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Michaela Kirchhofer, BSc.

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Abstract

International marketing managers and scholars have been trying to identify brand and consumer characteristics in order to create efficient and effective branding strategies to establish successful brands. Most of the existing literature regarding this issue deals with the demand (consumer) and supply (brand) side rather isolated from each other. This study incorporates consumer dispositions as moderators on the relationship between brand characteristics and several types of brand evaluation in order to create a better understanding of the joint effects of consumer and brand dispositions on brand evaluation. The respective consumer characteristics integrated in this study are consumer ethnocentrism, consumer cosmopolitanism, consumer xenocentrism and global/local identity. In order to create a broad overview the effects of perceived brand globalness/localness, local iconness, local connectedness and perceived brand foreignness as brand dispositions are evaluated regarding consumer-based brand equity, perceived risk, symbolic value and brand identification. By applying multiple regression analyses the conducted research shows that 1) all incorporated brand dispositions have a significant impact on consumer-based brand equity, 2) the effects of perceived brand globalness aren't moderated by any integrated consumer disposition and 3) moderation by consumer dispositions plays a significant role regarding the effects on perceived risk and brand identification, but not for consumer-based brand equity and symbolic value. Summarized the results indicate an incremental interrelation of consumer and brand characteristics affecting certain aspects of brand evaluation eventually. Overall this thesis contributes majorly to the understanding of the joint effects of consumer and brand characteristics on brand evaluation in a theoretical as well as practical context.

Keywords: *brand characteristics, consumer characteristics, consumer-based brand equity, perceived risk, symbolic value, brand identification*

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List of Abbreviations

BI – Brand Identification

C-COSMO – Consumer Cosmopolitanism

CBBE – Consumer-based Brand Equity

CET – Consumer Ethnocentrism

C-XEN – Consumer Xenocentrism

GI – Global Identity

LC – Local Connectedness

LI – Local Iconness

LoId – Local Identity

MT – Master Thesis

PBG – Perceived Brand Globalness

PBL – Perceived Brand Localness

PI – Purchase Intention

PR – Perceived Risk

SV – Symbolic Value

WOM – Word of Mouth

WTP – Willingness to pay

1. Introduction

1.1. Background

National, regional or geographic borders are no longer referred to as boundaries for the economic marketplace of today leading to a market shaped through globalization. Multinational companies have set foot in numerous countries all over the globe in order to increase monetary profits by promoting and selling their goods and services (Kapferer & Schuiling 2004). Although there has been a long uphold practice of promoting “globalness” of international brands by standardizing and homogenization (e.g., Levitt 1983), there has been a change in this understanding. As international competition is rising, managers try to identify further profitable branding strategies for their goods to stay ahead of the competition. Within the last decades many academics and marketing managers have been dealing with globalization and its consequences for international marketing. Through globalization markets opened and offered a platform for much competition, which forced marketing managers to create brand differentiation to emphasize their products and services. As through globalization economic/country markets are more interrelated to each other, yet still defined based on their geographic borders, the possibility of promoting brands based on their heritage has become an issue. One question that has been evolving in this context for managers is whether a brand “marketed under the same name in multiple countries” (Steenkamp et al. 2003, p.53), mirroring a global brand, or a brand tailored for the specific needs of a certain region (Özsomer 2012), referring to a local brand can create superior advantages by consumer preference. One out of many reasons why scholars and managers are interested in the debate of whether global or local brands are preferred by consumers is the aspect that potential superior brands generate eventually more profit for companies and allow therefore an augmentation of the economic benefits.

The issue of “globalization” and its effects can however also be discussed based on the decisions a consumer is confronted with. Consequences of globalization involve the offering of a vast number of brands within a product category, forcing consumers to choose amongst them. Thus finding a preferred brand for oneself can be tough on consumers nowadays, who therefore create certain selection criteria in order to facilitate decision-making. Apart of the desired artificially evoked brand images (through planned

brand positioning) created by companies; customers have developed individual brand perceptions on their own as well, influencing their brand choices based on consumer characteristics. In the broad literature context of advantages/disadvantages of global, foreign and local brands, certain brand and consumer characteristics and their consequences linked to the respective issue of interest have been identified.

One literature stream explores antecedents and consequences of specific brand characteristics in regards to global and local brand evaluations in order to encompass their role in consumer brand preference. Steenkamp, Batra and Alden (2003) for instance linked the effect of *perceived brand globalness (PBG)*, as brand characteristic, to purchase likelihood and therefore find PBG a possible source of competitive advantage. Özsomer (2012) further deals with *local iconness* as a brand characteristic playing a role along the global-local branding continuum. Understanding and knowing the effects of various brand characteristics is of major value for marketing managers and academics in order to implement and test branding strategies accordingly. In the past years academics have defined and tested the consequences of brand characteristics regarding the issue of local, foreign and global brand preferences (e.g., Sichtmann & Diamantopoulos 2012; Zhou & Yang & Hui 2010; Sichtmann et al 2015). International managers are able to adapt their branding strategies respectively to the new findings to stay competitive in the market.

Brand evaluation is not only predictable by the brand and its (perceived) characteristics. Literature suggests the possibility of segmentation based on consumer characteristics rather than country characteristics for international firms (Riefler et al 2012, p.285) for instance, as consumers differ in their preferences. Through another stream of research incorporating the globalization issue as well as the consumer side, further insights have been able to be generated in this regard. For instance Steenkamp, Batra and Alden (2003) argued that *consumer ethnocentrism (CET)*, a consumer characteristic referring to a consumer group preferring local products, can play a moderating role through which the effect of PBG decreases. As not only the characteristics of the brand stimulate the consumer's decision making regarding purchasing certain brands, so do the characteristics of the customer himself. To understand consumer choices between global and local brands it is essential to be aware of the interconnectivity of brand and consumer attributes. As this is not only relevant for further research regarding brand

preferences, it is moreover crucial for international brand managers to establish a successful branding strategy meeting consumer's expectations.

The major part of existing studies regarding the concern of brand and consumer characteristics deals with the formulation and constructive definition of brand and consumer characteristics (e.g., Riefler & Diamantopoulos (2009); Shankarmahesh 2006; Strizhakova & Coulter & Price (2008); Alden & Steenkamp & Batra (2006)) separately. Although past literature allows gaining insight in theoretical brand and consumer constructs established in regards to the evaluation of the benefits/disadvantages of global, local or foreign brands (e.g., Xie & Batra & Peng 2015), it is lacking an integrated overview of multiple brand and consumer characteristics and its joint effects on brand evaluation.

1.2. Purpose of the Study

The purpose of this master thesis is to combine literature streams, namely research about brand characteristics and established work of consumer characteristics. The goals of this study can be categorized into three major objectives. The main goals are 1) to establish an overview of the relationship among several brand and consumer characteristics, 2) to investigate the impact on several aspects of brand evaluation, which can be applied in practice, and to 3) stimulate a theoretical discussion and provide theoretical guidance of the predictive validity of brand and consumer characteristics.

The first goal refers to the main purpose of this thesis, which is to close the research gap between consumer and brand characteristics by creating an integrated overview of the consequences and effects of the interconnectivity of brand and consumer characteristics simultaneously to understand further the brand evaluation of consumers in regards to global and local brands.

The second goal of this study is to form advice for the practical side of international marketing. As combining research of the brand characteristics and research of consumer characteristics can offer managers new ways of adapting their marketing strategies accordingly, the results of this study can eventually be integrated in practice. The contribution of a joint investigation to an accurate marketing strategy is based on the aspect that certain types of consumer groups are more susceptible to certain types of

brands. A joint investigation of the two research streams simultaneously allows well defined managerial guidance in practice as of brand positioning strategies, targeting specific consumer groups and emphasizing respective product features.

With regards to the third goal, namely stimulate the theoretical discussion about the predictive validity of brand and consumer characteristics, this thesis aims at redirecting the stream of research into a rather incorporated view of brand and consumer characteristics to obtain deeper insight of the consumer network and its segmentation possibilities rather than researching the effects on brand evaluation separately.

Overall the findings generated by this study are to deepen the understanding of what and how consumer and brand characteristics predict brand evaluation. Expressed differently, the goal of this thesis is to find out how consumer characteristics influence perceived brand characteristics resulting in positive or negative brand evaluation in the context of global and local brands.

1.3. Structure of the Study

As guidance through this work this section allows an overview of this master thesis. A short introduction and explanation of the purpose of this study in chapter one is followed by a literature review and the theoretical background examined in chapter two. The literature review is based on the state of the current research streams regarding the issues relevant for this study with a special focus on theoretical constructs concerning consumer and brand characteristics. Chapter two furthermore covers the hypothesis derived from the literature presented followed by chapter three explaining the methodology in greater detail including the explanation of the research design and measures used. Chapter four includes the analysis and the results of the main study and chapter five furthermore consists of a theoretical discussion of these findings. A conclusion and implications, theoretical as well as managerial, round up this master thesis in chapter six to be followed by the final chapter, chapter seven, presenting limitations and potential directions for further research.

2. Literature Review

2.1. The Role of Brand and Consumer Characteristics

During the last decades the issue of globalization, which can yield economies of scale and scope in R&D, manufacturing, and marketing (Steenkamp et al. 2003, p. 53), has held the world economy and research concerning respective consequences captivated. Multinational companies increase their presence in various nations around the globe, augmenting their product portfolio while facing tough competition. Thus consumers are faced with a growing number of brand options, exacerbating their purchase choice in their daily live. Global companies therefore want their brands to distinguish from the mass and specify their branding strategies accordingly.

In 1983 Theodore Levitt predicted (Levitt 1983) a global brand future, interpreted by many firms as an advice to adapt branding decisions accordingly. Many international firms standardized their product lines, communication and packaging expecting the advantages of economies of scale (Holt et al. 2004). Besides the economic advantages associated with globalization, there is an upside through potential consumer perspectives on global brands. Holt et al. (2004) discussed for instance the existence of a global consumer culture, whereby consumers share certain values and lifestyles through the symbolism of global brands. Furthermore Steenkamp et al. (2003) found that consumers associate quality and prestige with brands that can be found under the same name in multiple countries (p.53). The term “global brand” has been omnipresent in international marketing literature, focusing on the success factors of international companies. There are numerous definitions of global brands that can be derived off current literature, based on the demand or supply side (Özsomer et al. 2012).

Defining global brands from the viewpoint of pure economists and companies leads to the major goal of capitalizing on the profits of brands, which are marketed similarly around the globe. When Levitt (1983) wrote about the emergence of global markets, he further developed the understanding of global brands in the form of exploitation of economies of scale through complete standardization of the marketing mix and brand strategies (Özsomer&Altaras 2008, p. 3). Also academics in later research focused on the economical definition of global brands and mentioned as well standardization as a

key attribute of global brands, but in an extenuated form (e.g., Kapferer&Schuiling 2004, Kapferer 2005).

Dimofte, Johansson and Ronkainen (2008) tried to evaluate the construct of global brands looking at it from the angle of the consumer. The authors described two possible consumer interpretations of the global brand construct: On the one side the possibility of consumers categorizing the “globality” of the brand as simply a brand attribute, as for instance price, quality etc. and on the other side the possibility of brand globalness as a halo construct (Dimofte& Johansson &Ronkainen 2008, p. 115). Precisely, if consumers perceive a brand as a global this might further lead to higher perceived prestige or quality, which eventually positively affects brand attitude. Furthermore the definition of global brands “as brands that consumers can find under the same name in multiple countries with generally similar and centrally coordinated marketing strategies” (Steenkamp &Batra& Alden 2003, p. 53), reflects the perception of the consumers.

Although it proves difficult to find a standardized definition of “global brands”, existing literature allows a broad understanding. For this master thesis as the issue of global vs. local brands is studied in regards to consumers, the research stream perceiving global brands from the eyes of the consumer will be predominant in this work.

The advantages through “global branding” started stagnating soon due to the need of adapting to local needs and preferences, which forced companies to restructure their branding strategies in order to enhance their competitive advantages. Whilst a vast amount of literature dealt with the advantages of “globalness” (e.g., Alden & Steenkamp &Batra 1999, Holt &Quelch& Taylor 2004), also on the aspect of “localness” there has been shed light on (e.g., Ger 1999, Kapferer 2002).Global companies started to understand the necessity of the appreciation of the local culture to be a key success factor, starting to search for the right balance of local and global brand aspects (Hollis 2008) therefore. Reasons for the advantages of connecting branding strategies to the local culture derive of the resulting connection to the different national/cultural consumer groups in the form of values, symbolism and aspirations (Holt 2003, Özsomer 2012). To find various definitions of the concept of a “local brand” poses a greater challenge than encountering perceptions of global brands however. Defining local brands as “brands that exist in one country or in a limited

geographical area” (Kapferer&Schuiling 2004, p. 98) or brands that are “...developed for and tailored to the unique needs and desires of local markets” (Özsomer 2012, p.73) are two possibilities. Other definitions also follow the notion of the regional restriction of local brands, as for instance “Local products are tailored for local markets and are marketed and distributed only in the consumer’s home country..” (Steenkamp & de Jong 2010, p. 19). To differentiate between local and global brands there is also the idea of the spread of the brand name, which Strizhakova, Coulter, and Price (2008) use in their work. They thought of brands as global if the same brand name was used in multiple countries, whereas local brand names are not distributed and marketed outside their own respective country (Strizhakova & Coulter & Price 2008, p. 65). Therefore local brands can be constituted as products, which are tailored for the local needs within a certain region. Corresponding to the paragraph above, in this Master Thesis the definition of local brands shaped by the perception of the consumer will be prevailing Özsomer (2012, p.73).

As both local and global brands have their advantages (Sichtmann et al. 2016)and disadvantages, international companies try to outweigh one or the other option. Furthermore, scholars have been dealing with the issue as well, exploring the consequences of local or global branding (e.g., Özsomer 2012; Xie&Batra& Peng 2015; Zhui& Yang & Hui 2010).It seems however as in the literature the idea of local brands struggling to compete with global brands (e.g., Ger 1999, Schuiling&Kapferer 2004) has gained the upper hand, leaving an impression of local brands being inferior. Although much research shows indeed the profitable effects of the “global” factor in branding (e.g.,Steenkamp &Batra& Alden 2003, Holt &Quelch& Taylor 2004, Sichtmann & Diamantopoulos 2013) however, it has yet not been clarified until today whether or not customers overall prefer global over local brands. Over the past decade literature has been focusing also on the advantages of local brands (Ger 1991, Kapferer 2002). The assets mentioned of local branding are often embedded in aspects that consumers associate with local brands through their local identity. Nigel Hollis (2008) explains the different ways in which a brand can be perceived as aspect of the local culture, namely through satisfaction of local needs/tastes, the history, thus creation of nostalgia (brand with whom customers grow up), local economic advantages and strong community ties (Hollis 2008, p. 104). Further companies realized the possibility of other branding strategies. Global brands were found to have a certain “local

connectedness” for instance (Sichtmann et al. 2016), referring to the relationship global brands have with the local culture. Derived off the understanding of perceived brand localness, “local iconness” (Özsomer 2012) has been described as another brand attribute affecting consumer brand evaluation. Besides emphasizing the global- or localness of a brand, managers and academics have further been dealing with the idea of perceived brand foreignness (Batra et al. 2000) of their brands as well, stretching a foreign place as brand heritage.

Brands are perceived differently by the consumers due to different factors, but amongst other things by their characteristics. Therefore, in order to develop a more profound understanding of consumer preferences for global and local brands, academics have been starting analyzing respective brand characteristics since the 1990s. Multiple brand dispositions have been evaluated in the last decades brought into context of the issue global vs. local brand. For instance Batra et al. (2000) explored the effect of a brand being perceived as non-local to further evaluate the outcome of the coined terms “perceived brand globalness”, “perceived brand localness” “perceived brand foreignness”(Steenkamp &Batra& Alden 2003) and discovered, among other things, certain economic advantages of these brand characteristics (e.g. in marketing or manufacturing). Following this notion their studies have been accompanied by further researchers exploring global/local brand dispositions (e.g., Özsomer 2012, Sichtmann et al. 2016, Sichtmann & Diamanatopoulos 2013) to establish a founded base of knowledge of how consumers perceive global and local brands and what this further means for the respective brand success.

During the evaluation of such brand characteristics, studies (e.g.,Batra&Ramaswarny& Alden & Steenkamp &Ramachander 2000,Steenkamp &Batra& Alden 2003) showed however that the brand evaluation based on brand characteristics can be manipulated by attributes of the consumers as certain types of consumer groups are more susceptible to certain types of brands. Thus consumer characteristics have also generated a wider understanding (e.g., Shimp& Sharma 1987,Zhang & Khare 2009, Strizhakova & Coulter 2015) in regards to the issue of global and local brands. The generated knowledge further allows managerial guidance in targeting different consumer groups, as literature suggested international firms to potentially practice segmentation based on consumer characteristics (Riefler et al 2012, p.285).

