI (0.975), and CFI (0.979). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still slightly high at 0.122 (See Table-27 for Fit Indices of models generated). The R^2 value for WTP improved to 0.451 for the best fitting domestic brands model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-21 for best fitting model, and Table-25 for effects, for domestic student sample data:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported) and Brand Evoked constructs load on EAT (Hypothesis-3a supported). BL, SIBC, PBG, and PERVAL load on AAT, as well.
b. Among individual predispositions, GCO has the strongest influence on AAT (-0.114) (Hypotheses-2 not supported), though it is negative and not significant. PERVAL, overall, has the strongest influence on AAT (0.479), and it also has strongest influence on EAT (0.706) among the brand evoked influences (Hypothesis-4 supported).

c. BF and PRDIV load on to ATGB insignificantly, as covariates.

d. The influences of AAT (0.276) and EAT (0.398) on ATGB are significant.

e. ATGB influences all the outcome variables PI (0.404), PWOMP (0.697), and WTP (0.428) significantly.

f. BL has the highest total effect (0.789) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

g. PERVAL has the highest total effect (0.514) on PWOMP, with both indirect and direct paths (Hypothesis-7 is supported).

h. PBG has the highest total effect (-0.508) on WTP, with both indirect and direct paths (Hypotheses-8 is supported).

Table-30 in the appendices gives a snapshot of the cell-wise tests of hypotheses (support outcomes) for the student sample data, based on the SEM analysis, using Lisrel. Table-28 gives the cell wise Unstandardized Structural Coefficients with their respective standard errors (SE), for the student sample data.

Modified Nike Student Data Model with Social Identity Separated:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for Modified Nike student sample data had acceptable fit indices for only one index, CFI (0.954). Hence a better fitting model was needed to be generated based on the suggested modification indices (See Figure-34 for Baseline Model loadings). The R^2 values for all the endogenous variables were high (> 0.577), except for WTP at 0.065, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

The best fitting model for the Modified Nike student data had three fit indices acceptable; RMSEA (0.066), NNFI (0.968), and CFI (0.973). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR is still high at 0.177 (See Table-18 for Fit Indices of models generated). The R^2 value for WTP improved to 0.245 for the best fitting Nike cell model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-35 for the best fitting model, and Table-51 for effects, for Modified Nike student sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a is supported) and Brand Evoked constructs load on EAT (Hypothesis-3a is supported). CAF (0.415) also loads on EAT. BL (0.310), SIBC (0.160), and PERVAL (0.385) on EAT, as well.
b. Among individual predispositions, CET (0.034) has the strongest influence on AAT (Hypothesis-2 is not supported), and among brand evoked attributes, PERVAL (0.062) has the strongest influence on EAT (Hypothesis-4 is supported).
c. Sportswear (low involvement) products have stronger influences of consumer predispositions on AAT than the Sedans (high involvement) products, and this is reversed for EAT (Hypotheses 1b and 3b supported).
d. BF loads insignificantly on ATGB (0.032) and PRDIV loads significantly on ATGB (0.161) respectively.
e. CAF (0.454), BL (-0.005), and SIBC (-0.006) also load directly on ATGB.
f. The influence of EAT (0.373) on ATGB is stronger than the influence of AAT (0.242) on ATGB (Hypotheses 5a is not supported), both being significant.

g. ATGB influences all the outcome variables PI (0.598), PWOMP (0.898), and WTP (0.441), significantly.

h. BL has the highest total effect (0.919) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

i. CAF has the highest total effect (0.414) on PWOMP, with indirect path (Hypothesis-7 is not supported).

j. PERVAL has the highest total effect (0.583) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

See Appendix-C for the Lisrel code and Path Diagram for the Modified Nike Student Data Model.

CROSS-SAMPLE MEASUREMENT VALIDATION:

Independent Sample T-Test (Student Sample Vs. MTurk Sample):

Comparing the means of the consolidated indicators of each of the 16 focal constructs in this research, between the student and the M-Turk sample data revealed that there was no significant difference in the means of CET, BL, SIBC, PERVAL, and WTP. The remaining differences, though statistically significant, were not huge. Table-31 shows these results.

Multiple Group Analysis for Structured Means Invariance:

A multiple group analysis was conducted to test for invariance of the structured means, errors, factor loadings, pattern structure, and correlations among the focal constructs, between the student and the MTurk samples. This revealed a similar pattern, factor loadings, and correlations between the constructs, but there were differences among the means and errors; between the two samples, as per the fit indices. Table-32 shows the Chi-Square differences for the invariance tests conducted, and Table- 33, shows the fit indices, listed in the Appendices.

Main Study-2 (MTurk Sample)

Data Screening: (MTurk Raw Combined Data)

Missing Values Analysis (MVA):

There were no missing values found in the MTurk data set since the data was collected using Qualtrics survey software through Amazon Mechanical Turks. The respondents were not allowed to move forward unless they had answered all the questions in a section.

Out of Range Values (Entry Errors):

No out of range values were found in the data set because respondents had to choose only one option out of the given options for each item, which were all within the range of the scale used.

Attention Check:

About 594 out of a total of 603 respondents, which amounts to 98.5%, answered the attention check question correctly. Since the percentage of incorrect responses to this question was less than 2%, it was decided to keep the data from the cases which had this response incorrectly stated.

Data Screening: (Grouped Data):

Outliers:

The raw combined data had some extreme values in each cell, and number of cases outside the range (Quartile1-1.5*Inter Quartile Range, Quartile3+1.5*Inter Quartile Range). Of the total 603 cases with 56,682 data values, there were 1388 (2.45%) values with low extremes and 92 (0.16%) values with high extremes, which are negligible for such a large data set. Outliers in each cell are even lower to be of any concern, because their values are still in the range of the scales used to measure the items for each variable in the model. It was decided to

keep these outlying values, as they were, ignoring any correction or substitution since their percentage was less than 3%.

Normality:

All measured items had some amount of skewness and kurtosis which is usual in most data sets. On further inspection of normality for total data and for each cell, with consolidated item measures, the *t*-values for skewness and kurtosis were significant, with most > +/-3.25. Except for CET, WTP, and age, most other focal constructs had a significant negative skew. Age had a high positive skew (as there were some older respondents in the data set). Similarly, the data was platykurtic for most of the constructs with significant negative kurtosis except for COS, SIBC, PBG, PERVAL, BF, AAT, EAT, and ATGB. This trend was similar to that seen in the student sample.

Valid Sample Statistics (Total Student Data):

Sample Size (N) = 603, Female = 50.10%, Mean Age = 39.37 (11.64), Survey Presentation Order (Forward) = 100%, Attention Check Question Correct = 98.50%, Distraction Q-1 Correct = 97.50%, Distraction Q-2 Correct = 97.20%, Ethnicity (White) = 78.30%, Family Income (Between 40K-100K) = 45.50%, Education Level = 41.30% Undergraduates, Prior Brand Experience = 61.20%, Online Friends (>200) = 38.30%, Travelled Abroad = (66.70%), Stay Abroad (<1 month) = 50.10%.

The means and standard deviations for the 16 measured factors (combined values MTurk Data) were as follows: Consumer Ethnocentrism 3.23(1.52), Consumer Cosmopolitanism 5.06(1.09), Global Consumption Orientation 3.03(1.39), Consumer Affinity 3.85(1.33), Brand Loyalty 3.85(1.71), Social Influence of Brand Community 4.55(1.04), Perceived Brand Globalness 5.86(1.14), Perceived Value of the Brand 4.98(1.14), Brand Familiarity 5.70(0.96),

Product Category Involvement 4.40(1.63), Affective Attitude 5.34(1.25), Evaluative Attitude 4.84(1.34), Attitude Towards Global Brand, 5.04(1.47), Purchase Intentions, 4.32(1.83), Positive WOMP, 4.20(1.68), and Willingness to Pay $11,911.86($13731.20). See Table-34 in the Appendices for total, cell-wise details, ownership-wise, and product category-wise breakup.

Tests of Association and Differences across Cells:

The combined sample statistics (MTurk sample data); across the four brands (cells) showed:

1. No significant Chi-Square test ($p > 0.05$) for distraction items, attention check, gender, ethnicity, income, education, online friends, and travel.
2. Significant Chi-Square test ($p \leq 0.05$) for brand experience.
3. One-Way ANOVA showed no significant differences with, insignificant F value ($p > 0.05$), for in brand means for respondents age, consumer ethnocentrism (CET), consumer cosmopolitanism (COS), global consumption orientation (GCO), consumer affinity (CAF), product category involvement (PRDINV), evaluative attitude (EAT), and positive word of mouth publicity (PWOMP).
4. One-Way ANOVA showed significant differences with significant F value ($p \leq 0.05$), in brand means for brand loyalty (BL), social influence of brand community (SIBC), perceived brand globalness (PBG), perceived value of brand (PERVAL), product category involvement (PRDINV), affective attitude (AAT), attitude towards global brand (ATGB), purchase intentions (PI), and willingness to pay (WTP).
5. There was a significant positive skew ($t > 3.25$) for age, consumer ethnocentrism (CET), global consumption orientation (GCO), and willingness to pay (WTP).

6. There was a significant negative skew ($t < -3.25$) for consumer cosmopolitanism (COS), social influence of brand community (SIBC), perceived brand globalness (PBG), perceived value of the brand (PERVAL), brand familiarity (BO), product category involvement (PRDINV), affective attitude (AAT), evaluative attitude (EAT), attitude towards global brands (ATGB), and purchase intentions (PI).

Characteristics of Construct Measures:

Collinearity Diagnostics:

1. Inspection of the correlation matrix for high pairwise correlations between the eight focal independent variables (Table-35), revealed that there were not very high correlations between the pairs of these constructs. The highest significant correlation was found between consumer affinity (CAF) and brand loyalty (BL) at 0.787 ($p < 0.01$); this was not sufficient to rule out multicollinearity. Since multicollinearity can exist even if pairwise correlations are not high, other indicators for this phenomenon were also examined.
2. Regressing the remaining seven independent variables on consumer ethnocentrism (CET) and checking for the collinearity diagnostics, it was found that no variance inflation factor (VIF) value was greater than 10, indicating the absence of multicollinearity.
3. Condition indices larger than 30 generally indicate moderate to strong collinearities. This, combined with at least 2 high numbers (say greater than 0.5) in a "variance proportion" row are a sign of multicollinearity. For the variables included in this analysis the maximum value of condition index was 24.76. Thus, it was concluded that there was no multicollinearity between the variables.

Reliability and Confirmatory Factor Analysis:

1. Each of the 16 constructs were analyzed for the reliability of their measures and principle components (factors) for total, product category, ownership and cell wise data (See Table-36). The reliability of the measures, for most of the construct items was high (Cronbach's Alpha > 0.80) for total and each sub group of data, except for brand familiarity (BF). The overall principle components analysis (PCA) showed high extraction percentage (>60%) and matched number of components (dimensions) for each construct according to their established scales. Except for consumer cosmopolitanism (COS), consumer affinity (CAF), social influence of brand community (SIBC) and perceived value of the brand (PERVAL), all other constructs had single dimension scales. Willingness to pay (WTP) had only one item measure, hence only the means and standard deviations are listed in the table.

Construct Validity:

1. Convergent Validity - From the correlations between the consolidated measures of the eight focal independent variables (Table-35), it was found that there is a higher degree of correlation between constructs measuring individual psychological traits and brand evoked traits, as opposed to correlations between the constructs across the two groups.
2. Discriminant Validity - From the correlations between the consolidated measures of the eight focal independent variables (Table-35), it was found that there is a lower degree of correlation between the constructs measuring individual psychological traits and those measuring brand evoked traits.

3. CFA analysis using Lisrel 8.80, for the 22 parceled indicators of the 10 X-variables, had acceptable fit indices: Chi-Square = 695.27 (P = 0.00), RMSEA = 0.075, NNFI = 0.96, CFI = 0.97, and SRMR = 0.047, indicating a good fit of the data and verifying the convergent and discriminant validity. Further inspection of lx loadings revealed that the loading for the third measure of SIBC (ConsSIBC3) for the student sample is very poor, compared to the other two items. This item was parceled out for the six measures of social identity (SI), one of the dimensions for SIBC, and it appeared that it did not load well along the other two parceled items for the group norms and subjective norms, respectively. Another run of CFA by fixing the ph i i to one to see the standard errors of the ph i j, especially to see if the 0.84 correlations are significantly below 1.00, showed that this was the case.

Goodness of Fit Statistics and Tests of Hypotheses (M-Turk Sample):

1. **Total Consolidated MTurk Data:**

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for the total MTurk sample data, with the same specifications, had acceptable fit indices only for NNFI (0.953). See Figure-24 for Baseline Model loadings. The R^2 values for all the endogenous variables were high (> 0.483), except for WTP at 0.013, indicating that the focal constructs are poorly predicting the variance in this outcome variable.

The better fitting model for the total MTurk sample data, with the same specifications as comparable student sample data, had two acceptable fit indices; NNFI (0.973), and CFI (0.978). Because of the high sample size, the Chi-Square statistic is

expected to be high and significant with a p-value less than 0.05. SRMR appears to be high at 0.179, perhaps because some items are not loading well on the constructs (for example social identity items not loading well on SIBC). This issue was ratified in the CFA analysis for both the sample groups, and it will impact the SRMR for all the cells in an equivalent way, though SRMR gets reduced with the better fitting model (See Table-37 for Fit Indices of the models generated). The R^2 value for WTP remains low, but improved to 0.215, with the best fitting model.

Tests of Hypotheses:

Tests of the proposed hypotheses are specific to each cell. But we can make the following observations from Figure-25 for the best fitting model loadings, and Table-38 for the effects, in the case of total MTurk sample data:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a supported), with BL (0.146) and PERVAL (0.785) loading on AAT as well.

b. GCO has the highest loading coefficient (-0.161) on AAT among consumer predispositions (Hypothesis 2 not supported), and PERVAL has highest loading coefficient (0.748) on EAT among brand evoked attributes (Hypotheses 4 supported).

c. BF loads on AAT (0.038) and PRDIV loads on EAT (0.074) respectively, as opposed to loading on ATGB directly as proposed in the conceptual model.

d. CAF (0.245), BL (0.065), and SIBC (-0.089) also load directly on to ATGB.

e. Both AAT (0.637) and EAT (0.182) have significant effects on ATGB.

f. ATGB influences PI (0.401), PWOMP (0.465), and WTP (0.455) significantly.

g. BL has the highest total effect (0.625) on PI, with both indirect and direct paths (Hypothesis-6 not supported).

h. PERVAL has the highest total effect (0.296) on PWOMP, with only an indirect path (Hypothesis-7 not supported).

i. PERVAL has the highest total effect (0.689) on WTP, with both indirect and direct paths (Hypotheses-8 not supported).

2. BMW Cell MTurk Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for the BMW MTurk sample data, with the same specifications, had no acceptable fit indices. See Figure-26 for Baseline Model loadings. The R^2 values for all the endogenous variables were high (> 0.321), except for WTP at 0.246, indicating that the focal constructs were poorly predicting the variance in this outcome variable.

For the BMW MTurk sample data, the model with the same specifications as the comparable student sample data failed to converge. Alternatively, the best fitting model with proposed the modifications of the baseline model for the BMW cell had two acceptable fit indices; NNFI (0.964), and CFI (0.970). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR appears to be high at 0.189. SRMR gets reduced with the better fitting model (See Table-39 for Fit Indices of model generated). The R^2 value for WTP remains low, but improves to 0.349 for the best fitting model.

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-27 for best fitting model, and Table-40 for effects, in case of BMW MTurk data sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a supported), with PBG (0.99) and PERVAL (0.684) loading on AAT as well.

b. CAF has the highest loading coefficient (0.309) on AAT among consumer predispositions (Hypothesis 2 supported), and PERVAL has highest loading coefficient (0.684) on EAT among the brand evoked attributes (Hypotheses 4 supported).

c. Sedans (high involvement) products have weaker influences of consumer predispositions on AAT than the Sportswear (low involvement) products, and vis-a-versa for EAT (Hypotheses 1b and 3b supported).

d. BF loads on AAT (-0.102) and PRDIV loads on AAT (0.054), as opposed to loading on EAT in the best fitting student sample data.

e. CAF (-0.13), BL (-0.049), and SIBC (0.207) also load directly on to ATGB.

f. Both AAT (0.711) and EAT (-0.199) have significant effects on ATGB, though the influence of EAT on ATGB in case of BMW cell for MTurk data sample is weaker (Hypotheses 5b not supported).

g. ATGB influences all the outcome variables, PI (0.168), PWOMP (0.283), and WTP (0.591) significantly.

h. BL has the highest total effect (0.754) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

i. CAF has the highest total effect (0.641) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

j. PERVAL has the highest total effect (0.337) on WTP, with only an indirect path (Hypotheses-8 is not supported).

3. Ford Cell MTurk Data:

Goodness of Fit:

The baseline conceptual model for the Ford MTurk sample data, failed to converge even after 641 iterations, giving a warning message (See Figure-28). The specifications can be modified to make it converge, but then it would not be comparable to the proposed baseline model.

The better fitting model for Ford MTurk sample data, with the same specifications, as the comparable student data, had two fit indices that were acceptable; NNFI (0.972), and CFI (0.976). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR appears to be high at 0.168. The R^2 value for WTP remains low at 0.226. (See Table-41 for Fit Indices of model generated)

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-29 for best fitting model, and Table-42 for effects, in the case of Ford MTurk data sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported) and Brand Evoked constructs load on EAT (Hypothesis-3a supported), with SIBC (1.554) and PERVAL (0.273) loading on AAT as well.

b. CAF has the highest loading coefficient (-0.894) on AAT among consumer predispositions (Hypothesis 2 supported), and PERVAL has the highest loading coefficient (0.785) on EAT among brand evoked attributes (Hypotheses 4 supported).

c. Sedans (high involvement) products have weaker influences of consumer predispositions on AAT than the Sportswear (low involvement) products, and vis-a-versa for EAT (Hypotheses 1b and 3b supported).

d. BF loads on ATGB (-0.001) and PRDIV loads on ATGB (-0.035), though insignificantly.

e. CAF (0.344), BL (0.041), and SIBC (0.028) also load directly on to ATGB.

f. Both AAT (0.282) and EAT (0.341) have significant effect on ATGB, with the influence of EAT on ATGB being stronger (Hypotheses 5b supported).

g. ATGB influences all the outcome variables, PI (0.411), PWOMP (0.114), and WTP (0.475) significantly.

h. CAF has the highest total effect (0.855) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

i. SIBC has the highest total effect (1.067) on PWOMP, with both indirect and direct paths (Hypothesis-7 is supported).

j. PERVAL has the highest total effect (0.159) on WTP, with only indirect path (Hypotheses-8 is not supported).

4. Adidas Cell MTurk Data:

Goodness of Fit:

Of the five goodness of fit indices considered, Chi-Square, RMSEA, NNFI, CFI, and SRMR, the baseline conceptual model for Adidas MTurk sample data, with the same specifications, had no acceptable fit indices. See Figure-30 for Baseline Model loadings. The R^2 values for all the endogenous variables were high (> 0.572), except for WTP at 0.119, indicating that the focal constructs are poorly predicting the variance in this outcome variable.

The better fitting model for Adidas MTurk sample data, with the same specifications as the comparable student data, had two acceptable fit indices; NNFI (0.957), and CFI (0.964). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR appears to be high at 0.224. The R^2 value for WTP remains low at 0.178, but improved a bit over the baseline model, for the best fitting model. (See Table-43 for Fit Indices of model generated)

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-31 for the best fitting model, and Table-44 for effects, in the case of the Adidas MTurk data sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a supported), and Brand Evoked constructs load on EAT (Hypothesis-3a supported), with BL (0.509), SIBC (-0.344) and PERVAL (0.993) loading on AAT as well.

b. GCO has the highest loading coefficient (-0.252) on AAT among consumer predispositions (Hypothesis 2 not supported), and PERVAL has the highest loading coefficient (0.927) on EAT among brand evoked attributes (Hypotheses 4 supported).

c. Sportswear (low involvement) products have stronger influences of consumer predispositions on AAT than the Sedans (high involvement) products, and vis-a-versa for EAT (Hypotheses 1b and 3b supported).

d. BF loads on AAT (0.061) and PRDIV loads on EAT (0.159), earlier being insignificant.

e. Both AAT (0.875) and EAT (0.291) have significant effect on ATGB, with the influence of AAT on ATGB being stronger (Hypotheses 5a supported).

f. ATGB influences all the outcome variables, PI (0.434), PWOMP (0.282), and WTP (0.306) significantly.

g. PERVAL has the highest total effect (0.408) on PI, with only indirect path (Hypothesis-6 is not supported).

h. BL has the highest total effect (0.336) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

i. PERVAL has the highest total effect (0.288) on WTP, with only indirect path (Hypotheses-8 is not supported).

5. Nike Cell MTurk Data:

Goodness of Fit:

The baseline conceptual model for Nike MTurk sample data, failed to converge even after 1010 iterations, giving a warning message (See Figure-32). The specifications

could be modified to make it converge, but then this would not be comparable to the proposed baseline model.

The better fitting model for Nike MTurk sample data, with the same specifications, as the comparable student data, had two acceptable fit indices; NNFI (0.968), and CFI (0.973). Because of the high sample size, the Chi-Square statistic is expected to be high and significant with a p-value less than 0.05. SRMR appears to be high at 0.119. The R^2 value for WTP remains low at 0.361, but improved a bit over the baseline model, in the case of best fitting model. (See Table-45 for Fit Indices of model generated)

Tests of Hypotheses:

The following observations are made from the SEM analysis and the loadings shown in Figure-33 for the best fitting model, and Table-46 for effects, in the case of Nike MTurk data sample cell:

a. Consumer Predisposition constructs load on AAT (Hypothesis-1a is supported) and Brand Evoked constructs load on EAT (Hypothesis-3a is supported), with CAF (0.008) and PERVAL (0.615) cross loading on EAT and AAT and PERVAL, respectively.

b. CAF has the highest loading coefficient (0.340) on AAT among consumer predispositions (Hypothesis 2 supported), and PERVAL has the highest loading coefficient (0.583) on EAT among the brand evoked attributes (Hypotheses 4 is supported).

c. Sportswear (low involvement) products have stronger influences of consumer predispositions on AAT than the Sedan (high involvement) products, and vis-a-versa for EAT (Hypotheses 1b and 3b are supported).

d. BF loads on AAT (0.074) and PRDIV loads on EAT (0.166), the earlier being insignificant.

e. Both AAT (0.875) and EAT (0.291) have significant effects on ATGB, with the influence of AAT on ATGB being stronger (Hypotheses 5a is supported).

f. ATGB influences all the outcome variables, PI (0.421), PWOMP (0.248), and WTP (0.423) significantly.

g. BL has the highest total effect (0.765) on PI, with both indirect and direct paths (Hypothesis-6 is not supported).

h. BL has the highest total effect (0.403) on PWOMP, with both indirect and direct paths (Hypothesis-7 is not supported).

i. BL has the highest total effect (0.206) on WTP, with both indirect and direct paths (Hypotheses-8 is not supported).

Table-49 in the appendices gives a snapshot of the cell-wise tests of hypotheses (support) outcomes for the MTurk sample data, based on the SEM analysis, using Lisrel. And Table-48 gives cell wise Unstandardized Structural Coefficients with their respective standard errors (SE), for MTurk sample data.

CHAPTER-6: DISCUSSION, CONTIBUTIONS, IMPLICATIONS, AND FUTURE RESEARCH

DISCUSSION:

These studies broaden and deepen our understanding about consumers' preference for global brands; they thus provide additional insights for global branding research and practice. First, these results ratify findings from past studies on perceptions as precursors of attitude (Fishbein and Ajzen, 1975) and empirically verify that attitude towards global brands (ATGB) significantly mediates the relationship between the focal individual predispositions and focal brand perceptions used in these studies, and purchase behavior outcomes. Second, the results underscore that some focal constructs, have stronger influences on attitudes (AAT/EAT) while impacting purchase behaviors. Third, the antecedent variables, used in the studies, which have highest total influence on the focal behavioral outcomes are identified. Finally, these studies help us to gain insights about the interplay of the focal constructs, and their influence on the outcome variables when considered in concert. The results for each study by comparing the paths and coefficients within each cell, across cells, and between the two sample groups (Student and MTurk), are discussed next.

Pre-Test-1:

For the focal Mid-Size Sedan brands (BMW and Ford); identified by using the highest perceived brand globalness (PBG) as a criterion, there was a significant difference in their means on this factor. These brands also differed on other perceived considerations such as price, features, etc., other than the fact one is a foreign (BMW) and the other is a domestic (Ford) brand. Hence variance was expected in the means of the measures for focal constructs in the

model. The issue of picking up a more comparable brand/model, for example Lincoln or Cadillac with BMW, would have meant compromising with the level of PBG as these brands are local icons in the USA and not considered to be global brands. The qualitative data, it was revealed that BMW 5-series is associated with status (28.10%, Fig-2), while the Ford Fusion is considered to be modern and sleek (30.10%)

In contrast in the Sportswear category, the two focal brands (Adidas and Nike) identified by using the highest perceived brand globalness (PBG) as a criterion, there was no significant difference in the level of their globalness, nor were they perceived to be that different in terms of other aspects such as price, quality, etc., except that one is a foreign (Adidas) and the other is a domestic (Nike) brand. It was however interesting to find out from the qualitative data analysis that Adidas is very strongly associated with soccer (58.50%, Fig-4), compared to Nike being associated with basketball (7.00%, Fig-5).

Pretest-2:

Sedans had a higher product category involvement in their purchase as opposed to that of sportswear (See Table-5), price difference possibly being one of the factors. This implies stronger influences of focal brand related constructs on evaluative attitude (EAT) for sedans and stronger influences of focal individual predispositions on affective attitude (AAT). BMW was clearly identified as a foreign brand (See Table-6), but the foreign ownership of Adidas was not that profound, though statistically significant.

Study-1:

The student sample data was quite homogeneous with reference to the demographic distribution of respondents between the brand cells (See Table-7). There were no significant differences found in the means of individual predispositions such as the level of CET, COS, and

GCO. However, the means of other focal constructs varied because of a shift in identified brand in each cell. Brand loyalty (BL) and consumer affinity (CAF) were found to be strongly correlated (See Table-8). All constructs had high reliabilities (Cronbach's Alpha > 0.80) except for perceived brand globalness (PBG) and brand familiarity (BF), see Table-9.

The CFA analysis to test for convergent and discriminant validity of the focal constructs, revealed that though the overall loadings had acceptable fit indices, the third parceled item of social identity (SID) was not loading well on SIBC, the higher order factor. To check if separating SID would improve the model fit, the Nike cell with the student data was used to separate this factor and a distinct SEM analysis was run, and then the best fitting models for this cell was compared to the best fitting Nike model with student data, for any differences in paths and coefficients.

Total Student Data:

The best fitting causal model for the total student data (Fig-7) ratified stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypotheses 3b is supported). Among the individual predispositions, GCO had the strongest influence on AAT (Hypothesis 2 is not supported) and among the brand evoked attributes, PERVAL had the strongest influence on EAT (Hypothesis 4 is supported). BL and PERVAL also loaded on AAT. Attitudes significantly mediated the effects of the antecedent variables on outcome variables, though none of the outcome variables had strongest total influence by a proposed construct (Hypotheses 6, 7, and 8 are not supported, see Table-11). Brand loyalty (BL) and perceived value of the brand (PERVAL) dominated their influences on the outcome variables, as opposed to what was proposed, based on earlier studies. One reason for this anomaly might have been that the previous researchers studied the impact of

each focal construct on the outcome variables in isolation, and their influence may be shifting in the presence of other variables' impact on the dependent variables.

The findings show that both AAT and EAT significantly influence ATGB. It is also important to note that some constructs such as CAF, BL, and SIBC have a direct influence on the ATGB, without going through the AAT or EAT, meaning that some people may form brand attitudes without feeling or thinking, based on the external influences on them. For example, a person might not have driven a Kia sedan, but based on the feedback from his friends, he or she might form an attitude towards this brand. ATGB significantly influences and mediates the effect of the focal constructs for PI and PWOMP, but its impact on WTP is insignificant. The variance explained for WTP ($R^2 = 0.274$) is low, indicating that there might be other key factors that might influence WTP more strongly, such as income, innovativeness, need for status etc. On the other hand, we see that CAF, BL, PBG, and PERVAL have significant direct influence on WTP. What is interesting to note is that though the influences of CAF and PERVAL are positive on WTP, but the influences of BL and PBG are negative. Loyal customers expect a price break or a reward for their loyalty. This is the reason why when some companies run promotional campaigns to lure new customers, their loyal customers may feel neglected, which may lead them to switch to other vendors. Similarly, it appears that PBG is negatively influencing all the outcome variables (PI, PWOMP, and WTP), and this could be a local trend; US consumers may be viewing globalness negatively. The negative relationship of PBG with EAT may be attributed to a lower evaluation of an established global brand. The influence of covariates, brand familiarity (BF) and product category involvement (PRDINV), is not very significant in any of the cells across the two studies, though their loading shifts from ATGB to AAT and EAT, respectively.

BMW Student Data:

The best fitting causal model for BMW student data (Fig-9) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). The strongest influence of CAF on AAT (Hypothesis 2 is supported) and strongest influence of PERVAL on EAT (Hypothesis 4 is supported) are also confirmed, within their respective groups. CAF and PERVAL cross-load on EAT and AAT, respectively. Attitudes significantly mediate the effects of antecedent constructs on the outcome variables, with SIBC having the strongest total influence on PWOMP (Hypothesis 7 supported). The total influence of BL on PI, and BF on WTP is strongest (Hypotheses 6, and 8 are not supported, see Table-13). Brand loyalty (BL) and perceived value of the brand (PERVAL) dominate their influence on the outcome variables, as opposed to what was proposed, based on earlier studies. While EAT influences ATGB significantly, the influence of AAT on ATGB is not significant (Hypothesis 5b is supported). ATGB significantly influences and mediates the effect of focal constructs for all the outcome variables, PI, PWOMP, and WTP. The variance explained for WTP (R^2 = 0.121) is low, indicating that there might be other key factors that might influence WTP more strongly. BF has a significant negative direct influence on WTP, indicating that familiarity makes a consumer less willing to pay.

Ford Student Data:

The best fitting causal model for Ford student data (Fig-11) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). The strongest influence of CAF on AAT (Hypothesis 2 is supported) and strongest influence of PERVAL on EAT (Hypothesis 4 is supported) is also confirmed, within their respective groups. SIBC and PERVAL also load on

AAT. CAF, BL, and SIBC also have direct influences on ATGB. Attitudes significantly mediate the effects of antecedent constructs on outcome variables. The total influence of BL on PI, PERVAL on PWOMP, and BF on WTP is strongest (Hypotheses 6, 7, and 8 are not supported, see Table-15). Brand loyalty (BL) and perceived value of the brand (PERVAL) dominate their influence on the outcome variables, as opposed to what was proposed, based on earlier studies. While EAT influences ATGB significantly, the influence of AAT on ATGB is not significant (Hypothesis 5b is supported). ATGB significantly influences and mediates the effect of focal constructs for all the outcome variables, PI, PWOMP, and WTP. The variance explained for WTP (R^2 = 0.192) is low, indicating that there might be other factors that might influence WTP more strongly. CAF, BL, and SIBC have a significant and strong positive direct influence on PI.

Adidas Student Data:

The best fitting causal model for Adidas student data (Fig-13) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). Among the individual predispositions, GCO has the strongest influence on AAT (Hypothesis 2 is not supported) and among brand evoked attributes, PERVAL has strongest influence on EAT (Hypothesis 4 is supported). BL, SIBC, and PERVAL also load on AAT. Attitudes significantly mediated the effects of antecedent constructs on outcome variables PI, and PWOMP, but the influence on WTP is nonsignificant. The total influence of SIBC on PI, BL/PERVAL on PWOMP, and SIBC on WTP is strongest (Hypotheses 6, 7, and 8 are not supported, see Table-17). SIBC, BL, PERVAL dominate their influence on the outcome variables, as opposed to what was proposed in earlier studies. Though both AAT and EAT influence ATGB significantly, the influence of AAT on ATGB is stronger (Hypothesis 5a supported). ATGB significantly influences and

mediates the effect of focal constructs on PI, and PWOMP, but its influence on WTP is nonsignificant. The variance explained for WTP (R^2 = 0.203) is low, indicating that there might be other key factors that might influence WTP more strongly. GCO and SIBC have a significant and strong positive direct influence on WTP.