Further papers indeed present an interrelation between brand preferences and consumer characteristics (e.g., Shimp & Sharma 1987, Riefler & Diamantopoulos 2009, Tu & Khare & Zhang 2012).

Until now it is only clear that research about consumer and brand characteristics play a role in the issue of global vs. local brand, but the question of how arises in this context. Sections 2.2. and 2.3. dig deeper into the effects of the mentioned theoretical constructs, after a clear definition of global and local brand will be amplified in section 2.1.1..

2.2. Brand Characteristics

The following section is dedicated to a detailed discussion about the prevalent brand characteristics associated with global/local brands. As previously mentioned whether a brand is perceived as global or local, foreign, locally connected or as a local icon by consumers has an effect on further brand evaluation aspects.

Therefore as research about the advantages or disadvantages of local and global brands continues, a literature stream has been evolving which deals with the evaluation of certain brand attributes or characteristics in this regard as well. There are various attributes, which a brand can embody in general, e.g., prestige, quality, availability etc. (e.g., Keller 1993), however there is a certain set of characteristics that is indeed associated in international marketing with how brands are perceived, which scholars have been started to shed light on. Moreover brands differ in their (perceived) brand attributes, thus in consumer's evaluation, which is further relevant for the evaluation of the respective brand (e.g., Steenkamp et al. 2003). Although it has been known that the aspect of "globalness" and/or "localness" does play a role in brand choice in general, scholars (e.g., Batra & Ramaswamy & Alden & Steenkamp & Ramachander 2000, Steenkamp & Batra & Alden 2003, Özsomer 2012) have been trying to answer the question in a more profound way by looking closer at and analyzing further specific characteristics and dimensions of brands. Specifically for this thesis the focus lies on perceived brand globalness/localness (Steenkamp et al. 2003), local iconness (Özsomer 2012), perceived local connectedness (Sichtmann et al. 2016) and perceived brand foreignness (Batra et al. 2000) as constructs regarding the perception of global/local marketed brands. The following sections will discuss the prevalent brand dispositions concerning its consequences and antecedents in more detail. Figure 1 allows an

overview of the international marketing specific associations with brands in this context.

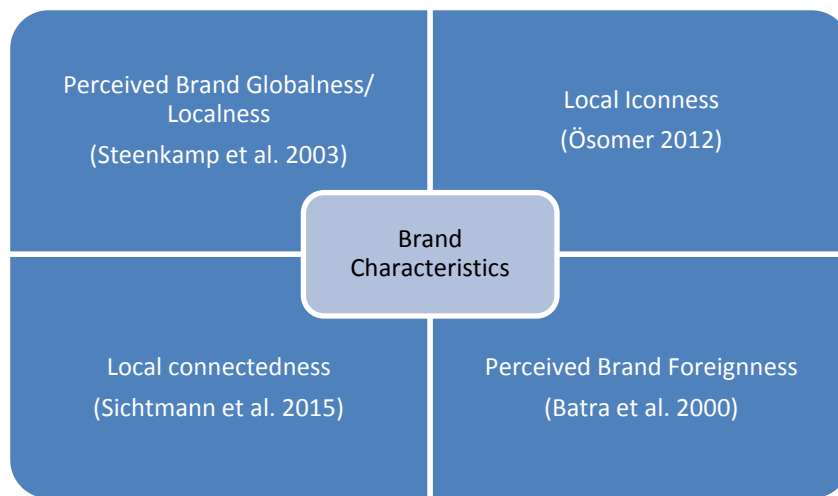


Figure 1: Overview of Brand Characteristics

2.2.1. Perceived brand Globalness/Localness

In the discussion of the different aspects of brands Batra et al. (2000) set a milestone when researching the preference in developing countries for local or non-local brands regarding the country of origin. The results showed that consumers in developing countries preferred brands related to foreignness or non-localness (Batra et al. 2000), led back to more than perceived brand quality. As a result the authors identified the non-localness aspect as an essential cause for brand preference and classified it as a further dimension relevant for brand evaluation. Perceived brand globalness (PBG) can be defined as “a perception that can be formed only if consumers believe the brand is marketed in multiple countries and is generally recognized as global in these countries” (Steenkamp et al. 2003 p.54). Steenkamp et al. (2003) investigated the consequences of *perceived brand globalness (PBG)* as a brand characteristic by researching three possible pathways affecting brand purchase likelihood. Their results showed significant interrelations between PBG and perceived quality and perceived prestige, therefore a significant correlation with purchase likelihood. On the other hand there is also *perceived brand localness (PBL)*, a corresponding theoretical construct, which means that a local brand is “recognized as a local player and a symbol or icon of local culture” (Swoboda&Pennemann& Taube 2012, p.72). PBG/PBL is a theoretical construct, indicating only the consumer’s perception of a brand’s globalness/localness, (facilitated by a branding strategy for instance) not representing key measures of a brand’s actual

global/local representation. Davvetas et al. (2015) replicated the respective study of Steenkamp et al. (2003) in order to test the impact of PBG on consumer's willingness to pay. Their results as well showed a coherence of PBG and a higher willingness to pay for global brands mediated through brand attitude, thus allowing global brand managers to charge higher price premiums for global brands. Özsomer (2008) mentions for instance as a possible explanation that the "main logic is that perceived brand globalness creates consumer perceptions of brand superiority..." (Özsomer 2008, p. 5).

To enlarge the knowledge base regarding PBG, academics expanded their studies from mature countries to developing markets. For instance PBG is positively related to local iconness in developing countries (Özsomer 2012), whereas the relationship is negative in mature markets, meaning the preference for global brands stems from different causes in different cultures/countries as well. Xie et al. replicated the results of Steenkamp et al. (2003) regarding prestige and quality, however added the finding that PBG and PBL can boost a brand's identity expressiveness. Therefore consumers prefer local and global brands to construct their identity and provide self-definition. The aspect of globalness can also be brought in context with the identification of consumers by global brands serving as symbols for a global culture (Holt et al. 2004).

As the above mentioned works and studies show, both PBG and PBL as brand characteristics, have an effect on how people evaluate the brand overall. Especially findings regarding PBG may cause a desire for international brand managers to adapt their branding strategies accordingly in order to obtain a potential higher purchase likelihood and WTP. Other brand managers however might prefer to create a marketing mix causing a local image to create a symbol of the local culture to exploit the advantages.

2.2.2. Perceived Brand Foreignness

Another brand attribute was defined based on the work by Batra et al. (2000), namely the construct of *perceived brand foreignness* (PBF), which refers to a consumer's perception that a brand is of foreign or non-local origin. There is to add that not only brands with an actual foreign origin can be perceived as foreign by consumers, local brands can be perceived foreign as well. It is becoming indeed more difficult for consumers to identify the country of origin of various brands and many products perceived as "foreign" are actually made locally (Saimee 1994). HaägenDazs ice cream

for instance is an American brand, but the respective brand name sounds rather foreign to English speaking people, thus American consumers might perceive the brand “HaägenDazs” as foreign rather than local. Perceived brand foreignness is an incremental brand characteristic, playing a role in the ongoing debate between the advantages of certain brand attributes. Although there is not extensive literature on the specific topic of this theoretical construct, prior work suggests positive interrelations between PBF and brand evaluations, especially in developing markets

The theoretical constructs PBG/PBF and PBL are all stemming from the work of Batra et al. (2000), who in their works still used the expressions “localness” or “non-localness or foreign” to describe brands accordingly. Nevertheless there is to differentiate between the three constructs that have been derived by further research (e.g., Zhou & Yang & Hui 2009, Steenkamp & Batra & Alden 2003). Brands, disregarding their actual origin, can be perceived as global, local and/or foreign. Companies however try to stimulate consumer’s perception of their brand’s characteristics by adapting their marketing mix and positioning strategies accordingly. Whereas PBF represents a consumer’s perception of a brand being foreign, it does not refer to any country of origin in specific. The reason why there is the need to be aware of this aspect is that there are also effects stemming from the country of origin effect, which refers to a certain bias of consumer to evaluate products based on the perceived specific country where the product is from (e.g., Chattalas et al. 2008).

Based on Steenkamp et al. (1999), Batra et al. (2000) and Steenkamp et al. (2003) Hung et al. (2005) indicated that “global brands are known to purposely promote a foreign image when marketing in transitional economies... to enhance the desirability of these brands among local consumers, who tend to associate foreignness with higher perceived quality and social status given the brands’ higher price, relative scarcity, and higher prestige” (p. 52). Reasons for companies to embed their brands in a foreign haze are based on the desire to exploit the potential advantages generally “foreign brands, especially those from Western or other developed countries, benefit from consumer perceptions of non-local brand image associations” in developing markets (Zhou et al. 2009, p.202). Also especially in emerging markets, consumers might appreciate foreign brands, based on the assumption that those brands are characterized by higher quality and prestige (Eckhardt, 2005). The goal of the research of Zhou et al. (2009) was to underline the importance of the brand characteristic PBF. Based on Batra et al. (2000),

Eckhardt (2005) and Leclerc (1994) the authors summed up that evidence from the existing literature indicates that PBF has a positive impact on brand beliefs and attitudes (Zhou et al. 2009, p. 204). The results of the research of Zhou et al. (2009) showed as well a positive relationship between PBF and higher brand value.

2.2.3. Local Iconness

As early literature in the discussion about local and global brands seemed to support the notion of the superiority of branding global, further academics started to shed light on the advantages of local brands. Besides economic advantages (e.g., knowledge of local distribution channels), particularly cultural benefits of local branding have been examined. Özsomer (2012) defined a theoretical construct, namely *local iconness (LI)*, based on the previous work of Steenkamp et al. (2003), as a counterstrategy for local brands for their competition against global brands. The author formulates local iconness as the “degree to which a brand symbolizes the values, needs, and aspirations of the members of the local country” (Özsomer 2012 p. 73).

Ger (1991), who in his work offered three components for a competitive strategy for local firms in order to compete with transnational companies, namely unique perceived value, cultural resources and targeting and positioning locally. Ger proposes the idea of using the local culture as a resource for local brands and transport the local strengths into the world market to distinguish from the homogeneous global market (Ger 1999). When further evaluating the advantages of local brands, Kapferer (2002) listed brand equity factors such as local brands being perceived as institutions or environmental factors such as local brands transporting the nationalistic feelings of a country (Kapferer 2002, p. 165-166). More recent literature sums up the so far evaluated predominant benefits stemming from local brands, which are the “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 national economy, respectively” (Winit et al. 2014, p. 103).

Investigating how brand local iconness can be used as branding strategy competing against global brands in mature and developing countries showed different results depending on the economic status of the country. Whereas in developing countries PBG of local brands leads to local iconness status, in mature markets this has a negative

effect, meaning consumers in mature markets downgrade the local iconness of their local brands when they perceive that they are available globally (Özsomer 2012). Further findings showed that local iconness is significantly related to prestige of the local brand (Özsomer 2012), which further supports the findings of Steenkamp et al (2003), that there is a significant positive relationship between “local icon value” and brand prestige in developed and developing country markets. The authors mentioned that becoming an “icon of the local culture” can be an alternative route of success in comparison to PBG, including the criticizing aspects of standardization (Steenkamp et al. 2003). Although Steenkamp et al. (2003) discovered a non-significant relationship between “local icon value” and brand quality, there was a significantly positive correlation between “local icon value” and purchase likelihood of the brand, in emerging and mature markets accordingly to their results. These results suggests that although consumers don’t experience an association of quality through “local icon value”, there is another association with this attribute, which increases the purchase likelihood.

To sum up existing literature suggests “local iconness” as a further brand characteristic playing a role in the controversy of global vs. local brands, embodying sources of competitive advantages for positive brand evaluations. Results differed accordingly to the economic development of the country market, nevertheless indicating significant contributions of local iconness as a brand attribute.

2.2.4. Local Connectedness

“Local iconness” can be interpreted as a competitive advantage of brands in the controversy of local vs. global brands, showing a significant relationship between this brand attribute and brand prestige for instance. LI as a theoretical construct, measures the extent to which a brand is perceived as symbol for the culture of the home country of the respective (local) brand. The brand characteristic however, doesn’t show to which extent a non-local or foreign brand can be perceived as a local culture representative. Torelli and Ahluwalia (2012) as well mention the development of a brand becoming the icon of a culture, naming various examples, as Budweiser (USA) or Armani (Italy) (p. 933), yet don’t pay distinctive attention to the possible aspect of brands becoming icons for respective foreign country markets.

Sichtmann et al. (2016) introduced therefore the construct of *perceived brand local connectedness (PBLC)*, which “captures consumers’ perception of how strongly a brand is associated with and connected to their home culture and therefore of how ‘local’ it has become” (p.3). For instance the brand “McDonalds”, which is known for its global distribution and local adaption activities, through which the brand has developed connections to the local culture. PBLC differs from LI by the idea that foreign (global) brands can as well be perceived as icons of the local culture of consumers, not only local brands. PBLC reminds thus of a local positioning strategy (LCCP) which “associates the brand with local cultural meanings, reflects the local culture’s norms and identities, is portrayed as consumed by local people in the national culture, and/or is depicted as locally produced for local people” (Alden, Steenkamp, and Batra 1999, p. 77). Sichtmann et al. (2016) indeed propose using the construct PBLC as a measure of how effective LCCP formed local brand connections.

As PBLC is a rather novel construct, there has yet not been a great amount of academics evaluating this brand attribute, however there has been research touching upon the aspect of “brand local connectedness”. Besides Schuiling and Kapferer (2004) mentioning the potential preference of consumers towards brands with local connections, Kipnis et al. (2012) for instance evaluated how positioning strategies of foreign (global) brands including local aspects shaped the brand’s perception of the consumers. Their findings showed that consumers appreciated foreign brands, which in fact kept their foreign or global identity, if the brands were perceived as cherishing local values, traditions, and had concerns for the domestic well-being, thus acknowledges their “local connection” (Kipnis et al. 2012, 856). Furthermore there is the possibility that foreign retailers can once be perceived as local players by adapting their marketing mix to the local culture (Swoboda et al. 2012).

In order to investigate the relevance of PBLC Sichtmann et al. (2016) linked the brand attribute to key marketing outcomes and their results showed that there is a positive relationship between PBLC and consumer-brand identification, perceived brand quality and purchase intention. Moreover the findings of this research mirror the work of Özsoy (2012) regarding LI: PBLC correlates negatively to PBG in mature markets and positively in developing markets. There has also been detected that there is a differential relationship between PBLC and LI (positive for domestic and negative for foreign brands) (Sichtmann et al. 2016, p.25).

The constructs of LI and PBLC thus, underline the importance of the different dimensions of brand characteristics regarding brand evaluation. Although both constructs resemble the bonds and symbolism between of a specific brand towards a domestic culture, they differ in the perception of the brand's home country, thus whether the brand in the respective culture identified as local or foreign.

2.3. Consumer Characteristics

In the past chapter brand characteristics were elaborated and discussed, while the following chapter is supposed to widen the understanding of consumer characteristics.

Regarding brand equity, existing work (e.g., Keller 1993, Lassar & Mittal & Sharma 1995) often refers to consumer-based brand equity. In order to measure consumer-based brand equity there are different suggestions, however various approaches share the aspect of how the consumer perceives a brand, e.g., regarding quality or prestige (Aaker 1996). As mentioned in section 2.2., consumers evaluate brands differently according to various brand attributes. The process of brand evaluation and forming a brand attitude is based on the consumer evaluating and categorizing a specific brand. Following this notion, there is to mention that there is also the aspect that brand perceptions of consumers are as well manipulated by the individual customer's character, attitude and preferences. Hence certain types of consumer groups are more susceptible to certain types of brands, put in other words various consumers might evaluate the same brand differently due to their attitude and preferences.

Thus scholars have done research to tackle this issue and formed a literature stream in order to examine various consumer attributes and their effects on brand evaluation. Apart of the works covering the relationships between brand characteristics and brand evaluation, this literature stream adds consumer characteristics to the research concept of global vs. local brands. Although some academics have been testing the interrelations of brand and consumer characteristics in regards to global vs. local brands (e.g., Steenkamp et al. 2003, Riefler et al. 2012), the majority of research dealing with consumer characteristics effecting consumer preferences concerning the respective issue has been tackling consumer attributes rather isolated from brand characteristics or looked only at one particular group of consumers (e.g., Shimp et al. 1984, Hannerz 1990, Arnett 2002).

Certain consumer groups, based on their characteristics, have shown to generate bias tendencies towards specific brand attributes. For instance ethnocentric consumers tend to favor domestic over foreign/global products (Shimp et al. 1987), while xenocentric consumers prefer foreign products (Mueller et al. 2009). As the goal of this Master Thesis is to generate an overview of how consumer and brand characteristics interrelate in the regards brands, there was a great interest in incorporating multiple consumer dispositions. While Bartsch et al. (2016) mention the problematic situation of overlapping consumer constructs in this context, different consumer characteristics have been chosen in order to provide a wide range of interest domains. Therefore the following section will discuss the dominant consumer dispositions, playing a prevalent role in the existing literature regarding the ongoing battle between local vs. global brands, discussing the consequences of the specific consumer attributes. The chosen consumer characteristics, which are planned to be incorporated in the study, are consumer ethnocentrism consumer cosmopolitanism (Riefler et al. 2012), global/local identity (Strizhakova et al. 2008) and consumer xenocentrism (Mueller et al. 2009). An overview is presented in figure 2 and the following paragraphs serve to develop a greater understanding of the mentioned consumer characteristics in this context.