Nike Student Data:

The best fitting causal model for Nike student data (Fig-15) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a supported). CAF and PERVAL cross load on EAT and AAT respectively. Among individual predispositions, CAF has the strongest influence on AAT (Hypothesis 2 is supported) and among brand evoked attributes, PERVAL has strongest influence on EAT (Hypothesis 4 is supported). CAF also has a significant direct influence on ATGB. Attitudes significantly mediated the effects of antecedent constructs on all outcome variables, PI, PWOMP, and WTP. The total influence of BL on PI, PERVAL on PWOMP, and BL on WTP is strongest (Hypotheses 6, 7, and 8 are not supported, see Table-19). CAF, BL, PERVAL dominate their influence on the outcome variables, as opposed to what was proposed in earlier studies. Though both AAT and EAT influence ATGB significantly, the influence of AAT on ATGB is stronger (Hypothesis 5a is supported). ATGB significantly influences and mediates the effect of focal constructs on all outcome variables, PI, PWOMP, and WTP. The variance explained for WTP (R^2 = 0.245) is low, indicating that there might be other key factors that might influence WTP more strongly. GCO and SIBC have a significant and strong positive direct influence on WTP. Interestingly, BL in case of Nike for student sample has a significant direct influence on WTP and PI, indicating that younger students may be big fan of this brand.

Sedans Student Data:

The best fitting causal model for the Sedans student data (Fig-17) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported); and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). SIBC, PBG, and PERVAL also load on AAT. Among individual predispositions, CAF has the strongest influence on AAT (Hypothesis 2 is supported) and among brand evoked attributes, PERVAL has the strongest influence on EAT (Hypothesis 4 is supported). CAF, BL, and SIBC also have direct influences on ATGB. Attitudes significantly mediated the effects of the antecedent constructs on all outcome variables, PI, PWOMP, and WTP. The total influence of SIBC on PWOMP (Hypothesis 7 supported), PBG on WTP (Hypothesis 8 supported), and BL on PI (Hypotheses 6 not supported, see Table-21) is strongest. BL, SIBC, and PBG dominate their influence on the outcome variables, much in line with what was proposed in earlier studies. Both AAT and EAT influence ATGB significantly, with the influence of EAT being stronger (Hypothesis 5b supported). ATGB significantly influences and mediates the effect of focal constructs on all outcome variables, PI, PWOMP, and WTP. The variance explained for WTP ($R^2 = 0.223$) is low, indicating that there might be other factors that might influence WTP more strongly. PBG has a significant and strong positive direct influence on WTP, SIBC on PWOM, and BL on PI.

Sportswear Student Data:

The best fitting causal model for Sportswear student data (Fig-19) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a supported). CAF and PERVAL cross load on EAT and AAT, respectively. Among individual predispositions, CAF has the strongest influence on AAT (Hypothesis 2 is supported) and among brand evoked attributes,

PERVAL has the strongest influence on EAT (Hypothesis 4 is supported). CAF, BL, and SIBC also have direct influences on ATGB. Attitudes significantly mediated the effects of antecedent constructs on outcome variables, PI, and PWOMP, but the influence on WTP is nonsignificant. The total influence of BL on PI, PERVAL on PWOMP, and BL on WTP is strongest (Hypothesis 6, 7, and 8 are not supported, see Table-23). BL, and PERVAL dominate their influence on the outcome variables, as opposed to what was proposed in earlier studies. Both AAT and EAT influence ATGB significantly, with the influence of AAT being stronger (Hypothesis 5a supported). The variance explained for WTP (R^2 = 0.201) is low, indicating that there might be other key factors that might influence WTP more strongly. BL/PERVAL have a significant positive direct influence on WTP, PERVAL/BL on PWOM, and CAF/BL on PI.

Foreign Brands Student Data:

The best fitting causal model for foreign brands student data (Fig-21) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). BL, SIBC, PBG, and PERVAL also load on AAT. Among individual predispositions, CAF has the strongest influence on AAT (Hypothesis 2 is supported) and among brand evoked attributes, PERVAL has strongest influence on EAT (Hypothesis 4 is supported). CAF, BL, and SIBC also have direct influences on ATGB. Attitudes significantly mediated the effects of antecedent constructs on outcome variables; PI, and PWOMP, but the influence on WTP is nonsignificant. The total influence of BL on PI, BL on PWOMP, and PERVAL on WTP is strongest (Hypothesis 6, 7, and 8 are not supported, see Table-25). BL, and PERVAL dominate their influence on the outcome variables, as opposed to what was proposed, based on earlier studies. Both AAT and EAT influence ATGB significantly. The variance explained for WTP (R^2 = 0.274) is low, indicating that there might be

other key factors that might influence WTP more strongly. PERVAL/BL/BF have a significant positive direct influence on WTP, BL/SIBC on PWOM, and BL/SIBC on PI.

Domestic Brands Student Data:

The best fit causal model for domestic brands student data (Fig-23) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a supported). BL, SIBC, PBG, and PERVAL also load on AAT. Among individual predispositions, CAF has the strongest influence on AAT (Hypothesis 2 is supported) and PERVAL among brand evoked attributes has the strongest influence on EAT (Hypothesis 4 is supported). CAF, BL, and SIBC also have direct influences on ATGB. Attitudes significantly mediated the effects of antecedent constructs on outcome variables; PI, and PWOMP, but the influence on WTP is nonsignificant. The total influence of BL on PI, BL on PWOMP, and PERVAL on WTP is strongest (Hypothesis 6, 7, and 8 are not supported, see Table-27). BL, and PERVAL dominate their influence on the outcome variables, as opposed to what was reported, in earlier studies. Both AAT and EAT influence ATGB significantly. The variance explained for WTP (R^2 = 0.274) is low, indicating that there might be other key factors that might influence WTP more strongly. PERVAL/BL/BF have a significant positive direct influence on WTP, BL/SIBC on PWOM, and BL/SIBC on PI.

Cross Sample Measurement Validation:

From the Table-31 for the independent sample t-test between, the consolidated scales of all 16 focal constructs in the two sample groups (Student vs. MTurk), there is no statistical difference found in the measures of CET, BL, SIBC, and WTP, despite the demographic differences and mode of the survey. Though statistically significantly different, the mean values are not drastically apart. This was confirmed by multi group analysis (MGA, See Table- 32 and

33), where though structured means and errors did not fit well between the two data sets, the pattern structure, factor loadings, and factor correlations among the constructs were similar.

Study-2:

The MTurk sample data was more homogeneous with reference to the demographic distribution of respondents between the brand cells (See Table-34) as compared to the student data. There were no significant differences found in the means of any individual predispositions such as the level of CET, COS, GCO, and CAF. However, the means of other focal constructs varied because of an identified brand in each cell. Brand loyalty (BL) and consumer affinity (CAF) were found to be strongly correlated (See Table-35). All constructs had high reliabilities (Cronbach's Alpha > 0.80) except for perceived brand globalness (PBG) and brand familiarity (BF), see Table-36.

The CFA analysis to test for convergent and discriminant validity of the focal constructs, revealed that though the overall loadings had acceptable fit indices, the third parceled item of social identity (SID) was not loading well on SIBC, the higher order factor.

In study-2, the Lisrel specifications of the baseline model and the best fitting models from the student sample data for each cell was used to see that how good of a fit it was with the MTurk sample data. For this reason, we call the second model as better fitting model and not the best fitting model in case of MTurk data sample SEM analysis. Except, the BMW cell for a better fitting model, all other cells (Total, Ford, Adidas, and Nike) converged with the same specification, as was used for the student sample best fitting data.

Total MTurk Data:

The better fitting causal model for total MTurk data (Fig-25) ratified stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of

brand evoked attributes on EAT (Hypotheses 3b is supported). CAF has the strongest influence among individual predispositions on AAT (Hypotheses 2 is supported) and PERVAL has strongest influence EAT among brand evoked attributes (Hypothesis 4 is supported). BL and PERVAL also load on AAT. Attitudes significantly mediated the effects of antecedent constructs on outcome variables, though none of the outcome variables have strongest total influence by a proposed construct (Hypotheses 6, 7, and 8 are not supported, see Table-38). Brand loyalty (BL) and perceived value of the brand (PERVAL) dominate their influence on the outcome variables, as opposed to what was proposed, based on earlier studies. One reason for this anomaly could be that the previous researchers studied the impact of each focal construct on the outcome variables in isolation, and their influence appears to shift in the presence of other impacting variables on the dependent variables.

Both AAT and EAT significantly influence ATGB. It is also important to note that some constructs such as CAF, BL, and SIBC have a direct influence on the ATGB, without going through the AAT or EAT, meaning that some people may form brand attitudes without feeling or thinking, based on the external influences on them. For example, a person might not have driven a Kia sedan, but based on conversations with his friends, he or she might form an attitude towards this brand. ATGB significantly influences and mediates the effect of focal constructs for all outcome variables, PI, PWOMP, and WTP. The variance explained for WTP ($R^2 = 0.215$) is low, indicating that there might be other factors that might influence WTP more strongly, such as income, innovativeness, need for status etc. On the other hand, we see that CAF, BL, and PBG, have significant direct influences on WTP. What is interesting to note is that though the influences of CAF and PERVAL is positive on WTP, influences of BL and PBG are negative. Loyal customers may expect a price break or a reward for their loyalty. This is the reason why,

when some companies run promotional campaigns to lure new customers, loyal customers may feel neglected, which may lead them to switch brands. Similarly, it appears that PBG is negatively influencing all of the outcome variables (PI, PWOMP, and WTP). This could a local trend; US consumers may be viewing globalness negatively. The negative relationship of PBG with EAT can be attributed to less evaluation of an established global brand. The influence of the two covariates, brand familiarity (BF) and product category involvement (PRDINV) is not very significant in any of the cells across the two studies, though their loading shits from ATGB to AAT and EAT, respectively.

BMW MTurk Data:

The best fitting causal model for the BMW MTurk data (Fig-27) ratified stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). The strongest influence of CAF on AAT (Hypothesis 2 is supported) and PERVAL on EAT (Hypothesis 4 is supported) were also confirmed. PBG and PERVAL also load on AAT. Attitudes significantly mediated the effects of antecedent constructs on outcome variables. The total influence of BL on PI, CAF on PWOMP, and BF on WTP is strongest (Hypotheses 6, 7, and 8 are not supported, see Table-40). Brand loyalty (BL) and perceived value of the brand (PERVAL) dominate their influence on the outcome variables, as opposed to what was proposed in earlier studies. While both AAT and EAT influence ATGB significantly, the influence of AAT on ATGB is stronger (Hypothesis 5b is not supported). ATGB significantly influences and mediates the effect of focal constructs for all the outcome variables, PI, PWOMP, and WTP. The variance explained for WTP (R^2 = 0.349) is comparatively low, indicating that there might be other key factors that

might influence WTP more strongly. BL and CAF significantly and directly influence PI and PWOMP, respectively.

Ford MTurk Data:

The better fitting causal model for the Ford MTurk data (Fig-29) ratified stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). The strongest influence of CAF among individual predispositions on AAT (Hypothesis 2 is supported) and PERVAL among brand evoked attributes on EAT (Hypothesis 4 is supported) were also confirmed. SIBC and PERVAL also load on AAT. CAF, BL, and SIBC also have direct influences on ATGB. Attitudes significantly mediated the effects of antecedent constructs on the outcome variables. The total influence of SIBC on PWOMP was strongest (Hypothesis 7 is supported), and the total influence of CAF on PI, and the influence of PERVAL on WTP are strongest (Hypotheses 6, and 8 are not supported, see Table-42). Consumer affinity (CAF), social influence of brand community (SIBC), and perceived value of the brand (PERVAL) dominate their influence on the outcome variables, as opposed to what was proposed in earlier studies. Though both AAT and EAT influence ATGB significantly, the influence of EAT on ATGB is stronger (Hypothesis 5b is supported). ATGB significantly influences and mediates the effect of focal constructs for PI, and WTP, but its influence on PWOMP is not significant. The variance explained for WTP (R^2 = 0.226) is low, indicating that there might be other key factors that might influence WTP more strongly. CAF has a significant and positive direct influence on PI, and SIBC has a significant and positive direct influence on PWOMP.

Adidas MTurk Data:

The best fitting causal model for Adidas MTurk data (Fig-31) ratified stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a supported). Among individual predispositions, GCO has the strongest influence on AAT (Hypothesis 2 is not supported) and among brand evoked attributes, PERVAL has the strongest influence on EAT (Hypothesis 4 supported). BL, SIBC, and PERVAL also loaded on AAT. Attitudes significantly mediate the effects of antecedent constructs on all the outcome variables PI, PWOMP, and WTP. The total influence of PERVAL on PI, BL on PWOMP, and PERVAL on WTP is strongest (Hypotheses 6, 7, and 8 are not supported, see Table-44). SIBC, BL, PERVAL dominate their influence on the outcome variables, as opposed to what was proposed, based on earlier studies. Though both AAT and EAT influence ATGB significantly, the influence of AAT on ATGB is stronger (Hypothesis 5a is supported). The variance explained for WTP ($R^2 = 0.178$) is low, indicating that there might be other factors that may be influencing WTP more strongly. BL has a significant positive direct influence on PI, and CAF has a significant positive direct influence on PWOMP.

Nike MTurk Data:

The best fitting causal model for Nike MTurk data (Fig-33) ratifies stronger influence of consumer predispositions on AAT (Hypothesis 1a is supported), and stronger influence of brand evoked attributes on EAT (Hypothesis 3a is supported). CAF and PERVAL cross-load on EAT and AAT respectively. Among the individual predispositions, CAF has the strongest influence on AAT (Hypothesis 2 is supported) and among brand evoked attributes, PERVAL has the strongest influence on EAT (Hypothesis 4 is supported). CAF also has a significant direct influence on ATGB. Attitudes significantly mediated the effects of antecedent constructs on all outcome

variables, PI, PWOMP, and WTP. The total influence of BL on all outcome variables PI, PERVAL, and PWOMP is strongest (Hypotheses 6, 7, and 8 are not supported, see Table-46). BL dominates its influence on all the outcome variables, as opposed to what was proposed in earlier studies. Though both AAT and EAT influence ATGB significantly, the influence of AAT on ATGB is stronger (Hypothesis 5a is supported). ATGB significantly influences and mediates the effect of focal constructs on all outcome variables, PI, PWOMP, and WTP. The variance explained for WTP (R^2 = 0.361) is low, indicating that there may be other factors influencing WTP more strongly. BL has a significant direct positive influence on WTP and PI, paralleling the finding in the student data set as well.

Some Common Themes:

1. Consumer affinity (CAF), brand loyalty (BL), and perceived value (PERVAL) have significant and strong influences on both the affective attitude (AAT) and evaluative attitude (EAT) in almost all the cells, perhaps because affinities are specific to a particular brand and loyalties and values have social and emotional components embedded within them.

2. In most cells, consumer affinity (CAF), brand loyalty (BL), and social influence of brand community (SIBC) load directly on attitude towards global brands (ATGB) in the models. One reason for this could be because some people may form brand attitudes without feeling or thinking. Their prior affinities, loyalties, or social influences are may be a cause for them to form brand attitude.

3. Consumers in the US are willing to pay (WTP) more for Nike as opposed to Adidas. The mean value for WTP for Nike shoes is significantly higher than that for Adidas, for both sets of respondents (See Table-7 and 34), though there is no significant difference between their PBG estimates, and the two brands are comparable on many other aspects while differing on a few.

Does this indicate that consumers prefer domestic global brands as opposed to foreign, if other brand attributes match closely? Yes, perhaps because of ethnocentric tendencies (see discussion about Ethnocentrism in Chapter-3) of the consumer. One other probable reason could be "Brand Familiarity' (BO) as Nike [6.42 (0.67)] appears to be a more familiar brand as opposed to Adidas [6.27 (0.70)] because of its availability, promotions, and association with Basketball, a popular local sport in the US. Adidas, on the other hand is associated with Soccer, which is not as popular a sport in the US. Its availability, and promotion are also less as compared to Nike in the US market. There is also evidence that many consumers prefer brands with strong local connections (Zambuni, 1993), whether or not they are global.

4. Willingness to pay (WTP) is not predicted very well with the focal antecedent constructs, based on the results of SEM analysis with reference to the path loadings and variance explained (R^2 values). Path loadings are weak, both for the mediated and the direct effects, and variance explained is much lower compared to the other outcome variables. One explanation for this is that there may be some other antecedent variables such as income level, thriftiness, need for status, and innovativeness, which might have stronger influences on WTP. This could be an interesting area to explore in the future.

5. Brand loyalty (BL), perceived value (PERVAL), and consumer affinity (CAF) have significant direct influences on the outcome variables, perhaps because consumers with firm loyalties, affinities, and a perception of good value for the money, may not necessarily feel the need for affective or cognitive evaluation of a brand. For example, if Dell computers (an established brand) came out with a new desktop, many loyal customers might want to buy the same without much deliberation.

6. Brand familiarity (BF) loads significantly on affective attitude (AAT), while product category involvement (PRDINV) loads significantly on evaluative attitude (EAT) in almost all the cells, because familiarity leads to a peripheral route, and involvement leads to a central route of information processing, which is more evaluative (Petty and Cacioppo, 1986).

7. Brand loyalty (BL) has a negative influence on willingness to pay (WTP) in most of the cells. Loyal consumers are expected to be more price sensitive than non-loyal consumers (Krishnamurthi and Raj, 1991). One explanation for this is that loyal customers want some credit for their loyalty, hence are less willing to pay more as opposed to new or switching customers. Promotions by companies to lure new consumers often hurts loyal customers if they are not given any incentives. Some auto insurance companies give bonus checks to their consumers for being with them for a long time.

8. GCO has a negative relationship with AAT in all the cells indicating that the US consumers are negatively oriented toward global consumption. This finding was further ratified by the negative relationship of PBG with the attitudes, as well as the outcome variables.

9. CAF has a negative relationship with PI in most cells. It appears that higher the attachment and sympathy towards a brand, lower the intentions to purchase the same. However, CAF has a positive relationship with attitudes that are positively correlated with PI, thus mitigating some of the negative effects of CAF on PI directly.

Cell Comparisons Among the Student Sample:

BMW Vs. Ford:

Both cells have nonsignificant influences of AAT on ATGB. While CET and PERVAL cross-load on AAT and EAT, respectively, with no direct loading on ATGB in case of BMW, in the case of Ford SIBC and PERVAL load on EAT, and CAF, BL, and SIBC also load on ATGB.

BF loads on AAT and PRDINV loads on EAT in the case of BMW, as opposed to both loading on ATGB in case of Ford. The R^2 values are better in the Ford cell for the same endogenous variables, as compared to the BMW cell. None of the individual predispositions are significantly loading on AAT in BMW cell, while GCO and CAF are loading significantly on AAT in the Ford cell.

BMW Vs. Adidas

While none of the individual predispositions are significant in the BMW cell, COS, GCO, and CAF are significantly loading on AAT in the Adidas cell. While CET and PERVAL cross load on AAT and EAT, respectively in the BMW cell, in the Adidas cell, BL, SIBC and PERVAL load on EAT. There are no direct loadings on ATGB for any focal construct in either of the two cells, indicating that US consumers do deliberate in case of foreign brands before forming an attitude towards them.

Nike Vs. Adidas

While CAF and PERVAL cross-load on AAT and EAT, respectively in case of the Nike cell, in case of the Adidas cell, BL, SIBC and PERVAL also load on AAT. For the Nike cell, CAF loads directly on ATGB, but not in case of Adidas cell. Both cells have significant influence of AAT and EAT on the ATGB, with the stronger influence of AAT in case of Adidas. This means that the US consumers feel strongly for Adidas, but evaluate Nike more for its attributes. ATGB influences all outcome variables in the case of Nike, but only PI and PWOMP in case the of Adidas.

Nike Vs. Ford

While CAF and PERVAL cross-load on AAT and EAT, respectively in the case of Nike cell; in the case of Ford cell, SIBC and PERVAL load on EAT. For the Nike cell, only CAF loads

directly on ATGB, but CAF, BL, and SIBC constructs load on ATGB in the case of Ford. The Nike cell has a significant influence of AAT and EAT on ATGB, with a stronger influence of AAT on ATGB. The Ford cell has no significant influence of AAT on ATGB. This means that the US respondents are not emotionally attached to Ford, as much as they are to Nike. ATGB influences all outcome variables in the case of Nike, as well as in the case of Ford.

Sedans Vs. Sportswear

While CAF and PERVAL cross-load on AAT and EAT, respectively in case of Sportswear, SIBC PBG, and PERVAL load on AAT in the case of Sedans. In both cases, Sedans and Sportswear, CAF, BL, and SIBC also load directly on ATGB as well. Sportswear has a significant and stronger influence of AAT on ATGB, compared to influence of EAT in ATGB; while the reverse is true for Sedans, as hypothesized. ATGB influences all outcome variables in the case of Sedans, but its influence on WTP is nonsignificant in the case of Sportswear. While brand loyalty (BL) dominates the direct effects in the case of Sportswear for all outcome variables; in the case of Sedans BL impacts PI, SIBC impacts PWOMP, and PBG impacts WTP directly.

Foreign Vs. Domestic

In the case of both the domestic and foreign brands, all brand evoked attributes also load on AAT, while none of the individual predisposition influences load on EAT. Also, CAF, BL, and SIBC load directly on ATGB as well, in both the cases. Both the groups have significant influence of AAT and EAT on ATGB, with stronger influence of AAT in the case of foreign brands as compared to domestic brands. This means that the domestic brands are subject to more evaluation than the foreign brands. ATGB influences all outcome variables in the case of domestic brands, but it influences only PI and PWOMP in the case of foreign brands.

Cell Comparisons Between the Student and the MTurk Samples:

Total:

The same Lisrel specification was used to run the best fitting model with total data for the MTurk sample (Fig-25) as was used with the student sample (Fig-7). Comparing the best fitting models between the two sets of data samples, it appears that the MTurk sample is better in terms of variances explained for endogenous constructs and hypothesis supported, but RMSEA is little higher than the acceptable value of < 0.06. There are no differences in the paths, though their loadings and significance have changed with the MTurk data impacting total effects. PRDINV influences EAT, and ATGB influences WTP significantly in MTurk sample.

BMW:

The same Lisrel specification was used to run the best fitting model for BMW cell with the MTurk sample (Fig-27) data as was used with the student sample (Fig-9). Interestingly for the BMW cell it did not converge to a solution, and had to be started with the same specification of baseline model to arrive at the best fitting model for the MTurk data after the suggested modification indices. Comparing the best fitting models between the two sets of data samples, it appears that the MTurk sample is better in terms of variances explained for endogenous constructs and hypothesis supported. There are some changes in path loadings in MTurk model, such as CAF does not load on EAT in the MTurk model, PBG influences AAT as well, PRDINV loads on AAT instead, and CAF/BL/SIBC also directly load on ATGB. The outcome variables have fewer direct influences from the antecedent variables in case of MTurk best fitting model.

Ford:

The same Lisrel specification was used to run the best fitting model for the Ford cell with the MTurk sample (Fig-29) data as was used with the student sample (Fig-11). Comparing the

best fitting models between the two sets of data samples, it appears that the MTurk sample is better in terms of variances explained for endogenous constructs and loadings, but RMSEA is little higher than the acceptable value of < 0.06. There are no differences in the paths, though their loadings and significance have changed a bit with MTurk data impacting total effects. PRDINV insignificantly influences EAT, and the ATGB's influence on PWOMP has also become nonsignificant. CAF is no more significant either with its loadings on AAT and ATGB in case of the MTurk data sample.

Adidas:

The same Lisrel specification was used to run the best fitting model for Adidas cell with MTurk sample (Fig-31) data as was used with the student sample (Fig-13). Comparing the best fitting models between the two sets of data samples, it appears that student sample is better in terms of variances explained for endogenous constructs and loadings, and RMSEA is little higher than the acceptable value of < 0.06 for MTurk sample data. There are no differences in the paths, though their loadings and significance have changed a bit with MTurk data impacting total effects. BL, SIBC, and PERVAL, all significantly load on AAT as well. BL and SIBC are significant in their influence on EAT, and ATGP significantly influences all outcome variables.

Nike:

The same Lisrel specification was used to run the best fitting model for Ford cell with MTurk sample (Fig-33) data as was used with the student sample (Fig-15). Comparing the best fitting models between the two sets of data samples, it appears that MTurk sample is better in terms of variances explained for endogenous constructs and loadings, but RMSEA is little higher than the acceptable value of < 0.06. There are no differences in the paths, though their loadings and significance have changed a bit with MTurk data impacting total effects. CET is

significantly influencing AAT and CAF is no more significant in its influence on EAT, along with BF's influence on AAT.

Comparison of Nike (Student Cell) when Social Identity (SID) is separated Nike (Student Cell):

Comparing the Nike best fitting (student data, Fig-15) cell with Modified Nike best fitting (student data, Fig-35) cell that has separated social identity (SID) dimension from SIBC. It is revealed that the later model has little better fit indices (RMSEA = 0.066, but NNFI = 0.968 and CFI = 0.973, are the same), however, the variances explained (R^2 values) for each the endogenous constructs are a bit lower. None of the individual predispositions load significantly on AAT in the later model, as opposed to CET, GCO, and CAF loading significantly in the prior model. CAF has significant loading on EAT in the second model. CAT, BL, and SIBC also load directly in the later model. Among the brand evoked attributes, only PERAL loads significantly on EAT. The covariates, BL and PRDINV load directly on ATGB, respectively, instead of AAT and EAT as in the first model.

MAJOR FINDINGS:

In examining the influence of multiple antecedents, individual predispositions and brand evoked attributes, on some focal behavioral outcomes through the formation of affective and evaluative attitudes, across two product categories and brand ownerships, the following were the findings:

1. Individual predispositions (brand evoked attributes) influence affective (evaluative) attitudes more sturdily than evaluative attitudes, and this effect is stronger for high (low) involvement products as compared to low (high) involvement products.

2. CAF and PERVAL cross-load on EAT and AAT, respectively as well because of both affective and cognitive components in their dimensions.
3. Generally, AAT (EAT) has a stronger influence on ATGB for low (high) involvement products, as opposed to high (low) involvement products. But high involvement hedonic purchases might be an exception, such as buying a BMW sedan as opposed to Ford sedan.
4. Attitudes significantly mediate the relationship between the antecedent constructs and purchase behavior outcome variable.
5. CAF, BL and PERVAL dominate the total influence of antecedent constructs on the outcome variables, contradicting the earlier findings.
6. The impact of considered covariates, BF and PRDINV, is insignificant in the models.
7. It appears that the domestic brands are evaluated more, as compared to the foreign brands, which have stronger feelings attached to them.
8. With the world getting more integrated, individual predispositions such as CET, COS, and GCO are losing their influence on purchase behavior towards global brands, the affinities (CAF) remain stronger though. This finding was ratified in this research.
9. Similarly, with the technology gap shrinking, consumers care less about brand related attributes such as BL, SIBC, and PBG, rather than the value for money they are getting (PERVAL). This proposition was also supported by this research.

CONTRIBUTIONS OF THIS RESEARCH:

This research hopes to contribute to the global branding literature and is expected to impact managerial practice in international marketing as discussed below:

Theoretical Contributions:

This study examined the individual and joint influences of four consumer psychological dispositions and four brand-related factors on the formation of attitudes toward two local-global and two foreign-global brands, and their subsequent influences on three separate outcome variables, i.e., purchase intentions, word of mouth promotion, and willingness to pay. In doing so, it also examined the intensity of these influences in the formation of consumers' affective vs evaluative attitudes as mediating components of attitude towards global brands. Brand familiarity and product category involvement with these brands were used as co-variates, effecting the formation of their global brand attitudes, while the brand ownership was manipulated across the brand cells. This study was anchored in attitude theory as an umbrella, and on four of its derivatives, consumer culture theory, social identity theory, signaling theory, and the ANNM approach as conceptual foundations.

This research is the most comprehensive and integrative examination of these relationships as far as we know; as such, it has the potential to paint for scholars the fullest picture of the formation of consumer attitudes when purchasing global-local and global-global brands. In addition, the constructs chosen for this research represent significant ingredients of individual and brand-related influences on consumer behavior; thus, this work will likely extend attitude theory in the context of global marketing and branding, enhancing deeper understanding of the workings of attitudes in influencing purchase behavior in that context. Further, the focus on affective vs.

evaluative attitudes in the formation of total attitudes toward global brands has the potential to underline the relative importance of the cognitive and affective ingredients of brand attitude formation, another novel conceptual contribution of our work to the literature. Finally, this study identifies the most effective influencing antecedent variables for their total, direct and indirect, influences on each of the focal consequent variables used in the study.

Managerial Contributions:

This work also has the potential to contribute to managerial decision-making, for instance in segmenting, targeting, and positioning contexts. The use of the model outlined here should help managers select target segments of consumers to pursue, to position their products, to appeal to these consumer segments based on their attitudinal profiles, and to design and implement marketing mixes that will likely yield higher firm performance outcomes. Brand managers can make these decisions based on their evaluations of the psychological and brand-related influences charted out and demonstrated in our work, especially by decomposing the independent and joint influences on brand attitudes for a particular brand they are marketing. They can also link the differing intensity of influence that consumers associate with their brands in making a particular purchase decision, willingness to pay for them or to talk positively about them, and consequently develop inferences about which attitude antecedent they should emphasize in their promotional messages.

Basing their brand strategy designs on a profound and broad understanding of how various brand attitude antecedents operate independently and/or jointly on selected brands, they can develop promotional appeals that reflect what consumers of a selected brand desire in that brand. This will help them develop sustainable competitive advantages and reach preferred performance outcomes, whether tangible, such as increased market share or return on marketing

investment or intangible, such as a satisfied and loyal customer base, or developing a prestigious brand image.

FUTURE RESEARCH:

Future research could sample a wider domain of countries, cultures, and product categories, including services, to further strengthen the generalizability of the results in this study. The relative strengths and direction of the paths studied in this research may vary in other settings, depending upon the shifts in dimensions of personality, attitudes, culture, economic conditions, consumption orientation, and the product offering itself. Robustness of the best fitting causal model can be further examined across different consumer segments, and if there are any moderating influences with shifting demographics, such as age, education, income, ethnicity etc. The model can be additionally tested by replacing or adding some other focal constructs, mediators, moderators, or covariates to check for the possible shifts in the relationships examined. For example, consumer affinity (CAF) can be replaced by country of origin effects (CO), global consumption orientation (GCC) with world mindedness (WM) or global/local identity (G-L ID), brand loyalty (BL) with brand love (BLOV), attitude towards global brand (ATGB) with desire (DE), and so forth. It would also be interesting to investigate the confluent effects of these constructs with business, cultural, competitive, social, and politico-legal environmental factors that can possibly impact consumer buying behavior in the context of global vs. hybrid vs. local brand purchases.