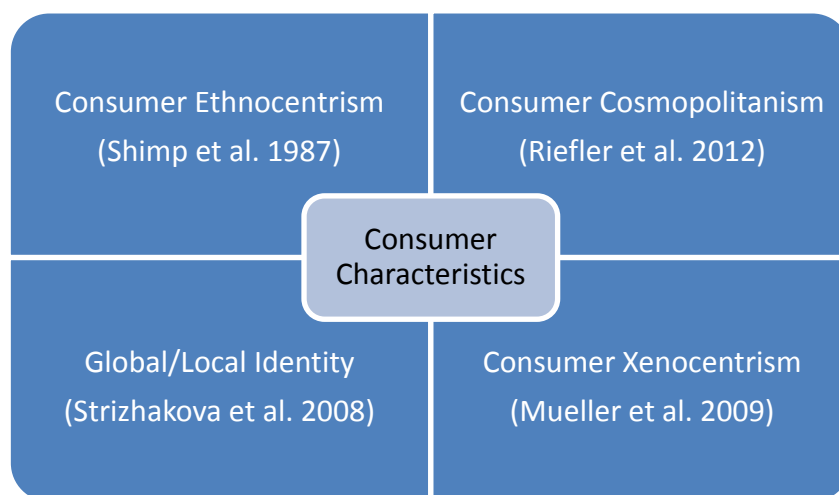


Figure 2: Overview of Consumer Characteristics

2.3.1. Consumer Ethnocentrism

The concept of *consumer ethnocentrism* (CET), derived of the concept of ethnocentrism by Sumner (1906), has been one of the earliest consumer constructs introduced to the relevant research field (Shimp et al. 1984). Ethnocentrism was described by Sumner (1906), as the idea that one's own group is superior and all other groups are judged by

reference to it (p.13). Putting this in the context of consumers, CET represents the extent of “the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products” (Shimp et al. 1984, p. 280). A consumer scoring high on CET therefore would consider buying foreign-made products as inappropriate, due to economic (e.g., import hurts the local economy, loss of jobs in the domestic economy, etc.) and moral reasons, whereas a consumer scoring low on CET feels that foreign-made products should be evaluated on their own, regardless of their heritage and might even be in favor for products produced in other countries than one’s own domestic market. Put in other words CET resembles the behavior of consumers to differentiate between products made by the “in-group” (domestic country) and the “out-group” (every other foreign country) due to nationalistic reasons (Shankarmahesh 2006, p. 148). Hence customers scoring high on CET avoid buying foreign-made products, not of a specific nation however, but rather of all foreign countries, which are not their own domestic market.

Furthermore existing work showed that if there are no domestic alternatives to the desired product available, ethnocentric consumers prefer products produced in a foreign country sharing a culture similar to the local one (Watson et al. 2000).

Based on the aspect of ethnocentricity consumers are rather less cosmopolitan and show pride in their own country’s symbols and brands (Steenkamp et al. 2003, p.56), CET plays an incremental role in the research of global and local brands. Due to a lower level of openness towards foreign cultures and cosmopolitanism, there is a higher contribution to a fairly negative evaluation of global brands (Steenkamp et al. 2003, p.57). The reasons for this are the potential consequences of CET: an overestimation of domestic products or an underestimation of imports, a moral obligation to buy domestic products, and/or a preference for domestic products (Sharma et al. 1995, p.28). One study underlining the consumer ethnocentrism construct and by Shimp and Sharma was the one by Herche (1995), showing indeed a preference for domestic products by consumers scoring high on CET (but mentions that consumers preferring domestic products don’t necessarily need to score high on CET) (p.264). Parts et al. (2013) also showed in their work (tested in three product categories: alcohol, furniture and clothes) that there is a significant direct positive relationship between consumer ethnocentrism and domestic product quality and domestic product purchase.

Ethnocentric consumers eventually prefer local products over foreign goods, thus as a concept CET takes part in the ongoing discussion about global vs. local brands. Furthermore in later works CET has been used as a moderating role on the effect of perceived brand globalness, showing that the effect of PBG on purchase likelihood is reduced for ethnocentric consumers (Steenkamp et al. 2003) and that also in developing markets consumers scoring high on CET associate less quality and prestige with PBG, which further determines their purchase intention (Akram et al. 2011, p.299). Steenkamp et al. 2003 moreover showed in their work that there was a significantly positive PBG effect with consumers (in the USA and South Korea) scoring low on CET, thus proving an interrelation between how global/local a product or brand is perceived and how ethnocentric the consumer is. Although it poses a challenge to find much elaboration on the issue of interaction effects of consumer and brand characteristics in general, specifically the moderator/mediator effects of CET (e.g., Akram et al. 2001, Winit & Gregory & Cleveland & Verlegh 2014, Özsomer & Altaras 2008, Sichtmann et al. 2016) in this regard have been shed light on. As a theoretical construct, which have been conceptualized fairly early compared to further predominant consumer dispositions, in international marketing literature, consumer ethnocentrism has been proven to play an incremental role in the network of consumer and brand characteristics for consumer brand preferences. Potentially due to its early establishment, CET as a consumer attribute has been put in context with further brand/consumer dispositions rather frequently compared to other theoretical concepts (e.g., Steenkamp et al. 2003). Özsomer and Altaras (2008) underlined this aspect in their work, mentioning the attention received by CET in multiple studies concerning its moderating or mediating role as consumer dispositional characteristic.

The concept of consumer ethnocentrism therefore influences on how consumers evaluate global and local brands, hence their purchasing behavior, in form of purchase intention. Although there is a vast number on studies and academics, which have been dealing with the consequences of CET on the preference of global/local goods and the interrelation of CET with PBG, there is a research gap regarding links to further brand attributes, as local iconness or local connectedness for instance.

2.3.2. Consumer Cosmopolitanism

Besides consumer ethnocentrism there are further dispositions attributed to consumers, effecting their brand evaluation, specifically in regards to global and local brands. As Riefler et al. (2012) notes the suggestions by literature to rather practice segmentation based on consumer characteristics and further define *consumer cosmopolitanism* (C-COSMO), which "... is the extent to which a consumer (1) exhibits an open-mindedness towards foreign countries and cultures, (2) appreciates the diversity brought about by the availability of products from different national and cultural origins, (3) is positively disposed towards consuming products from foreign countries" (Riefler et al. 2012, p.287).

There is a vast amount of literature in the regards of cosmopolitanism, though the work of Ulf Hannerz (1990) has been cited regularly in the relevant research of the recent decades. Thompson et al. (1999) for instance summed his suggestions concerning the construct of cosmopolitanism up in the following way: "...it indicates a willingness to explore and experience the panoply of transcultural diversity" (p.216). Cannon et al. (2002) moreover describes Hannerz's illustration (1990) of cosmopolitanism as a contrast between locals and tourists (p.30): "Cosmopolitans are people who are unfettered by the biases of their home culture, whereas locals view their home culture as ultimate reality, remaining content in their parochial ways of life" (Cannon et al. 2002, p.31). There is a great number of further academics, who have been working with the issue of cosmopolitanism out of political, sociological or economic contexts (e.g., Riefler & Diamantopoulos & Siguaw 2012, Woodward & Skrbis & Bean 2008, Beck & Sznaider 2006). Although being aware of the broad concept of cosmopolitanism and the regarding work, in the ongoing debate of global, local and foreign brands, cosmopolitanism out of the perspective of the consumer is relevant. Therefore the mentioned definition in the first paragraph of this section by Riefler et al. (2012) will be used to further deal with cosmopolitanism as a consumer characteristic. Some attributes of cosmopolitan consumers are innovativeness, rather risk-taking, being of young age, higher educated and international experienced (Riefler et al. 2012, Cleveland et al. 2009).

The consequences of consumers being cosmopolitan are, amongst other things, reflected in their purchasing and preference behavior towards brands. Parts et al. (2013)

presented findings, which showed that cosmopolitan consumers have a higher tendency to purchase foreign products rather than domestic products (tested in 3 product categories, namely alcohol, clothes furniture), but there was no direct negative effect towards domestic product quality (p.150), which was directly connected to domestic product purchase, suggesting further research. Cosmopolitan consumers are open-minded people, enjoying the consumption of foreign products, but at the same time do not condemn their own domestic connection (Zeugner-Roth et al. 2015, p.28). There is also certainly a form of relationship between the discussed concept of consumer ethnocentrism and cosmopolitanism. The work of Parts et al. (2013) for instance showed significant negative correlations between COSMO and CET.

Based on the existing research and thus findings, it becomes clear that the construct of consumer cosmopolitanism is embedded in the discussion of global, foreign and local brands.

2.3.3. Global/Local Identity

Another suggestion relevant for the discourse of global, foreign and local brands was introduced by Arnett (2002), namely the idea of that consumers identify with their local and/or global community, developing so-called global and local identities. Although the work of Arnett (2002) did not primarily focus on the purchasing behavior of consumers towards global and local brands, his examination of identity constructs, relevant to the debate, has further been deviated and associated with the respective issue by further academics (e.g., Zhang & Khare 2009, Strizhakova & Coulter 2015, Strizhakova & Coulter & Price 2008, Tu & Khare & Zhang 2012).

Whereas Jeffrey Arnett (2002) referred to a local identity as “one(*identity*) based on the local circumstances, local environment, and local traditions of the place where they (*people*) grew up. This is the identity they are likely to use most in their daily interactions with family, friends, and community members” (p.777), he denoted global identity as “that (*identity*) gives them (*consumers*) a sense of belonging to a worldwide culture and includes an awareness of the events, practices, styles, and information that are part of the global culture” (p.777). However Arnett (2002) mentioned the development of people keeping a local identity, shaped by family and the near environment, while also fostering a global identity, flourishing through global media as TV and internet, hence the existence of bicultural identities within consumers.

Expanding the work of Arnett (2008) Strizhakova et al. (2008) proposed furthermore a certain aspect of coherence between a global identity and the preference for global brands. Further Zhang and Khare (2009) augmented the work of Arnett (2002) as well and put it into context of consumer's brand choice between local and global products. Their results showed that consumers predominantly identifying globally than locally indeed prefer global over local products and vice versa (Zhang et al. 2009). Studies conducted later by Tu et al. (2012) regarding the issue of global-local identity resulted as well in a significant correlation between consumer's primed identity and their preference for the corresponding local or global brand, put in other words "consumers primed with global identity perceive global products as more attractive than local products, and consumers primed with local identity perceive local products as more attractive than global products" (p.41). Hence the results show that consumer's characteristics in the form of global or/and local identities stimulate the debate of global v. local products. Although there is to mention that the existence of a strong connection between the predominant global (local) identity of consumers and the preference for global (local) brands is shown in multiple studies, the relationship is not as clear and straightforward as it is in the context of ethnocentric consumers for instance, due to the aspect that consumers can score high/low on both, local and global identities (Strizhakova et al. 2015).

2.3.4. Consumer Xenocentrism

Apart from CET, which takes into account the potential favoritism of local brands and neglect of foreign brand and C-COSMO, which measures the extent to which consumers prefer foreign over local brands, but don't disclaim local products, there is also the possibility of consumers favoring foreign products and condemn local products, namely *consumer xenocentrism*.

According to Kent and Burnight (1951), xenocentrism is defined as "individuals who prefer a society other than their own and who rate and scale everything in reference to it and not to their own" (p.256), and they see themselves rather embedded in a foreign group and dislike their own. The authors further evaluate the concepts of ethnocentrism and xenocentrism as somewhat opposing (which is further adapted by Diamantopoulos et al. 2016) and that the feelings regarding these constructs can be related to various reasons such as political, economics, and religious for instance, but also to the society as

a whole (Kent et al. 1951, p. 257). Although the work of Kent and Burnight (1951) had not yet specifically introduced xenocentrism as a consumer attribute, it laid indeed the foundation for consumer xenocentrism. Constricting the notion of Kent et al. (1951) to consumer's perception of products, academics (e.g., Diamantopoulos et al. 2016, Mueller & Wang & Liu & Cui 2016) have been dealing with the question of what it means if consumers are xenocentric regarding their purchasing behavior.

One rather novel definition of consumer xenocentrism is the one of Diamantopoulos et al. 2016): *consumer xenocentrism (C-XEN)* is "a consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes" (p.6). As xenocentric consumers follow their notion of favoritism of foreignness over localness, it is potentially mirrored in their brand purchase behavior by preferring foreign over local products, even if domestic products are superior in quality or functionality (Mueller et al. 2009). Sichtmann et al. 2015 argues that the perceived inferiority of domestic products stems from a negative self-image of the local economy, as for instance shortfalls in various areas, as know-how or labor force (p.7) and that the preference for foreign goods is derived off the idea that foreign products and brands are status-symbols (p.8). Though it is mentioned in existing work that consumer xenocentrism is found in proportionally larger numbers in emerging markets (Mueller et al. 2009, Diamantopoulos et al. 2016, Mueller et al. 2016), which is underlined by a rather novel study conducted with Chinese consumers (Mueller et al. 2016).

The concept has been embedded in the ongoing discourse about the effects of global, foreign and local brands due to its consequences regarding consumer brand preferences. Despite there has yet not been extensive work published, which sets consumer xenocentrism in the context of global and local brand preference. However the already published literature suggests further research regarding brand evaluation variables (Diamantopoulos et al. 2016) and facilitates augmented studies respectively.

2.4. Hypotheses Development

The vast amount of existing literature evaluates consumer and brand characteristics comparatively isolated from each other. Despite there is a limited number of published work, which shows potential effects of integrating both literature streams and thus

generates a broader overview of the interrelations between consumer dispositions, brand characteristics and brand preferences. (Examples for existing work establishing connections within the network of brand dispositions and within the network of consumer characteristics include the papers by Parts and Vida (2013) and the work of Sharma, Shimp and Shin (1995), allowing exploration of the consequences of consumer characteristics on purchasing behavior) However combining the mentioned research streams, namely consumer and brand attributes literature in terms of, for instance, mediators or moderators led to the realization of the mutual interferences of the respective dispositions.

Though existing work allows deeper insights into the effects of consumer ethnocentrism in the network of brand characteristics and brand evaluation, any specific further disposition interaction effects have yet been in shadow or brought into context very seldom. Some wide spread findings regarding this topic will be elaborated in the following paragraphs in order to show the significance of the relationships between brand and consumer attributes in the following discussion.

Davvetas et al. (2015) have expanded the knowledge about moderation effects in the network of consumer and brand characteristics by including the global/local identity construct, consumer cosmopolitanism and demographic characteristics besides consumer ethnocentrism as potential moderators in their paper. The authors did however not detect significant results for global/local identity and consumer ethnocentrism in regards to the influence of the relationship between perceived brand globalness and willingness to pay/brand attitude, challenging the earlier findings of the moderating role of CET. There were only three isolated instances discovered in regards to consumer cosmopolitanism and demographic variables as moderators playing a role in the relationship between PBG and willingness to pay and brand attitude (Davvetas et al. 2015, p.3). To elaborate on the interaction effects between consumer and brand characteristics Sichtmann et al. (2015) included besides consumer ethnocentrism also the construct of global identity/local identity and showed through her work a significant moderation effect on the relationship between PBG and PBLIC on consumer-brand identification, only for domestic products when compared to foreign products, suggesting that local products are more susceptible for consumer socio-psychological characteristics (p.26).

Apart of the already discussed brand and consumer characteristics in sections 2.2. and 2.3. Riefler et al. (2012) tested further the moderation effect of *brand origin* as brand characteristic on the relationship between globalization attitude and global consumption orientation, which was supported. Related to the brand characteristic of brand origin, *confidence in brand origin identification* (CBO)(Zhou et al. 2010) has been considered as possible moderator as well by Zhou, Yang and Hui. The scholars found indeed a significant moderating effect of CBO on perceived brand foreignness (PBF) and its effect on consumer evaluations of brand value. Winit et al. (2014) further elaborated the significant moderation consequences of *price differences* in the discussion of local-global brands in regards to ownership and purchase intention. Another aspect, which has been tested and presented in existing work by Özsomer (2012) was the respective *product category*. Although the moderation effect was insignificant for the full sample (of Turkey, Denmark and Singapore) in the partial sample of Turkey product category moderates the relationship of local iconness to local brand quality (p.85). As one consumer characteristic, which does not play an incremental role in the global/local brand literature, Özsomer (2012) has also considered *consumer age* as a possible moderator of the relationship between local brand prestige and global brand purchase likelihood, which has shown that consumer age indeed has a significant moderating effect (in Turkey). Sichtmann and Diamantopoulos (2013) acknowledged potential interaction effects as well in the theory testing regarding global/local brands and wanted to include aspects of the *competitive environment* as possible moderators, could however not follow through due to sample size difficulties and global and local brands mostly competing against each other (p.576).

Xie et al. (2015) amplified the circle of mediator variables, by including *brand identity expressiveness*, *brand trust*, and *brand affect* to explain consumers' behavioral intentions towards local and global brands (p.51), showing significant results and therefore establishing new pathways for companies to build potential preferences for their brands (p.66).

As the past paragraphs summed up, existing work included various moderating variables, while trying to augment the knowledge of consumer preferences towards local and global brands; it became clear that there are indeed interaction effects of brand and consumer characteristics, which need to be considered in theory and practice. Though it seems as if there is not yet a coherent synopsis of the tested and untested

moderating variables in this discourse, established results have shown significant interrelations between certain brand and consumer attributes.

Before formulating the relevant hypotheses for this master thesis and for the incorporated statistical analysis it is of great relevance to firstly debate different forms of how consumers assess brand attributes, thus identify aspects of brand evaluation.

2.4.1. Brand Evaluation

As mentioned earlier scholars and managers are interested in the debate of whether global, foreign or local brands are preferred by consumers, because superior brands generate more profit for companies. When deciding on which brand is superior compared to others, it is always a question of perception however, hence a question of measurement. As it is not simple to conclude on a single tool in order to assess brand strength, procedures differ sharply in theory as well as in practice.

On the contrary to public brand rankings (e.g., Interbrand last viewed on 19/1/2016 or Forbes last viewed on 19/1/2016), the predominant literature streams in the debate of global or local brand advantages, rather neglects pure financial key factors as measurement variables and focuses on customer preferences. Even though there is no standardized measure of how to evaluate a brand's superiority compared to other brands in the respective literature either (as there is in practice), all forms of assessments potentially indicate a brand's dominance in a market.

As mentioned existing works have been dominated by the evaluation based on the consumers viewpoint, which include namely the following brand evaluation examples: consumer brand value perception (e.g., Zhou et al. 2010), perceived brand prestige (e.g., Steenkamp et al. 2003, Özsomer 2012), perceived brand quality (e.g., Steenkamp et al. 2003, Özsomer 2012, Sichtmann et al. 2016), consumer willingness to pay (e.g., Davvetas et al. 2015) and the connected outcome as brand attitude (e.g., Winit et al. 2014) and consumer purchase intention (e.g., Parts et al. 2013, Winit et al. 2014). In principle all mentioned assessment variables lead to the aspect that either a global, foreign or a local brand is superior regarding a certain aspect.

Furthermore concerning brand evaluation, there are more possible assessment tools to judge a brand's positive/negative perception in comparison to other ones. Besides the

theoretical and practical discourse of local, foreign or global brands, scholars have as well been tackling the issue of customer brand evaluation by using different brand measures. Some examples of potential consumer perceptions on brands are listed in Table 1.

Brand Evaluation Measure	Definition	Source
Brand Credibility	“brand credibility (i.e., the credibility of a brand as a signal) is the believability of the product position information contained in a brand, which entails consistently what is promised”	Erdem& Swait 2002, p.3
Brand Identification	“consumer-brand identification is a consumer's perceived state of oneness with a brand”	Stokburger-Sauer et al. 2012, p. 407
Consumer-Based Brand Equity	“the differential effect of brand knowledge on consumer response to the marketing of the brand”	Keller 1993, p. 2
CSR Associations	“CSR associations are related to the firm's commitment to its societal obligations”	Sen, Bhattacharya, Korschun 2006, p. 158
Perceived Risk	“perceived risk is viewed as a subjective expectation of loss.”	Laroche et al. 2004, p. 376
Perceived Value	“perceived value is a function of multiple "consumption value" dimensions (i.e., social emotional, functional, epistemic, and conditional values)”	Keh and Sun 2008, p. 125
Symbolic Value	“Symbolic brands satisfy symbolic needs such as those for self-expression and prestige, and their practical usage is only incidental”	Bhat and Reddy 1998, p. 32

Table 1:Variable brand evaluation measures

As the presented Table 1 provides information about multiple brand evaluation measures it becomes clear that there is no standardized measure of consumer brand perceptions or assessment tool for brand superiority compared to others.

Some presented variables however serve as an “umbrella variable”, covering multiple brand evaluation aspects at once, namely consumer-based brand equity. Keller (2001) summed up different approaches and brand attributes helping to build strong brands based on a consumer-based brand equity model. The author suggested that the basic

premise of the consumer-based brand equity is based on what customers have “learned, felt, seen and heard” about the respective brand (p.3). Hence consumer-based brand equity includes multiple aspects, of the relationship between consumers and brands. Furthermore perceived risk, symbolic value and brand identification are included in the following analysis in order to generate a broad overview of brand evaluation.

2.4.2. Research Question

Reading through existing research and evaluating the empirical results regarding the advantages of local, foreign or global brands shows the cumulative relevance of consumer and brand dispositions, as portrayed in the previous chapters. Therefore it has become crucial to understand the network of both brand and consumer characteristics and its mutual interaction effects regarding global and local brand evaluations from the viewpoint of the consumer. To establish such a network overview is the purpose of this thesis, in order to answer relevant questions in the theoretical and managerial debate of international branding strategies.

The main research question of this master thesis is to find out *how well consumer characteristics and brand characteristics jointly explain consumer responses to brands*. To answer this question it is indispensable to generate a comprehensive outline of the predominant brand and consumer characteristics. Such an outline furthermore takes effect in multiple ways however, as it tackles more issues, which can be derived off the main research question. As there exist multiple brand and consumer constructs, it bears a meaning for scholars and marketing managers if there are characteristics on the brand or consumer side that play a more dominant role than others. A simultaneous investigation of the dominant brand and consumer constructs will allow shedding light on this issue. Furthermore an overview of multiple brand and consumer attributes allows the potential determination of how the constructs take effect, when other variables are considered concurrently in the research. There is scilicet the possibility that the effects of already established consumer/brand constructs differ significantly when put in context with further influencing aspects.

Hypotheses have therefore been formulated, as presented in the final section of chapter 2, on the basis of existing literature to generate a network of consumer and brand characteristic and thus set up empirically significant answers to the discussed research

questions. The following sections will go more into detail on how the research design is assessed to fit the proposed research question and the deviated hypotheses.

As mentioned in the earlier chapters the question of how to assess brand superiority or brand strength is a crucial one. Although scholars and managers vary in their opinions considering brand evaluation and/or measurement of brand strength, as portrayed before, a frequently discussed assessment tool for brand value has been *brand equity* (e.g., Aaker 1996, Keller 1993, Washburn 2002), representing two different perspectives. One perspective of brand equity focuses on the financial aspects of brand equity, discussing the financial benefits, which brand equity generates for the respective company (Christodoulides et al. 2010). The other one focuses on the perspective of the consumer, whereas there is to mention that there is a vast amount of definitions and conceptualizations regarding *consumer-based brand equity* (CBBE). Keller (1993) suggested that for CBBE to occur consumers had to know the brand and further interpreted CBBE as “the differential effect of brand knowledge on consumer response to the marketing of the brand” (p.2).

In order to connect both perspectives, namely financial aspects and consumer perceptions, which both are parts of brand equity, Christodoulis& de Chernatony (2010) argue that the financial benefits are an outcome of the consumer-based brand equity and furthermore define consumer-based brand equity as the “driving force of increased market share and profitability of the brand and it is based on the market’s perceptions“ (Christodoulides et al. 2010, p.48), however in this thesis the focus doesn’t lie on the financial aspects.

The relevance of brand equity for companies is due to its consequences and the advantages it generates, as for instance future profits and long-term cash flow (Srivastava and Shocker 1991), consumer’s willingness to pay premium prices (Keller 1993) or marketing success (Bharadwaj et al. 1993). It becomes clear that CBBE is certainly of relevance when arguing about the superiority of brands, as there has been research concerning the creation of brand equity for global brands (e.g., Atilgan&Akinci&Aksoy& Kaynak 2009, Torres &Bijmolt&Tammo&Tribó&Verhoef 2012).

Moreover perceived risk as brand evaluation measure is used in this thesis, based on the definition of Laroche et al. (2004): “perceived risk is viewed as a subjective expectation

of loss” (p.376). As CBBE incorporates the aspects of “added value” of a brand or put in other words, the concept CBBE captures the potential advantages of brands, perceived risk mirrors rather negative consequences of a certain brand in the form of some kind of perceived loss of the consumers. As this thesis aims to widen the understanding of brands and consumer characteristics including perceives risk as brand evaluation is of incremental importance for the analysis, as it allows creating a broad understanding of positive and negative brand evaluations. Furthermore as indicated, there is a certain linkage between CBBE and perceived risk. It is amongst other things, proposed that perceived quality is a dimension of CBBE and also relates to perceived brand globalness in this regard (Steenkamp et al. 2003). Erdem et al. (1998) proposed a connection between perceived quality and risk; because the higher consumers assess quality with a product the more likely they perceived risk is reduced for those consumers. Overall there is to say that CBBE as brand evaluation variable relates to numerous further brand aspects and especially when perceived risk is also incorporated in the following statistical analysis a broad overview can be created and moreover both variables serve as good indicators for managerial guidance.

Besides the discussion of how brands can be perceived as “adding value” or reducing risk to/for the consumer, brands can further serve as symbols for identification purposes. In order to integrate this aspect, the concepts brand symbolism and brand identification have been chosen to serve as brand evaluation variables. The definition, which is used in order measure brand identification in this thesis, is based on the work of Stokburger-Sauer et al. (2012), which is “consumer-brand identification is a consumer’s perceived state of oneness with a brand” (p.407). For symbolic value the definition by Bhat and Reddy (1998), namely “Symbolic brands satisfy symbolic needs such as those for self-expression and prestige” (p.32), is used. The reason why those two concepts are integrated in this thesis is the idea of a “global culture” (e.g., Holt et al. 2004), for which brands serve as symbols on the one hand and on the other hand consumers identify with this culture and experience a feeling of “belongingness” corresponding to the proposed “oneness” by Stokbauer-Sauer et al. (2012). Based on discussed literature and established relationships hypotheses have been formulated to be empirically tested in this thesis. To allow a comprehensive overview the hypotheses are summarized in the form of Tables based on the particular brand disposition.

The first four hypotheses regarding this work are concerning the brand disposition PBG/PBL, for which it is proposed that it influences CBBE, symbolic value and brand identification positively, but reduces perceived risk significantly, as mentioned earlier. Table 2 provides an overview of these hypotheses and furthermore includes the hypothesized moderation effects of consumer characteristics.

	CBBE H1_a	Perceived Risk H2_a	Brand Identification H3_a	Symbolic Value H4_a
PBG	+	-	+	+
Moderation:	H1_{b-d}	H2_{b-d}	H3_{b-d}	H4_{b-d}
CET	-	+	-	-
C-COSMO	N.S.	N.S.	N.S.	N.S.
GI	+	-	+	+
LoId	-	+	-	-
C-XEN	N.S.	N.S.	N.S.	N.S.

Table 2: Hypotheses regarding the effects of perceived brand globalness on brand evaluation

Although the Table also includes cosmopolitanism and xenocentrism as consumer dispositions, no hypotheses are formulated with those concepts, as there are no significant results expected, based on existing literature. However for allowing the reader a comprehensive overview of the discussed characteristics Table 3 includes all discussed consumer dispositions.

Similarly to the established hypotheses regarding PBG, the formulated propositions regarding PBF are presented in Table 3. As it is also expected that PBF positively influences CBBE, symbolic value and brand identification and has a negative impact on perceived risk, the expected moderation effects of consumer dispositions on these relationships is different.

	CBBE H5a	Perceived Risk H6a	Brand Identification H7a	Symbolic Value H8a
PBF	+	-	+	+
Moderation:	H5b-e	H6b-e	H7b-e	H8b-e
CETxPBF	-	+	-	-
C-COSMO xPBF	+	-	+	+
GI	N.S.	N.S.	N.S.	N.S.
LoIdxPBF	-	+	-	-
C-XENxPBF	+	-	+	+

Table 3: Hypotheses regarding the effects of perceived brand foreignness on brand evaluation

Global Identity is not expected to have a significant moderating role in the relationship between PBF and brand evaluation aspects, due to the fact global brand can be domestic and non-domestic at the same time. As consumers identifying with a rather global identify have bias towards global brands, this doesn't necessarily affect the outcome of perceived foreign brands.

The third brand characteristic and its consequences have been discussed in greater detail beforehand, from which the following hypotheses have been derived of. Table 4 allows a comprehensive overview of the proposed relationships. Consumer cosmopolitanism is not expected to play a significant role as a moderator on the relationship between local iconness and brand evaluation aspects. The reason for this assumption is amongst other things, based on Riefler et al. (2012), whereby it is stated that cosmopolitans don't necessarily neglect local products, although they have a bias towards foreign products. Therefore no hypothesis has been established in this regard.

	CBBE H9a	Perceived Risk H10a	Brand Identification H11a	Symbolic Value H12a
LI	+	-	+	+
Moderation:	H9b-e	H10b-e	H11b-e	H12b-e
CETxLI	+	-	+	+
C-COSMO	N.S.	N.S	N.S	N.S.
GlxLI	-	+	-	-
LoIdxLI	+	-	+	+
C-XENxLI	-	+	-	-

Table 4: Hypotheses regarding the effects of local iconness on brand evaluation

Lastly local connectedness has been discussed previously and set in context of established literature of global, local and foreign brand evaluation. Therefore the last four hypotheses established concern local connectedness, which is summarized in Table 5.

	CBBE H13a	Perceived Risk H14a	Brand Identification H15a	Symbolic Value H16a
LC	+	-	+	+
Moderation:	H13b-f	H14b-f	H15b-f	H16b-f
CET	-	+	-	-
C-COSMO	+	-	+	+
GI	+	-	+	+
LoId	-	+	-	-
C-XEN	+	-	+	+

Table 5: Hypotheses regarding the effects of local connectedness on brand evaluation

All consumer dispositions are expected to be significant moderators on the relationships between LC and brand evaluation aspects, because local connectedness as a concept covers different dimensions at once. On the one hand local connectedness refers to the relationship of a brand to a local culture, which is though regarding global/foreign brands (e.g., Sichtmann et al. 2016).

3. Methodology

The purpose of this chapter is to generate an understanding of the research approach established for this Master Thesis. First of all there will be a description of the operated research design of this thesis including the purpose and procedure of the conducted pre-test. Furthermore the country of the study, namely Austria, and the sample of this research will be characterized. The final part of this chapter will go into detail about the measures which were applied, their validity, reliability and the resulting data collection, which was conducted.

3.1. Research Design

The following research is based on primary data, collected through survey research. The reasons behind the decision of choosing to work with primary data are multifaceted. On the one hand a primary data collecting process allows a more targeted research procedure, as it permits to create research specific evaluations, compared to secondary data. On the other hand the data concluded is more accurate than potential secondary data in this context and therefore the interpretation of the collected primary data is more precise and reliable for answering the established research questions than secondary data.

In order to assess the consumer's attitude towards global/local brands a between-subject design was chosen regarding the survey, put in other words "each respondent received only one treatment condition" (Zikmund, W.G., Babin, B.J., 2010, p.282). The treatment conditions in this context were different brands to measure consumer's responses. There have been three types of brands regarding origin and degree of perceived globalness. Reasons for setting up three different brand categories, instead of only two, particularly global and local brand categories, are the possibility of brands being perceived as local and global at the same time, which forced the creation of two versions of domestic brands, namely domestic-local and domestic-global. On the other hand it was therefore necessary to include a further category, foreign-global, due to the desire to evaluate also the aspect of brands being perceived as global and at the same time being associated with "foreignness". To offer a broader picture of the differences between the aspect of localness, globalness and foreignness, the objective was to include multiple product categories. Hence in every product category there have been

three different stimuli, on which the same approach has been used in order to test the effect of localness, globalness and foreignness on consumer's brand evaluations.

A pre-test was conducted to evaluate corresponding brands in adequate product categories, as the survey deals with existing brands. The argumentation in favor of using existing rather than fictitious brands is based on the measures used in the survey, which rest upon, amongst other things, actual brand familiarity, brand history and brand knowledge between the respondents and the different treatment conditions. The following section will evaluate the process of the pre-test and discuss its outcomes and how those affected the main study.

3.2. Pre-Test

The purpose of the pre-test was to evaluate the perceived globalness/localness/foreignness of brands of the same product categories in the levels of domestic-local, domestic-global and foreign-global. As the goal of the main study is to discuss consumer and brand dispositions by means of global vs. local brands, it was necessary to detect three corresponding brands in various consumer categories, which vary significantly in their perceived globalness/localness/foreignness to further allow statistically relevant predictions by increasing the variance of the brand stimuli.