APPENDICES:

APPENDIX A: RESULT TABLES AND FIGURES

1. PRETEST-1

Table-3:
Mid-Size Sedan Brands:
One-Way ANOVA (Mid-Size Sedan Brands)

Summated PBG

	Midsize Sedan Brand	N	Subset for alpha = 0.05						
			1	2	3	4	5	6	7
Duncan[a,b]	Lincoln MKZ	13	4.0256						
	Chrysler 200	26	4.1410	4.1410					
	Cadillac ATS	10	4.2667	4.2667	4.2667				
	Chevrolet Malibu	24	4.3056	4.3056	4.3056	4.3056			
	Buick Regal	25	4.3333	4.3333	4.3333	4.3333			
	Honda Accord	21	4.8889	4.8889	4.8889	4.8889	4.8889		
	Accura TLX	9		5.0741	5.0741	5.0741	5.0741	5.0741	
	Ford Fusion	21		5.1111	5.1111	5.1111	5.1111	5.1111	
	Hyundai Sonata	26			5.1667	5.1667	5.1667	5.1667	
	Mazda 6	20			5.1667	5.1667	5.1667	5.1667	
	Kia Optima	21				5.2698	5.2698	5.2698	5.2698
	Mitsubishi Lancer	11				5.3030	5.3030	5.3030	5.3030
	Subaru Legacy	18					5.3704	5.3704	5.3704
	Toyota Camry	24					5.3750	5.3750	5.3750
	Nissan Altima	19					5.4561	5.4561	5.4561
	Infinity Q50	14					5.4762	5.4762	5.4762
	Volvo S60	20					5.5000	5.5000	5.5000
	Toyota Lexus	13					5.6410	5.6410	5.6410
	Mercedes C-Class	15						6.0222	6.0222
	Volkswagen Passat	21						6.0794	6.0794
	BMW 5-Series	13							6.2821
	Sig.		.081	.052	.076	.050	.159	.057	.050

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 16.538.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table-4:
Sportswear Brands:
One-Way ANOVA (Sportswear Brands)

Summated PBG

	Sportswear Brand	N	Subset for alpha = 0.05		
			1	2	3
Duncan[a,b]	Lotto	18	4.4074		
	K-Swiss	19	5.0000	5.0000	
	Asics	22	5.1515	5.1515	
	Umbro	19	5.1754	5.1754	
	Fila	23	5.2029	5.2029	
	Converse	21		5.2857	
	New Balance	18		5.3519	
	North Face	14		5.4762	
	Reebok	23		5.4783	
	Puma	21		5.5079	
	Under Armor	18		5.5185	
	Nike	19			6.4912
	Adidas	24			6.6667
	Sig.		.069	.275	.652

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 19.540.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

2. PRETEST-2

Table-5:
Product Category Involvement
Independent Sample T-Test:

Group Statistics

	Product Category	N	Mean	Std. Deviation	Std. Error Mean
suminvolment	Mid-Size Sedan	108	4.9074	1.46459	.14093
	Sportswear	91	4.4542	1.54082	.16152

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
suminvolment	Equal variances assumed	.666	.415	2.123	197	.035	.45319	.21343	.03229	.87410
	Equal variances not assumed			2.114	187.695	.036	.45319	.21436	.03033	.87606

Table-6:
Focal Brand Ownership
One-way ANOVA:

ANOVA

sumownrshp

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	707.461	3	235.820	116.390	.000
Within Groups	395.092	195	2.026		
Total	1102.553	198			

sumownrshp

Duncan[a,b]

		Subset for alpha = 0.05			
Brand Name	N	1	2	3	4
Ford	58	1.3621			
Nike	47		2.3298		
Adidas	44			3.4773	
BMW	50				6.2800
Sig.		1.000	1.000	1.000	1.000

3. MAIN STUDY-1

Qualitative Brand Key Word Response

Fig-2
BMW

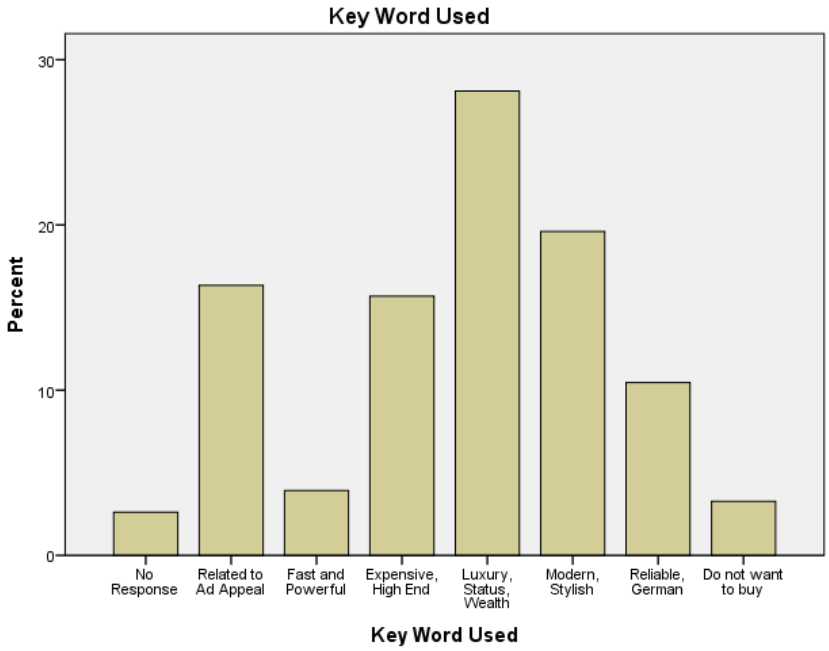


Fig-3
Ford

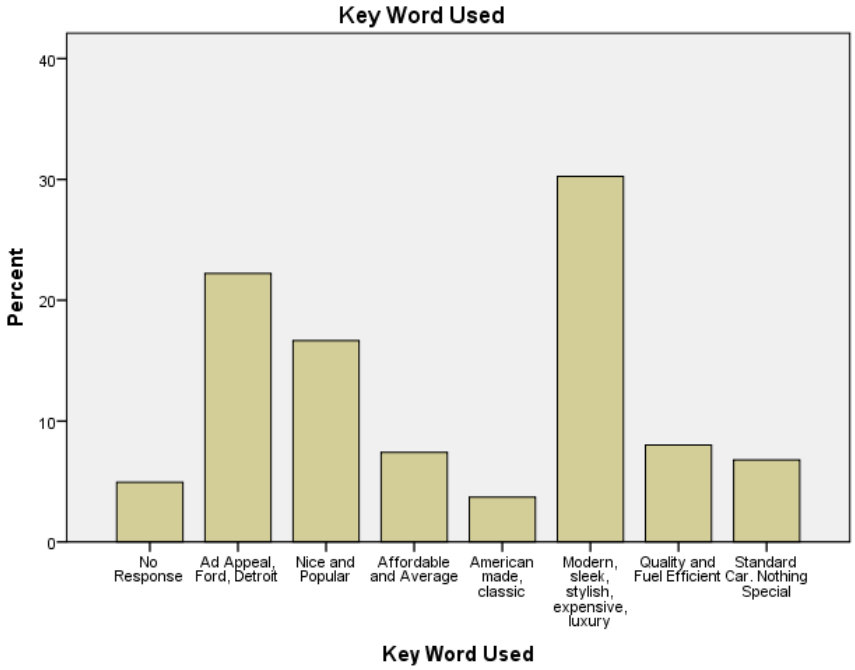


Fig-4
Adidas

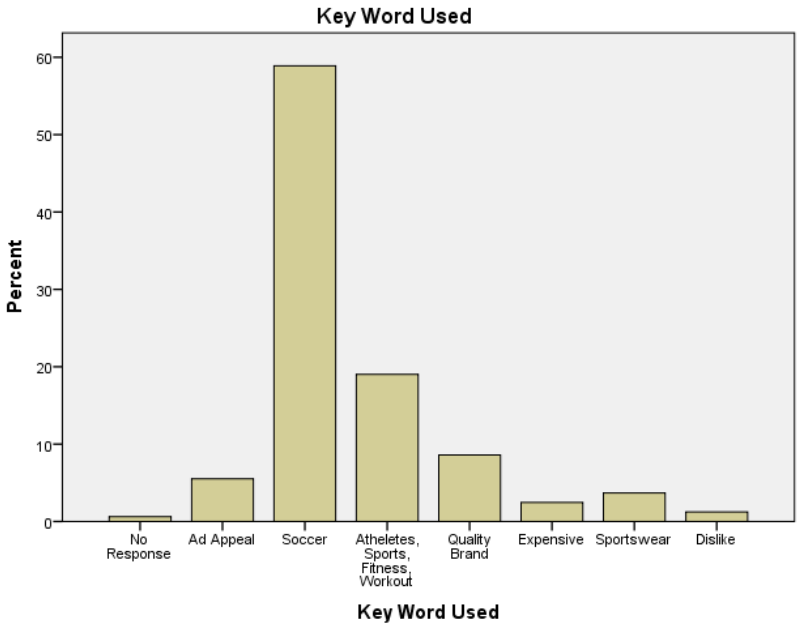


Fig-5
Nike

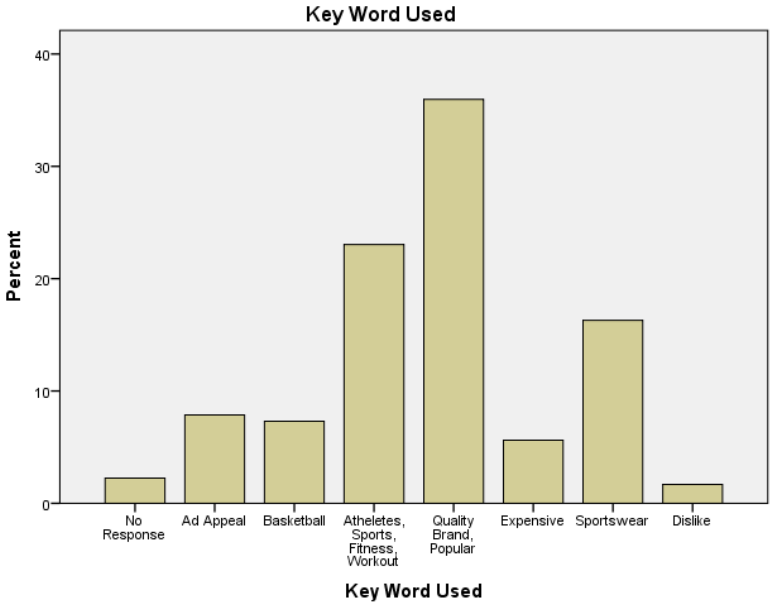


Table-7
Sample Statistics (Student Data)/Consolidated Scales:

SAMPLE STATISTICS (STUDENT DATA): STUDY-1									
S.No	**Item**	**Total(S)**	**BMW**	**Ford**	**Adidas**	**Nike**	**Sedans**	**Sportswear**	**Remarks**
1	Sample Size (N)	658 (100%)	153(23.30%)	163(24.80%)	163(24.80%)	179(27.20%	316(48.00%)	342(52.00%)	
2	Forward Presentation Order	54.10%	56.90%	49.70%	48.50%	60.90%	53.20%	55.00%	b
3	Distraction Q-1 Correct	79.30%	75.20%	79.10%	81.60%	81.00%	77.20%	81.30%	a
4	Distraction Q-2 Correct	88.00%	83.20%	87.10%	92.00%	89.40%	85.10%	90.60%	a
5	Attention Check Correct	98.30%	96.70%	96.90%	99.40%	100.00%	96.80%	99.70%	b
6	Percentage Female	43.00%	39.20%	47.90%	45.40%	39.70%	43.70%	42.40%	a
7	Ethnicity White	51.70%	50.30%	50.30%	50.90%	54.70%	50.30%	52.90%	a
8	Ethnicity Hispanic	4.90%	6.50%	4.90%	3.70%	4.50%	5.70%	4.10%	a
9	Ethnicity African Americans	15.00%	11.80%	12.90%	14.70%	20.10%	12.30%	17.50%	a
10	Ethnicity Asian	12.50%	16.30%	12.90%	8.60%	12.30%	14.60%	10.50%	a
11	Ethnicity Mid-Eastern	13.40%	13.10%	14.70%	19.60%	6.70%	13.90%	12.90%	a
12	Ethnicity Others	2.60%	2.00%	4.30%	2.50%	1.70%	3.20%	2.00%	a
13	Income less than 40K	25.40%	21.60%	21.50%	23.30%	34.10%	21.50%	28.90%	b
14	Income between 40K-60K	16.60%	16.30%	12.90%	18.40%	18.40%	14.60%	18.40%	b
15	Income between 60K-80K	14.00%	14.40%	20.20%	11.70%	10.10%	17.40%	10.80%	b
16	Income between 80K-100K	17.60%	21.60%	13.50%	20.20%	15.60%	17.40%	17.80%	b
17	Income more than 100K	26.40%	26.10%	31.90%	26.40%	21.80%	29.10%	24.00%	b
18	Ed level: Bachelor Degree	94.70%	87.60%	91.40%	99.40%	99.40%	89.60%	99.40%	b
19	Ed level: Masters Degree	4.60%	9.80%	8.60%	0.60%	0.60%	9.20%	0.30%	b
20	Ed level: Doctorate Degree	0.80%	2.60%	0.00%	0.00%	0.00%	1.30%	0.30%	b
21	Prior brand Experience	58.20%	7.20%	63.20%	74.80%	82.00%	36.10%	78.70%	b
22	Online Friends: <50	9.30%	9.20%	8.00%	11.70%	8.40%	8.50%	9.90%	b
23	Online Friends: >50 to <100	7.40%	8.50%	10.40%	4.90%	6.10%	9.50%	5.60%	b
24	Online Friends: >100 to <150	9.00%	11.80%	5.50%	11.00%	7.80%	8.50%	9.40%	b
25	Online Friends: >150 to <200	8.50%	5.90%	6.10%	6.10%	15.15	6.00%	10.80%	b
26	Online Friends: >200	65.80%	64.70%	69.90%	66.30%	62.60%	67.40%	64.30%	b
27	Travel Abroad: Yes	87.50%	88.20%	91.40%	87.70%	83.20%	89.90%	85.40%	a
28	Stay Abroad: <1 Month	56.10%	50.30%	62.60%	62.60%	49.70%	56.60%	55.60%	b
29	Stay Abroad: >1 to <3 Months	10.30%	8.50%	8.00%	11.00%	14.00%	8.20%	12.30%	b
30	Stay Abroad: >3 to <6 Months	3.50%	3.30%	3.70%	3.70%	3.40%	3.50%	3.50%	b
31	Stay Abroad: >6 to <12 Months	3.30%	3.90%	3.70%	1.80%	3.90%	3.80%	2.90%	b
32	Stay Abraod: > 1 Year	14.30%	22.20%	13.50%	9.20%	12.80%	17.70%	11.10%	b
33	Age of Respondent	24.30(5.84)	24.80(6.81)	23.95(5.09)	24.01(5.86)	24.47(5.57)	24.36(5.98)	24.25(5.70)	c, d, f
34	Consumer Ethnocentrism	3.11(1.37)	3.01(1.37)	3.19(1.49)	3.05(1.31)	3.18(1.30)	3.10(1.43)	3.12(1.30)	c, d, f
35	Consumer Cosmopolitanism	5.22(0.92)	5.15(0.93)	5.25(0.92)	5.26(0.88)	5.23(0.93)	5.19(0.92)	5.24(0.91)	c, d, g
36	Global Consumption Orientation	3.47(1.19)	3.53(1.18)	3.57(1.17)	3.30(1.17)	3.49(1.22)	3.55(1.17)	3.39(1.20)	c, d
37	Consumer Affinity	4.05(1.29)	4.05(1.27)	3.92(1.40)	3.82(1.12)	4.37(1.31)	3.99(1.34)	4.10(1.25)	c, e
38	Brand Loyalty	3.94(1.78)	3.31(1.56)	3.48(1.78)	3.94(1.62)	4.91(1.70)	3.40(1.67)	4.45(1.72)	c, e
39	Social Influence of Brand Community	4.65(0.98)	4.51(.092)	4.58(1.02)	4.68(0.95)	4.80(1.02)	4.55(0.97)	4.74(0.99)	c, e
40	Perceived Brand Globalness	6.07(1.21)	6.33(0.85)	5.09(1.44)	6.30(1.04)	6.51(0.83)	5.69(1.34)	6.41(0.94)	c, e, g
41	Perceived Value of Brand	4.87(1.12)	5.2(1.03)	4.56(1.17)	4.71(1.07)	4.96(1.10)	6.05(0.94)	4.83(1.09)	c, e, g
42	Brand Familiarity	6.20(0.83)	5.73(.097)	6.35(0.81)	6.27(0.70)	6.42(0.67)	4.89(1.53)	6.34(0.69)	c, e, g
43	Product Category Involvement	4.76(1.57)	4.69(1.49)	5.084(1.55)	4.64(1.62)	4.64(1.59)	4.89(1.53)	4.63(1.60)	c, e, g
44	Affective Attitude	5.52(1.21)	5.74(1.16)	5.08(1.21)	5.47(1.20)	5.77(1.15)	5.40(1.23)	5.62(1.18)	c, e, g
45	Evaluative Attitude	5.02(1.08)	4.97(1.09)	5.07(1.07)	5.05(1.05)	5.00(1.10)	5.02(1.08)	5.02(1.07)	c, d
46	Attitude Towards Global Brand	5.29(1.20)	5.33(1.21)	5.06(1.23)	5.27(1.15)	5.48(1.17)	5.19(1.22)	5.38(1.16)	c, e, g
47	Purchase Intentions	4.70(1.74)	4.17(1.72)	4.22(1.83)	4.82(1.61)	5.47(1.49)	4.20(1.77)	5.16(1.58)	c, e, g
48	Positive WOMP	4.71(1.44)	4.43(1.42)	4.65(1.47)	4.66(1.41)	5.04(1.42)	4.54(1.44)	4.86(1.42)	c, e, g
49	Willingness To Pay	12996.55(15731.85)	32539.54(13633.19)	21753.07(6265.66)	74.45(39.24)	85.42(39.39)	26975.63(11790.96)	80.20(39.69)	c, e, f

a:Chi-Square test with "brands" was not significant. **b:**Chi-Square test with "brands" was significant. **c:**Independent sample t-test (total sample) for forward and reverse presentations was not significant. **d:**One-Way ANOVA showed no significant differences between the brand means. **e:**One-Way ANOVA showed significant differences between the brand means. **f:**Significant positive skew (total sample). **g:**Significant negative skew (total sample). *(Alpha level = .05)*

Table-8:
Focal Construct Correlations (Student Data)/Consolidated Scales

	CET	COS	GCO	CAF	BL	SIBC	PBG	PERVAL
CET	1.000							
COS	-.280**	1.000						
GCO	-.140**	.401**	1.000					
CAF	0.055	.077*	.199**	1.000				
BL	0.020	0.067	.110**	.759**	1.000			
SIBC	0.063	.190**	.097*	.533**	.540**	1.000		
PBG	-0.066	.094*	-0.019	.186**	.260**	.247**	1.000	
PERVAL	0.047	0.048	.113**	.674**	.604**	.521**	.279**	1.000
** Correlation is significant at the 0.01 level (2-tailed).								
* Correlation is significant at the 0.05 level (2-tailed).								

Table-9:
Reliabilities and Principle Component Analysis (Student Data)/Consolidated Scales

SCALE RELIABILITIES AND PCA ANALYSIS: STUDY-1											
S.No	Item	# Items	# Dimensions	Extraction	Total(α)	BMW(α)	Ford (α)	Adidas (α)	Nike (α)	Sedans (α)	Sprts'wear (α)
1	Sample Size (N)	N/A	N/A	N/A	658 (100%)	153(23.30%)	163(24.80%)	163(24.80%)	179(27.20%	316(48.00%)	342(52.00%)
2	Age of Respondent	1	N/A	N/A	24.30(5.84)	24.80(6.81)	23.95(5.09)	24.01(5.86)	24.47(5.57)	24.36(5.99)	24.25(5.70)
3	Consumer Ethnocentrism	4	1	78.65	0.91	0.92	0.92	0.89	0.91	0.92	0.90
4	Consumer Cosmopolitanism	12	3	70.54	0.89	0.90	0.90	0.87	0.90	0.90	0.89
5	Global Consumption Orientation	4	1	63.27	0.81	0.82	0.79	0.78	0.84	0.80	0.81
6	Consumer Affinity	7	2	76.61	0.92	0.91	0.94	0.89	0.91	0.93	0.91
7	Brand Loyalty	3	1	87.64	0.93	0.89	0.93	0.92	0.95	0.91	0.94
8	Social Influence of Brand Community	10	3	75.34	0.85	0.82	0.87	0.82	0.87	0.85	0.84
9	Perceived Brand Globalness	3	1	66.41	0.75	0.75	0.70	0.70	0.65	0.76	0.68
10	Perceived Value of Brand	8	4	90.74	0.91	0.89	0.92	0.92	0.90	0.91	0.91
11	Brand Familiarity	4	1	56.54	0.74	0.70	0.82	0.61	0.75	0.77	0.67
12	Product Category Involvement	3	1	82.72	0.90	0.87	0.85	0.95	0.93	0.86	0.94
13	Affective Attitude	5	1	82.64	0.95	0.95	0.94	0.96	0.95	0.94	0.95
14	Evaluative Attitude	5	1	75.53	0.92	0.90	0.93	0.93	0.92	0.91	0.93
15	Attitude Towards Global Brand	2	1	90.27	0.89	0.89	0.90	0.90	0.89	0.90	0.89
16	Purchase Intentions	3	1	93.57	0.97	0.94	0.97	0.98	0.96	0.96	0.97
17	Positive WOMP	3	1	91.03	0.95	0.94	0.95	0.96	0.95	0.94	0.96
18	Willingness To Pay	1	N/A	N/A	12996.55(15731.85)	32539.54(13633.19)	21753.07(6265.66)	74.45(39.24)	85.42(39.39)	26975.63(11790.97)	80.20(39.69)

Fig-6

Baseline Model Loadings (Total Student Data):

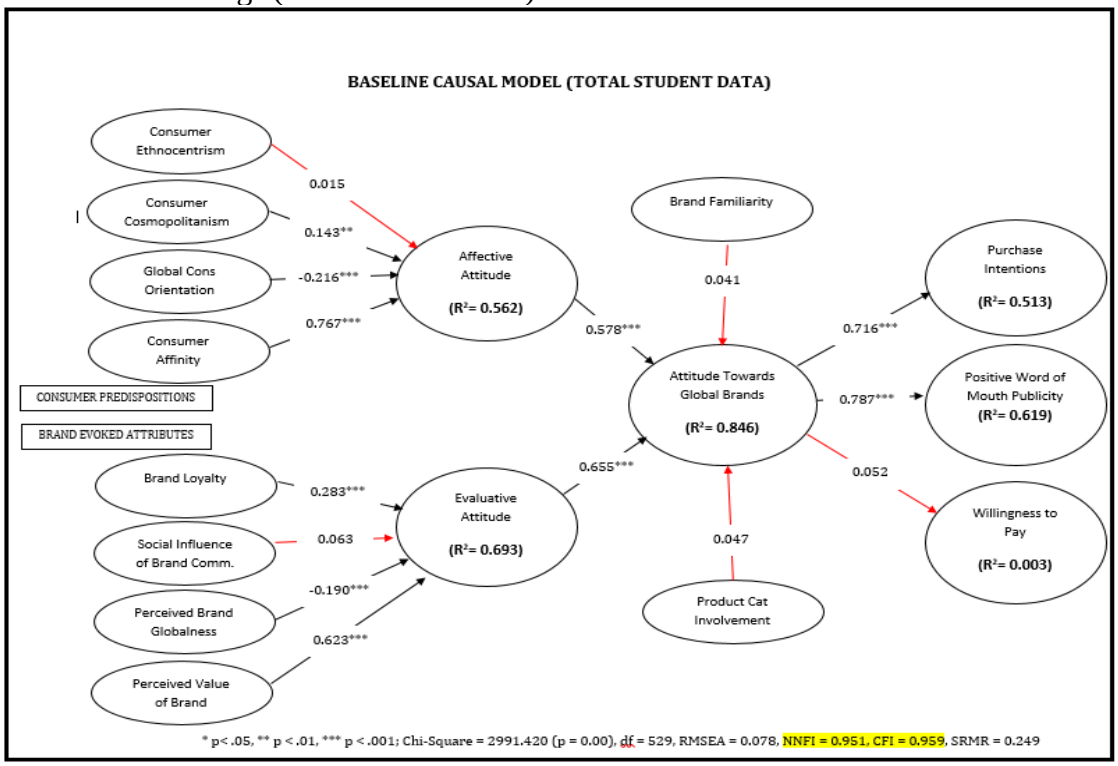


Fig-7

Best Fit Model Loadings (Total Student Data):

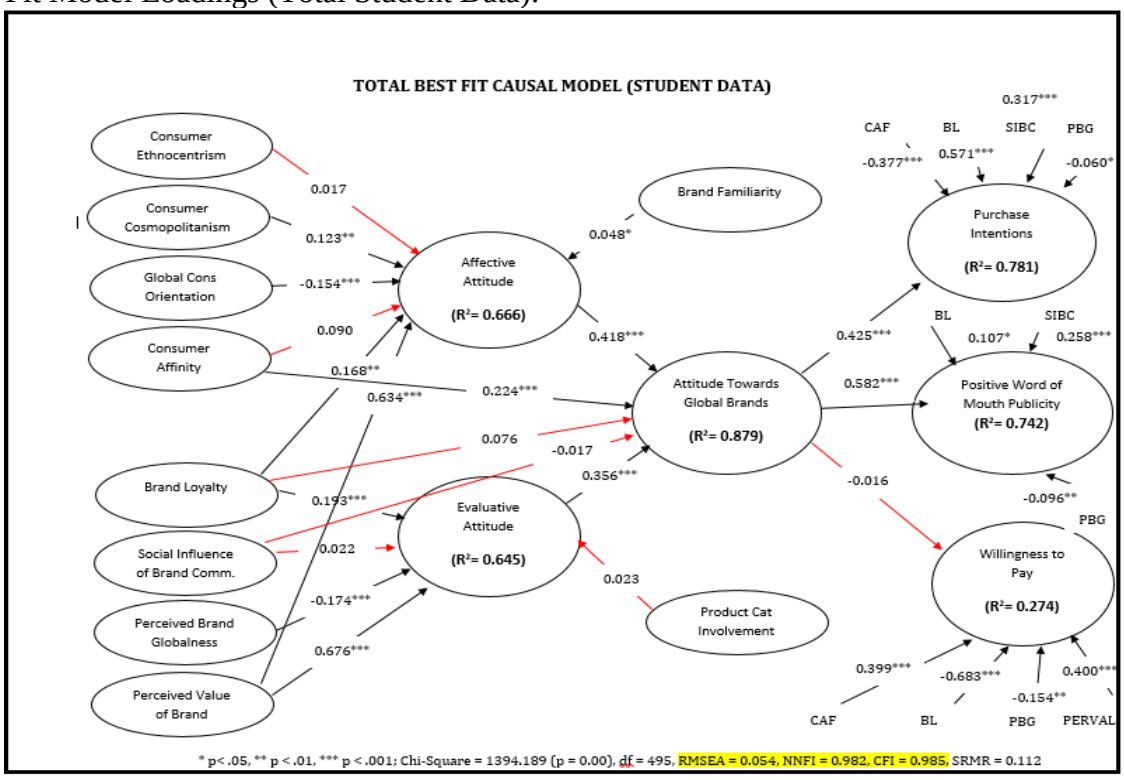


Table-10

Fit Indices (Total Student Sample Models)

TOTAL (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	2991.420	1267.005*	1782.209*	1394.189*	
df	529	460	499	495	
p value	0.000	0.000	0.000	0.000	**> 0.05**
RMSEA	0.078	0.053	0.060	0.0539	**< 0.06**
NNFI	0.951	0.979	0.975	0.982	**> 0.95**
CFI	0.959	0.987	0.979	0.985	**> 0.95**
SRMR	0.249	0.058	0.177	0.112	**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-11

Effects (Total Student Sample)

TOTAL INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	0.003	0.000	0.003
2	COS	PI	0.022	0.000	0.022
3	GCO	PI	-0.027	0.000	-0.027
4	CAF	PI	0.111	-0.377	-0.266
5	BL	PI	0.091	0.571	0.662
6	SIBC	PI	-0.004	0.317	0.313
7	PBG	PI	-0.026	-0.060	-0.086
8	PERVAL	PI	0.215	0.000	0.215
9	BF	PI	0.009	0.000	0.009
10	PRDINV	PI	0.003	0.000	0.003
11	CET	PWOMP	0.004	0.000	0.004
12	COS	PWOMP	0.030	0.000	0.030
13	GCO	PWOMP	-0.037	0.000	-0.037
14	CAF	PWOMP	0.152	0.000	0.152
15	BL	PWOMP	0.125	0.107	0.232
16	SIBC	PWOMP	-0.005	0.258	0.253
17	PBG	PWOMP	-0.036	-0.096	-0.132
18	PERVAL	PWOMP	0.294	0.000	0.294
19	BF	PWOMP	0.012	0.000	0.012
20	PRDINV	PWOMP	0.005	0.000	0.005
21	CET	WTP	0.000	0.000	0.000
22	COS	WTP	-0.001	0.000	-0.001
23	GCO	WTP	0.001	0.000	0.001
24	CAF	WTP	-0.004	0.399	0.395
25	BL	WTP	0.003	-0.683	-0.680
26	SIBC	WTP	0.000	0.000	0.000
27	PBG	WTP	0.001	-0.154	-0.153
28	PERVAL	WTP	-0.008	0.400	0.392
29	BF	WTP	0.000	0.000	0.000
30	PRDINV	WTP	0.000	0.000	0.000
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-8

Baseline Model Loadings (BMW Student Data):

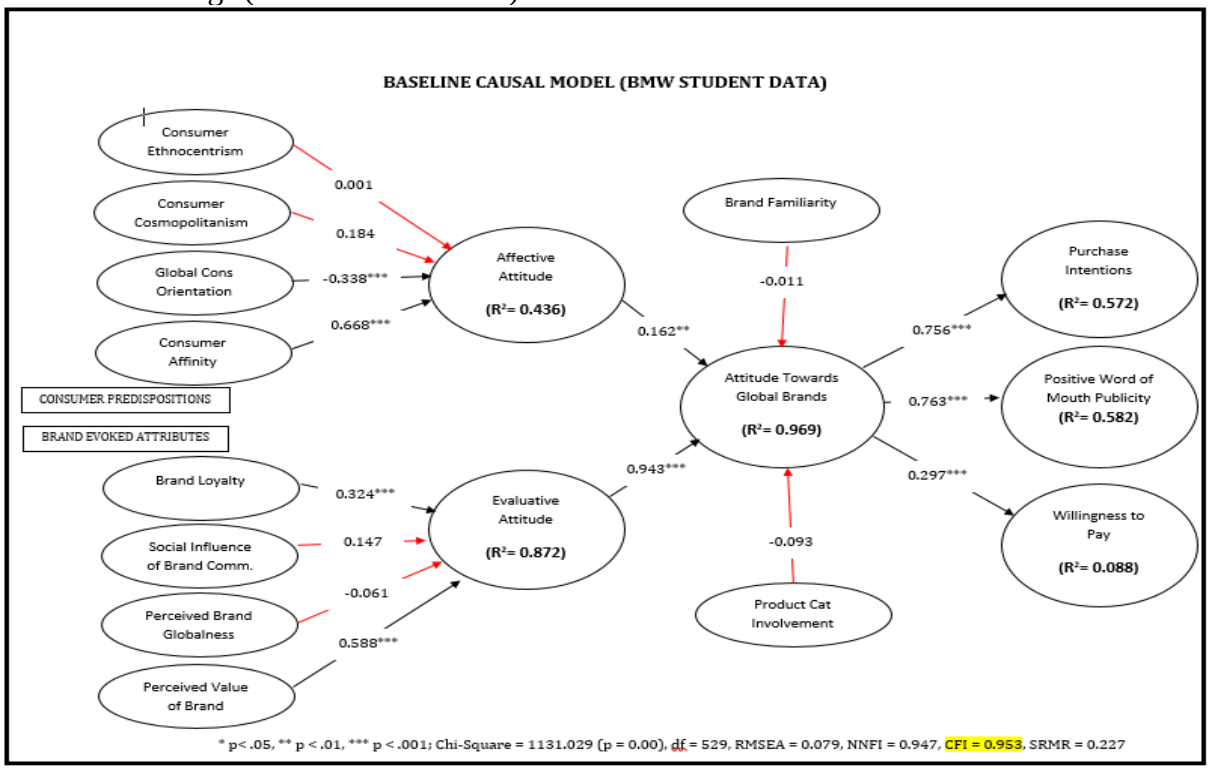


Fig-9

Best Fit Model Loadings (BMW Student Data):