The country of study in this Master Thesis is Austria, which will be discussed in greater detail in the next section. However the country of study needed to be considered when looking for brands to include in the pre-test, as it was necessary to find brands being perceived as local, global and foreign by the respective sample. In order to offer insights about a broad context of brands and therefore add value to this research, hedonic and utilitarian product categories with corresponding brands were included in the pre-test. The categories of beer, chocolate and drinks were representing the hedonic product dimension, whereas bikes, clothes and furniture the rather utilitarian product dimension. For each of those categories three brands, namely a potentially perceived domestic-local, domestic-global and foreign-global brand, were included and analyzed. Besides evaluating the perceived brand globalness/localness (PBG/PBL) of the brands, the pre-test further included the measures of brand familiarity (Steenkamp et al. 2003), brand attitude and country of origin. Especially the measure of country of origin (COO) was

of particular importance due to the assessment of consumers perceiving a brand as foreign or not.

The pre-test was distributed in the form of a paper-based survey to a sample of collectively 95 respondents. There were three versions of the pre-test, each version including six different brands ascribed to two product categories, a hedonic and utilitarian dimension respectively. The first version of the pre-test consisted of three bike brands (Yamaha, KTM, Puch) and three chocolate brands (Manner, Sniquers, Zotter). The second version was based on three furniture (Leiner, IKEA, XXXLutz) and three beer (Ottakringer, Heineken, Stiegl) brands, whereas the third version included three clothes (Löffler, Atomic, TheNorthFace) and three drink (Almudler, RedBull, Fanta) brands. The items regarding the respondent's perception of the brands were arranged in the form of semantic differentials and were ordered randomly to avoid potential order-bias. Respondents were able to tick a point reflecting their perception best on a 7-point scale regarding the semantic differentials.

In order to evaluate the PBG/PBL and COO for the mentioned brands in the respective product categories, a repeated-measures ANOVA was conducted due to the fact that the same individuals rated three different groups of measures (three different brands in the same category). Before testing the hypotheses, the assumptions for a repeated-measures ANOVA needed to be reviewed (within subject design, normal distribution, sphericity). Although for the majority (28 out of 36) of variables the Kolmogorov-Smirnov test was significant ($p < 0.05$), (therefore no normal distribution) the analysis has been nevertheless conducted due to the sake of further analysis. The reason behind this outcome might be the small sample size for each product category, which were approximately 30 respondents per survey version. The test of sphericity however, Mauchly's test, was not significant ($p > 0.05$) therefore meeting the assumptions for almost all product categories, which is illustrated in Table 8. In order to evaluate PBG/PBL and COO differences between the brands, the items of the theoretical constructs were used to create a composite measure for each construct after conducting factor analysis for every measure to ease the process of the repeated-measures anova. The results of the repeated-measures anova showed that H1 is significant ($p < 0.05$) for the product categories clothes, chocolate and bikes, however insignificant for beer, drinks and furniture. Therefore the brand categories chocolate, bikes and clothes were included in the main study, which will be elaborated in greater detail in further sections

of this chapter. Interpreting these results it becomes clear that in the proposed product categories the brands do indeed differ in their perception of globalness/localness of consumers and are also associated differently with Austria as their country of origin, showing that the listed brands are representing either domestic or foreign brands. Table 8 lists the respective means for every product category and the corresponding PBG and COO values for the pre-test. Although the mean values regarding PBG were significantly different for almost all product categories, the mean values for COO were of crucial importance as well. The goal of the pre-test was to detect brands perceived as significantly different in their globalness/localness on the one hand and verify that the domestic-local and domestic-global brand are both similar in their perception of home country (Austria). For that reason the brands tested in the pre-test, namely Zotter (domestic-local), Manner (domestic-global) and Sniquers (foreign-global) for the category chocolate, Löffler (domestic-local), Atomic (domestic-global) and TheNorthFace (foreign-global) for the category clothes and Puch (domestic-local), KTM (domestic-global), and Yamaha (foreign-global) for the category bikes will be used in the main study.

Sample size: 95 respondents	Domestic-local brand	Domestic-global brand	Foreign-global brand	Repeated Measures Anova
PBG:Chocolate	2.31	3.17	4.79	F(2.27)=99.40***
COO:Chocolate	4.10	4.72	1.34	F(2.27)=95.93***
PBG: Clothes	2.86	3.57	4.15	F(2.27)=15.98***
COO: Clothes	3.66	3.25	2.00	F(2.26)=15.57***
PBG: Beer	2.33	2.44	4.64	F(2.25)=78.10*** (sphericity not met)
COO: Beer	4.68	4.83	1.69	F(2.25)=60.45*** (sphericity not met)
PBG: Bikes	2.95	3.61	4.45	F(2.27) =19.18***
COO: Bikes	3.03	3.07	1.24	F(2.25) =29.57***
PBG: Drinks	2.06	4.72	4.64	F(2.28)=129.47***
COO: Drinks	4.62	4.25	1.35	F(2.25)=127.50*** (sphericity not met)
PBG: Furniture	2.60	2.89	4.86	F(2.26)=6.95***
COO: Furniture	4.04	3.67	1.14	F(2.24)=88.49***

Table 6: Pre-test: Results of Repeated Measures Anova

The reason why the mentioned brands were chosen was that the brands in each category were significantly different in their perception of globalness and also both domestic brands were identified as coming from Austria by respondents. Following the notion of the previous section there is to mention that choosing the right product categories for the main study is of particular importance. Based on the analysis of the pre-test, three tested product categories fulfilled the framework conditions, which were the categories: bikes, chocolate and clothes.

3.3. Product Categories of main study

After conducting the main study there was again an evaluation of PBG for the finally chosen brand categories based on the pre-test: chocolate (Manner, Zotter, Snickers), bikes (Yamaha, KTM, Puch) and sports clothing (TheNorthFace, Atomic, Löffler) in order to screen the variance of the brand perceptions. For doing so a one-way anova was conducted as different respondents rated various brands. There was a significant difference ($p < 0.05$) in perceived globalness across the brands within a product category (see Table 7).

Sports Clothing:	Domestic-local	Domestic-global	Foreign-global	One-way Anova
	Löffler	Atomic	TheNorthFace	
PBG Mean	4.20	5.32	5.30	$p < 0.05$ $r^2 = 0.40$ $F(2.87) = 8.26$
Chocolate:	Domestic-local	Domestic-global	Foreign-global	One-way Anova
	Zotter	Manner	Snickers	
PBG Mean	4.15	4.33	5.46	$p < 0.05$ $r^2 = 0.39$ $F(2.87) = 7.71$
Bikes:	Domestic-local	Domestic-global	Foreign-global	One-way Anova
	Puch	KTM	Yamaha	
PBG Mean	3.46	4.92	6.29	$p < 0.05$ $r^2 = 0.70$ $F(2.85) = 41.94$

Table 7: Results of One-Way Anova

In the product category sports clothing there was a significant difference across PBG of brands, $F(2.87) = 8.3$, $p < 0.5$, $r^2 = 0.40$. The domestic-local brand had the lowest value of PBG, domestic-global was perceived as more global and the foreign-global brand was again perceived as slightly higher in regards to globalness. For the category chocolate the means do resemble the same order with $F(2.87) = 7.706$, $p < 0.05$ and $r^2 = 0.39$. For

bikes there was also a significant difference across brands regarding PBG, $F(2.85)=41.94$, $p<0.05$ and $r^2=0.70$. Also in this category the foreign-global brand is perceived as most global compared to the domestic-global (slightly less global) and the domestic-local (the least global) brand. Thus the results show a significant difference of the perceived globalness of the used brands allowing the further analysis to provide results on a general perspective.

3.4. Country of Study: Austria

The country of Austria has been chosen as the country of study of this master thesis. Reasons for choosing Austria as the country of study include the economic, demographic and cultural rank of the country in Central Europe.

Economically speaking the western-culture, strengthened by globalization and the desire of internationalism, is prevalent in Austria, which is represented by its social market economy, the disposition of privatizations in the last decades and the embedment of Austria in the European Union. However Austria furthermore has been historically serving as threshold between the rather wealthy Western Europe and the economically raising Eastern Europe, attracting many international businesses due, amongst other things, to logistical or/and distributional reasons, especially after the ending of the communistic rule. There is to be mentioned however that Austria as business location fell behind two positions onto rank 23rd in the updated 2015-2016 GCI (Global Competitiveness Index) out of 140 economies (world economic forum, last reviewed 03/02/2016), yet still representing the 12th most competitive business location in Europe. Although the mentioned economic indicators of Austria are rather mirroring a midfield position in Europe, the Austrian population ranks as 6th strongest in Europe regarding purchasing power (trend: Kaufkraft Österreich, last reviewed 03/02/2016). The combination of the economic advantages of Austria, amongst other things the high purchasing power, favors the distribution of many products by (international) companies, bringing many global and local brands to the Austrian market. As this master thesis deals with the debate of local, foreign and global brand preference, the Austrian culture fits into this discourse well, as there is also a controversy in Austria about the advantages and disadvantages of global/local brands. Although Austria is embedded in a global marketplace and fosters globalization, the Austrian consumers do still have a traditional disposition towards the “local” aspect of products, especially in

the product category of food, which has become a great issue in theory and practice (e.g., Sagakami et al. 2012).

3.5. Data Collection

As the internet access rate is rising in Austria and “Statistik Austria” showing an access rate of 82% of households in the year 2015 (Statistik Austria, last viewed 05/02/2016), there was the thought of incorporating this aspect in the evaluation of data collection method. By doing so and evaluating the advantages and disadvantages of various data collection approaches, it soon became clear that an online survey would fit this research best, exploiting the benefits of low costs, convenience for the respondents (flexibility of the aspects of when and where to fill out the survey) and the automation of data storage. In order to create a proper online questionnaire, the software package “SoSci Survey” was used, which can be found under the following website: <https://www.soscisurvey.de/index.php?page=home&l=eng> (last viewed on 05/02/2016). In each questionnaire only 1 brand was incorporated. Due to the fact that 3 brands (domestic-local, domestic-global and foreign-global) represented one product category and there were 3 product categories (clothes, chocolate and bikes) there were 9 brands in total (3x3). To check for order bias every questionnaire was doubled and the questions within the second version were restructured, so that eventually there were 18 different questionnaires involving 9 different brands.

Before starting to run the procedure of the data collection, a pre-test of the online questionnaire was conducted to minimize the possible existence of mistakes in regards to language, understanding and further aspects. Furthermore the respondents participating in the pre-test for the online questionnaire did not take part in the data collection for the main study due to potential bias.

To distribute the questionnaire a link was established, which let directly to the survey. However in order to secure the legal requirements of the copyright law, it was necessary to input a password before getting redirected to the first page of the online questionnaire. The reason why copyright law needed to be respected was the use of pictures of the brand logos (see Appendix B) in the online questionnaire. In the first part of the questionnaire, regarding the brand characteristics, a picture of the brand logo was shown to offer the respondents pictorial assistance when asking questions about the

respective brand. Although the use of the logos was legal due to their availability in a free online library, by incorporating a password lock the risk of further disturbances was additionally minimized. The established link with the necessary password was sent out via e-mail and private social media messages, in order to start snowball sampling, which is defined as “a sampling procedure in which initial respondents are selected by probability methods and additional respondents are obtained from information provided by the initial respondents” (Zikmund & Babin, 2010, p. 425).

After a period of 3 weeks 280 respondents had filled out the online questionnaire, which is discussed in greater detail in section 3.3..

3.6. Sample Description

As the country of study was Austria, consumers older than the age of 18, living at least 5 years or longer in the respective country were the desired target group in order to establish a representative study of Austria.

In total there were 280 questionnaires collected through an approximate time period of three weeks. Nonetheless 12 surveys needed to be excluded due to the age (under 18), the time living in Austria (under 5 years), the time needed to fill-out the questionnaire (less than 5 minutes) and the brand knowledge. It was necessary for respondents to know the brand due to the fact that constructs have been measured, which are based on past interactions with the brand. Therefore the surveys of respondents indicating their unawareness of the specific brand presented were also excluded. All in all after revising the data 268 questionnaires were left, thus representing the final sample. Table 8 allows an overview of the respective number of respondent in each product category split by its perceived localness/globalness/foreignness based on the pre-test results elaborated in section 3.2.1..

	Domestic-local	Domestic-global	Foreign-global	Total
Chocolate	29	33	28	90
Bikes	29	30	29	88
Sports Clothing	30	32	28	90
Total	88	95	85	268

Table 8: Final Sample Size by Product Category

The distribution of female (51.9%) and male (48.1%) respondents is almost equal and also well representing the actual distribution of gender in Austria for people older than

18, which is 51.6% women and 48.4% men according to Statistik Austria (Bevölkerung am 1.1.2015 nach Alter und Bundesland – Insgesamt, last viewed on 23/02/2016). Almost all respondents indicated to have the Austrian citizenship, only 9 people had a different one namely 4 people were Germans, 2 were Italians, 2 were from Poland and 1 person came from Switzerland. However all respondents have been living in Austria for longer than 5 years, being sufficiently aware of the Austrian market. Slightly more respondents identified their living area as urban (57.5%) instead of rural (42.5%), as the question regarding the living area included a description of a rural area having under 10.000 inhabitants and an urban area having more than 10.000 inhabitants. Most participants completed a university-level education (41.4%) or finished school with the corresponding final exam “Matura” (34%). Rather less respondents had finished after compulsory education (4.5%) or had gone through an apprenticeship (9.7%), but 10.4% ticked the option of having “another” type of education.

	18-25	26-35	36-45	46-55	55+	Total
Should be	32	44	45	52	95	268
Sample	83	65	25	47	48	268

Table 9: Age Structure of Sample

Although the Table shows that the detailed age structure of the collected sample is not ideally representing the rather older population of Austria, the mean age is 38.21. Regarding the pre-tax yearly income of participants the 10 options provided were: less than €20.000 (35.8%), €20.000-€29.999 (20.5%), €30.000-€39.999 (17.2%), €40.000-€49.999 (11.6%), €50.000-€59.999 (5.2%), €60.000-€69.999 (4.1%), €70.000-€79.999 (3.0%), €80.000-€89.999 (0.4%), €90.000-€99.999 (0.7%) and more than €100.000 (1.5%). As the listed distribution shows, the amount of the participants decreases the higher the income becomes. In the final sample, as mentioned beforehand, all respondents knew the brand they were supposed to evaluate. Participants were further asked how well they would classify their brand familiarity of that specific brand on a likert-scale from 1-7. Most respondents (62%) indicated a brand familiarity higher than 4 leading to a total mean of 4.81, which is favorable due to the inclusion of constructs in the study, which require previous brand interaction of the respondents.

3.7. Psychometric Properties

In order to evaluate the consumer responses towards the illustrated brands and to capture the attitudes of the respondents established measures have been used. Existing

literature offered a variety of measurement scales, for which some needed adaptation. However the relevant items needed to be translated from English to German, which is the official language of the country of study. The scales were also back-translated to improve the reliability and validity of this research. Most items were structured as 7-point semantic differentials or a 7-point likert scale.

The first part of the online survey focused on the brand-related consumer perceptions. As mentioned in the upper section, one respondent was exposed to one brand, which was assigned randomly by the online survey program used, namely *soscisurvey.de*. Theoretical constructs examined regarding the brand perceptions of the respondents included PBG/PBL, PBF, local iconness and local connectedness. Existing works concerning these brand attributes allowed to use already established scales for the respective brand characteristics. In order to assess the perception of respondents existing scales have been used, which can be found in the Appendix A.

Although the main focus of this Master Thesis is to research the context of global/local brand and consumer characteristics in regards to consumer-based brand equity, perceived risk, brand identification and symbolic value further brand evaluation measures were included in the online-survey as well. Examples of these are listed in Table 1, which can be found within the section of literature review earlier in this thesis. In order to assess consumer-based brand equity, perceived risk, symbolic value and brand identification existing scales have been used (see Appendix A).

The second part of the online survey was based on the specific consumer attitudes of the respondents measuring global identity (GI), local identity (LI), consumer xenocentrism (C-Xen), consumer ethnocentrism (CET), consumer cosmopolitanism (C-COSMO) and global consumption orientation (GCO). The 7-point likert scale for measuring GI and LI was based on the 4 item scale by Tu et al. (2012). For assessing consumer xenocentrism the 8-item scale from a working paper by Diamantopoulos et al. (2016) has been used, focusing on perceived inferiority and social aggrandizement. To measure consumer ethnocentrism the 4-item scale by Shimp and Sharma (1987) in the form of a 7 point-likert scale was used in the online survey. 4 items regarding open-mindedness, 4 items related to diversity appreciation and 4 items concerning consumption transcending borders by Riefler et al. (2012) enclosed the measurement of the construct of consumer cosmopolitanism.

In order to evaluate the relationship between brand and consumer variables on consumer responses towards brands the online survey included control variables as well, which were brand familiarity, product category, price perception and brand history. The scales for the respective variables were based on existing literature or self-established. The item measuring brand familiarity is based on the work of Steenkamp et al. (2003) and the 4 items measuring product category is based on the paper by Stokburger-Sauer et al. (2012). For conducting the price-perceptions of the respondents however, one item was self-established in the form of a 7 point likert scale with the option of ticking an “I don’t know” option. The two items regarding brand history were also self-established, based on Keller (2001), capturing brand history.

Eventually a marker variable was included in the online survey, asking the respondents how well they sleep, which is a common method bias check. The purpose of this marker variable is to keep the respondents considerate before they needed to answer the last and third part of the online survey, namely the questions regarding the demographics, which included income, age, gender, living area, nationality and the years living in the country of study. A full list of scales and the corresponding items can be found in the Appendix A.

3.7.1. Validity& Reliability

Although all constructs used have been already established by existing literature, validity and reliability have been reviewed for the used constructs. The reason for this procedure is the aspect that the constructs are consisting of multiple items and for further analysis a composite measure (the average of the value of these items) needed to be calculated. For doing so it was however necessary to test how much variance the items explained and whether or not there was the need to exclude specific items for constructing a composite measure. The following description is based on Field (2009).

To begin with a reliability analysis the Cronbach’s alpha (α) for the suggested items associated with a construct was evaluated. Table 10 lists the respective alphas, which shows that almost all constructs achieved an alpha higher than 0.7, which is favorable, because it represents a very good level of reliability. However perceived brand foreignness (PBF) shows only a value of 0.423, which is hindering further analysis. To increase the coefficient of PBF it was necessary to exclude an item, which was identified further in the following factor analysis. As dimension reduction technique in

the form of a factor analysis, a principal component analysis was used to review the shared variance between the items of a construct using an oblique rotation; hence correlation between the items was assumed. The KMO-Criterion was higher than 0,5 for all constructs, mostly even higher than 0.7 verifying sampling adequacy and Bartlett's test of sphericity was always significant, showing that a factor analysis made sense in the respective cases. The determinant of the R matrix was >0.00001 for all evaluated constructs, indicating a desired lack of multicollinearity. Applying the Kaiser's criterion 1 Factor with Eigenvalues > 1 was retained for almost all constructs, except for PBF, whereby 2 factors were identified. The following procedure and further elaboration of the validity and reliability of PBF is summed up in section 3.5.1.1.

The total variance explained by all other factors was on average 72% and communalities and factor loadings were above acceptable threshold values. To sum up it can be said that all items used for the respective composite measures actually measure the same concept and therefore can be used for further analysis. The following sections are dedicated to the elaboration of the validity and reliability of PBF (due to problematic values of the Cronbach's alpha and factor analysis showing loadings onto two components) and C-COSMO, C-XEN and Perceived Risk due to the fact that those constructs consist of multiple dimensions.

Construct	Nr. of Items	Cronbach's Alpha	% of variance
PBG	3	0.807	73%
PBF	3	0.423	2 components
LI	3	0.898	83%
LC	3	0.750	67%
GI	4	0.748	57%
LIdentity	4	0.837	68%
CET	4	0.903	78%
CBBE	4	0.91	79%
Symbolic Value	3	0.739	66%
Brand Identification	5	0.909	74%

Table 10: Reliability and Validity of Constructs

As the Cronbach's Alpha of the construct PBF was very low and the factor analysis showed 2 factors for PBF there was a reevaluation of the items with an exclusion of the first item, as the second and the third item did indeed load onto one factor. After repeating the reliability check for only the second and the third item of PBF the coefficient was slightly higher with a value of 0.568 for Cronbach's alpha. The principal component analysis showed a KMO-Criterion of 0.5 with Bartlett's test of sphericity

being significant and a determinant higher than 0.00001. The communalities and factor loadings were above 0.7 and a variance explained of 70.22%. Therefore the composite measure of PBF was calculated based on the second and the third item, but excluding the first item of PBF¹.

The constructs C-COSMO, C-XEN and perceived risk each consist of multiple dimensions. Out of that reason a linear combination was performed on the mentioned items according to Nunnally (1978) to assess the reliability of the individual constructs. The first step of the procedure was to assess the Cronbach alpha's of the individual dimensions, which then were subtracted from 1 and added up. The second step was to add up the value of the correlation matrix of the respective dimensions. Thirdly the ratio of the first to the second sum was calculated and again was subtracted from 1. The resulting value is the reliability of the linear combination (listed in Table 11).

	Nr. of Dimensions	Reliability of linear combination	% of variance
C-COSMO	3	0.935	76%
C-XEN	2	0.910	88%
Perceived Risk	2	0.877	85%

Table 11: Reliability of Linear Combination

After verifying the reliability of the dimensions of the mentioned constructs a factor analysis was conducted. Regarding C-COSMO all three dimensions were loading onto one factor (KMO-Criterion=0.7, Bartlett's test of sphericity was significant and the determinant of the R matrix > 0.00001) with communalities and factor loadings all above 0.6 and a variance explained by 76%. The dimensions of C-XEN and perceived risk showed a KMO-Criterion of 0.5, were significant regarding Bartlett's test of sphericity and the value of the determinant of the R matrix was higher than 0.00001. Communalities and factor loadings were for both constructs above 0.8 and the dimensions of C-XEN explained a variance of 88% and the ones of perceived risk 85%. Thus composite measures were calculated in order to ease the further analysis as the reliability of linear combination and principal component analysis show that the constructs are measuring what they are supposed to measure and are reliable.

¹ Due to the exclusion of the first item of the PBF construct, the following results regarding PBF need to be interpreted with caution.

4. Main Analysis

In the following part the main analysis of this thesis will be elaborated and results explained in detail. The analyses are based on multiple-regressions, which are summarized in Tables at the end of each subchapter. In the first subchapter the main effects of perceived brand globalness on the brand evaluation variables will be discussed, followed by an analysis of the moderating effects of consumer variables on the effects of perceived brand globalness (4.1.) on consumer based brand equity, perceived risk, brand identification and symbolic value. The second, third and fourth subchapter will show the corresponding results with the brand disposition perceived brand foreignness (4.2.), local iconness (4.3.) and local connectedness (4.4.).

Multiple regression analyses in the form of a forced-entry method were conducted for the purpose of evaluating consumer and brand characteristics as predictors of consumer responses towards brands while controlling for brand familiarity, brand history, product category involvement and price perception. Besides the execution of the respective analyses, the necessary assumptions were examined previously, namely potential multicollinearity, autocorrelation or heteroscedasticity (Field 2013). Beforehand all independent variables were mean centered in order to standardize the predictor variables. Furthermore a correlation matrix has been set up before starting the moderation analyses in order to evaluate the correlations between the main variables and review if there can be multicollinearity detected. The correlation analysis (see Appendix C) showed significant correlations, but the majority was underlined by rather low levels of the pearson coefficient ($r < 0.5$). However the independent variable local connectedness was significantly ($p < 0.01$) positively correlated with perceived brand foreignness (pearson coefficient: $+0.65$) and significantly ($p < 0.01$) negatively correlated with local iconness (pearson coefficient -0.67). The results of the correlation matrix do therefore not show high levels of multicollinearity between predictor variables within the same multiple regression analysis, since the brand characteristics are evaluated with distinguished multiple regressions. However for the overall analysis and the discussion of the results at the end of this chapter this needs to be taken into account.

4.1. Effects of Perceived Brand Globalness

Main Effects of Perceived Brand Globalness

First various multiple regression analyses were conducted including PBG as an independent variable, while also incorporating the control variables to observe the effects on the discussed brand evaluation aspects.

In order to statistically analyze the effects on consumer based brand equity a multiple regression analysis was administered meeting the key assumptions concerning this method. The value of the Durbin-Watson Test was 1.85, allowing the assumption that there is no autocorrelation (the extent to which time series data is influenced by its historical values). Furthermore the tolerance values were between 0.71 and 0.99, the variance inflation factor (VIF – please refer to Appendix C) values between 1.02 and 1.35 and the correlation matrix showed no high correlation between the independent variables included. Therefore also the assumption of non-multicollinearity is met and the created model explains 37% of variance and is significant ($p=0,00$). As can be seen in Table 12 there is a significantly positive relationship ($p=0,00$, $\beta=0.18$) between PBG and **consumer based brand equity**, supporting Hypothesis H1a. Secondly the effects on perceived risk as outcome variable were tested. When conducting the multiple regression analysis all assumptions were met: The Durbin-Watson test showed a value of 2.02, the tolerance and VIF values were in an appropriate range again of 0.71-0.99 and 1.02-1.40 respectively. However the regression model is not significant ($p>0.1$) and therefore also falsifying hypothesis H2a: There is no significant direct relationship between PBG and **perceived risk** (see Table 12). Administering the multiple regression analysis regarding the relationship between brand characteristics and brand identification as an outcome variable, it showed a significant model ($p=0,00$), explaining 44% of the variance with a furthermore significant interrelation between PBG ($p<0.1$, $\beta=0.10$) and **brand identification** supporting H3a. Beforehand there was a review of the assumptions necessary, which were met (Durbin-Watson test: 2.01; tolerance values (0.71-0.99) and VIF values (1.02-1.40)). In Table 12 all details regarding this analysis are summed up in a comprehensive overview. Fourthly the multiple regression analysis was repeated with the outcome variable symbolic value. The results showed that although the model was significant ($p=0,00$) and explaining 28% of the variance, PBG was not a significant predictor of **symbolic value** ($p>0,1$),

which falsifies hypothesis H4a (see Table 14). The assumptions for this test were met with the value of the Durbin-Watson test of 2.13 and tolerance (0.71-0.99) /VIF (1.02-1.40) being the same as in the previous analysis regarding the main effects of PBG on brand evaluations.

The following Table 12 gives an overview of the results of the four discussed multiple regression analysis regarding the effects of PBG on brand evaluation aspects.

		Model 1: CBBE (p=0,00)	Model 2: Perceived Risk (p=0,103)	Model 3: Brand Identification (p=0,00)	Model 4: Symbolic (p=0,00)	Value
Variable		β (t)	β (t)	β (t)	β (t)	
PBG		0,18*** (3,06)	0,07 (1,05)	0,10* (1,85)	-0,07 (-1,16)	
Brand History		0,31*** (4,60)	0,06 (0,67)	0,44*** (6,97)	0,17** (2,40)	
Product Category Involvement		0,33*** (4,97)	0,08 (0,99)	0,35*** (5,75)	0,41 (5,85)***	
Brand Familiarity		0,08 (1,25)	-0,22 (-2,71)	0,00 (-0,05)	-0,06 (-0,85)	
Price Perception		0,00 (0,01)	0,01 (0,13)	0,05 (0,87)	0,28*** (4,58)	
Constant		(2,94)***	(5,58)	(0,00)	(2,25)**	
		R²= 0,37 F(5,194)=22,95	R²=0,021 F(5,194)=1,28	R²= 0,44 F(5,194)=32,74	R²=0,28 F(5,194)=16,43	

p=0,00=***, p<0,05=**, p<0,1=*

Table 12: Multiple Regression Models of the Effects of PBG on Brand Evaluation

The moderating effects of consumer dispositions on the effects of Perceived Brand Globalness

The following part of the main analysis will cover the results regarding the analysis of the moderating effects of the discussed consumer dispositions (CET, C-COSMO, GI, LoID, consumer xenocentrism). Originally local identity (LoId) was also included in the moderation analysis; however the VIF values were high with a value of around 3 for all multiple regression analysis conducted in this regard, which indicates multicollinearity. As high multicollinearity values tend to prevent precise results, the consumer disposition local identity was excluded in the final analysis to provide more reliable results through appropriate VIF values and less distortion through the reduction of potentially high multicollinearity.

For the purpose of evaluating the moderating effects of consumer dispositions on the effects of PBG on CBBE an additional multiple regression (please refer to Table 13) analysis was conducted including the interaction variables of consumer dispositions. The reason for including all consumer dispositions simultaneously is to observe the power of prediction of each variable at the same time. The analysis was significant ($p=0,00$) and explained 35.5% of variance, at which all necessary assumptions were met, as no multicollinearity, no autocorrelation and no heteroscedasticity was detected (Durbin-Watson: 1.83; VIF: 1.10-1.81; tolerance: 0.55-0.91). Nevertheless there was no significant moderating effect through consumer dispositions on the relationship of PBG and **consumer based brand equity**. When repeating the moderation analysis with **perceived risk** as outcome variable, the statistical analysis painted a similar picture: After reviewing the assumptions (Durbin-Watson: 2.05, VIF: 1.10-1.81; tolerance: 0.55-0.91), which were met and the model showed to be significant ($p=0,00$) with an explained variance of 12.5%, there was no significant moderating effect through consumer dispositions on the effect of PBG on **perceived risk**. Furthermore the moderating analysis ($p=0,00$), explaining 48.6% with brand identification as the outcome variable indicated no significant moderating effects through the incorporated consumer characteristics on PBG and **brand identification**. There was no multicollinearity, no autocorrelation and no heteroscedasticity detected when reviewing the necessary assumptions for the multiple regression analysis. The fourth outcome variable used for testing potential moderating effects on PBG was **symbolic value**. When conducting the respective analysis (assumptions met: Durbin-Watson: 2.09, VIF: 1.10-1.81; tolerance: 0.55-0.91) the model was significant ($p=0,00$) explaining 28.6% of variance. Also this model did not provide any significant moderating effects in the form of consumer dispositions towards the effect of PBG on **symbolic value**. There were no moderating effects found to be significant on the effects of the brand disposition perceived brand globalness on multiple outcome variables/brand evaluation aspects. Table 13 offers an overview of the four established models.

	Model 5: CBBE (p=0,00)	Model 6: Perceived Risk (p=0,00)	Model 7: Brand Identification (p=0,00)	Model 8: Symbolic Value (p=0,00)
Variable	β (t)	β (t)	β (t)	β (t)
Constant	(2,80) **	(6,24)***	(0,53)	(2,04)**
PBG	0,16** (2,67)	0,03 (0,37)	0,05 (0,95)	-0,06 (-0,95)
Brand History	0,29*** (4,26)	0,03 (0,44)	0,41*** (6,70)	0,16** (2,21)
Product Category Involvement	0,31*** (4,54)	0,02 (0,28)	0,31*** (5,00)	0,39*** (5,35)
Brand Familiarity	0,09 (1,39)	-0,21** (-2,69)	0,08 (0,94)	-0,06 (-0,82)
Price Perception	0,01 (0,23)	0,00 (0,04)	0,04 (0,79)	0,31*** (4,84)
CET	0,04 (0,54)	0,21** (2,63)	0,13** (2,13)	0,18** (2,46)
C-COSMO	0,08 (1,00)	-0,08 (-0,95)	-0,13* (-1,92)	0,16** (2,01)
GI	-0,13* (-1,91)	0,13 (1,60)	0,13** (2,14)	-0,09 (-1,20)
C-XEN	0,00 (-0,08)	0,25*** (3,59)	0,16*** (2,93)	0,03 (0,51)
PBGxCET	0,10 (1,49)	-0,12 (-1,51)	0,00 (0,02)	0,01 (0,12)
PBGxC-COSMO	0,08 (1,10)	-0,01 (-0,17)	0,05 (0,81)	-0,07 (-0,88)
PBGxGI	0,03 (0,53)	0,07 (0,97)	-0,01 (-0,13)	0,07 (0,96)
PBGxC-XEN	-0,05 (-0,82)	0,00 (0,04)	-0,02 (-0,38)	0,03 (0,41)
	R ² = 0,36 F(13,186)=9,44	R ² =0,16 F(13,186)=3,19	R ² = 0,49 F(13,186)=15,45	R ² =0,29 F(13,186)=7,14

p=0,00=***, p<0,05=**, p<0,1=*

Table 13: Multiple Regression Models of the Moderating Effects on PBG

4.2. The Effects of Perceived Brand Foreignness

Main effects of Perceived Brand Foreignness

Similarly to the procedure of testing the main effects of PBG on brand evaluation, multiple regression analyses were conducted to review the outcomes of PBF on brand evaluation including the established control variables. In Table 14 the results of the analyses are furthermore summarized in a structured way. Hypothesis 5a proposes a significantly positive relationship between PBF and CBBE. In order to review this assumption a significant multiple regression analysis (p=0.00), explaining 36% of variance, supported this hypothesis, showing that PBF is a significant predictor of **CBBE** (p=0.00 β =0.19). The assumptions of non-multicollinearity (no high correlation between independent variables, tolerance values were between 0.69 and 0.96, and VIF values were between 1.0 and 1.45), no autocorrelation (Durbin-Watson test: 1.84) and no heteroscedasticity (scatter plot) were met. Moreover the assumption of PBF reducing perceived risk as an outcome variable was tested. Although the statistical assumptions

were met (Durbin-Watson: 2.04; tolerance levels between 0.69-0.96, VIF levels between 1.0-1.45 and the created graph showed a scattered plot), the intended model was insignificant ($p>0.1$), resulting in the conclusion of falsifying the hypothesis 6a. There is no significant direct relationship between PBF and **perceived risk**. Table 14 allows a more comprehensive overview of the described analysis. The formulation of hypothesis H7a includes the assumption of a significantly positive relationship between PBF and brand identification. When conducting the multiple regression analysis in this regard, all assumptions were met (Durbin-Watson: 2.03, tolerance levels between 0.69-0.96, VIF levels between 1.0-1.45 and the created graph showed a scattered plot) and the model was significant ($p=0.00$) and explained a variance of 44%. However PBF as a predictor for **brand identification** was insignificant ($p>0.1$), falsifying hypothesis H7a, which can be seen in Table 16. Fourthly a multiple regression analysis was conducted in order to review the relationship between perceived foreignness and symbolic value. Again the assumptions necessary for a multiple regression analysis were met (Durbin-Watson: 2.12, tolerance levels between 0.69-0.96, VIF levels between 1.0-1.45 and the created graph showed a scattered plot) and the model was significant ($p=0.00$), explaining a variance of 28%. The more detailed results are summarized in Table 16. Nevertheless PBF was not found to be a significant predictor of **symbolic value** ($p>0.1$), falsifying the formulated assumption of H8a.