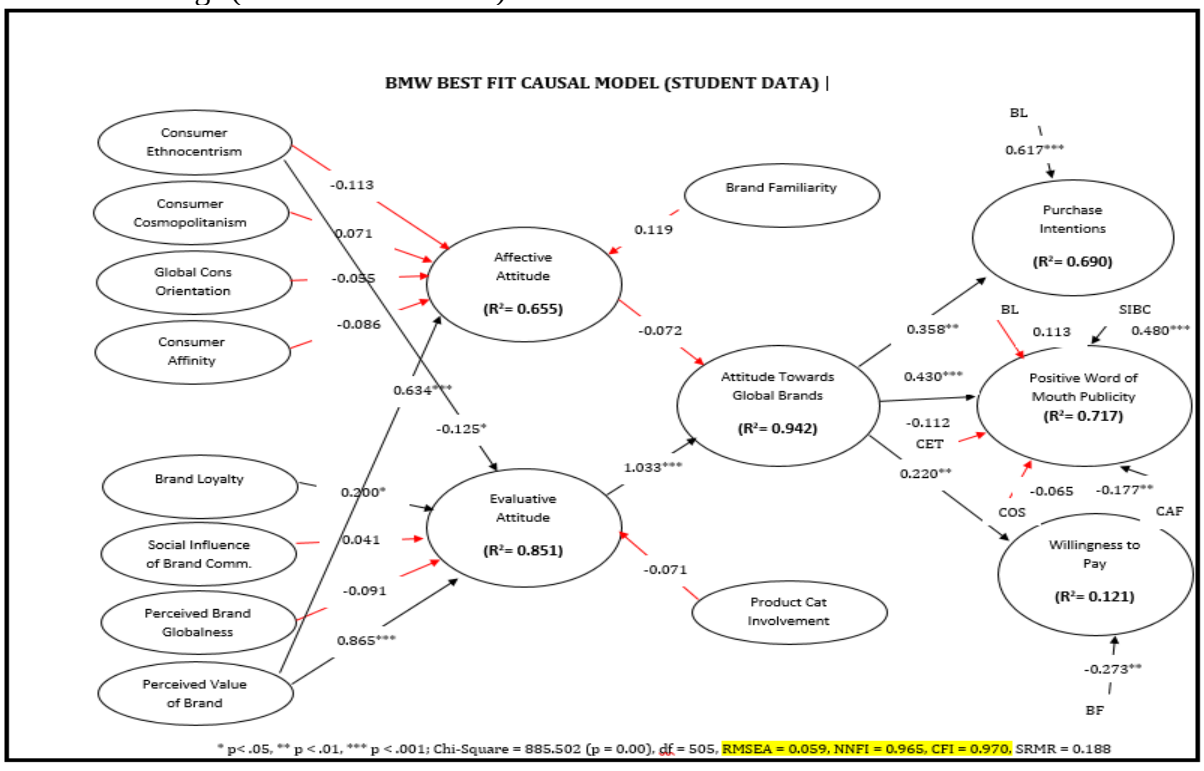


Table-12

Fit Indices (BMW Student Sample Models)

BMW (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1131.092	666.308*	885.502*		
df	529.000	460.000	505.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.079	0.048	0.060		**< 0.06**
NNFI	0.947	0.979	0.965		**> 0.95**
CFI	0.953	0.984	0.970		**> 0.95**
SRMR	0.227	0.707	0.188		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-13

Effects (BMW Student Sample)

BMW INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.043	0.000	-0.043
2	COS	PI	-0.002	0.000	-0.002
3	GCO	PI	0.001	0.000	0.001
4	CAF	PI	0.076	0.000	0.076
5	BL	PI	0.074	0.617	0.691
6	SIBC	PI	0.015	0.000	0.015
7	PBG	PI	-0.034	0.000	-0.034
8	PERVAL	PI	0.298	0.000	0.298
9	BF	PI	-0.003	0.000	-0.003
10	PRDINV	PI	-0.026	0.000	-0.026
11	CET	PWOMP	-0.052	-0.112	-0.164
12	COS	PWOMP	-0.002	-0.065	-0.067
13	GCO	PWOMP	0.002	0.000	0.002
14	CAF	PWOMP	0.092	-0.117	-0.025
15	BL	PWOMP	0.089	0.113	0.202
16	SIBC	PWOMP	0.018	0.480	0.498
17	PBG	PWOMP	-0.040	0.000	-0.040
18	PERVAL	PWOMP	0.358	0.000	0.358
19	BF	PWOMP	-0.004	0.000	-0.004
20	PRDINV	PWOMP	-0.032	0.000	-0.032
21	CET	WTP	-0.027	0.000	-0.027
22	COS	WTP	-0.001	0.000	-0.001
23	GCO	WTP	0.001	0.000	0.001
24	CAF	WTP	0.047	0.000	0.047
25	BL	WTP	0.045	0.000	0.045
26	SIBC	WTP	0.009	0.000	0.009
27	PBG	WTP	-0.021	0.000	-0.021
28	PERVAL	WTP	0.183	0.000	0.183
29	BF	WTP	-0.002	0.273	0.271
30	PRDINV	WTP	-0.016	0.000	-0.016
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-10

Baseline Model Loadings (Ford Student Data):

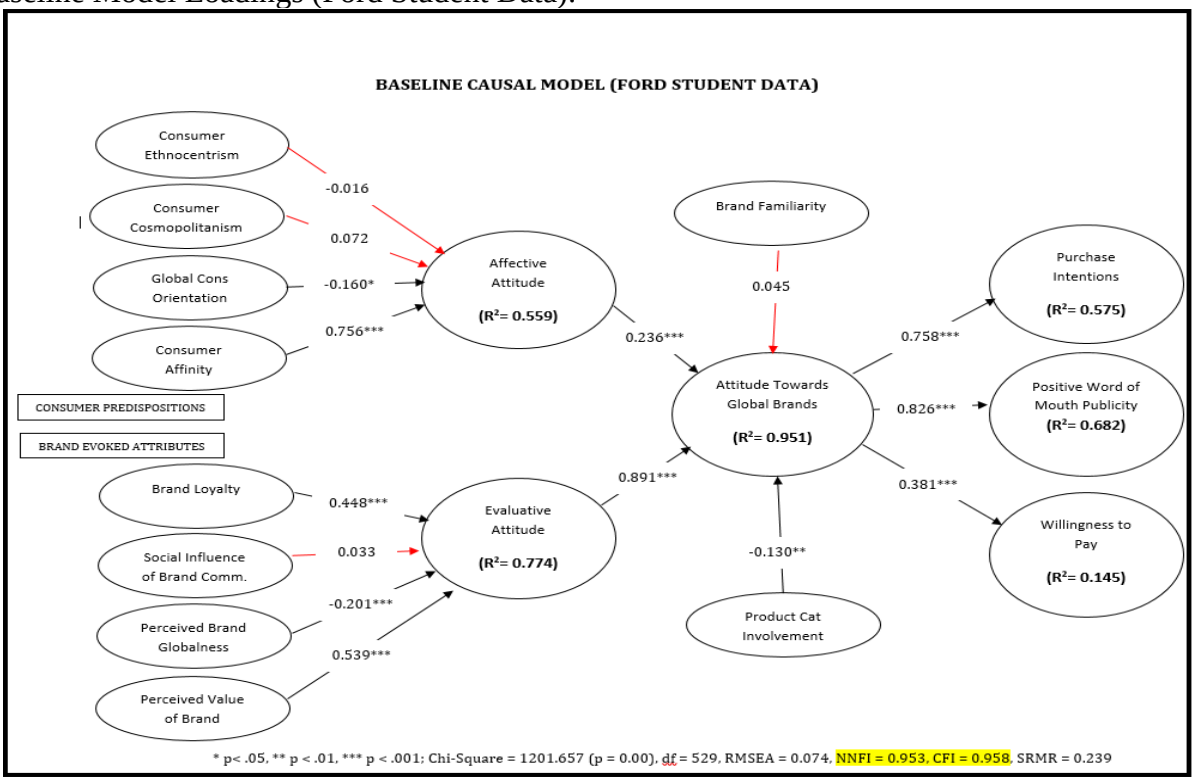


Fig-11

Best Fit Model Loadings (Ford Student Data):

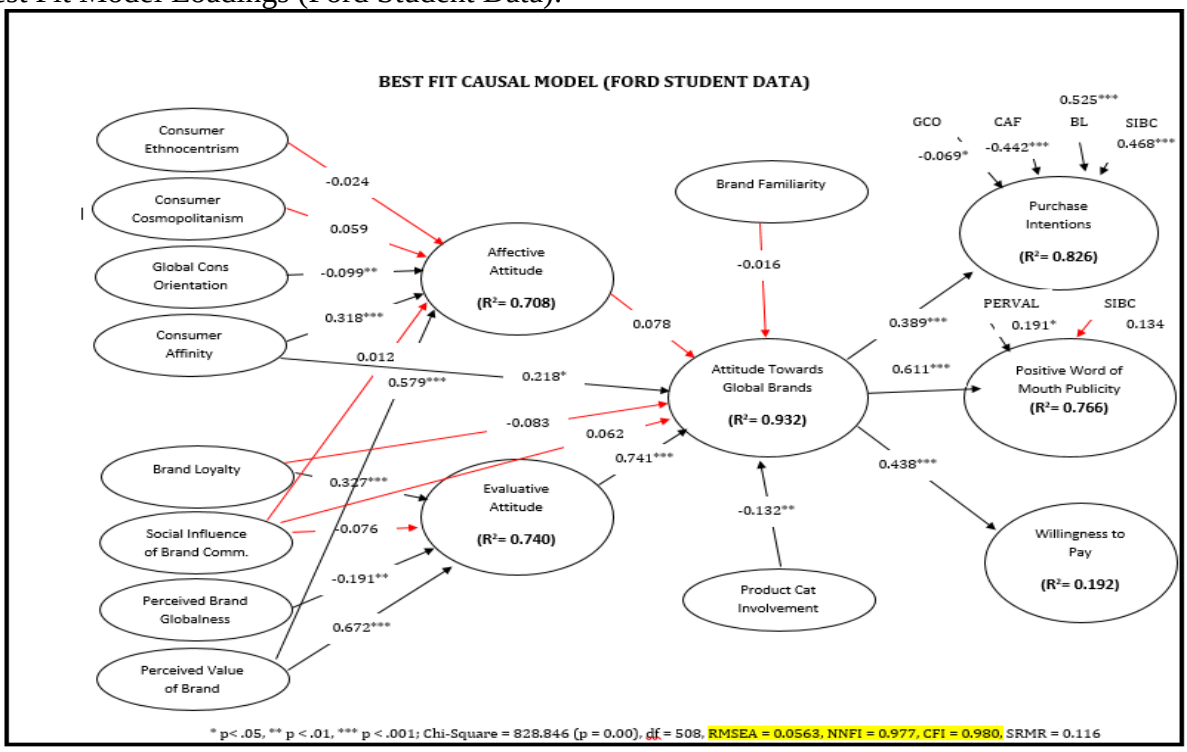


Table-14

Fit Indices (Ford Student Sample Models)

FORD (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1201.657	871.019*	828.846*		
df	529.000	512.000	508.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.074	0.061	0.056		**< 0.06**
NNFI	0.953	0.974	0.977		**> 0.95**
CFI	0.958	0.978	0.980		**> 0.95**
SRMR	0.239	0.117	0.116		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-15

Effects (Ford Student Sample)

FORD INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.001	0.000	-0.001
2	COS	PI	0.002	0.000	0.002
3	GCO	PI	-0.003	-0.069	-0.072
4	CAF	PI	0.094	-0.442	-0.348
5	BL	PI	0.062	0.525	0.587
6	SIBC	PI	0.022	0.468	0.490
7	PBG	PI	-0.055	0.000	-0.055
8	PERVAL	PI	0.211	0.000	0.211
9	BF	PI	-0.006	0.000	-0.006
10	PRDINV	PI	-0.051	0.000	-0.051
11	CET	PWOMP	-0.001	0.000	-0.001
12	COS	PWOMP	0.003	0.000	0.003
13	GCO	PWOMP	-0.005	0.000	-0.005
14	CAF	PWOMP	0.148	0.000	0.148
15	BL	PWOMP	0.097	0.000	0.097
16	SIBC	PWOMP	0.035	0.134	0.169
17	PBG	PWOMP	-0.086	0.000	-0.086
18	PERVAL	PWOMP	0.332	0.191	0.523
19	BF	PWOMP	-0.010	0.000	-0.010
20	PRDINV	PWOMP	-0.081	0.000	-0.081
21	CET	WTP	-0.001	0.000	-0.001
22	COS	WTP	0.002	0.000	0.002
23	GCO	WTP	-0.003	0.000	-0.003
24	CAF	WTP	0.106	0.000	0.106
25	BL	WTP	0.070	0.000	0.070
26	SIBC	WTP	0.025	0.000	0.025
27	PBG	WTP	-0.062	0.000	-0.062
28	PERVAL	WTP	0.238	0.000	0.238
29	BF	WTP	-0.007	0.000	-0.007
30	PRDINV	WTP	-0.058	0.000	-0.058
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-12
Baseline Model Loadings (Adidas Student Data):

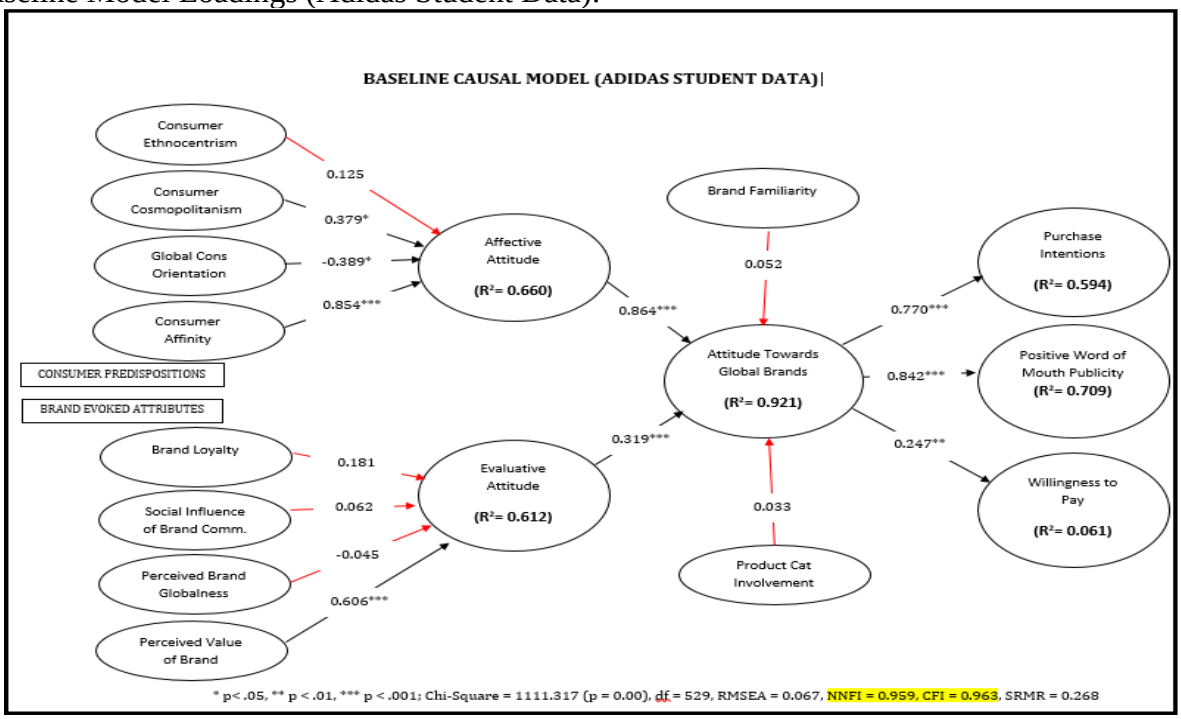


Fig-13
Best Fit Model Loadings (Adidas Student Data):

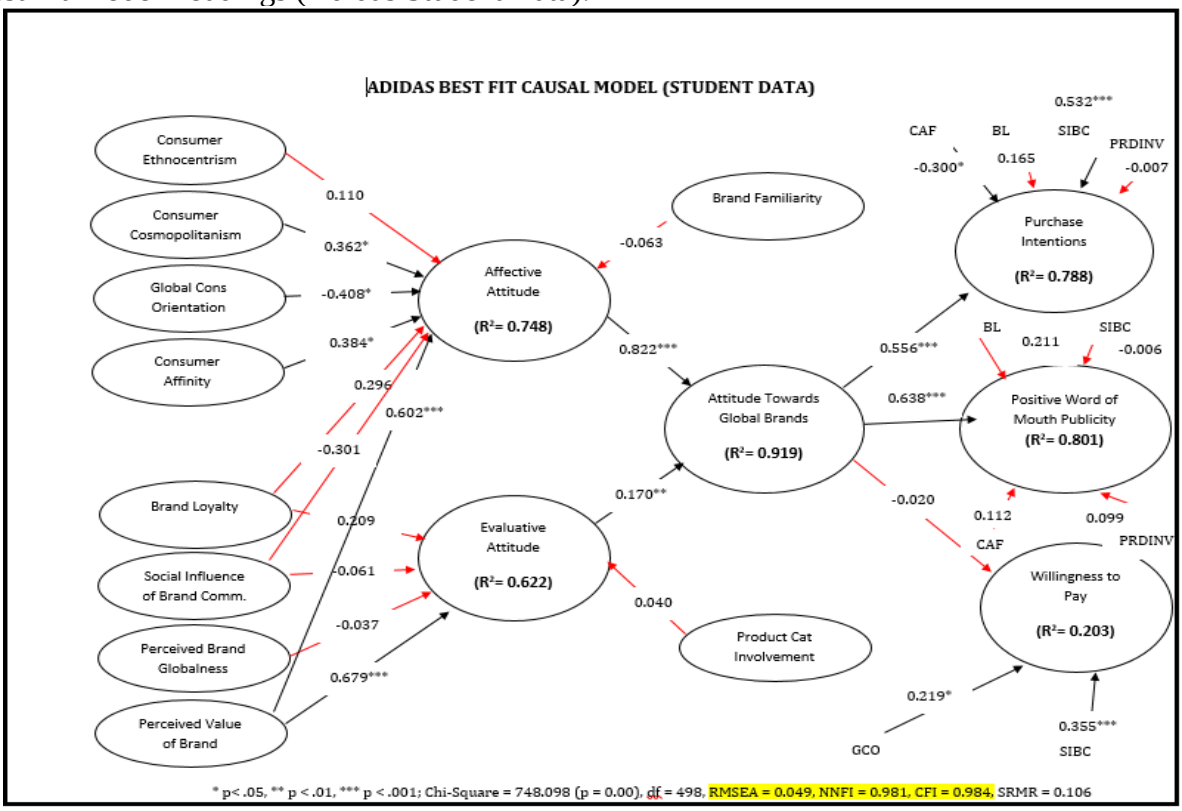


Table-16

Fit Indices (Adidas Student Sample Models)

ADIDAS (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1111.317	789.328*	748.098*		
df	529.000	503.000	498.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.067	0.534	0.049		**< 0.06**
NNFI	0.959	0.979	0.981		**> 0.95**
CFI	0.963	0.982	0.984		**> 0.95**
SRMR	0.268	0.113	0.106		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-17

Effects (Adidas Student Sample)

ADIDAS INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	0.050	0.000	0.050
2	COS	PI	0.165	0.000	0.165
3	GCO	PI	-0.186	0.000	-0.186
4	CAF	PI	0.176	-0.300	-0.124
5	BL	PI	0.155	0.165	0.320
6	SIBC	PI	-0.143	0.532	0.389
7	PBG	PI	-0.003	0.000	-0.003
8	PERVAL	PI	0.339	0.000	0.339
9	BF	PI	-0.029	0.000	-0.029
10	PRDINV	PI	0.004	-0.007	-0.003
11	CET	PWOMP	0.058	0.000	0.058
12	COS	PWOMP	0.190	0.000	0.190
13	GCO	PWOMP	-0.214	0.000	-0.214
14	CAF	PWOMP	0.201	0.112	0.313
15	BL	PWOMP	0.178	0.211	0.389
16	SIBC	PWOMP	-0.164	-0.006	-0.170
17	PBG	PWOMP	-0.004	0.000	-0.004
18	PERVAL	PWOMP	0.389	0.000	0.389
19	BF	PWOMP	-0.033	0.000	-0.033
20	PRDINV	PWOMP	0.004	-0.007	-0.003
21	CET	WTP	-0.002	0.000	-0.002
22	COS	WTP	-0.006	0.000	-0.006
23	GCO	WTP	0.007	0.219	0.226
24	CAF	WTP	-0.006	0.000	-0.006
25	BL	WTP	-0.006	0.000	-0.006
26	SIBC	WTP	0.005	0.355	0.360
27	PBG	WTP	0.000	0.000	0.000
28	PERVAL	WTP	-0.012	0.000	-0.012
29	BF	WTP	0.001	0.000	0.001
30	PRDINV	WTP	0.000	0.099	0.099
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-14
Baseline Model Loadings (Nike Student Data):

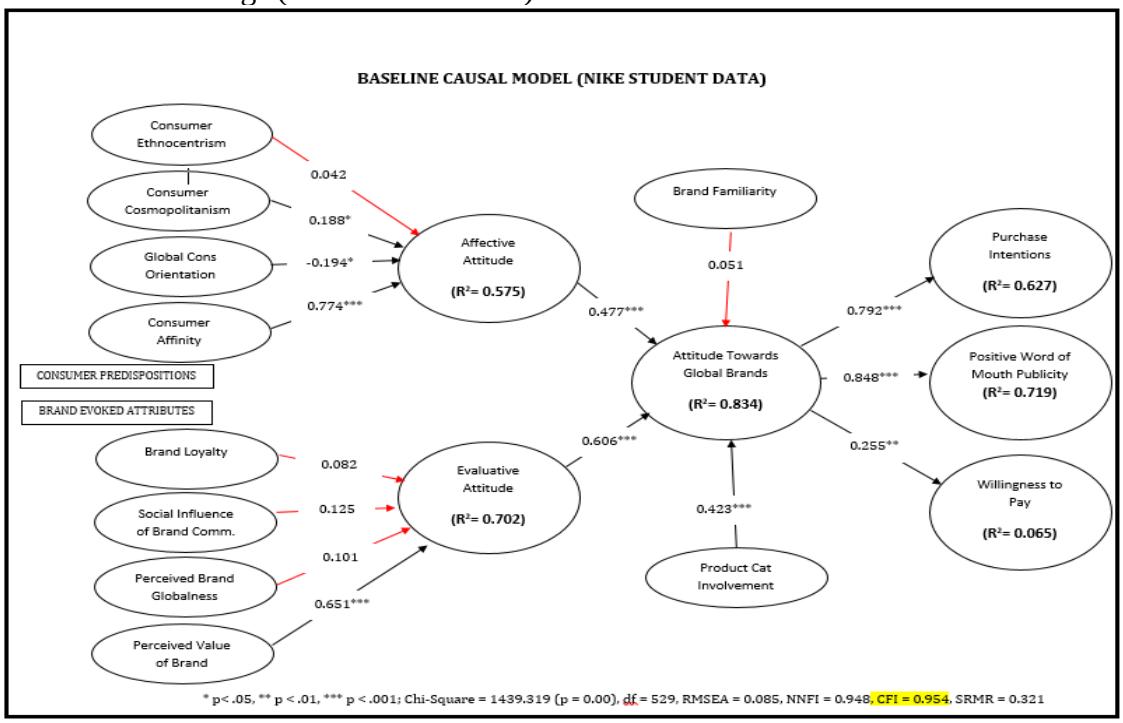


Fig-15
Best Fit Model Loadings (Nike Student Data):

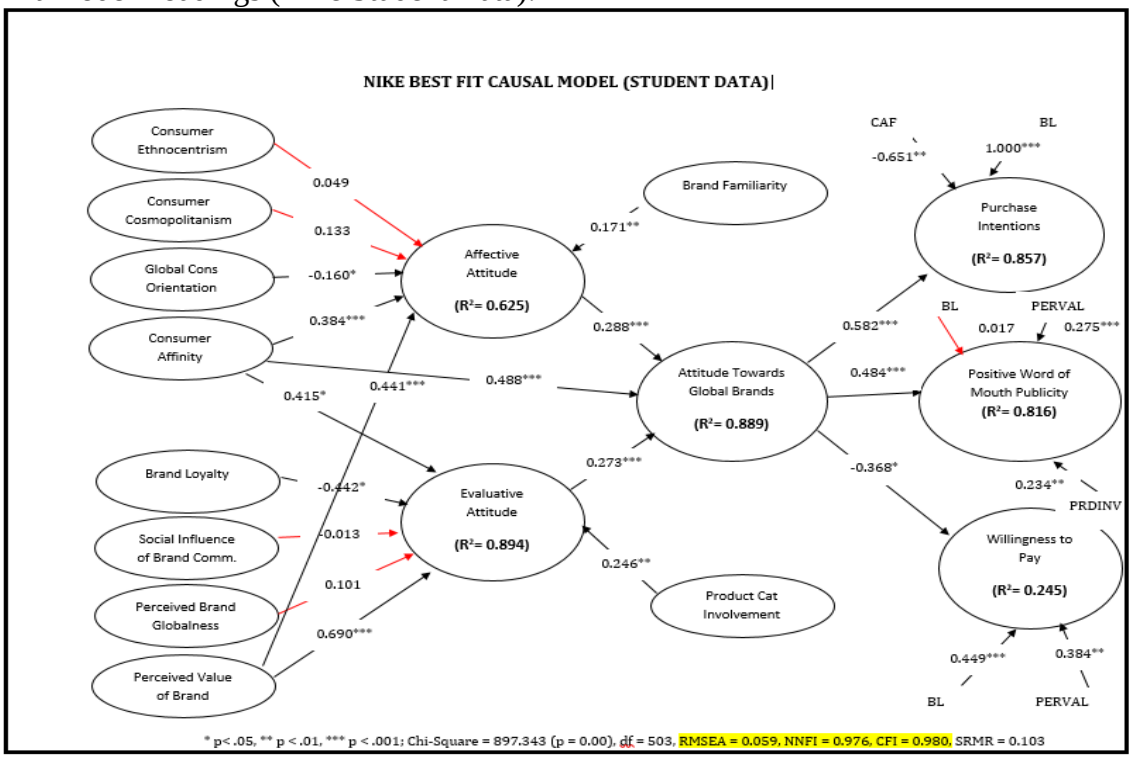


Table-18

Fit Indices (Nike Student Sample Models)

NIKE (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1439.319	944.485*	935.254*	897.343*	
df	529	505	504	503	
p value	0.000	0.000	0.000	0.000	> **0.05**
RMSEA	0.086	0.064	0.063	0.060	< **0.06**
NNFI	0.948	0.953	0.954	0.976	> **0.95**
CFI	0.954	0.978	0.978	0.980	> **0.95**
SRMR	0.321	0.106	0.106	0.103	< **0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-19

Effects (Nike Student Sample)

NIKE INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	0.008	0.000	0.008
2	COS	PI	0.022	0.000	0.022
3	GCO	PI	-0.027	0.000	-0.027
4	CAF	PI	0.414	-0.651	-0.237
5	BL	PI	-0.070	1.002	0.932
6	SIBC	PI	-0.002	0.000	-0.002
7	PBG	PI	0.016	0.000	0.016
8	PERVAL	PI	0.184	0.000	0.184
9	BF	PI	0.029	0.000	0.029
10	PRDINV	PI	0.039	0.000	0.039
11	CET	PWOMP	0.007	0.000	0.007
12	COS	PWOMP	0.019	0.000	0.019
13	GCO	PWOMP	-0.022	0.000	-0.022
14	CAF	PWOMP	0.345	0.000	0.345
15	BL	PWOMP	-0.058	0.017	-0.041
16	SIBC	PWOMP	-0.002	0.000	-0.002
17	PBG	PWOMP	0.013	0.000	0.013
18	PERVAL	PWOMP	0.153	0.275	0.428
19	BF	PWOMP	0.024	0.000	0.024
20	PRDINV	PWOMP	0.033	0.234	0.267
21	CET	WTP	-0.005	0.000	-0.005
22	COS	WTP	-0.014	0.000	-0.014
23	GCO	WTP	0.017	0.000	0.017
24	CAF	WTP	-0.262	0.000	-0.262
25	BL	WTP	0.044	0.449	0.493
26	SIBC	WTP	0.001	0.000	0.001
27	PBG	WTP	-0.010	0.000	-0.010
28	PERVAL	WTP	-0.116	0.384	0.268
29	BF	WTP	-0.018	0.000	-0.018
30	PRDINV	WTP	-0.025	0.000	-0.025
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-16
Baseline Model Loadings (Sedans Student Data):

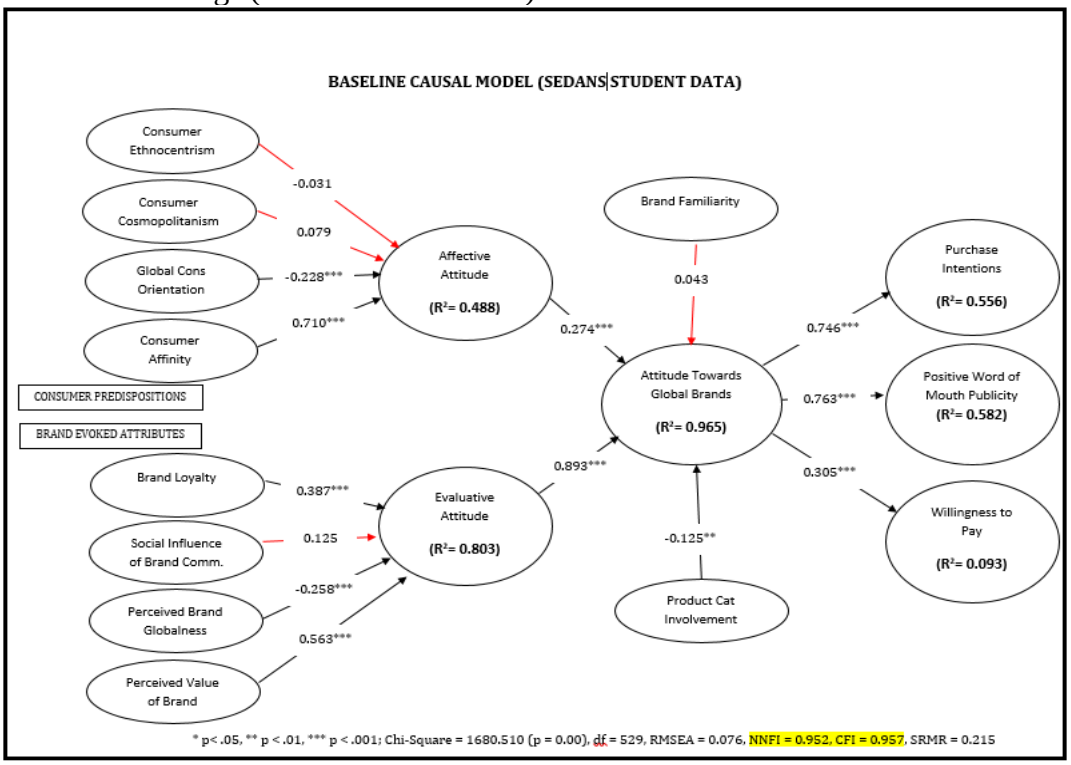


Fig-17
Best Fit Model Loadings (Sedans Student Data):

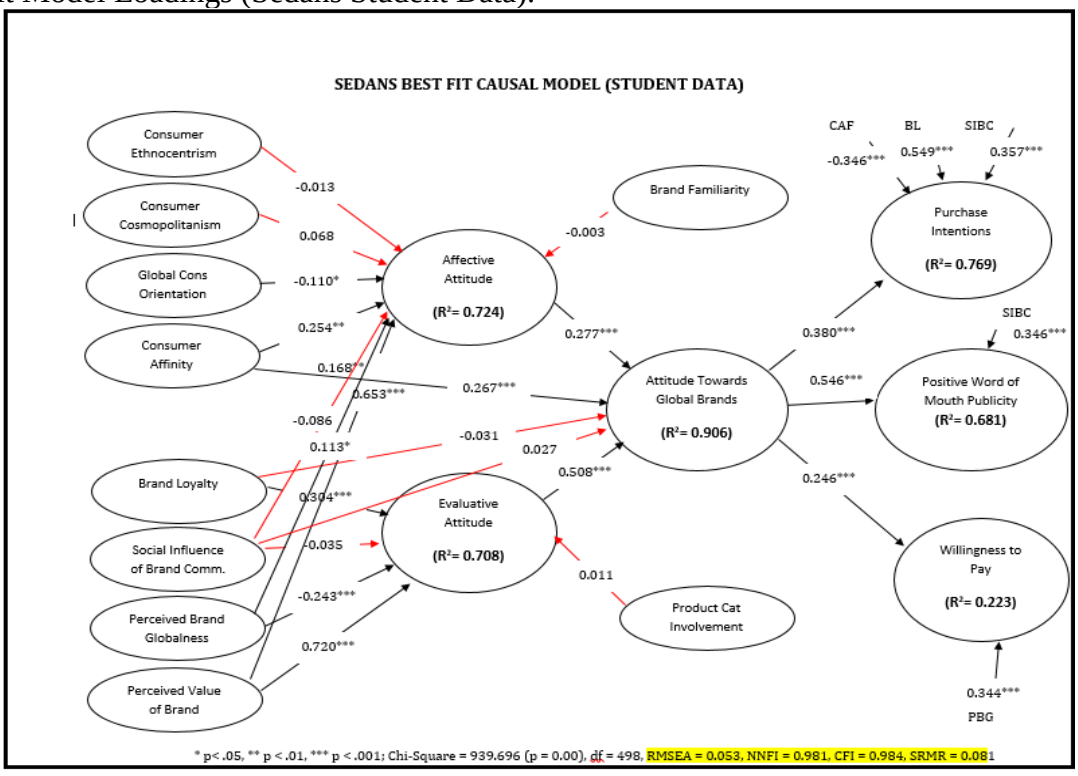


Table-20

Fit Indices (Sedans Student Sample Models)

MID-SIZE SEDANS (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1680.510	952.523*	939.696*		
df	529.000	499.000	498.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.076	0.054	0.053		**< 0.06**
NNFI	0.952	0.980	0.981		**> 0.95**
CFI	0.957	0.983	0.984		**> 0.95**
SRMR	0.215	0.081	0.081		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-21

Effects (Sedans Student Sample)

SEDANS INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.001	0.000	-0.001
2	COS	PI	0.007	0.000	0.007
3	GCO	PI	-0.012	0.000	-0.012
4	CAF	PI	0.128	-0.346	-0.218
5	BL	PI	0.047	0.549	0.596
6	SIBC	PI	-0.006	0.357	0.351
7	PBG	PI	-0.035	0.000	-0.035
8	PERVAL	PI	0.208	0.000	0.208
9	BF	PI	0.000	0.000	0.000
10	PRDINV	PI	0.000	0.000	0.000
11	CET	PWOMP	-0.002	0.000	-0.002
12	COS	PWOMP	0.010	0.000	0.010
13	GCO	PWOMP	-0.017	0.000	-0.017
14	CAF	PWOMP	0.184	0.000	0.184
15	BL	PWOMP	0.067	0.000	0.067
16	SIBC	PWOMP	-0.008	0.346	0.338
17	PBG	PWOMP	-0.050	0.000	-0.050
18	PERVAL	PWOMP	0.298	0.000	0.298
19	BF	PWOMP	0.000	0.000	0.000
20	PRDINV	PWOMP	0.000	0.000	0.000
21	CET	WTP	-0.001	0.000	-0.001
22	COS	WTP	0.005	0.000	0.005
23	GCO	WTP	-0.007	0.000	-0.007
24	CAF	WTP	0.083	0.000	0.083
25	BL	WTP	0.030	0.000	0.030
26	SIBC	WTP	-0.004	0.000	-0.004
27	PBG	WTP	-0.023	0.344	0.321
28	PERVAL	WTP	0.134	0.000	0.134
29	BF	WTP	0.000	0.000	0.000
30	PRDINV	WTP	0.000	0.000	0.000
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-18
Baseline Model Loadings (Sportswear Student Data):

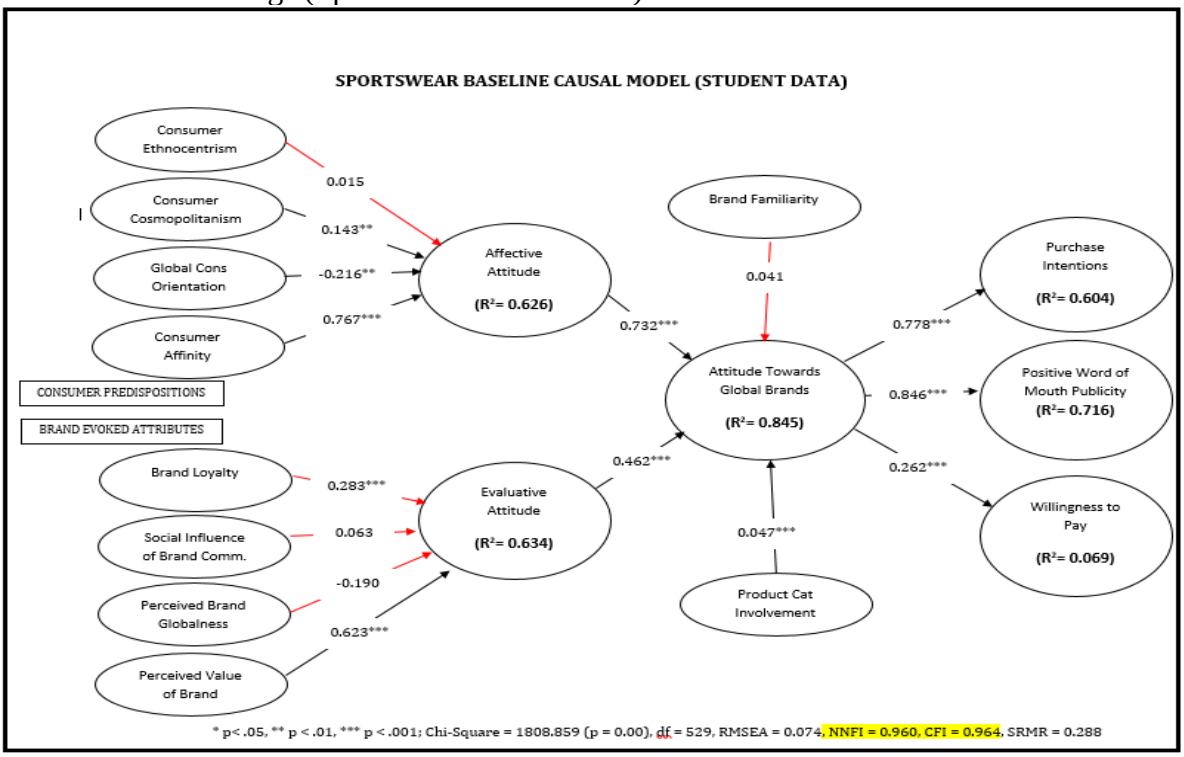


Fig-19
Best Fit Model Loadings (Sportswear Student Data):

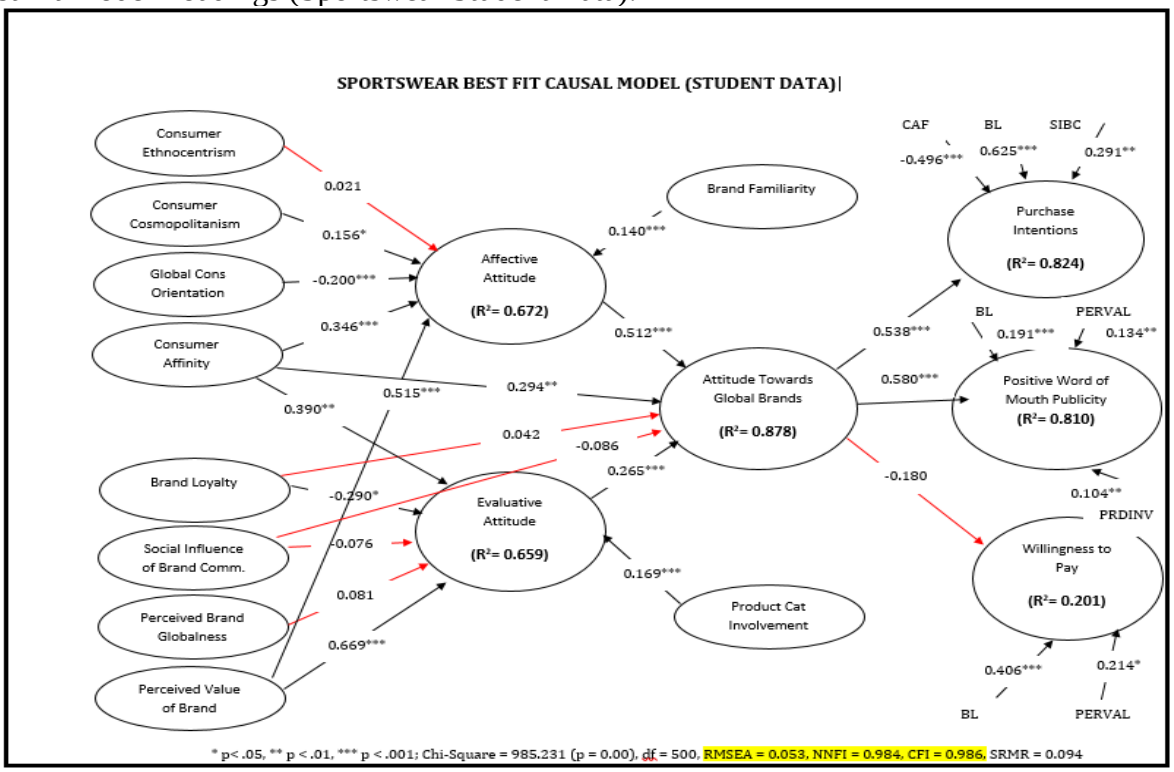


Table-22

Fit Indices (Sportswear Student Sample Models)

SPORTSWEAR (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1808.859	1018.054*	985.231*		
df	529.000	504.000	500.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.074	0.052	0.050		**< 0.06**
NNFI	0.960	0.983	0.984		**> 0.95**
CFI	0.964	0.986	0.986		**> 0.95**
SRMR	0.288	0.095	0.094		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-23

Effects (Sportswear Student Sample)

SPORTSWEAR INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	0.006	0.000	0.006
2	COS	PI	0.043	0.000	0.043
3	GCO	PI	-0.055	0.000	-0.055
4	CAF	PI	0.309	-0.496	-0.187
5	BL	PI	-0.019	0.625	0.606
6	SIBC	PI	-0.057	0.291	0.234
7	PBG	PI	0.012	0.000	0.012
8	PERVAL	PI	0.237	0.000	0.237
9	BF	PI	0.039	0.000	0.039
10	PRDINV	PI	0.024	0.000	0.024
11	CET	PWOMP	0.006	0.000	0.006
12	COS	PWOMP	0.046	0.000	0.046
13	GCO	PWOMP	-0.059	0.000	-0.059
14	CAF	PWOMP	0.333	0.000	0.333
15	BL	PWOMP	-0.020	0.191	0.171
16	SIBC	PWOMP	-0.061	0.000	-0.061
17	PBG	PWOMP	0.012	0.000	0.012
18	PERVAL	PWOMP	0.256	0.134	0.390
19	BF	PWOMP	0.042	0.000	0.042
20	PRDINV	PWOMP	0.026	0.104	0.130
21	CET	WTP	-0.002	0.000	-0.002
22	COS	WTP	-0.014	0.000	-0.014
23	GCO	WTP	0.018	0.000	0.018
24	CAF	WTP	-0.103	0.000	-0.103
25	BL	WTP	0.006	0.408	0.414
26	SIBC	WTP	0.019	0.000	0.019
27	PBG	WTP	-0.004	0.000	-0.004
28	PERVAL	WTP	-0.079	0.214	0.135
29	BF	WTP	-0.013	0.000	-0.013
30	PRDINV	WTP	-0.008	0.000	-0.008
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-20

Baseline Model Loadings (Foreign Brands, Student Data):

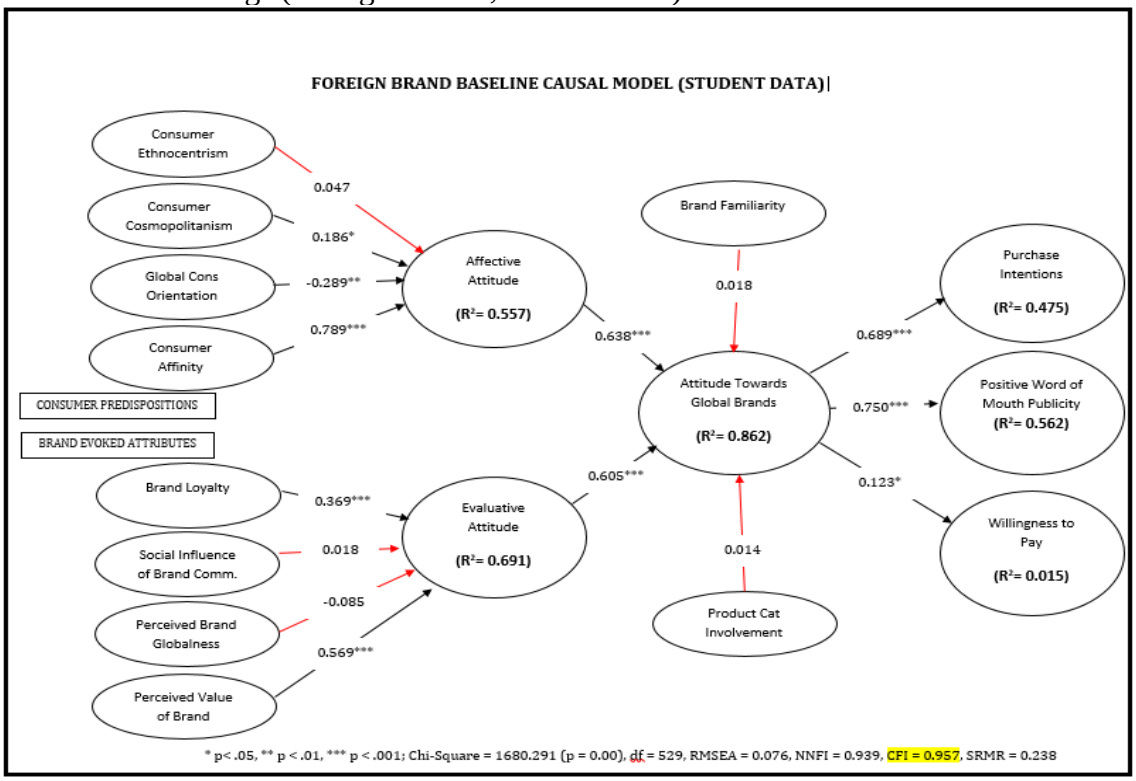


Fig-21

Best Fit Model Loadings (Foreign Brands, Student Data):

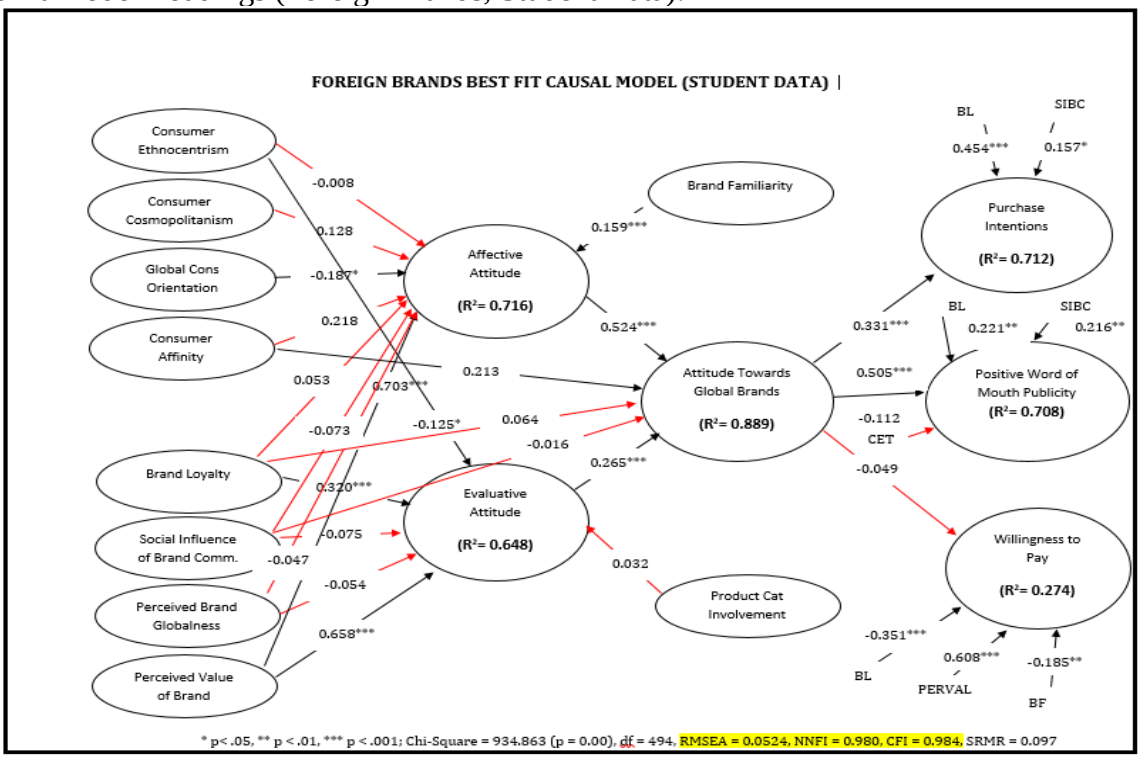


Table-24

Fit Indices (Foreign Brands, Student Sample Models)

FOREIGN (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1680.291	963.352*	934.863*		
df	529.000	496.000	494.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.076	0.054	0.052		**< 0.06**
NNFI	0.939	0.979	0.980		**> 0.95**
CFI	0.957	0.983	0.984		**> 0.95**
SRMR	0.238	0.100	0.097		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-25

Effects (Foreign Brands, Student Sample)

FOREIGN INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.001	0.000	-0.001
2	COS	PI	0.022	0.000	0.022
3	GCO	PI	-0.032	0.000	-0.032
4	CAF	PI	0.108	0.000	0.108
5	BL	PI	0.058	0.454	0.512
6	SIBC	PI	-0.005	0.157	0.152
7	PBG	PI	-0.013	0.000	-0.013
8	PERVAL	PI	0.180	0.000	0.180
9	BF	PI	0.028	0.000	0.028
10	PRDINV	PI	0.006	0.000	0.006
11	CET	PWOMP	-0.002	0.000	-0.002
12	COS	PWOMP	0.034	0.000	0.034
13	GCO	PWOMP	-0.049	0.000	-0.049
14	CAF	PWOMP	0.165	0.000	0.165
15	BL	PWOMP	0.089	0.221	0.310
16	SIBC	PWOMP	-0.008	0.216	0.208
17	PBG	PWOMP	-0.020	0.000	-0.020
18	PERVAL	PWOMP	0.274	0.000	0.274
19	BF	PWOMP	0.042	0.000	0.042
20	PRDINV	PWOMP	0.008	0.000	0.008
21	CET	WTP	0.000	0.000	0.000
22	COS	WTP	-0.003	0.000	-0.003
23	GCO	WTP	0.005	0.000	0.005
24	CAF	WTP	-0.016	0.000	-0.016
25	BL	WTP	-0.009	-0.351	-0.360
26	SIBC	WTP	0.001	0.157	0.158
27	PBG	WTP	0.002	0.000	0.002
28	PERVAL	WTP	-0.027	0.608	0.581
29	BF	WTP	-0.004	-0.185	-0.189
30	PRDINV	WTP	-0.001	0.000	-0.001
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-22
Baseline Model Loadings (Domestic Brands, Student Data):

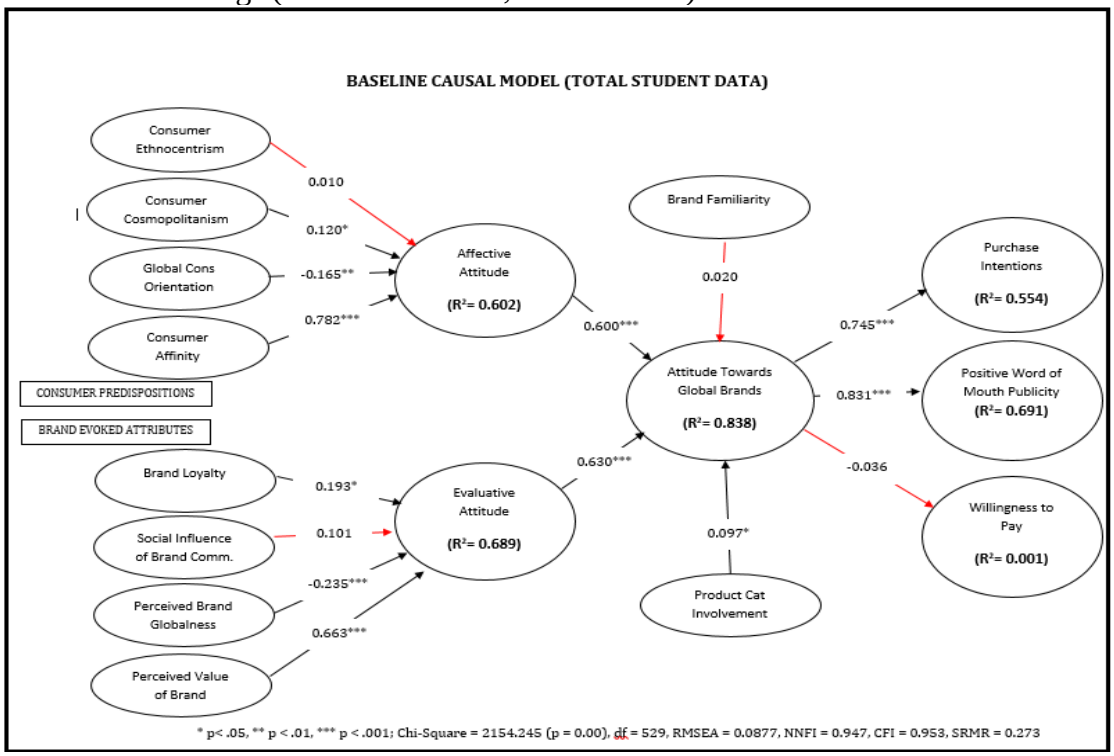


Fig-23
Best Fit Model Loadings (Domestic Brands, Student Data):

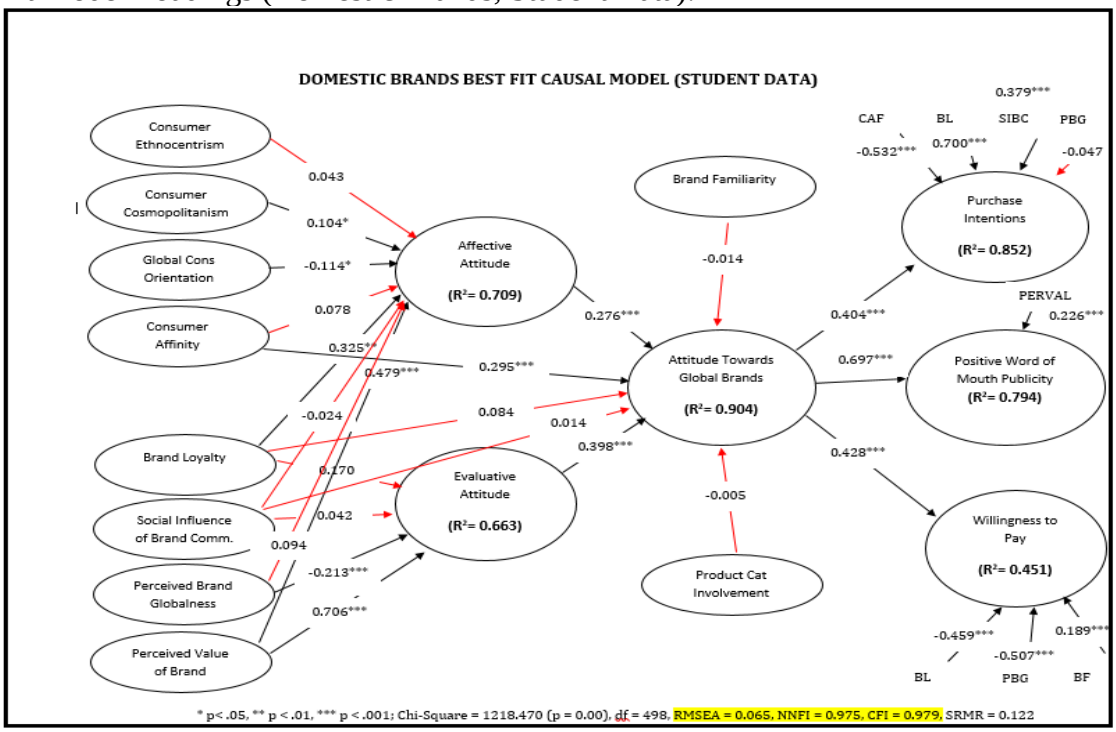


Table-26

Fit Indices (Domestic Brands, Student Sample Models)

DOMESTIC (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	2154.245	1281.535	1218.470		
df	529.000	501.000	498.000		
p value	0.000	0.000	0.000		**> 0.05**
RMSEA	0.088	0.069	0.065		**< 0.06**
NNFI	0.939	0.973	0.975		**> 0.95**
CFI	0.953	0.978	0.979		**> 0.95**
SRMR	0.273	0.120	0.122		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-27

Effects (Domestic Brands, Student Sample)

DOMESTIC INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	0.005	0.000	0.005
2	COS	PI	0.012	0.000	0.012
3	GCO	PI	-0.013	0.000	-0.013
4	CAF	PI	0.128	-0.532	-0.404
5	BL	PI	0.089	0.700	0.789
6	SIBC	PI	0.006	0.379	0.385
7	PBG	PI	-0.001	-0.047	-0.048
8	PERVAL	PI	0.167	0.000	0.167
9	BF	PI	-0.006	0.000	-0.006
10	PRDINV	PI	-0.002	0.000	-0.002
11	CET	PWOMP	0.008	0.000	0.008
12	COS	PWOMP	0.020	0.000	0.020
13	GCO	PWOMP	-0.022	0.000	-0.022
14	CAF	PWOMP	0.221	0.000	0.221
15	BL	PWOMP	0.154	0.000	0.154
16	SIBC	PWOMP	0.010	0.000	0.010
17	PBG	PWOMP	-0.002	0.000	-0.002
18	PERVAL	PWOMP	0.288	0.226	0.514
19	BF	PWOMP	-0.010	0.000	-0.010
20	PRDINV	PWOMP	-0.003	0.000	-0.003
21	CET	WTP	0.005	0.000	0.005
22	COS	WTP	0.012	0.000	0.012
23	GCO	WTP	-0.013	0.000	-0.013
24	CAF	WTP	0.135	0.000	0.135
25	BL	WTP	0.094	-0.459	-0.365
26	SIBC	WTP	0.006	0.000	0.006
27	PBG	WTP	-0.001	-0.507	-0.508
28	PERVAL	WTP	0.177	0.000	0.177
29	BF	WTP	-0.006	0.189	0.183
30	PRDINV	WTP	-0.001	0.000	-0.001
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Table-28

Unstandardized Structural Coefficients (Student Sample)

BEST FIT MODEL UNSTANDARDIZED STRUCTURAL COEFFICIENTS (WITH STANDARD ERRORS), STUDENT SAMPLE																
S.No	Path		Total		BMW		Ford		Adidas		Nike		Sedans		Sportswear	
	From	To	Coeff	SE	Coeff	SE	Coeff	SE	Coeff	SE	Coeff	SE	Coeff	SE	Coeff	SE
1	CET	AAT	0.016	0.027	-0.103	0.059	-0.024	0.051	0.122	0.114	0.051	0.053	-0.012	0.036	0.024	0.044
2	COS	AAT	0.157	0.051	0.073	0.075	0.076	0.075	0.551	0.279	0.157	0.094	0.084	0.062	0.206	0.081
3	GCO	AAT	-0.177	0.046	-0.059	0.080	-0.211	0.072	-0.515	0.215	-0.176	0.085	-0.140	0.061	-0.228	0.068
4	CAF	AAT	0.097	0.064	-0.079	0.080	0.343	0.101	0.455	0.185	0.403	0.099	0.272	0.085	0.388	0.076
5	BL	AAT	0.173	0.053					0.318	0.183						
6	SIBC	AAT					0.014	0.120	-0.382	0.218			-0.106	0.092		
7	PBG	AAT											0.146	0.065		
8	PERVAL	AAT	0.600	0.040	0.822	0.091	0.551	0.088	0.579	0.097	0.399	0.083	0.633	0.087	0.478	0.060
9	BF	AAT	0.094	0.037	0.096	0.050			-0.046	0.056	0.279	0.094	-0.002	0.029	0.247	0.068
10	PRDINV	AAT														
11	CET	EAT			-0.100	0.042										
12	COS	EAT														
13	GCO	EAT														
14	CAF	EAT									0.457	0.203			0.446	0.151
15	BL	EAT	0.198	0.058	0.163	0.070	0.302	0.091	0.213	0.156	-0.432	0.188	0.290	0.073	-0.285	0.130
16	SIBC	EAT	0.027	0.058	0.042	0.088	-0.086	0.134	-0.073	0.200	-0.016	0.163	-0.040	0.101	-0.091	0.625
17	PBG	EAT	-0.199	0.041	-0.084	0.050	-0.271	0.088	-0.049	0.110	0.097	0.074	-0.297	0.067	0.097	0.067
18	PERVAL	EAT	0.635	0.041	0.737	0.068	0.633	0.083	0.619	0.092	0.656	0.083	0.666	0.064	0.633	0.066
19	BF	EAT														
20	PRDINV	EAT	0.016	0.015	-0.054	0.040			0.034	0.054	0.236	0.089	0.009	0.025	0.157	0.046
21	CET	ATGB														
22	COS	ATGB														
23	GCO	ATGB														
24	CAF	ATGB	0.231	0.048			0.247	0.099			0.487	0.075	0.276	0.080	0.314	0.114
25	BL	ATGB	0.075	0.048			-0.081	0.098					-0.030	0.071	0.038	0.095
26	SIBC	ATGB	-0.020	0.058			0.074	0.100					0.032	0.427	0.095	0.099
27	PBG	ATGB														
28	PERVAL	ATGB														
29	BF	ATGB					-0.024	0.050								
30	PRDINV	ATGB					-0.187	0.059								
31	CET	PI														
32	COS	PI														
33	GCO	PI					-0.158	0.065								
34	CAF	PI	-0.415	0.066			-0.515	0.122	-0.359	0.166	-0.728	0.230	-0.386	0.107	-0.589	0.150
35	BL	PI	0.602	0.059	0.604	0.067	0.528	0.104	0.180	0.149	0.993	0.151	0.573	0.086	0.638	0.112
36	SIBC	PI	0.400	0.072			0.573	0.115	0.682	0.202			0.457	0.090	0.359	0.117
37	PBG	PI	-0.070	0.035												
38	PERVAL	PI														
39	BF	PI														
40	PRDINV	PI							-0.006	0.055						
41	CET	PWOMP			-0.109	0.059										
42	COS	PWOMP			-0.071	0.068										
43	GCO	PWOMP														
44	CAF	PWOMP			-0.173	0.077			0.127	0.138						
45	BL	PWOMP	0.109	0.053	0.113	0.115			0.216	0.124	0.016	0.099			0.185	0.054
46	SIBC	PWOMP	0.315	0.068	0.613	0.162	0.151	0.089	-0.008	0.152			0.414	0.076		
47	PBG	PWOMP	-0.109	0.033												
48	PERVAL	PWOMP					0.181	0.087			0.255	0.066			0.124	0.048
49	BF	PWOMP														
50	PRDINV	PWOMP							0.085	0.047	0.219	0.069			0.095	0.033
51	CET	WTP														
52	COS	WTP														
53	GCO	WTP							0.300	0.118						
54	CAF	WTP	0.486	0.113												
55	BL	WTP	-0.798	0.090							0.477	0.143			0.437	0.090
56	SIBC	WTP							0.487	0.146						
57	PBG	WTP	-0.202	0.065									0.488	0.091		
58	PERVAL	WTP	0.429	0.076							0.398	0.125			0.222	0.095
59	BF	WTP			0.260	0.100										
60	PRDINV	WTP														
61	AAT	ATGB	0.400	0.040	-0.066	0.141	0.082	0.671	0.814	0.076	0.271	0.066	0.268	0.060	0.488	0.057
62	EAT	ATGB	0.344	0.040	1.096	0.181	0.784	0.127	0.178	0.076	0.244	0.062	0.515	0.063	0.249	0.050
63	ATGB	PI	0.454	0.047	0.405	0.073	0.400	0.075	0.567	0.077	0.661	0.141	0.410	0.070	0.598	0.072
64	ATGB	PWOMP	0.602	0.044	0.496	0.107	0.581	0.086	0.614	0.071	0.528	0.105	0.551	0.063	0.609	0.064
65	ATGB	WTP	-0.019	0.096	0.282	0.103	0.473	0.080	-0.022	0.111	-0.448	0.194	0.281	0.064	-0.211	1.822

t < |1.96| for values in red

Table-29

Baseline and Best Fitting Models R^2 Values (Student Sample)