	Model 9: CBBE ($p=0,00$)	Model 10: Perceived Risk ($p=0,145$)	Model 11: Brand Identification ($p=0,00$)	Model 12: Symbolic Value ($p=0,00$)
Variable	β (t)	β (t)	β (t)	β (t)
PBF	0,19*** (3,18)	-0,03 (-0,39)	0,08 (1,44)	0,06 (0,96)
Brand History	0,29*** (4,21)	0,07 (0,83)	0,43*** (6,74)	0,15** (2,07)
Product Category Involvement	0,34*** (5,18)	0,07 (0,91)	0,36*** (5,79)	0,42*** (5,96)
Brand Familiarity	0,03 (0,40)	-0,22** (-2,68)	-0,03 (-0,46)	-0,06 (-0,92)
Price Perception	0,01 (0,11)	0,02 (0,22)	0,05 (0,94)	0,27 (4,47)***
Constant	(3,37)***	(5,43)***	(0,84)	(2,38)**
	$R^2=0,36$ $F(5,194)=23,19$	$R^2=0,016$ $F(5,194)=1,67$	$R^2=0,44$ $F(5,194)=32,25$	$R^2=0,28$ $F(5,194)=16,32$

$p=0,00=***$, $p<0,05=**$, $p<0,1=*$

Table 14: Multiple Regression Models of the Effects of PBF on Brand Evaluation

The moderating effects of consumer dispositions on the effects of Perceived Brand Foreignness

Similarly to the analysis considering PBG, local identity (LoId) was also included in the moderation analysis, however the VIF values were again high with a value of around 3 for all multiple regression analyses conducted in this regard. Therefore in the final analysis local identity needed to be excluded again.

For the analyses conducted regarding the outcome variable consumer based brand equity (CBBE) the assumptions were met (Durbin Watson: 1.79, tolerance values between 0.53-0.91 and VIF values between 1.10-1.69) and the multiple regression analysis was significant ($p=0.00$) with a variance explained of 35.7%. However there was no significant moderating effect by the proposed consumer dispositions on the effect of PBF on **CBBE**. When interpreting a further set-up multiple regression with the outcome variable perceived risk, a different picture evolved: All assumptions for this analysis were met (Durbin-Watson: 2.17, tolerance values between 0.53-0.91 and VIF values between 1.10-1.69), which was significant ($p=0.00$) and explaining a variance of 16.2%. Furthermore moderating effects of consumer xenocentrism ($\beta=-0.12$), consumer cosmopolitanism ($\beta=0.20$) and global identity ($\beta=-0.14$) were significant ($p<0.1$). The moderation of global identity and consumer xenocentrism on the effect of PBF on perceived risk were significantly negative ($p<0.1$), but the effect of consumer cosmopolitanism was significantly positive ($p<0.05$) showing an increase in **perceived risk** for perceived foreign brands by consumers, who score high on cosmopolitanism. Moreover there were also significant effects to be found in the moderation analysis considering the effect of PBF on brand identification (Durbin-Watson: 1.93, tolerance values between 0.53-0.91 and VIF values between 1.10-1.69). As the multiple regression analysis was significant with $p=0.00$ and explaining a variance of 49.8% consumer ethnocentrism was found to act as a significant negative ($p<0.1$, $\beta=-0.11$) moderator on the relationship between PBF and brand identification. Put in other words for perceived foreign brands there is less **brand identification** with consumers who are highly ethnocentric. All other proposed consumer dispositions were insignificant in this regard. For analyzing the moderating effects of consumer characteristics on the relationship between PBF and symbolic value a further significant ($p=0.00$) multiple regression analysis (assumptions were met: Durbin-Watson: 2.11, tolerance values

between 0.53-0.91 and VIF values between 1.10-1.69) was conducted, explaining 29.3% of variance. The evaluation showed no significant moderation of consumer dispositions on the effect of PBF on **symbolic value**. In summary the discussed analysis demonstrated no moderating effects related to consumer characteristics concerning the relationships of perceived brand foreignness and consumer based brand equity and symbolic value.

	Model 13: CBBE (p=0,00)	Model 14: Perceived Risk (p=0,00)	Model 15: Brand Identification (p=0,00)	Model 16: Symbolic Value (p=0,00)
Variable	β (t)	β (t)	β (t)	β (t)
Constant	(3,23) ***	(6,22)***	(0,43)	(2,29)**
PBF	0,21*** (3,32)	-0,10 (-1,40)	0,08 (1,34)	0,07 (1,04)
Brand History	0,27*** (3,93)	0,03 (0,44)	0,41*** (6,70)	0,12* (1,63)
Product Category Involvement	0,33*** (4,84)	0,02 (0,24)	0,33*** (5,42)	0,39*** (5,42)
Brand Familiarity	0,03 (0,47)	-0,20** (-2,63)	-0,02 (-0,40)	-0,05 (-0,70)
Price Perception	0,01 (0,15)	0,00 (-0,02)	0,06 (1,05)	0,29*** (4,51)
CET	0,09 (1,42)	0,21** (2,74)	0,15** (2,58)	0,18** (2,65)
C-COSMO	0,10 (1,37)	-0,10 (-1,17)	-0,11* (-1,65)	0,16** (2,13)
GI	-0,11 (-1,57)	0,14* (1,81)	0,12** (2,04)	-0,07 (-0,94)
C-XEN	0,01 (0,13)	0,28*** (4,11)	0,16*** (2,95)	0,04 (0,70)
PBFxCET	0,00 (0,01)	-0,10 (-1,18)	-0,11* (-1,68)	-0,01 (-0,19)
PBFxC-COSMO	-0,01 (-0,13)	0,20** (2,26)	-0,07 (-1,04)	-0,06 (-0,69)
PBFxGI	-0,05 (-0,86)	-0,14* (-1,76)	0,07 (1,21)	-0,08 (-1,08)
PBFxC-XEN	-0,06 (-0,82)	-0,12* (-1,73)	-0,03 (-0,58)	0,05 (0,80)
	R ² = 0,36 F(13,186)=9,49	R ² =0,16 F(13,186)=3,96	R ² = 0,50 F(13,186)=16,18	R ² =0,29 F(13,186)=7,35

p=0,00=***, p<0,05=**, p<0,1=*

Table 15: Multiple Regression Models of the Moderating Effects on PBF

4.3. The Effects of Local Iconness

Main effects of Local Iconness

Hypothesis H9a is based on the assumption that there is a significantly positive relationship between local iconness and CBBE. Through a multiple regression analysis

($p=0.00$), which explained 35% of variance this hypothesis however needed to be falsified. There is a significant ($p<0.05\beta=-0.17$) relationship between local iconness and **CBBE**, however it is not positive, as earlier assumed, but negative. The higher the perceived local iconness of a brand, the lower is the CBBE for the respective brand, which is summarized in Table 16. The assumptions (Durbin-Watson test: 1.82; tolerance values between 0.68 and 0.96; VIF values between 1.30 and 1.47 and the created graphs showed a scattered plot) for the analysis were reviewed beforehand and met. H10a proposes that local iconness has a negative impact on perceived risk of a brand for consumers.

The assumptions for a multiple regression analysis were met: Durbin-Watson Test had a value of 2.04, the tolerance values were between 0.68 and 0.96, VIF values between 1.30 and 1.47 and the created graphs showed a scattered plot. Through conducting a multiple regression analysis ($p>0.1$) H10a needed to be falsified, due to the insignificance of the statistical model, which is shown in Table 16. Therefore it can be assumed that local iconness has no main effect on **perceived risk**.

H11a states that there is a significantly positive relationship between LI and brand identification. As the assumptions were met (Durbin-Watson: 2.00, tolerance values were between 0.68 and 0.96, VIF values between 1.30 and 1.47 and the created graphs showed a scattered plot) a multiple regression analysis was conducted to support or falsify this hypothesis. The results showed that the proposed model was significant ($p=0.00$), explaining 46% of the variance, and that there is a significant ($p=0.00\beta=-0.19$) negative influence of local iconness on **brand identification**, falsifying H11a.

The summarized results are presented in Table 16. H12a proposes, similarly to brand identification, a positive relationship between local iconness and **symbolic value**. After reviewing the assumptions no multicollinearity (tolerance values were between 0.68 and 0.96, VIF values between 1.30 and 1.47), no autocorrelation (Durbin-Watson: 2.11) and no heteroscedasticity (scatter plot) was detected. Moreover the multiple regression analysis was significant ($p=0.00$) explaining 28% of variance, but showed no significant ($p>0.1$) influence from local iconness to symbolic value, falsifying H12a.

	Model 17: CBBE (p=0,00)	Model 18: Perceived (p=0,138)	Risk	Model 19: Brand (p=0,00)	Identification	Model 20: Symbolic Value (p=0,00)
Variable	β (t)	β (t)		β (t)		β (t)
LI	-0,17** (-2,61)	0,04 (0,53)		-0,19*** (-3,27)		-0,10 (-1,44)
Brand History	0,29*** (4,14)	0,07 (0,87)		0,40*** (6,36)		0,14* (1,91)
Product Category Involvement	0,28*** (4,13)	0,09 (1,05)		0,30*** (4,92)		0,39*** (5,44)
Brand Familiarity	0,04 (0,64)	-0,22** (-2,71)		-0,04 (-0,63)		-0,06 (-0,94)
Price Perception	0,01 (0,15)	0,02 (0,22)		0,05 (0,92)		0,27*** 4,47
Constant	(3,46)***	(5,24)***		(0,82)		(2,56)**
	R²=0,35 F(5,194)=22,18	R²=0,02 F(5,194)=1,69		R²=0,46 F(5,194)=35,37		R²=0,284 F(5,194)=16,64

p=0,00=***, p<0,05=**, p<0,1=*

Table 16: Multiple Regression Models of the Effects of LI on Brand Evaluation

The moderating effects of consumer dispositions on the effects of Local Iconness

As a first step multiple regressions including the control variables and interaction effects, were run to analyze the results. However the consumer disposition local identity was again characterized through high VIF (e.g. 3) values and was excluded for the final analysis.

When evaluating the moderating effects by consumer dispositions on the relationship between Local Iconness and CBBE all relevant assumptions for a multiple regression analysis were met (Durbin-Watson: 1.80, tolerance values: 0.50-0.92 and VIF values between 1.12 and 2). The analysis was significant (p=0.00) with a variance explained of 34.6%. Overall there is no significant moderating effect in this regard, as the p-value for the interaction variables was insignificant (p>0.1) for all proposed moderators. Therefore there is no significant moderation of the consumer variables on the relationship between local iconness and **CBBE**.

The same analysis was repeated with perceived risk as the outcome variable. The multiple-regression analysis in this regard met all assumptions (Durbin-Watson: 2.15, tolerance values: 0.50-0.92 and VIF values between 1.12 and 2) and was significant (p=0.00) by explaining 14.6% of variance. The results showed that no incorporated

consumer disposition acted as a significant moderator, which means that there is no moderation effect of consumer dispositions on the relationship between local iconness and **perceived risk**.

When replacing perceived risk with brand identification as the dependent variable, a different image comes to light. The multiple regression analysis was significant ($p=0.00$) by explaining 51.2% of variance and meeting the assumptions of no multicollinearity (tolerance values: 0.50-0.92 and VIF values between 1.12 and 2), no autocorrelation (Durbin-Watson: 1.91) and no heteroscedasticity (scatter plot). Furthermore the consumer characteristics consumer ethnocentrism with an effect of $\beta=0.11$ and consumer cosmopolitanism with an effect of $\beta=0.19$ played a significant role ($p<0.1$) in the analysis. Therefore CET and C-COSMO have positive moderating roles regarding the effect of local iconness and **brand identification**.

For evaluating the potential effects on symbolic value a fourth multiple regression analysis, incorporating local iconness, control variables, moderators and the interaction effects, was established. The analysis was again significant ($p=0.00$) and met all assumptions (Durbin-Watson: 2.11, tolerance values: 0.50-0.92 and VIF values between 1.12 and 2), explaining 29.4% of variance. The outcome presented no significant moderations of consumer dispositions on the effect of local iconness to **symbolic value**. Table 17 allows an overview of the established regression models regarding the potential moderating effects of consumer dispositions on the relationship between local iconness and the brand evaluation aspects CBBE, perceived risk, brand identification and symbolic value.

	Model 21: CBBE (p=0,00)	Model 22: Perceived Risk (p=0,00)	Model 23: Brand Identification (p=0,00)	Model 24: Symbolic Value (p=0,00)
Variable	β (t)	β (t)	β (t)	β (t)
Constant	(3,27)***	(5,78)***	(1,21)	(2,42)**
LI	-0,18** (-2,55)	0,13 (1,59)	-0,19*** (-3,10)	-0,14* (-1,83)
Brand History	0,27*** (3,87)	0,07 (0,85)	0,39*** (6,40)	0,11 (1,52)
Product Category Involvement	0,27*** (3,86)	0,03 (0,42)	0,25*** (4,14)	0,36*** (4,92)
Brand Familiarity	0,06 (0,86)	-0,20** (-2,68)	-0,04 (-0,64)	-0,05 (-0,73)
Price Perception	0,01 (0,21)	0,02 (0,26)	0,05 (0,96)	0,29*** (4,56)
CET	0,07 (1,05)	0,21** (2,58)	0,18*** (2,92)	0,17** (2,31)
C-COSMO	0,12 (1,45)	-0,14 (-1,46)	-0,03 (-0,48)	0,18** (2,16)
GI	-0,12 (-1,73)	0,12 (1,58)	0,09 (1,53)	-0,07 (-1,01)
C-XEN	0,00 (-0,04)	0,25*** (3,61)	0,16*** (3,13)	0,03 (0,54)
LlxCET	-0,03 (-0,45)	0,08 (1,05)	0,11*** (1,81)	-0,06 (-0,88)
LlxC-COSMO	-0,01 (-0,08)	-0,09 (-0,96)	0,12*** (1,78)	0,01 (0,11)
LlxGI	0,00 (-0,04)	-0,07 (-0,96)	-0,05 (-0,92)	0,03 (0,45)
LlxC-XEN	0,08 (1,35)	0,03 (0,49)	-0,03 (-0,66)	-0,02 (-0,26)
	R ² = 0,35 F(13,186)=9,09	R ² =0,15 F(13,186)=3,62	R ² = 0,51 F(13,186)=17,03	R ² =0,29 F(13,186)=7,36

p=0,00=***, p<0,05=**, p<0,1=*

Table 17: Multiple Regression Models of the Moderating Effects on LI

4.4. The Effects of Local Connectedness

Main effects of Local Connectedness

H13a suggests a positive relationship between LC and CBBE. No multicollinearity (tolerance values: 0.63-0.96 and VIF: 1.04-1.60), no autocorrelation (Durbin-Watson: 1.80) and no heteroscedasticity (scatter plot) was detected when reviewing the necessary assumptions for a multiple regression analysis. The model was significant (p=0.00), explaining 38% of variance and supporting H13a, as LC is a significant predictor of **CBBE** (p=0.00 β =0.26)(see Table 18). The higher the perceived local connectedness of a brand the higher is the consumer based brand equity. Linked to H13a, H14a formulates the assumption of a negative main effect of LC to perceived risk; put in other words higher local connectedness decreases perceived risk of a brand.

Although the assumptions for a multiple regression were met (Durbin-Watson: 2.05; tolerance values: 0.63-0.96 and VIF: 1.04-1.60) the model was insignificant ($p>0.1$), falsifying H14a, which is shown in Table 18. There is no significant relationship between local connectedness and **perceived risk**. A positive relationship between LC and brand identification is proposed in the form of H15a. All assumptions were met (Durbin-Watson: 2.00; tolerance values: 0.63-0.96 and VIF: 1.04-1.60) and the model was significant ($p=0.00$), explaining 46% of the variance. The predictor variable local connectedness is further significant in regards to **brand identification** ($p<0.05\beta=0.19$) and therefore H15a is supported (see Table 18). H16a proposes a positively significant relationship between local connectedness and symbolic value. For this multiple regression model all assumptions were met (Durbin-Watson: 2.12, tolerance values: 0.63-0.96 and VIF: 1.04-1.60) and it was significant ($p=0.00$) explaining 28% of the variance. However local connectedness as a predictor of **symbolic value** is insignificant and therefore falsifying hypothesis H16a, which is presented comprehensively in Table 18.