BASELINE MODELS ENDOGENEOUS VARIABLES R SQUARE VALUES (STUDENT SAMPLE)											
S.No	**Variable**	**Total**	**BMW**	**Ford**	**Adidas**	**Nike**	**Nike(Mod)**	**Sedans**	**Sportswear**	**Foreign**	**Domestic**
		R Square	R Square	R Square	R Square	R Square	R Square	R Square	R Square	R Square	R Square
1	**AAT**	0.562	0.436	0.559	0.660	0.575	0.577	0.488	0.626	0.557	0.602
2	**EAT**	0.693	0.872	0.774	0.612	0.702	0.703	0.803	0.634	0.691	0.689
3	**ATGB**	0.846	0.969	0.951	0.921	0.834	0.835	0.965	0.845	0.862	0.838
4	**PI**	0.513	0.572	0.575	0.594	0.627	0.627	0.556	0.604	0.475	0.554
5	**PWOMP**	0.619	0.582	0.682	0.709	0.719	0.719	0.582	0.716	0.562	0.691
6	**WTP**	0.003	0.088	0.145	0.061	0.065	0.065	0.093	0.069	0.015	0.001

BEST FITTING MODELS ENDOGENEOUS VARIABLES R SQUARE VALUES (STUDENT SAMPLE)											
S.No	**Variable**	**Total**	**BMW**	**Ford**	**Adidas**	**Nike**	**Nike(Mod)**	**Sedans**	**Sportswear**	**Foreign**	**Domestic**
		R Square	R Square	R Square	R Square	R Square	R Square	R Square	R Square	R Square	R Square
1	**AAT**	0.666	0.655	0.708	0.748	0.625	0.637	0.724	0.672	0.716	0.709
2	**EAT**	0.645	0.851	0.740	0.622	0.894	0.679	0.708	0.659	0.648	0.663
3	**ATGB**	0.879	0.942	0.932	0.919	0.889	0.923	0.906	0.878	0.889	0.904
4	**PI**	0.781	0.690	0.826	0.788	0.857	0.819	0.769	0.824	0.712	0.852
5	**PWOMP**	0.742	0.717	0.766	0.801	0.816	0.806	0.681	0.810	0.708	0.794
6	**WTP**	0.274	0.121	0.192	0.203	0.245	0.286	0.223	0.201	0.274	0.451

Table-30

Cell Wise Hypothesis Support Outcomes (Student Sample)

CELL-WISE HYPOTHESES TESTING OUTCOMES (STUDENT SAMPLE)									
Hyp#	**Total**	**BMW**	**Ford**	**Adidas**	**Nike**	**Sedans**	**Sportswear**	**Foreign**	**Domestic**
1a	Y	Y	Y	Y	Y	Y	Y	Y	Y
1b	NA	Y	Y	Y	Y	Y	Y	NA	NA
2	N	N	Y	N	Y	Y	Y	Y	N
3a	Y	Y	Y	Y	Y	Y	Y	Y	Y
3b	NA	Y	Y	Y	Y	Y	Y	NA	NA
4	Y	Y	Y	Y	Y	Y	Y	Y	Y
5a	NA	NA	NA	Y	Y	NA	Y	NA	NA
5b	NA	Y	Y	NA	NA	Y	NA	NA	NA
6	N	N	N	N	N	N	N	N	N
7	N	Y	N	N	N	Y	N	N	N
8	N	N	N	N	N	Y	N	N	Y

Y-Supported, N-Not Supported, NA-Not Applicable

4. Cross Sample Measurement Validation:

Table-31
Independent Sample T-Test (Student Vs. M-Turk Data)/Consolidated Scales

Independent Sample T-Test (Student Vs. Mturk)						
Construct	**Respondent Type**	**N**	**Mean**	**SD**	**SE**	**Sig.**
Consumer Ethnocentrism	WSU Students	658	3.113	1.368	0.053	0.128
	M-Turks Respondents	603	3.237	1.519	0.062	
Consumer Cosmopolitanism	WSU Students	658	5.223	0.916	0.036	0.004
	M-Turks Respondents	603	5.058	1.091	0.044	
Global Consumption Orientation	WSU Students	658	3.470	1.187	0.046	0.000
	M-Turks Respondents	603	3.028	1.390	0.057	
Consumer Affinity	WSU Students	658	4.047	1.294	0.050	0.011
	M-Turks Respondents	603	3.860	1.328	0.054	
Brand Loyalty	WSU Students	658	3.944	1.779	0.069	0.359
	M-Turks Respondents	603	3.854	1.710	0.070	
Social Influence of Brand Community	WSU Students	658	4.650	0.984	0.038	0.093
	M-Turks Respondents	603	4.554	1.043	0.042	
Perceived Brand Globalness	WSU Students	658	6.066	1.205	0.047	0.002
	M-Turks Respondents	603	5.862	1.137	0.046	
Perceived Value of Brand	WSU Students	658	4.871	1.122	0.044	0.092
	M-Turks Respondents	603	4.978	1.135	0.046	
Brand Familiarity	WSU Students	658	6.204	0.834	0.033	0.000
	M-Turks Respondents	603	5.704	0.960	0.039	
Product Category Involvement	WSU Students	658	4.760	1.575	0.061	0.000
	M-Turks Respondents	603	4.396	1.631	0.066	
Affective Attitude	WSU Students	658	5.517	1.208	0.047	0.014
	M-Turks Respondents	603	5.346	1.257	0.051	
Evaluative Attitude	WSU Students	658	5.023	1.076	0.042	0.008
	M-Turks Respondents	603	4.839	1.344	0.055	
Attitude Towards Global Brand	WSU Students	658	5.289	1.197	0.047	0.001
	M-Turks Respondents	603	5.041	1.471	0.060	
Purchase Intentions	WSU Students	658	4.698	1.743	0.068	0.000
	M-Turks Respondents	603	4.318	1.832	0.075	
Positive WOMP	WSU Students	658	4.706	1.441	0.056	0.000
	M-Turks Respondents	603	4.201	1.688	0.069	
Willingness to Pay	WSU Students	658	12996.550	15731.853	613.291	0.191
	M-Turks Respondents	603	11911.860	13731.270	559.181	

Table-32

Multiple Group Analysis: Chi-Square Difference

TEST OF CHI-SQUARE DIFFERENCES							
S. No	**Multi-Group Analysis**	**Chi Sq.**	**df**	**Chi Sq. Diff.**	**df Diff.**	**Critical Chi Sq.**	**Sig.**
1	Pattern Structure Inv.	1140.680	328.000				
2	Factor Loadings Inv.	1236.746	340.000	96.066	12.000	21.030	Sig.
3	Correlations Inv.	1472.538	395.000	235.792	55.000	66.500	Sig.
4	Means Invariance	2071.906	374.000	599.368	-21.000	32.670	Sig.
5	Error Inv.	2248.600	417.000	176.694	43.000	60.000	Sig.

Table-33

Multiple Group Analysis: Fit Indices

MULTI-GROUP ANALYSIS (FIT INDICES)							
S. No	**Multi-Group Model**	**Means**	**Errors**	**Pattern**	**Loadings**	**Correlations**	**Std Values**
1	Chi-Square	2071.906	2248.600	1140.680	1236.746	1472.538	
2	Degrees of freedom	374.000	417.000	328.000	340.000	395.000	
3	P Value	0.000	0.000	0.000	0.000	0.000	**P > 0.05**
4	RMSEA	0.082	0.082	0.064	0.066	0.068	**< 0.06**
5	NNFI	0.934	0.936	0.964	0.962	0.960	**> 0.95**
6	CFI	0.946	0.942	0.974	0.972	0.966	**> 0.95**
7	SRMR	0.063	0.105	0.048	0.056	0.100	**< 0.08**

MAIN STUDY-2:

Table-34

Sample Statistics (MTurk Data)/Consolidated Scales:

SAMPLE STATISTICS (MTurk DATA): STUDY-2							
S.No	**Item**	**Total(S)**	**BMW**	**Ford**	**Adidas**	**Nike**	**Remarks**
1	Sample Size (N)	603 (100%)	150(24.90%)	150(24.90%)	150(24.90%)	153(25.40%	
2	Forward Presentation Order	N/A	N/A	N/A	N/A	N/A	N/A
3	Distraction Q-1 Correct	97.70%	98.00%	98.70%	97.30%	96.10%	a
4	Distraction Q-2 Correct	97.20%	97.30%	98.00%	97.30%	96.10%	a
5	Attention Check Correct	98.50%	97.30%	99.30%	98.00%	99.30%	a
6	Percentage Female	50.10%	58.00%	46.70%	50.70%	45.10%	a
7	Ethnicity White	78.30%	78.70%	80.00%	73.30%	81.00%	a
8	Ethnicity Hispanic	6.10%	4.00%	6.00%	6.70%	7.80%	a
9	Ethnicity African Americans	7.10%	8.00%	5.30%	9.30%	5.90%	a
10	Ethnicity Asian	7.10%	8.00%	6.70%	9.30%	4.60%	a
11	Ethnicity Mid-Eastern	0.50%	1.30%	1.30%	0.70%	0.00%	a
12	Ethnicity Others	0.80%	1.30%	0.70%	0.70%	0.70%	a
13	Income less than 40K	40.00%	42.70%	40.00%	41.30%	35.90%	a
14	Income between 40K-60K	26.00%	23.30%	25.30%	27.30%	28.10%	a
15	Income between 60K-80K	17.70%	16.00%	18.00%	18.00%	19.00%	a
16	Income between 80K-100K	6.80%	5.30%	7.30%	6.70%	7.80%	a
17	Income more than 100K	9.50%	12.70%	9.30%	6.70%	9.20%	a
18	Ed level: HS Diploma	28.20%	27.30%	30.70%	26.00%	28.80%	a
19	Ed level: Associate Degree	18.60%	18.70%	18.70%	17.30%	19.60%	a
20	Ed level: Bachelor Degree	41.30%	41.30%	38.70%	46.00%	39.20%	a
21	Ed level: Masters Degree	8.10%	8.70%	8.00%	8.00%	7.80%	a
22	Ed level: Doctorate Degree	1.80%	2.70%	1.30%	1.30%	2.00%	a
23	Prior brand Experience	61.20%	13.30%	54.00%	87.30%	89.50%	b
24	Online Friends: <50	21.90%	24.70%	20.00%	19.30%	23.50%	a
25	Online Friends: >50 to <100	14.60%	16.70%	13.30%	12.70%	15.70%	a
26	Online Friends: >100 to <150	14.60%	19.30%	12.70%	16.70%	9.80%	a
27	Online Friends: >150 to <200	10.60%	8.00%	12.00%	12.00%	10.5	a
28	Online Friends: >200	38.30%	31.30%	42.00%	38.30%	40.50%	a
29	Travel Abroad: Yes	66.70%	70.00%	65.30%	65.30%	88.00%	a
30	Stay Abroad: <1 Month	71.30%	68.70%	70.00%	73.30%	73.20%	a
31	Stay Abroad: >1 to <3 Months	11.40%	12.70%	10.70%	12.70%	9.80%	a
32	Stay Abroad: >3 to <6 Months	4.30%	6.00%	2.00%	3.30%	2.00%	a
33	Stay Abroad: >6 to <12 Months	1.70%	3.30%	3.30%	2.70%	0.70%	a
34	Stay Abraod: > 1 Year	8.80%	9.30%	8.00%	4.70%	13.10%	a
35	Age of Respondent	39.37(11.65)	40.57(12.64)	39.29(11.09)	38.96(11.811)	38.68(11.02)	d, f
36	Consumer Ethnocentrism	3.24(1.52)	3.10(1.54)	3.40(1.50)	3.14(1.53)	3.31(1.51)	d, f
37	Consumer Cosmopolitanism	5.06(1.09)	5.01(1.16)	5.03(1.04)	5.16(1.12)	5.03(1.04)	d, f
38	Global Consumption Orientation	3.03(1.39)	2.98(1.37)	3.07(1.42)	3.16(1.43)	2.92(1.34)	d
39	Consumer Affinity	3.86(1.33)	3.78(1.23)	3.87(1.30)	3.91(1.33)	3.87(1.44)	d
40	Brand Loyalty	3.85(1.71)	3.12(1.64)	3.83(1.58)	4.22(1.59)	4.24(1.78)	e
41	Social Influence of Brand Community	4.55(1.04)	4.24(1.17)	4.59(0.92)	4.73(0.94)	4.65(1.03)	e, g
42	Perceived Brand Globalness	5.86(1.14)	5.97(0.95)	5.09(1.31)	6.16(0.99)	6.23(0.88)	e, g
43	Perceived Value of Brand	4.98(1.13)	5.21(1.02)	4.71(1.19)	5.11(1.02)	4.88(1.22)	e, g
44	Brand Familiarity	5.70(0.96)	5.29(1.01)	5.86(0.91)	5.67(0.91)	5.99(0.87)	e, g
45	Product Category Involvement	4.40(1.63)	4.56(1.65)	4.49(1.55)	4.27(1.56)	4.27(1.75)	d, g
46	Affective Attitude	5.35(1.26)	5.57(1.17)	5.00(1.32)	5.49(1.12)	5.32(1.33)	e, g
47	Evaluative Attitude	4.84(1.34)	4.81(1.40)	4.75(1.35)	5.01(1.22)	4.78(1.39)	d, g
48	Attitude Towards Global Brand	5.04(1.47)	5.25(1.39)	4.71(1.52)	5.21(1.27)	4.99(1.63)	e, g
49	Purchase Intentions	4.32(1.83)	3.58(1.84)	4.22(1.69)	4.75(1.65)	4.71(1.89)	e, g
50	Positive WOMP	4.20(1.69)	4.10(1.65)	4.11(1.56)	4.33(1.77)	4.25(1.76)	d, g
51	Willingness To Pay	11911.86(13731.27)	27493.33(10740.22)	20293.33(6717.25)	38.96(11.81)	58.89(31.83)	e, g

a:Chi-Square test with "brands" was not significant. **b:**Chi-Square test with "brands" was significant. **c:**Independent sample t-test (total sample) for forward and reverse presentations was not significant. **d:**One-Way ANOVA showed no significant differences between the brand means. **e:**One-Way ANOVA showed significant differences between the brand means. **f:**Significant positive skew (total sample). **g:**Significant negative skew (total sample). *(Alpha level = .05)*

Table-35

Focal Construct Correlations (MTurk Data)/Consolidated Scales

Antecedent Constructs Correlations/Consolidated Scales								
	CET	**COS**	**GCO**	**CAF**	**BL**	**SIBC**	**PBG**	**PERVAL**
CET	1							
COS	-.434**	1						
GCO	-.195**	.514**	1					
CAF	.134**	.113**	.281**	1				
BL	0.053	.114**	.252**	.787**	1			
SIBC	0.079	.238**	.222**	.648**	.661**	1		
PBG	-.179**	.206**	-0.072	.153**	.196**	.227**	1	
PERVAL	0.006	.139**	.159**	.714**	.618**	.580**	.335**	1
** Correlation is significant at the 0.01 level (2-tailed).								

Table-36

Reliabilities and Principle Component Analysis (MTurk Data)/Consolidated Scales

SCALE RELIABILITIES AND PCA ANALYSIS: STUDY-2									
S.No	**Item**	**# Items**	**# Dimensions**	**Extraction**	**Total(α)**	**BMW(α)**	**Ford (α)**	**Adidas (α)**	**Nike (α)**
1	Sample Size (N)	N/A	N/A	N/A	603 (100%)	150(24.9%)	150(24.90%)	150(24.90%)	153(25.4%
2	Age of Respondent	1	N/A	N/A	39.37(11.65)	40.57(12.64)	39.29(11.09)	38.96(11.811)	38.68(11.02)
3	Consumer Ethnocentrism	4	1	87.21	0.95	0.95	0.95	0.95	0.95
4	Consumer Cosmopolitanism	12	3	76.41	0.93	0.93	0.93	0.94	0.92
5	Global Consumption Orientation	4	1	78.45	0.91	0.90	0.93	0.92	0.88
6	Consumer Affinity	7	2	83.32	0.94	0.92	0.94	0.94	0.95
7	Brand Loyalty	3	1	92.11	0.96	0.96	0.96	0.95	0.96
8	Social Influence of Brand Community	10	3	80.49	0.91	0.92	0.88	0.90	0.91
9	Perceived Brand Globalness	3	1	88.10	0.93	0.90	0.92	0.94	0.93
10	Perceived Value of Brand	8	4	93.57	0.93	0.91	0.95	0.92	0.94
11	Brand Familiarity	4	1	59.82	0.77	0.74	0.80	0.74	0.79
12	Product Category Involvement	3	1	89.22	0.94	0.92	0.92	0.95	0.98
13	Affective Attitude	5	1	86.56	0.96	0.96	0.97	0.95	0.96
14	Evaluative Attitude	5	1	85.00	0.96	0.96	0.96	0.95	0.96
15	Attitude Towards Global Brand	2	1	93.61	0.93	0.91	0.95	0.91	0.95
16	Purchase Intentions	3	1	94.66	0.97	0.95	0.98	0.98	0.98
17	Positive WOMP	3	1	95.40	0.98	0.96	0.98	0.98	0.98
18	Willingness To Pay	1	N/A	N/A	11911.86(13731.27)	27493.33(10740.22)	20293.33(6717.25)	38.96(11.81)	58.89(31.83)

Fig-24
Baseline Model Loadings (Total MTurk Data):

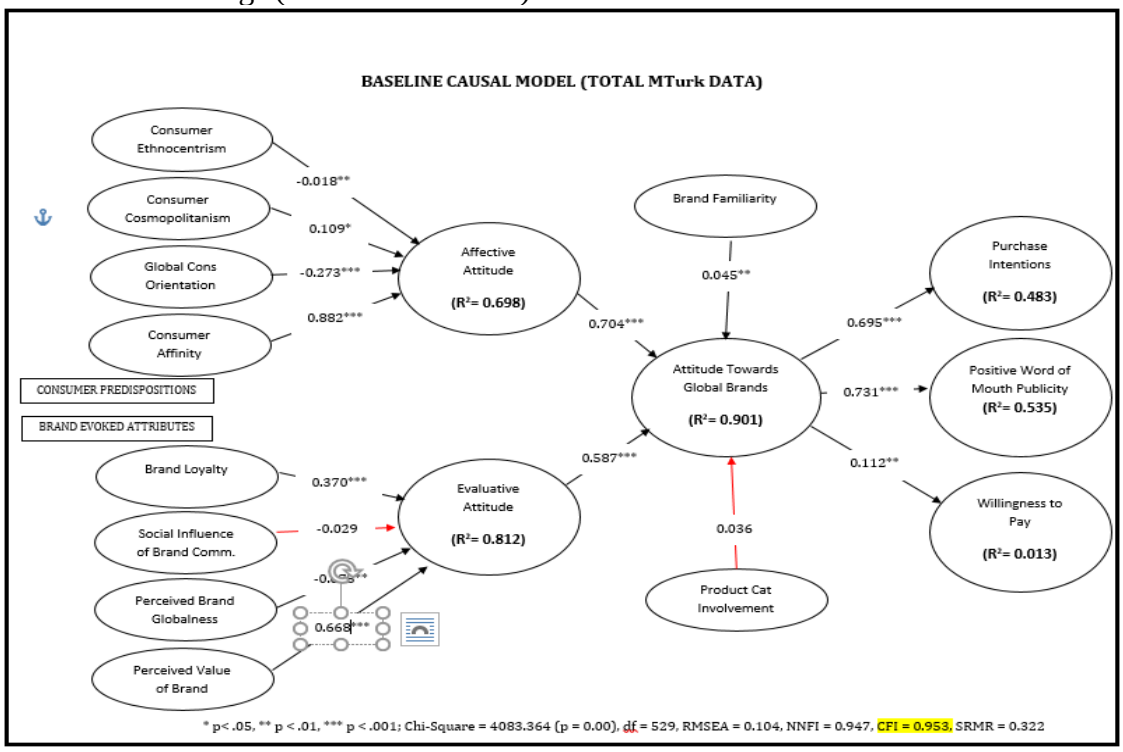


Fig-25
Best Fit Model Loadings (Total MTurk Data):

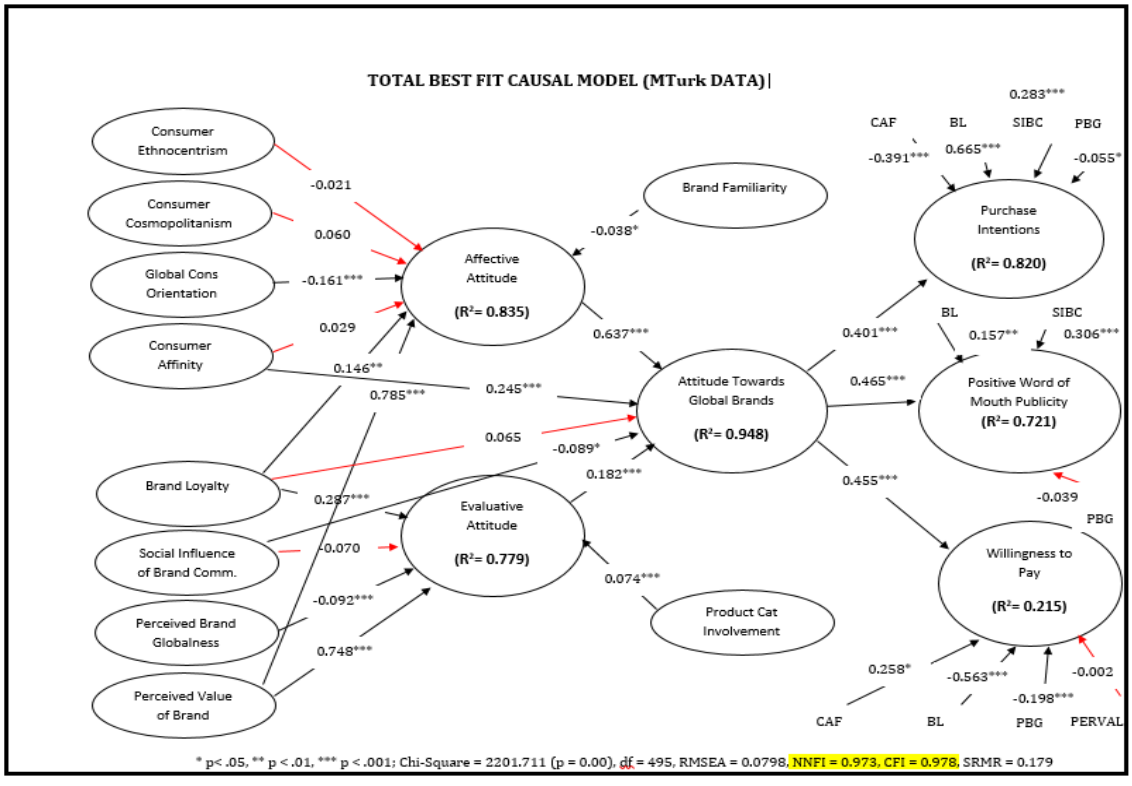


Table-37

Fit Indices (Total MTurk Sample Models)

TOTAL (MTurk DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	4083.364			2201.711*	
df	529			495	
p value	0.000			0.000	> **0.05**
RMSEA	0.104			0.079	< **0.06**
NNFI	0.947			0.973	> **0.95**
CFI	0.953			0.978	> **0.95**
SRMR	0.322			0.179	< **0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-38

Effects (Total MTurk Sample)

TOTAL INDIRECT, DIRECT AND TOTAL EFFECTS (MTurk SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.005	0.000	-0.005
2	COS	PI	0.015	0.000	0.015
3	GCO	PI	-0.041	0.000	-0.041
4	CAF	PI	0.106	-0.377	-0.271
5	BL	PI	0.054	0.571	0.625
6	SIBC	PI	-0.041	0.317	0.276
7	PBG	PI	-0.007	-0.060	-0.067
8	PERVAL	PI	0.255	0.000	0.255
9	BF	PI	-0.010	0.000	-0.010
10	PRDINV	PI	0.005	0.000	0.005
11	CET	PWOMP	-0.006	0.000	-0.006
12	COS	PWOMP	0.018	0.000	0.018
13	GCO	PWOMP	-0.048	0.000	-0.048
14	CAF	PWOMP	0.123	0.000	0.123
15	BL	PWOMP	0.063	0.107	0.170
16	SIBC	PWOMP	-0.047	0.258	0.211
17	PBG	PWOMP	-0.008	-0.096	-0.104
18	PERVAL	PWOMP	0.296	0.000	0.296
19	BF	PWOMP	-0.011	0.000	-0.011
20	PRDINV	PWOMP	0.006	0.000	0.006
21	CET	WTP	-0.006	0.000	-0.006
22	COS	WTP	0.017	0.000	0.017
23	GCO	WTP	-0.047	0.000	-0.047
24	CAF	WTP	0.120	0.399	0.519
25	BL	WTP	0.062	-0.683	-0.621
26	SIBC	WTP	-0.046	0.000	-0.046
27	PBG	WTP	-0.008	-0.154	-0.162
28	PERVAL	WTP	0.289	0.400	0.689
29	BF	WTP	-0.011	0.000	-0.011
30	PRDINV	WTP	0.006	0.000	0.006
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-26
Baseline Model Loadings (BMW MTurk Data):

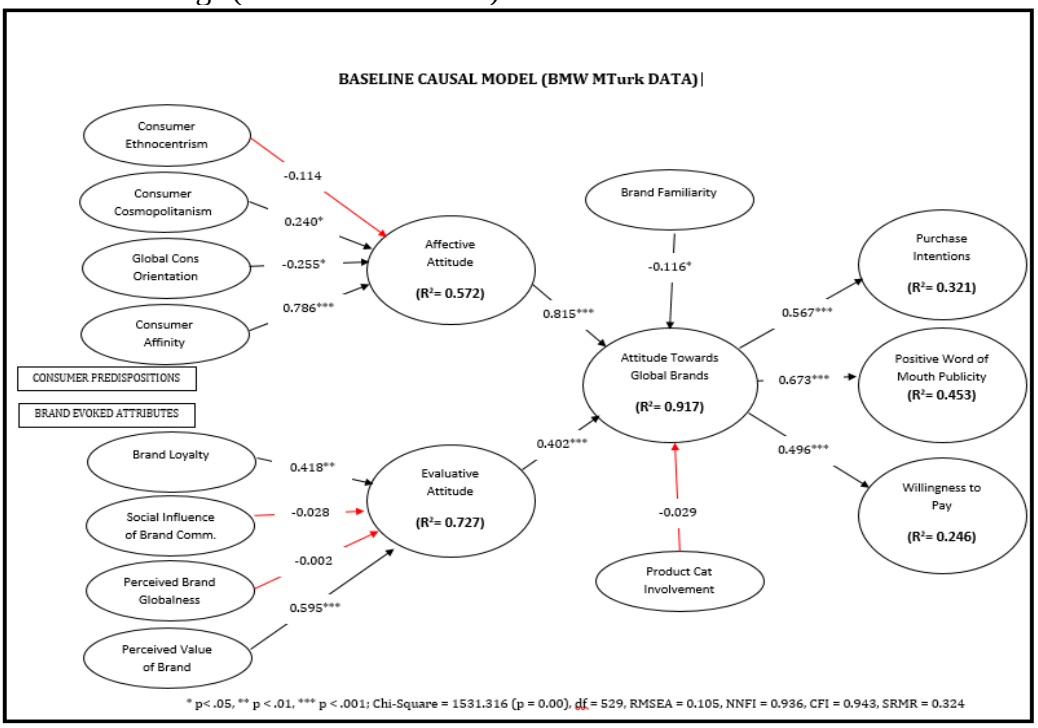


Fig-27
Best Fit Model Loadings (BMW MTurk Data):

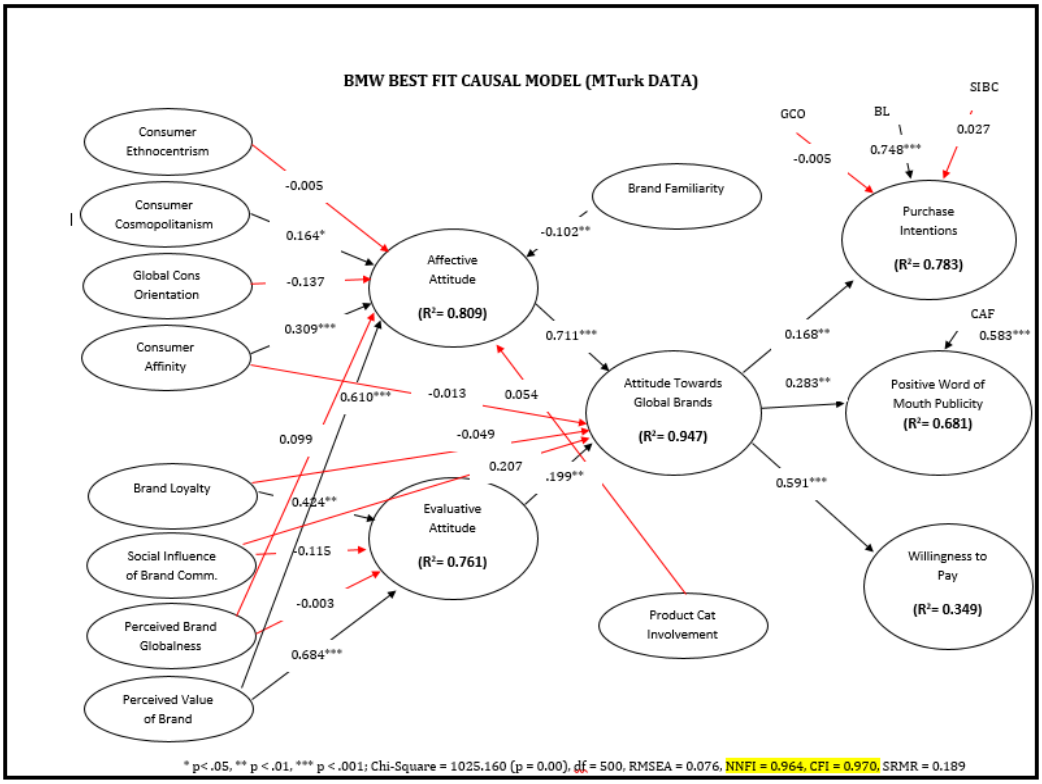


Table-39

Fit Indices (BMW MTurk Sample Models)

BMW (MTurk DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1531.316	1025.160*			
df	529.000	500.000			
p value	0.000	0.000			**> 0.05**
RMSEA	0.105	0.076			**< 0.06**
NNFI	0.936	0.964			**> 0.95**
CFI	0.943	0.970			**> 0.95**
SRMR	0.324	0.189			**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-40

Effects (BMW MTurk Sample)

BMW INDIRECT, DIRECT AND TOTAL EFFECTS (MTurk SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.001	0.000	-0.001
2	COS	PI	0.020	0.000	0.020
3	GCO	PI	-0.016	-0.005	-0.021
4	CAF	PI	0.035	0.000	0.035
5	BL	PI	0.006	0.748	0.754
6	SIBC	PI	0.031	0.027	0.058
7	PBG	PI	0.012	0.000	0.012
8	PERVAL	PI	0.096	0.000	0.096
9	BF	PI	-0.012	0.000	-0.012
10	PRDINV	PI	0.006	0.000	0.006
11	CET	PWOMP	-0.001	0.000	-0.001
12	COS	PWOMP	0.033	0.000	0.033
13	GCO	PWOMP	-0.028	0.000	-0.028
14	CAF	PWOMP	0.058	0.583	0.641
15	BL	PWOMP	0.010	0.000	0.010
16	SIBC	PWOMP	0.052	0.000	0.052
17	PBG	PWOMP	0.020	0.000	0.020
18	PERVAL	PWOMP	0.161	0.000	0.161
19	BF	PWOMP	-0.021	0.000	-0.021
20	PRDINV	PWOMP	0.011	0.000	0.011
21	CET	WTP	-0.002	0.000	-0.002
22	COS	WTP	0.069	0.000	0.069
23	GCO	WTP	-0.058	0.000	-0.058
24	CAF	WTP	0.122	0.000	0.122
25	BL	WTP	0.021	0.000	0.021
26	SIBC	WTP	0.109	0.000	0.109
27	PBG	WTP	0.041	0.000	0.041
28	PERVAL	WTP	0.337	0.000	0.337
29	BF	WTP	-0.043	0.000	-0.043
30	PRDINV	WTP	0.023	0.000	0.023
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-28
Baseline Model Loadings (Ford MTurk Data):
The model is not converging even after 641 iterations and giving a warning below:

"W_A_R_N_I_N_G: TD 19_19 may not be identified. Standard Errors, T-Values, Modification Indices, and Standardized Residuals cannot be computed".

This can be resolved by modifying the specifications or changing the item parcels a little bit for some problematic factors. Since this is a Baseline Causal Model and will not be used to compare it with the student sample model, it does not matter to have it specified to run. The final best fitting model specification for Ford MTurk Data does run with the specified code for the student sample, shown in the next figure.

Fig-29
Best Fit Model Loadings (Ford MTurk Data):

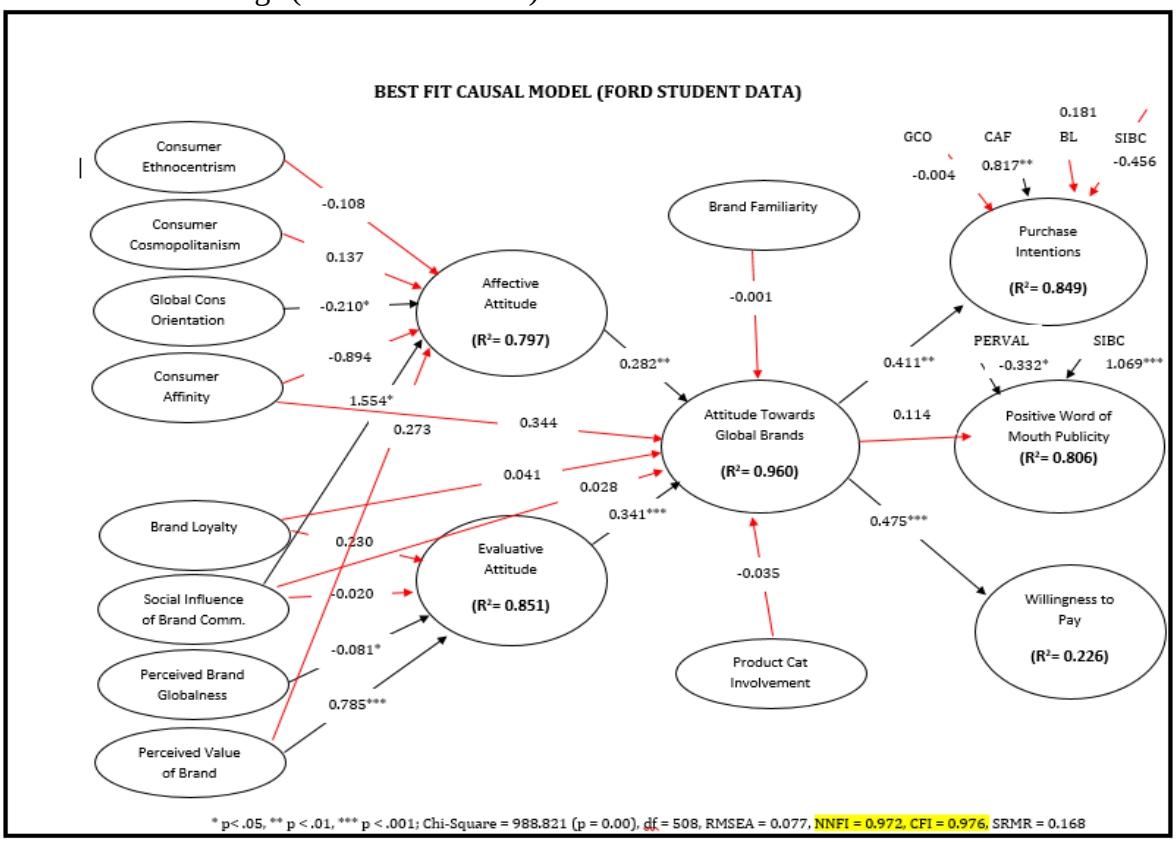


Table-41
Fit Indices (Ford MTurk Sample Models)

FORD (MTurk DATA)					
Fit Stats/Model#	**1**		**3**	**4**	**Std Fit**
Chi-Square			988.821		
df			508.000		
p value			0.000		**> 0.05**
RMSEA			0.077		**< 0.06**
NNFI			0.972		**> 0.95**
CFI			0.976		**> 0.95**
SRMR			0.168		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-42
Effects (Ford MTurk Sample)

FORD INDIRECT, DIRECT AND TOTAL EFFECTS (MTurk SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.013	0.000	-0.013
2	COS	PI	0.016	0.000	0.016
3	GCO	PI	-0.024	-0.004	-0.028
4	CAF	PI	0.038	0.817	0.855
5	BL	PI	0.049	0.181	0.230
6	SIBC	PI	0.027	-0.456	-0.429
7	PBG	PI	-0.011	0.000	-0.011
8	PERVAL	PI	0.137	0.000	0.137
9	BF	PI	0.000	0.000	0.000
10	PRDINV	PI	-0.014	0.000	-0.014
11	CET	PWOMP	-0.003	0.000	-0.003
12	COS	PWOMP	0.004	0.000	0.004
13	GCO	PWOMP	-0.007	0.000	-0.007
14	CAF	PWOMP	0.010	0.000	0.010
15	BL	PWOMP	0.014	0.000	0.014
16	SIBC	PWOMP	0.007	1.060	1.067
17	PBG	PWOMP	-0.003	0.000	-0.003
18	PERVAL	PWOMP	0.038	-0.332	-0.294
19	BF	PWOMP	0.000	0.000	0.000
20	PRDINV	PWOMP	-0.004	0.000	-0.004
21	CET	WTP	-0.014	0.000	-0.014
22	COS	WTP	0.018	0.000	0.018
23	GCO	WTP	-0.028	0.000	-0.028
24	CAF	WTP	0.044	0.000	0.044
25	BL	WTP	0.057	0.000	0.057
26	SIBC	WTP	0.031	0.000	0.031
27	PBG	WTP	-0.013	0.000	-0.013
28	PERVAL	WTP	0.159	0.000	0.159
29	BF	WTP	0.000	0.000	0.000
30	PRDINV	WTP	-0.017	0.000	-0.017
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-30
Baseline Model Loadings (Adidas MTurk Data):

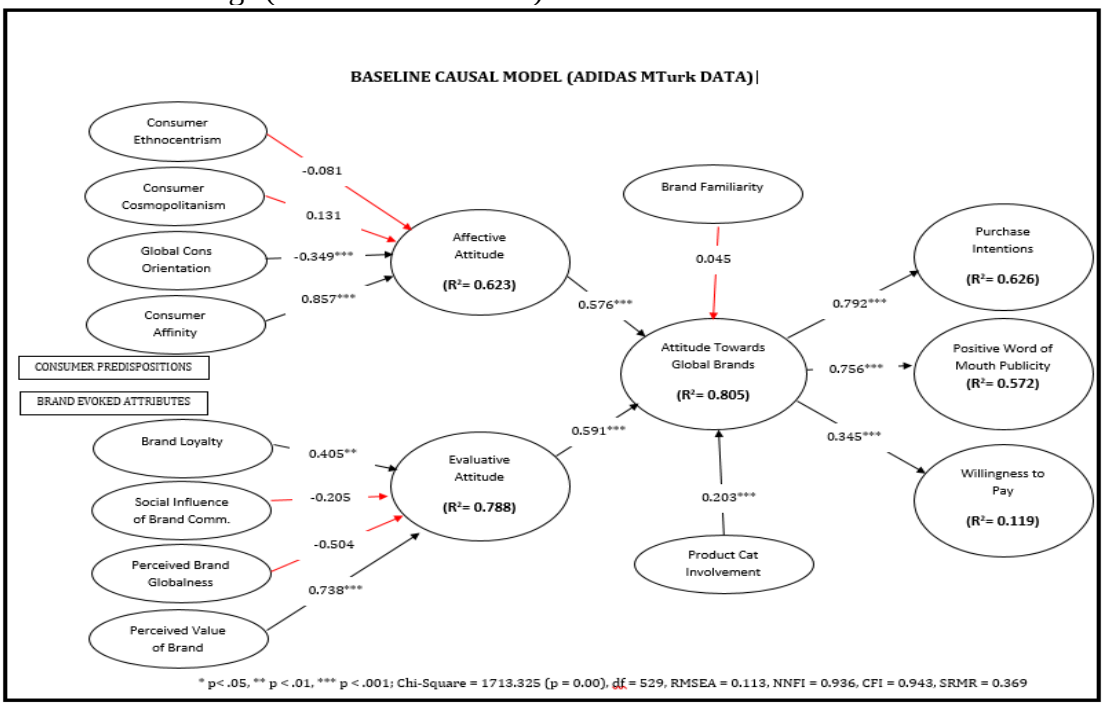


Fig-31
Best Fit Model Loadings (Adidas MTurk Data):

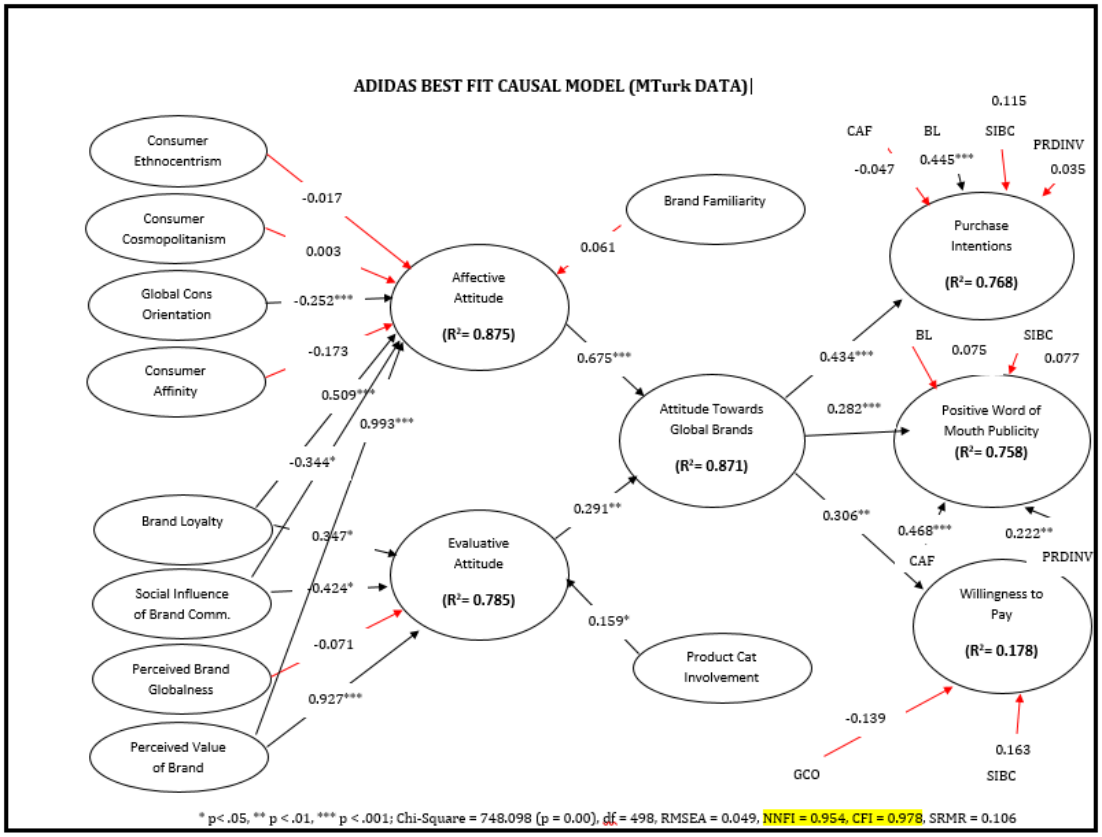


Table-43

Fit Indices (Adidas MTurk Sample Models)

ADIDAS (MTurk)					
Fit Stats/Model#	**1**		**3**	**4**	**Std Fit**
Chi-Square	1713.235		748.098*		
df	529.000		498.000		
p value	0.000		0.000		**> 0.05**
RMSEA	0.113		0.094		**< 0.06**
NNFI	0.936		0.957		**> 0.95**
CFI	0.943		0.964		**> 0.95**
SRMR	0.369		0.224		**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-44

Effects (Adidas MTurk Sample)

ADIDAS INDIRECT, DIRECT AND TOTAL EFFECTS (MTurk SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.005	0.000	-0.005
2	COS	PI	0.001	0.000	0.001
3	GCO	PI	-0.074	0.000	-0.074
4	CAF	PI	-0.051	-0.300	-0.351
5	BL	PI	0.193	0.165	0.358
6	SIBC	PI	-0.154	0.532	0.378
7	PBG	PI	-0.009	0.000	-0.009
8	PERVAL	PI	0.408	0.000	0.408
9	BF	PI	0.018	0.000	0.018
10	PRDINV	PI	0.020	-0.007	0.013
11	CET	PWOMP	-0.003	0.000	-0.003
12	COS	PWOMP	0.001	0.000	0.001
13	GCO	PWOMP	-0.048	0.000	-0.048
14	CAF	PWOMP	-0.033	0.112	0.079
15	BL	PWOMP	0.125	0.211	0.336
16	SIBC	PWOMP	-0.100	-0.006	-0.106
17	PBG	PWOMP	-0.006	0.000	-0.006
18	PERVAL	PWOMP	0.265	0.000	0.265
19	BF	PWOMP	0.012	0.000	0.012
20	PRDINV	PWOMP	0.013	-0.007	0.006
21	CET	WTP	-0.004	0.000	-0.004
22	COS	WTP	0.001	0.000	0.001
23	GCO	WTP	-0.052	0.219	0.167
24	CAF	WTP	-0.036	0.000	-0.036
25	BL	WTP	0.136	0.000	0.136
26	SIBC	WTP	-0.109	0.355	0.246
27	PBG	WTP	-0.006	0.000	-0.006
28	PERVAL	WTP	0.288	0.000	0.288
29	BF	WTP	0.013	0.000	0.013
30	PRDINV	WTP	0.014	0.099	0.113
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Fig-32
Baseline Model Loadings (Nike MTurk Data):
The model is not converging even after 1010 iterations and giving a warning below:

W_A_R_N_I_N_G: The solution has not converged after1010 iterations. The following solution is preliminary and is provided only for the purpose of tracing the source of the problem. Setting IT>*** may solve the problem. This can be resolved by modifying the specifications or changing the item parcels a little bit for some problematic factors. Since this is a Baseline Causal Model and will not be used to compare it with the student sample model, it does not matter to have it specified to run. The final best fitting model specification for Nike MTurk Data does run with the specified code for the student sample, shown in the next figure.

Fig-33
Best Fit Model Loadings (Nike MTurk Data):

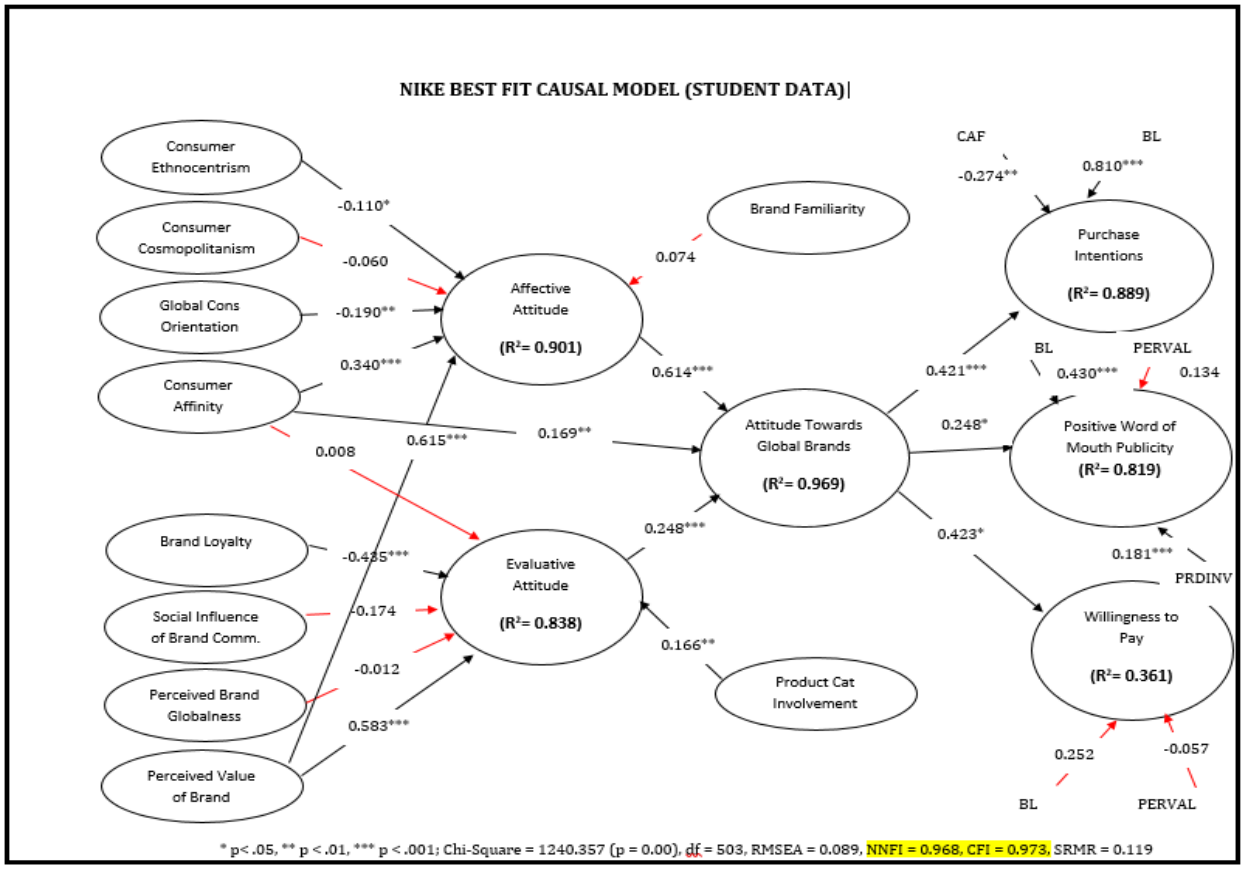


Table-45

Fit Indices (Nike MTurk Sample Models)

NIKE (MTurk DATA)					
Fit Stats/Model#	**1(N/A)**		**3**	**4**	**Std Fit**
Chi-Square				1240.357*	
df				503	
p value				0.000	**> 0.05**
RMSEA				0.089	**< 0.06**
NNFI				0.968	**> 0.95**
CFI				0.973	**> 0.95**
SRMR				0.119	**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-46

Effects (Nike MTurk Sample)

NIKE INDIRECT, DIRECT AND TOTAL EFFECTS (MTurk SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	-0.028	0.000	-0.028
2	COS	PI	-0.006	0.000	-0.006
3	GCO	PI	-0.049	0.000	-0.049
4	CAF	PI	0.158	-0.274	-0.116
5	BL	PI	-0.045	0.810	0.765
6	SIBC	PI	-0.018	0.000	-0.018
7	PBG	PI	-0.001	0.000	-0.001
8	PERVAL	PI	0.220	0.000	0.220
9	BF	PI	0.019	0.000	0.019
10	PRDINV	PI	0.017	0.000	0.017
11	CET	PWOMP	-0.017	0.000	-0.017
12	COS	PWOMP	-0.004	0.000	-0.004
13	GCO	PWOMP	-0.029	0.000	-0.029
14	CAF	PWOMP	0.093	0.000	0.093
15	BL	PWOMP	-0.027	0.430	0.403
16	SIBC	PWOMP	-0.011	0.000	-0.011
17	PBG	PWOMP	-0.001	0.000	-0.001
18	PERVAL	PWOMP	0.130	0.134	0.264
19	BF	PWOMP	0.011	0.000	0.011
20	PRDINV	PWOMP	0.010	0.181	0.191
21	CET	WTP	-0.029	0.000	-0.029
22	COS	WTP	-0.006	0.000	-0.006
23	GCO	WTP	-0.049	0.000	-0.049
24	CAF	WTP	0.159	0.000	0.159
25	BL	WTP	-0.046	0.252	0.206
26	SIBC	WTP	-0.018	0.000	-0.018
27	PBG	WTP	-0.001	0.000	-0.001
28	PERVAL	WTP	0.221	-0.057	0.164
29	BF	WTP	0.019	0.000	0.019
30	PRDINV	WTP	0.017	0.000	0.017
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

Table-47

Unstandardized Structural Coefficients (MTurk Sample):

BEST FIT MODEL UNSTANDARDIZED STRUCTURAL COEFFICIENTS (WITH STANDARD ERRORS), MTurk SAMPLE												
S.No	Path		Total		BMW		Ford		Adidas		Nike	
	From	To	Coeff	SE	Coeff	SE	Coeff	SE	Coeff	SE	Coeff	SE
1	CET	AAT	-0.020	0.023	-0.004	0.042	-0.102	0.086	-0.016	0.049	-0.098	0.040
2	COS	AAT	0.070	0.037	0.204	0.082	0.147	0.109	0.003	0.065	-0.078	0.095
3	GCO	AAT	-0.161	0.029	-0.169	0.088	0.196	0.100	-0.217	0.058	-0.201	0.069
4	CAF	AAT	0.033	0.066	0.405	0.118	-0.943	0.670	-0.159	0.095	0.360	0.088
5	BL	AAT	0.160	0.046					0.494	0.124		
6	SIBC	AAT					1.967	0.996	-0.404	0.185		
7	PBG	AAT			0.117	0.070						
8	PERVAL	AAT	0.775	0.038	0.602	0.084	0.261	0.214	0.911	0.109	0.586	0.077
9	BF	AAT	-0.066	0.030	-0.200	0.079			0.029	0.040	0.069	0.041
10	PRDINV	AAT			0.050	0.040						
11	CET	EAT										
12	COS	EAT										
13	GCO	EAT										
14	CAF	EAT									-0.009	0.142
15	BL	EAT	0.301	0.052	0.410	0.140	0.232	0.120	0.361	0.129	0.424	0.108
16	SIBC	EAT	-0.084	0.072	-0.134	0.184	-0.027	0.264	-0.534	0.226	-0.200	0.143
17	PBG	EAT	-0.091	0.024	-0.004	0.072	-0.084	0.042	-0.067	0.053	-0.010	0.024
18	PERVAL	EAT	0.710	0.035	0.653	0.070	0.802	0.119	0.912	0.114	0.568	0.078
19	BF	EAT										
20	PRDINV	EAT	0.062	0.019					0.139	0.055	0.159	0.052
21	CET	ATGB										
22	COS	ATGB										
23	GCO	ATGB										
24	CAF	ATGB	0.269	0.050	-0.016	0.164	0.377	0.207			0.179	0.063
25	BL	ATGB	0.068	0.042	-0.046	0.110	0.041	0.080				
26	SIBC	ATGB	-0.108	0.055	0.235	0.186	0.037	0.241				
27	PBG	ATGB										
28	PERVAL	ATGB										
29	BF	ATGB					0.001	0.034				
30	PRDINV	ATGB					-0.037	0.030				
31	CET	PI										
32	COS	PI										
33	GCO	PI			-0.007	0.065	-0.004	0.052				
34	CAF	PI	-0.432	0.077			0.948	0.377	-0.047	0.129	-0.309	0.117
35	BL	PI	0.704	0.055	0.751	0.140	0.187	0.134	0.467	0.125	0.823	0.094
36	SIBC	PI	0.344	0.073	0.032	0.193	-0.634	0.412	0.146	0.160		
37	PBG	PI	-0.055	0.024								
38	PERVAL	PI										
39	BF	PI										
40	PRDINV	PI							0.031	0.068		
41	CET	PWOMP										
42	COS	PWOMP										
43	GCO	PWOMP										
44	CAF	PWOMP			0.733	0.136			0.458	0.137		
45	BL	PWOMP	0.171	0.058					0.077	0.126	0.431	0.077
46	SIBC	PWOMP	0.382	0.076			1.438	0.272	0.097	0.163		
47	PBG	PWOMP	-0.040	0.024								
48	PERVAL	PWOMP					-0.338	0.142			0.134	0.103
49	BF	PWOMP										
50	PRDINV	PWOMP							0.192	0.072	0.179	0.046
51	CET	WTP										
52	COS	WTP										
53	GCO	WTP							-0.147	0.094		
54	CAF	WTP	0.320	0.147								
55	BL	WTP	-0.671	0.098							0.259	0.135
56	SIBC	WTP							0.234	0.176		
57	PBG	WTP	-0.224	0.055								
58	PERVAL	WTP	-0.003	0.115							-0.059	0.186
59	BF	WTP										
60	PRDINV	WTP										
61	AAT	ATGB	0.616	0.041	0.669	0.070	0.293	0.090	0.699	0.113	0.612	0.068
62	EAT	ATGB	0.183	0.041	0.194	0.076	0.332	0.086	0.281	0.101	0.242	0.065
63	ATGB	PI	0.403	0.047	0.179	0.068	0.436	0.154	0.453	0.071	0.449	0.084
64	ATGB	PWOMP	0.479	0.044	0.296	0.102	0.116	0.180	0.290	0.071	0.260	0.131
65	ATGB	WTP	0.514	0.129	0.650	0.079	0.517	0.081	0.362	0.132	0.457	0.234
t < |1.96| for values in red												

Table-48

Baseline and Best Fitting Models R^2 Values (MTurk Sample)

BASELINE MODELS ENDOGENEOUS VARIABLES R SQUARE VALUES (MTurk SAMPLE)						
S.No	**Variable**	**Total**	**BMW**	**Ford(N/A)**	**Adidas**	**Nike**
		R Square	R Square	R Square	R Square	R Square
1	**AAT**	0.698	0.572		0.623	
2	**EAT**	0.812	0.727		0.788	
3	**ATGB**	0.901	0.917		0.805	
4	**PI**	0.483	0.321		0.626	
5	**PWOMP**	0.535	0.453		0.572	
6	**WTP**	0.013	0.246		0.119	

BEST FITTING MODELS ENDOGENEOUS VARIABLES R SQUARE VALUES (MTurk SAMPLE)						
S.No	**Variable**	**Total**	**BMW**	**Ford**	**Adidas**	**Nike**
		R Square	R Square	R Square	R Square	R Square
1	**AAT**	0.835	0.809	0.797	0.875	0.901
2	**EAT**	0.779	0.761	0.851	0.785	0.838
3	**ATGB**	0.948	0.947	0.960	0.871	0.969
4	**PI**	0.820	0.783	0.849	0.768	0.889
5	**PWOMP**	0.721	0.681	0.806	0.758	0.819
6	**WTP**	0.215	0.349	0.226	0.178	0.361

Table-49

Cell Wise Hypothesis Support Outcomes (MTurk Sample)

CELL-WISE HYPOTHESES TESTING OUTCOMES (MTurk SAMPLE)					
Hyp#	**Total**	**BMW**	**Ford**	**Adidas**	**Nike**
1a	Y	Y	Y	Y	Y
1b	NA	Y	Y	Y	Y
2	N	Y	Y	N	Y
3a	Y	Y	Y	Y	Y
3b	NA	Y	Y	Y	Y
4	Y	Y	Y	Y	Y
5a	NA	NA	NA	Y	Y
5b	NA	N	Y	NA	NA
6	N	N	N	N	N
7	N	N	Y	N	N
8	N	N	N	N	N
Y-Supported, N-Not Supported, NA-Not Applicable					

Fig-34

Baseline Model Loadings (Modified Nike Student Data):

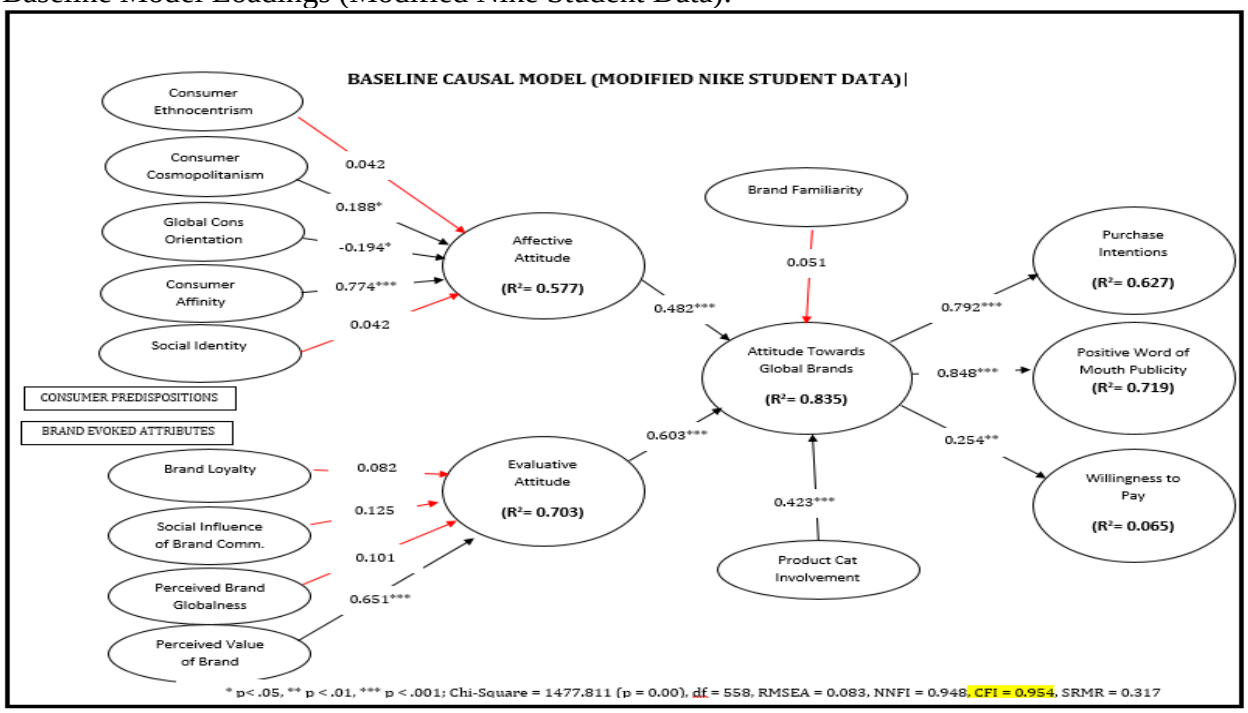


Fig-35

Best Fit Model Loadings (Modified Nike Student Data):

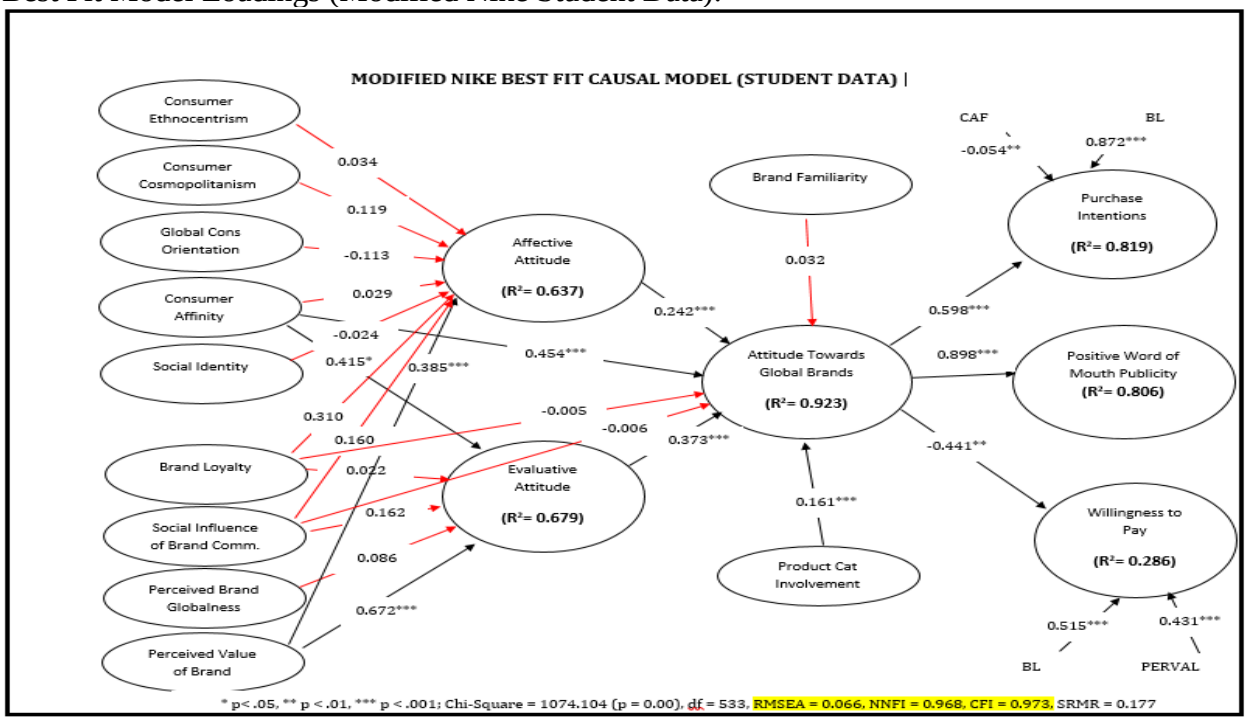


Table-50

Fit Indices (Modified Nike Student Sample Models):

MODIFIED NIKE (STUDENT DATA)					
Fit Stats/Model#	**1**	**2**	**3**	**4**	**Std Fit**
Chi-Square	1477.811	1105.961	1085.272	897.343*	
df	558	536	534	533	
p value	0.000	0.000	0.000	0.000	**> 0.05**
RMSEA	0.083	0.068	0.067	0.066	**< 0.06**
NNFI	0.948	0.967	0.967	0.968	**> 0.95**
CFI	0.954	0.972	0.972	0.973	**> 0.95**
SRMR	0.317	0.176	0.177	0.177	**< 0.08**
*Chi-Square value is significantly different from the baseline model (1).					

Table-51

Effects (Modified Nike Student Sample)

MODIFIED NIKE INDIRECT, DIRECT AND TOTAL EFFECTS (STUDENT SAMPLE)					
S.No	**Path**		**Indirect Effect**	**Direct Effect**	**Total Effect**
	From	To			
1	CET	PI	0.005	0.000	0.005
2	COS	PI	0.017	0.000	0.017
3	GCO	PI	-0.016	0.000	-0.016
4	CAF	PI	0.276	-0.564	-0.288
5	SID	PI	-0.003	0.000	-0.003
6	BL	PI	0.047	0.872	0.919
7	SIBC	PI	0.056	0.000	0.056
8	PBG	PI	0.019	0.000	0.019
9	PERVAL	PI	0.206	0.000	0.206
10	BF	PI	0.019	0.000	0.019
11	PRDINV	PI	0.096	0.000	0.096
12	CET	PWOMP	0.007	0.000	0.007
13	COS	PWOMP	0.026	0.000	0.026
14	GCO	PWOMP	-0.025	0.000	-0.025
15	CAF	PWOMP	0.414	0.000	0.414
16	SID	PWOMP	-0.005	0.000	-0.005
17	BL	PWOMP	0.070	0.000	0.070
18	SIBC	PWOMP	0.084	0.000	0.084
19	PBG	PWOMP	0.029	0.000	0.029
20	PERVAL	PWOMP	0.309	0.000	0.309
21	BF	PWOMP	0.029	0.000	0.029
22	PRDINV	PWOMP	0.145	0.000	0.145
23	CET	WTP	0.004	0.000	0.004
24	COS	WTP	0.013	0.000	0.013
25	GCO	WTP	-0.012	0.000	-0.012
26	CAF	WTP	0.203	0.000	0.203
27	SID	WTP	-0.003	0.000	-0.003
28	BL	WTP	0.034	0.515	0.549
29	SIBC	WTP	0.041	0.000	0.041
30	PBG	WTP	0.014	0.000	0.014
31	PERVAL	WTP	0.152	0.431	0.583
32	BF	WTP	0.014	0.000	0.014
33	PRDINV	WTP	0.071	0.000	0.071
Green signifies highest effect, and yellow signifies second highest total effect for a DV					

APPENDIX B: CONSTRUCT MEASURES

FOCAL CONSTRUCTS AND THEIR MEASURES

INDIVIDUAL PREDISPOSITIONS MEASURES:

1. Consumer Ethnocentrism (CET):

A shorter version of four items, extensively validated CETSCALE (Kaynak and Kara, 2002; Shimp and Sharma, 1987) used by Alden, Steenkamp, and Batra, 2006, is utilized to measure consumer ethnocentrism with a seven-point Likert scale (1 = "strongly disagree", and 7 = "strongly agree"). The statements will include (1). Americans should not buy foreign products, because this hurts American businesses and causes unemployment, (2). It is not right to purchase foreign products, because it puts Americans out of jobs, (3). A real American should always buy American-made products, and (4). We should purchase products manufactured in America, instead of letting other countries get rich off us.

2. Consumer Cosmopolitanism (COS):

Twelve item consumer cosmopolitanism scale C-COSMO (Riefler, Diamantopoulos, and Siguaw, 2012) is used to measure this construct with seven-point Likert scale (1 = "strongly disagree", and 7 = "strongly agree"), capturing the dimensions of "open-mindedness", "diversity appreciation", and consumption transcending borders" with 4 items for each dimension in that order. The statements will include (1). When traveling, I make a conscious effort to get in touch with the local culture and traditions, (2). I like having the opportunity to meet people from many different countries, (3). I like to have contact with people from different cultures, (4). I have got a real interest in other countries, (5). Having access to products coming from many different countries is valuable to me, (6). The availability of

foreign products in the domestic market provides valuable diversity, (7). I enjoy being offered a wide range of products coming from various countries, (8). Always buying the same local products becomes boring over time, (9). I like watching movies from different countries, (10). I like listening to music of other cultures, (11). I like trying original dishes from other countries, (12). I like trying out things that are consumed elsewhere in the world.

3. Global Consumption Orientation (GCO):

Global Consumption Orientation was measured using a 4 item shorter version of GCO scale developed by Alden, Steenkamp, and Batra, 2006, used by Guo, 2013. Items were scored on seven-point scales with very seldom or never (=1) and very often (=7) as anchors. (1). It is important for me to have a lifestyle that I think is similar to the lifestyle of consumers in many countries around the world rather than one that is more unique to or traditional in my own country, (2). I enjoy entertainment that I think is popular in many countries around the world more than traditional forms of entertainment that are popular in my own country, (3). I prefer to have home furnishings that I think are popular in many countries around the world rather than furnishings that are considered traditional in my own country, and (4). I prefer to wear clothing that I think is popular in many countries around the world rather than clothing traditionally worn in my own country.

4. Consumer Affinity (CAF):

Seven items of the Oberecker and Diamantopoulos, 2011, Likert scale with two dimensions is used to measure consumer affinity, with reference to their overall feelings about the car brand described in the ad shown. Respondents will be asked to rate the strength of the

harbored emotion on a seven-point scale (1 = "slightly," 4 = "moderately," 7 = "extremely"). The "sympathy" dimension as being captured by "softer" emotions, namely, a "feeling of sympathy," "like," and "pleasant feeling,"(1. What is the extent of your feelings of sympathy towards this brand, 2. What is the extent of your feelings of liking towards this brand, and 3. What is the extent of your pleasant feelings towards this brand) and, the remaining four items i.e., "captivated," "love," "feeling attached," and "inspired," capture the more intense "attachment" dimension of consumer affinity (4. I am captivated by this brand, 5. This brand ignites feelings of love in me, 6. I feel attached to this brand, and 7. I feel inspired by this brand)

BRAND PERCEPTIONS MEASURES:

5. Brand Loyalty (BL):

A 3-item scale is used to measure brand loyalty (BL) as used by Algesheimer, Dholakia, and Herrmann (2005) to measure this construct by means of seven-point Likert scale (1 = "strongly disagree", and 7 = "strongly agree"). The items are, (1). I intend to buy this brand in the near future, (2). I would actively search for this brand in order to buy it, and (3). I intend to buy other products of this brand.

6. Social Influence of Brand Community (SIBC):

The social influence of brand community (SIBC) will be measured along the dimensions of social norms, group norms (Bagozzi and Dholakia, 2002), and social identity (Tsai and Bagozzi, 2014). A total of 10 items will be used to measure these three dimensions of Social Influence of Brand Community, 2 for social norms, 2 for group norms, and 6 for the

dimension of social identity using a 7-point Likert scale for each item. Items that will be used to measure subjective norms are, (1). Most people who are important in my life would approve, if I purchase this brand, and (2). People whose opinion matters to me think I should buy this brand (scored 1 = strongly disagree to 7 = strongly agree for each item). Two items to measure the strength of group norms explored the degree to which the self and group members shared the individual goals. Items included were (1). My inclination towards buying this brand is strong, and (2). My friends' inclination towards buying this brand is strong (scored 1 = strongly disagree to 7 = strongly agree for each item). Social identity will be measured using the following: the *cognitive* component of social identity with two items (1). Indicate the degree to which your self-image overlaps with that the group of people you identify with. (2). The social groups I belong to are an important reflection of who I am (scored 1 = not at all to 7 = very much). *Affective* social identity was measured by two items (1). I am attached to the social groups I identify myself with. (2). I am glad to be a member of the social groups I belong to (measured 1 = strongly disagree to 7 = strongly agree). Evaluative social identity was measured by two items (1). I am a valuable member of the group I identify myself with. (2). I feel I have much to offer to the social group I belong to (measured 1 = strongly disagree to 7 = strongly agree).

7. Perceived Brand Globalness (PBG):

Three items scale, developed by Steenkamp, Batra, and Alden (2003), and used by Ozosmer, (2012) will be utilized to measure PBG using a 7-point semantic differential scale. The items are, (1). To me this is a local or a global brand, with local and global at the extremes, (2). I

think consumers overseas do not buy this brand or do buy this brand as extremes, and (3). This brand is sold only in USA or sold all over the world.

8. Perceived Value (PERVAL):

A shortened 8 item (Walsh, Shiu, and Hassan, 2014) scale will be used to measure PERVAL. Items will be measured on a 7-point Likert scales with end points "strongly disagree" and "strongly agree". Respondents will be asked about their opinion on how the global brand of interest measures up on the following items, (1). Has consistent quality, (2). Is well made, (3). Is one that I would enjoy using, (4). Would make me feel good, (5). Offers value for money, (6). Is good product for the price, (7). Would improve the way I am perceived, and (8). Would make a good impression on other people.

MEDIATOR VARIABLES MESURES:

9. Affective Attitude (AA):

A scale using 5 items based on Bagozzi, Lee, and Loo (2001) will be used to measure affective attitude (AA) having a 7-point semantic differential scale, with the mentioned extreme labels. The items are, (1). I think this brand is unenjoyable / enjoyable, (2). In my opinion, this is an unpleasant / pleasant brand. (3). I think this brand is uncomfortable / comfortable to use. (4). This brand is unattractive / attractive for me. (5). This brand is unappealing / appealing to me.

10. Evaluative Attitude (EA):

A scale using 5 items based on Bagozzi, Lee, and Loo (2001) will be used to measure affective attitude (EA) having a 7-point semantic differential scale, with the mentioned extreme labels. The items are, (1). I think using this brand would be punishing / rewarding for me, (2). In my opinion using this brand would be foolish / wise. (3). I think using this brand is harmful / beneficial to use. (4). This brand is useless / useful for me. (5). This brand is bad / good for me.

11. Attitude towards Global Brands (ATGB):

Measures will be based on Alden et al, 2006, global brand attitude two item 7 points semantic differential scale, with the mentioned extreme labels. The items are, (1). I think this brand is bad/good, (2). I have a negative/positive opinion about this brand.

BEHAVIORAL OUTCOME VARIABLES MEASURES:

12. Purchase Intentions (PI):

A 3-item semantic differential scale (Biswas, Bhomick, Guha, and Grewal, 2013)) will be used to measure purchase intentions on a seven-point scale, with the extremes being (1 = very low, and 7 = very high) using the following items; (1). The likelihood that I would buy this car brand is, (2). The probability that I would consider buying this car brand is, (3). My willingness to buy this car brand is.

13. Positive Word of Mouth Publicity (P-WOMP):

A 3-item scale will be used to measure positive word of mouth publicity (P-WOMP) as used by Xie, Bagozzi, and Granhaug (2015) to measure this construct by means of seven-point Likert scale (1 = "strongly disagree", and 7 = "strongly agree"). The items are (1). I intend to say positive things about this company to friends, relatives and other people. (2). I intend to recommend my friends, relatives and other people considering work for this company. (3). I intend to speak well of the company to friends, relatives and other people.

14. Willingness to Pay (WTP):

A one item scale using contingent valuation method (Davvetas et al., 2015; Wertenbroch and Skiera, 2002) will be used to measure willingness to pay, "If you were in a position to buy a new car today, what would be the maximum amount of money you would be willing to pay for this brand of new mid-size sedan".

COVARIATES MEASURES:

15. Brand Familiarity (BF):

Measures for brand familiarity will be based on Steenkamp et al., 2003, new scale (built upon Oliver and Bearden, 1985) with four item 7 points semantic differential scale, with the mentioned extreme labels. The items are: (1). This brand is very familiar to me/This brand is very unfamiliar to me, (2). Everybody here has heard of this brand/Almost nobody here has heard of this brand, (3). I'm not at all knowledgeable about this brand/I'm very knowledgeable about this brand, and (4). I have never seen advertisements for it in American media/I have seen many advertisements for it in American media.

16. Product Category Involvement (PRDINV):

Product category involvement was measured using three items used earlier (Davvetas et al. 2015; Mittal & Lee, 1989) by means of seven-point Likert scale (1 = "strongly disagree", and 7 = "strongly agree"). The items are, (1). I have a strong interest in purchase of [product category (mid-size car/sportswear)], (2). [Product category (mid-size car/sportswear)] purchase is very important for me, and (3). For me purchase of [product category (mid-size car/sportswear] has high meaning.

17. Brand Ownership (BO):

Brand ownership was measured using two items used earlier (Batra et al., 2000; Winit et al., 2014) by means of seven-point Likert scale (1 = "strongly disagree", and 7 = "strongly agree"). The items are, (1) I consider this brand to be US-owned/I consider this brand to be foreign-owned. (2) I think this brand belongs to a US company/I think this brand belongs to a foreign company.

APPENDIX-C: Sample Lisrel Code and Path Diagram

Table-52
Lisrel Code for Modified Nike Student Sample Best Fitting Model:

```
Rev Baseline MOD6 Causal Model 4 Nike Student
da ni=36 no=179 ma=km
km
1.000

0.820  1.000

0.606  0.599  1.000

0.635  0.591  0.831  1.000

0.666  0.600  0.683  0.717  1.000

0.735  0.673  0.619  0.656  0.801  1.000

0.683  0.646  0.586  0.555  0.638  0.766  1.000

0.652  0.601  0.611  0.596  0.640  0.752  0.890  1.000

0.634  0.608  0.603  0.571  0.586  0.743  0.893  0.892  1.000

0.700  0.616  0.694  0.683  0.708  0.761  0.724  0.719  0.700  1.000

0.641  0.561  0.678  0.671  0.692  0.746  0.748  0.771  0.753  0.828  1.000

0.635  0.554  0.719  0.694  0.705  0.704  0.686  0.698  0.673  0.883  0.885  1.000

0.289  0.300  0.253  0.274  0.218  0.306  0.368  0.397  0.408  0.320  0.254  0.304  1.000

-0.009 -0.016 -0.076 -0.109 -0.041 -0.016 -0.045 -0.046 -0.050 -0.092 -0.008 -0.073 -0.029
       1.000
```

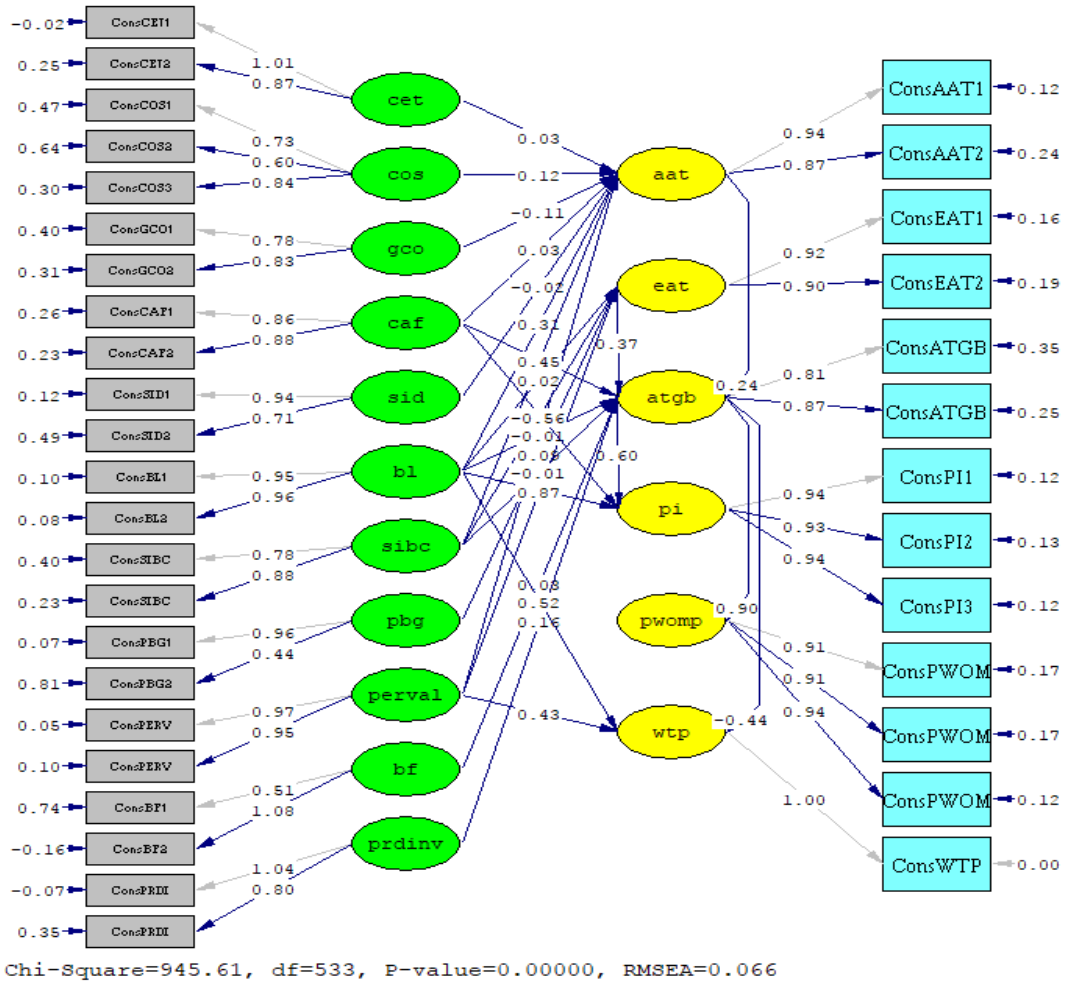
0.032	0.046	-0.055	-0.063	0.022	0.052	0.022	0.039	0.002	-0.043	0.031	-0.040	0.024
	0.876	1.000										
0.154	0.205	0.067	0.065	0.036	0.148	0.131	0.175	0.160	0.145	0.075	0.071	-0.078
	-0.033	0.013	1.000									
0.060	0.104	0.090	0.041	-0.048	0.021	0.082	0.075	0.080	0.108	0.086	0.151	0.022
	-0.246	-0.227	0.448	1.000								
-0.021	0.035	-0.010	-0.074	-0.081	0.036	-0.008	0.033	0.018	-0.032	-0.031	-0.040	-0.013
	-0.019	0.003	0.636	0.447	1.000							
0.030	0.020	0.141	0.055	0.045	0.046	0.043	0.040	0.067	0.012	0.097	0.084	-0.098
	-0.077	-0.070	0.183	0.381	0.378	1.000						
0.037	0.086	0.103	0.017	0.039	0.041	0.042	0.035	0.074	0.069	0.068	0.109	0.032
	-0.138	-0.154	0.174	0.454	0.366	0.647	1.000					
0.626	0.518	0.605	0.570	0.651	0.706	0.643	0.667	0.621	0.648	0.669	0.652	0.236
	-0.095	-0.073	0.136	0.023	-0.106	0.131	0.103	1.000				
0.596	0.471	0.547	0.506	0.594	0.719	0.634	0.634	0.606	0.685	0.701	0.681	0.260
	0.063	0.065	0.077	0.039	-0.037	0.170	0.143	0.748	1.000			
0.260	0.282	0.306	0.251	0.294	0.300	0.285	0.276	0.324	0.361	0.310	0.353	0.149
	-0.056	-0.041	0.158	0.132	0.020	0.165	0.189	0.329	0.308	1.000		
0.142	0.118	0.161	0.149	0.182	0.136	0.182	0.172	0.250	0.194	0.194	0.200	0.056
	0.046	0.053	0.256	0.157	0.122	0.135	0.193	0.139	0.138	0.669	1.000	
0.670	0.602	0.590	0.565	0.610	0.769	0.814	0.786	0.800	0.738	0.731	0.692	0.368
	-0.068	-0.023	0.128	0.038	-0.021	0.094	0.034	0.758	0.744	0.276	0.115	1.000
0.670	0.584	0.552	0.557	0.618	0.769	0.788	0.760	0.796	0.730	0.725	0.698	0.425
	-0.025	0.006	0.155	0.071	-0.058	0.082	0.039	0.755	0.770	0.342	0.191	0.910
	1.000											
0.500	0.492	0.574	0.523	0.493	0.521	0.546	0.580	0.566	0.600	0.596	0.603	0.225
	0.050	0.054	0.114	0.076	-0.047	0.103	0.120	0.552	0.562	0.410	0.302	0.612
	0.609	1.000										
0.597	0.538	0.514	0.541	0.595	0.671	0.651	0.631	0.634	0.660	0.636	0.638	0.317
	-0.003	0.011	0.092	0.026	-0.071	0.054	0.090	0.667	0.685	0.406	0.271	0.717
	0.754	0.686	1.000									
0.133	0.163	0.214	0.178	0.103	0.174	0.163	0.213	0.143	0.155	0.131	0.177	-0.025
	-0.099	-0.026	0.120	0.088	0.042	-0.094	0.066	0.150	0.126	0.103	0.083	0.162
	0.121	0.197	0.192	1.000								
0.125	0.189	0.093	0.132	0.111	0.174	0.084	0.097	0.088	0.059	0.083	0.083	-0.091
	-0.183	-0.105	0.028	0.034	0.009	-0.007	0.082	0.139	0.088	0.041	0.042	0.095
	0.072	0.112	0.123	0.425	1.000							
0.673	0.641	0.745	0.677	0.675	0.689	0.650	0.652	0.674	0.713	0.671	0.733	0.407
	-0.103	-0.068	0.120	0.119	0.041	0.117	0.178	0.622	0.609	0.334	0.237	0.665
	0.670	0.608	0.603	0.147	0.106	1.000						

0.590	0.590	0.724	0.666	0.648	0.669	0.642	0.647	0.665	0.700	0.685	0.735	0.387
	-0.064	-0.055	0.064	0.129	0.032	0.161	0.193	0.619	0.620	0.379	0.274	0.624
	0.664	0.645	0.595	0.104	0.050	0.922	1.000					
0.298	0.328	0.343	0.349	0.279	0.298	0.314	0.313	0.233	0.287	0.240	0.253	0.024
	-0.008	0.030	0.192	0.038	0.060	-0.049	0.029	0.298	0.164	-0.010	0.002	0.267
	0.225	0.181	0.192	0.390	0.354	0.239	0.190	1.000				
0.426	0.433	0.299	0.254	0.355	0.449	0.436	0.453	0.394	0.388	0.359	0.323	0.070
	0.059	0.101	0.320	0.053	0.125	0.118	0.065	0.426	0.386	0.135	0.138	0.453
	0.419	0.309	0.397	0.248	0.243	0.329	0.265	0.551	1.000			
0.530	0.444	0.522	0.456	0.553	0.630	0.706	0.676	0.680	0.658	0.674	0.644	0.274
	-0.004	0.000	0.192	0.072	0.060	0.139	0.101	0.572	0.634	0.277	0.175	0.741
	0.733	0.523	0.611	0.152	0.071	0.505	0.499	0.215	0.452	1.000		
0.465	0.368	0.492	0.472	0.501	0.547	0.590	0.598	0.575	0.558	0.606	0.600	0.256
	0.033	0.030	0.062	0.007	0.018	0.155	0.146	0.521	0.621	0.285	0.179	0.633
	0.648	0.444	0.565	0.120	0.082	0.455	0.449	0.189	0.361	0.833	1.000	

la
ConsAAT1 ConsAAT2 ConsEAT1 ConsEAT2 ConsATGB1 ConsATGB2 ConsPI1 ConsPI2 ConsPI3
ConsPWOMP1 ConsPWOMP2 ConsPWOMP3 ConsWTP ConsCET1 ConsCET2 ConsCOS1 ConsCOS2
ConsCOS3 ConsGCO1 ConsGCO2 ConsCAF1 ConsCAF2 ConsSID1 ConsSID2 ConsBL1 ConsBL2
ConsSIBC1 ConsSIBC2 ConsPBG1 ConsPBG2 ConsPERVAL1 ConsPERVAL2 ConsBF1 ConsBF2
ConsPRDINV1 ConsPRDINV2
se
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36/
mo ny=13 nx=23 ne=6 nk=11 lx=fu,fi ly=fu,fi be=fu,fi ga=fu,fi ph=sy,fi ps=sy,fi te=sy td=sy
le
aat eat atgb pi pwomp wtp
lk
cet cos gco caf sid bl sibc pbg perval bf prdinv
fr lx 2 1 lx 4 2 lx 5 2 lx 7 3 lx 9 4 lx 11 5 lx 13 6 lx 15 7 lx 17 8 lx 19 9 lx 21 10 lx 23 11
fi lx 1 1 lx 3 2 lx 6 3 lx 8 4 lx 10 5 lx 12 6 lx 14 7 lx 16 8 lx 18 9 lx 20 10 lx 22 11
va 1 lx 1 1 lx 3 2 lx 6 3 lx 8 4 lx 10 5 lx 12 6 lx 14 7 lx 16 8 lx 18 9 lx 20 10 lx 22 11
fr ph 1 1 ph 2 2 ph 3 3 ph 4 4 ph 5 5 ph 6 6 ph 7 7 ph 8 8 ph 9 9 ph 10 10 ph 11 11
fr ph 1 2 ph 1 3 ph 1 4 ph 1 5 ph 1 6 ph 1 7 ph 1 9
fr ph 2 3 ph 2 4 ph 2 5 ph 2 6 ph 2 7 ph 2 9 ph 3 4 ph 3 5 ph 3 6 ph 3 7 ph 3 9
fr ph 4 5 ph 4 6 ph 4 7 ph 4 9 ph 5 6 ph 5 7 ph 5 9
fr ph 6 7 ph 6 8 ph 6 9 ph 7 8 ph 7 9 ph 8 9
fr ph 10 11
fr ps 1 1 ps 2 2 ps 3 3 ps 4 4 ps 5 5 ps 6 6
fr ps 1 2 ps 4 5 ps 4 6 ps 5 6
fr ga 1 1 ga 1 2 ga 1 3 ga 1 4 ga 1 5 ga 1 6 ga 1 7 ga 1 9 ga 2 6 ga 2 7 ga 2 8 ga 2 9 ga 3 10 ga 3 11
fr ga 3 4 ga 3 6 ga 3 7
fr ga 4 6 ga 4 4 ga 6 9 ga 6 6
fi te 13 13
fr be 3 1 be 3 2 be 4 3 be 5 3 be 6 3
fr ly 2 1 ly 4 2 ly 6 3 ly 8 4 ly 9 4 ly 11 5 ly 12 5
fi ly 1 1 ly 3 2 ly 5 3 ly 7 4 ly 10 5 ly 13 6
va 1 ly 1 1 ly 3 2 ly 5 3 ly 7 4 ly 10 5 ly 13 6
pd
ou ad=off sc nd=3

Fig-36

Path Diagram for Modified Nike Student Sample Best Fitting Model:



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ABSTRACT

GLOBAL BRANDS AND DRIVERS OF CONSUMERS' PURCHASE BEHAVIOR: A MULTI-DIMENSIONAL PERSPECTIVE

by

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As the world moves towards global economic interdependence and international cultural exchanges, more firms are looking towards expansion into overseas markets, to take advantage of emerging business opportunities and available resources. For a firm, that plans to sell its offerings in any foreign market, it is important to understand the consumer behavior and idiosyncrasies predominant in that market to be more informed, competitive, and successful. Extant research on the dynamics and drivers of consumer's buying behavior in global marketing has focused, either on the impact of consumers' personal predispositions, or on the influence of brand/product related perceptions, or on the effect of external factors, such as the prevailing social, cultural, political, or business environment variables, on the consumer behavior. There is dearth of studies, which have considered the collective impact of factors that drive the buying preferences of consumers, a more realistic scenario. The influence of these factors may also get differentiated across product category involvement (high vs. low), or/and by brand ownership (domestic vs. foreign), particularly in the context of global brands. Further, processes governing

the mechanisms that transform individual predispositions and consumers' brand perceptions into specific behavioral responses, need to be further explored. This research is an effort to shed some light on the drivers of consumer's purchase behavior in a multi-dimensional perspective using two product categories, midsize sedans and sportswear, involving, a domestic and a foreign global brand, using different sets of respondents in two separate studies. It investigates, which focal personal trait or/and the focal brand attribute, when considered individually or as a group, has a stronger influence in the formation of specific attitudes that influence the brand attitude, which in turn impacts the consumers' purchase behavior. "Attitude Theory" is used as the main conceptual anchor, besides other related theoretical foundations. This research further identifies a consumer trait or(and) brand perception that drives a specific behavioral outcome more strongly than others, in totality, taking both direct and indirect influences. The mediating effects of brand attitudes are examined, contingent upon the individual's characteristics and brand evoked attributes, on elicitation of behavioral outcomes. A comprehensive conceptual model is proposed with description and dimensions for each construct of interest, their relationships defined, and testable propositions suggested, in view of the relevant theoretical background and established research findings. Structural Equations Modelling (SEM) is used to ascertain the plausibility of the proposed model, paths, and strength of relationships. Model generating approach is used to determine the best fitting model, for each data cell. Survey data is used across the four cells in each study, in the domains of brand ownership (domestic vs. foreign) and product category involvement (sedan vs. sportswear). The paths, strength of relationships between constructs, mediators, and outcome variables are compared, for differences within and between the cells, and across the two studies. Research contribution, managerial implications, limitations, and avenues of future research are also discussed.

AUTOBIOGRAPHICAL STATEMENT

Nayyer Naseem was born in Moradabad, India on March 20, 1966 to the (Late) Prof. Naseem Ahmad and the (Late) Mrs. Badar Naseem. His siblings include an elder brother, and a younger brother and a younger sister, all married and well settled. He grew up at the Indian Institute of Technology, Roorkee, India, where he went to a Catholic Convent, St' Gabriel's Academy, for his high school education. Nayyer currently resides in Canton, Michigan with his wife of 17 years, Shabnam Neyaz, and their three children, daughter Ayesha (15 years old), son Asad (13 years old), and daughter Ayat (7 years old). His educational background includes a Bachelor of Science (Mechanical Engineering: 1994) and an MBA (Marketing: 1997) degrees from Aligarh Muslim University, Aligarh, India, and a Master of Science (Industrial Engineering: 2009) degree from Wayne State University, Detroit, USA. This dissertation represents partial fulfilment of the requirements for a Doctor of Philosophy in Marketing degree at the Mike Ilitch School of Business, Wayne State University, Detroit, USA, awarded in August 2017.

Nayyer's research interests include consumer behavior (CB) in general and CB in international marketing settings. His research has been presented in national and international marketing conferences earlier, with two of his research papers published as book chapters, and a few others currently under review at scholarly journals. During his PhD program, Nayyer taught courses ranging from Principles of Marketing, Advertising and Promotion, Marketing Strategy, Consumer Behavior etc. to Business Statistics, Quantitative Methods, and Marketing Research. Nayyer was awarded the "2014 Graduate Student Teaching Award", and the "2016 Graduate Student Research Award" by the Mike Ilitch School of Business. He has more than 14 years of professional experience in sales, marketing, operations, warehousing, and quality management with leading companies, both in India and the United States. In August 2017, Nayyer will be joining Northeastern State University, Tahlequah (Oklahoma), as an Assistant Professor of Marketing.