$p=0,00=***$ $p<0,05=**$ $p<0,1=*$				
	Model 25: CBBE ($p=0,00$)	Model 26: Perceived Risk ($p=0,119$)	Model 27: Brand Identification ($p=0,00$)	Model 28: Symbolic Value ($p=0,00$)
Variable	β (t)	β (t)	β (t)	β (t)
LC	0,26*** (3,94)	-0,11 (-1,36)	0,19*** (3,11)	0,07 (1,05)
Brand History	0,23*** (3,34)	0,10 (1,19)	0,38*** (5,80)	0,14* (1,80)
Product Category Involvement	0,30*** (4,64)	0,08 (1,04)	0,34*** (5,56)	0,41*** (5,81)
Brand Familiarity	0,01 (0,18)	-0,20** (-2,47)	-0,05 (-0,84)	-0,07 (-0,96)
Price Perception	0,02 (0,38)	0,01 (0,16)	0,06 (1,13)	0,28*** (4,54)
Constant	(3,80)***	(5,10)***	(0,72)	(2,45)**
	R²=0,38 F(5,194)=24,84	R²=0,03 F(5,194)=2,02	R²=0,46 F(5,194)=35,00	R²=0,28 F(5,194)=16,37

$p=0,00=***$, $p<0,05=**$, $p<0,1=*$

Table 18: Multiple Regression Models of the Effects of LC on Brand Evaluation

The moderating effects of consumer dispositions on the effects of Local Connectedness

As previously mentioned there evolved problems with the consumer disposition local identity, which again arose with the analyses regarding local connectedness. Therefore local identity as possible moderator was also excluded in the final analysis regarding the moderating effects on the relationship between local connectedness and brand evaluation aspects.

First of all the effects on the brand evaluation aspect CBBE were revealed through a significant ($p=0.00$) multiple regression analysis, explaining 37% of variance and meeting the relevant assumptions (Durbin-Watson: 1.77, tolerance levels: 1.12-1.88 and VIF values: 0.53-0.90). There were no significant moderating effects caused through the proposed consumer dispositions, put in other words the relationship between local connectedness and **CBBE** is not moderated by consumer characteristics. Secondly the outcome on perceived risk as dependent variable was evaluated. The necessary multiple-regression analysis was significant ($p=0.00$) and explained 19.6% of variance. All assumptions concerning the analysis were met (Durbin-Watson: 1.77, tolerance levels: 1.12-1.88 and VIF values: 0.53-0.90), showing no multicollinearity, no autocorrelation and no heteroscedasticity. The results provided the insight that global identity acted as moderator with a negative effect $\beta=-0.15$, consumer xenocentrism acted as a moderator with a negative effect $\beta=-0.16$ and consumer cosmopolitanism had a positive moderating effect with $\beta=0.24$ on the relationship of local connectedness on **perceived risk**. Interpreting these results it shows that brands with a local connectedness are perceived as less risky for consumers that score high on global identity and xenocentrism, but are perceived as more risky by cosmopolitan consumers. Regarding **brand identification** the multiple regression analysis was significant ($p=0.00$), explaining 50% of variance and met the necessary assumptions (Durbin Watson: 1.94; tolerance levels: 1.12-1.88 and VIF values: 0.53-0.90). However there were no significant moderators in the form of consumer dispositions detected. A similar picture was painted by the analysis concerning **symbolic value**: Although the regression was significant ($p=0.00$), explaining a variance of 28.8% and meeting all assumptions (Durbin Watson: 2.12; tolerance levels: 1.12-1.88 and VIF values: 0.53-0.90) no consumer disposition played a significant role in the form of a moderator. Therefore there is no significant interaction effect regarding the relationship between local connectedness and brand identification or symbolic value. In Table 19 all relevant information regarding the analyses of potential moderators of the relationship between

local connectedness and the brand evaluation aspects is clearly structured and allows a comprehensive overview of the previously results.

	Model 29: CBBE (p=0,00)	Model 30: Perceived Risk (p=0,00)	Model 31: Brand Identification (p=0,00)	Model 32: Symbolic Value (p=0,00)
Variable	β (t)	β (t)	β (t)	β (t)
Constant	(3,63)***	(6,08)***	(0,92)	(2,18)**
LC	0,26*** (3,78)	-0,23*** (-2,98)	0,15** (2,38)	0,08 (1,10)
Brand History	0,23*** (3,20)	0,09 (1,17)	0,38*** (5,99)	0,11 (1,48)
Product Category Involvement	0,31*** (4,51)	0,04 (0,46)	0,30*** (5,03)	0,38*** (5,23)
Brand Familiarity	0,02 (0,24)	-0,17** (-2,24)	-0,04 (-0,68)	-0,05 (-0,76)
Price Perception	0,02 (0,36)	-0,03 (0,43)	0,06 (1,09)	0,30*** (4,78)
CET	0,04 (0,63)	0,21** (2,74)	0,14** (2,33)	0,18** (2,39)
C-COSMO	0,11 (1,44)	-0,16* (-1,91)	-0,08 (-1,25)	0,17** (2,17)
GI	-0,11 (-1,58)	0,17** (2,23)	0,12** (1,96)	-0,08 (-1,11)
C-XEN	-0,01 (-0,18)	0,25*** (3,82)	0,15*** (2,90)	0,04 (0,66)
LCxCET	-0,03 (-0,39)	-0,02 (-0,25)	-0,09 (-1,47)	0,02 (0,23)
LCxC-COSMO	-0,01 (-0,18)	0,24** (2,72)	-0,08 (-1,14)	-0,07 (-0,84)
LCxGI	-0,04 (-0,69)	-0,15** (-2,09)	0,01 (0,10)	-0,03 (-0,42)
LCxC-XEN	-0,08 (-1,32)	-0,16** (-2,28)	0,00 (-0,07)	0,06 (0,92)
	R ² = 0,37 F(13,186)=9,99	R ² =0,20 F(13,186)=4,72	R ² = 0,50 F(13,186)=16,34	R ² =0,29 F(13,186)=7,20

p=0,00=***, p<0,05=**, p<0,1=*

Table 19: Multiple Regression Models of the Moderating Effects on LC

4.5. Summary of Main Effects

In the previous chapters the main effects of brand characteristics on consumer responses to brands were evaluated. In this subchapter the results of PBG, PBF, LI and LC are summarized and structured (see Table 20) to allow an overview of the results.

	CBBE	PR	BI	SV
PBG	+	N.S.	+	N.S.
PBF	+	N.S.	N.S.	N.S.
LI	-	N.S.	-	N.S.
LC	+	N.S.	+	N.S.

Table 20: Summary of Main Effects

Four types of brand evaluation variables were used to measure consumer responses towards brands, namely consumer based brand equity, perceived risk, brand identification and symbolic value. The multiple regressions in this regard presented different results related to the distinct brand evaluation variables. According to the previously conducted analyses there are no main effects of the discussed brand dispositions towards the aspects perceived risk and symbolic value. These results lead to the conclusion that the aspect of whether or not a brand is perceived as global, foreign, as a local icon or locally connected has no impact on the perceived risk or symbolic value a consumer emphasizes with a brand, which is discussed in greater detail in the next section. However, as shown in Table 20, all brand dispositions included in the analyses have significant impact on consumer based brand equity, but differ in their directionality. If a brand is perceived as global, foreign or locally connected by a consumer, the brand equity is increasing by the respective customer. On the other hand, if a brand is perceived as a local icon the consumer based brand equity of a respective brand is decreased by a consumer. Overall the results of the main effects on CBBE show distinct predictions depending on the particular brand disposition, which will be further discussed in chapter 5. Brand identification as consumer response towards brands furthermore showed also different effects through the various brand characteristics. If a brand is perceived as global or locally connected a consumer increases the degree of identification with a brand, hence develops a stronger feeling of “oneness”. Local iconness as characteristic of a brand has the opposite effect on brand identification by consumers: The higher the perceived local iconness of a brand, the less consumers identify with this brand, meaning that local iconness decreases potential brand identification. As this finding questions existing literature, it will be elaborated in greater detail in the following sections. If a brand is perceived as foreign however, there is no significant effect on brand identification of a consumer. All in all the results presented in Table 20 show that specific consumer responses in the form of brand evaluation variables are effected differently by distinct brand perceptions

4.6. Summary of Moderating Effects

	CBBE	PR	BI	Symbolic Value
PBG	N.S.	N.S.	N.S.	N.S.
PBF	N.S.	(-)GI, (-)C-XEN (+) COSMO	(-) CET	N.S.
LI	N.S.	(+)CET, (-) GI	(+)CET, (+) COSMO	N.S.
LC	N.S.	(-)COSMO, (-)GI, (-) C-XEN	N.S.	N.S.

Table 21: Summary of Moderating Effects

CBBE as consumer response towards brands was affected by every proposed brand disposition in the analysis of the main effects as discussed in chapter 4.5.. However, the inclusion of various consumer dispositions as potential moderators doesn't show any effect on this outcome. These results lead to the finding that PBG, PBF and LC increase/LI decreases consumer based brand equity and the various consumer characteristics (CET, C-COSMO, C-XEN, GI and LoId) do not offer boundary conditions on this effect. Symbolic value as an evaluation aspect of brands by consumers was not influenced by brand dispositions and is also not influenced by the interaction of brand and consumer dispositions. Although the analysis of the main effects on perceived risk through brand dispositions showed no significant effects, the inclusion of consumer characteristics as potential moderators brought different results to light. If a brand is perceived as global the inclusion of consumer dispositions as moderators has no effect on the relationship with perceived risk, however for PBF, LI and LC there are significant moderating effects. As shown in Table 21 consumers with a rather global identity or who are xenocentric associate less risk for products which are perceived as foreign by those consumer groups. On the other hand consumers who are cosmopolitans emphasize more risk with products, which are perceived as foreign. Furthermore consumers who score high on global identity experience less risk for products, which are perceived as local icons. Ethnocentric consumers associate more risk with products that are perceived as local icons. If products or brands are perceived as locally connected the associated risk with those brands is reduced for cosmopolitan, xenocentric and globally identified consumers. Brand identification is affected by moderators in the form of consumer dispositions only for brands which are perceived as

foreign or local icons. The brand identification with perceived foreign brands is decreasing the more a consumer identifies as ethnocentric. However if brands are perceived as local icons, the higher consumer score on ethnocentrism the higher they identify with them. Also the more consumers can be classified as cosmopolitans the more brand identification increases for brands that can be described as local icons.

The overall comparison of the analyses of the main effects and the moderating effects showed that consumer dispositions play a role in the form of moderators for relationships between specific brand dispositions and brand evaluation aspects. Furthermore some consumer responses towards brands were affected by only main effects of the brand dispositions, others only through the inclusion of consumer characteristics. However the symbolic value of a brand was neither significantly influenced in the main analysis nor in the analysis of potential moderating effects.

Besides the analysis of the hypothesized effects, the results show that consumer dispositions play significant roles as direct predictors on brand evaluation. One reason for this outcome might be that not only brand characteristics influence how people evaluate brands, but that it is also based on their individual character. Therefore if a person has a bias towards (for instance) local/global/foreign products it has an impact on the individual's brand evaluation.

5. Discussion

Based on the previous section, the results of the main analysis will be elaborated in the following chapter. In each section the various effects on the specific consumer responses will be discussed and put in context with existing literature. On the one hand the relationship of the incorporated brand characteristic and brand evaluation will be examined and on the other hand the effects of the proposed moderators on this relationship.

In the main analysis of this thesis the different effects on CBBE are presented. Regarding the main effects, all proposed brand characteristics showed to have a significant impact on CBBE. Perceived brand globalness, perceived brand foreignness and local connectedness were significant positive predictors of consumer based brand equity with the strongest cue being local connectedness. Consequently if a brand is perceived as global, foreign or having a local connection, consumers evaluate this brand higher in its equity, resulting in the feeling of overall “added value” of the brand. The contrary effect was shown for the brand characteristic local iconness. In the past it has been shown that there was no significant relationship between “local icon value” and perceived brand quality (Steenkamp et al. (2003) and Özsomer (2012)). The current results furthermore lead to the assumption of a rather negative impact of local iconness on consumer based brand equity. Put in other words if a product is perceived as a “local icon”, the associated brand equity is reduced by consumers. This result might be due to the sample distribution of this analysis however, as the age distribution is rather uneven. As Özsomer (2012) included age as a potential moderator, it was shown that the prestige of local brands reduced the global brand purchase likelihood for products in the same category for older consumers (p.85). Nevertheless the sample of this study is rather young, which might be the reason for the negative impact of local iconness on CBBE, as the value of a “local icon” or its contribution to perceived equity might be dependent upon the age of the consumers. Therefore young consumers might not be as affected by local icon value, as older consumers concerning CBBE.

The main effects of brand characteristics were furthermore not significantly moderated by distinct consumer characteristics. Although consumer dispositions have been used as potential moderators of the relation between PBG and brand evaluation and showed to be significant (e.g., CET) (e.g., Steenkamp et al., 2003), this was not able to be

expanded considering CBBE. Whether a consumer scores high or low on consumer ethnocentrism, consumer xenocentrism, consumer cosmopolitanism or global identity has no significant impact on the evaluation of CBBE regarding the incorporated brand dispositions. An explanation for this outcome might be that the main influence of consumer based brand equity is the communication of the brand through the company, instead of the individual consumer perception. Following this thought, the evaluation of consumer based brand equity isn't mainly set up individually by each consumer, but rather implies an overall brand association by the majority of the consumers. Therefore the assumption can be made that different consumer groups (categorized based on CET, C-COSMO, C-XEN and GI) emphasize the same amount of "value added" of a specific focal brand compared to an unbranded product (Yoo et al. 2001, p. 1). These results however yield that CBBE can be used as reliable indicator of a brand's overall strength in regards to the perceptions of the consumer as it does not significantly change depending on the proposed consumer characteristics.

The second outcome variable used to measure consumer responses towards brands was perceived risk, which is "the subjective expectation of loss" (Laroche et al., 2004, p. 376). This variable was included, because it extends the understanding of consumer brand evaluations besides CBBE. As consumer based brand equity mirrors a gain for the consumers in the form of "added value" by a brand, perceived risk symbolizes potential loss by a specific brand. Additionally, the concept is linked to perceived brand quality, as Erdem et al. (1998) propose a decrease of perceived risk for consumers through higher perceived brand quality.

The regression models concerning the main effects of brand characteristics towards perceived risk showed no significant relationship. Whether a brand is perceived as global, foreign, locally connected or as local icon has no impact on how much perceived risk consumers link to a brand. As the potential moderators in the form of CET, C-COSMO, C-XEN and GI were included however, the results presented a different picture. Although before the inclusion of moderators there seemed to be no significant effects by brand dispositions on perceived risk, the moderation analyses were significant for PBF, LI and LC. Only PBG was found not to be significantly moderated through consumer dispositions in regards to perceived risk. These results indicate that brand characteristics do play a significant role when evaluating perceived risk connected to a brand, but only so, if the various consumer attributes are incorporated as

well. Steenkamp et al. (2003) set PBG in a positive relation to perceived brand quality and Erdem (1998), as earlier mentioned, proposed a negative correlation between perceived quality and perceived risk. Following these notions, perceived risk might not be significantly influenced by PBG due to the link to perceived brand quality, which possibly balances the potential effects. For brands which are perceived as foreign the connected perceived risk is significantly moderated by different consumer groups. On the one hand for consumers with a rather global identity and xenocentric consumers the risk decreases with a higher perception of foreignness of a brand, on the other hand for cosmopolitan consumers the risk increases. The outcome regarding cosmopolitan consumers is certainly surprising as academics have been proposing a bias towards foreign brands for this consumer group (e.g., Riefler et al., 2012), based on which originally a decreasing perception of risk was proposed in this thesis. However possibly the perceived risk of a foreign brand doesn't imply further negative brand evaluations, as purchase intention or willingness to pay for cosmopolitans. A potential justification for this result could furthermore be that precisely because foreign brands are connected with risk the interest in those products raises for cosmopolitans, resulting in perceived risk interpreted as brand attraction.

The effect on perceived risk is also significantly influenced by consumer dispositions for "local icon" brands. Although ethnocentric consumers experience moral issues with foreign brands and therefore have a bias towards local brands, they associate significantly more risk with local brands (Shimp et al. 1984 and Shankarmahesh 2006). A potential explanation for this result is that, although the perceived risk for local brands is higher for ethnocentric consumers, their moral understanding of global or foreign brands still brings this consumer group to buy and favor domestic over foreign products. Interestingly the perceived risk for "local icons" decreases the higher consumers identify as global. Although customers can score high/low on local and global identity simultaneously (Strizhakova et al. 2008), it was hypothesized at the beginning of this thesis that global identity has a negative effect on the relationship between LI and perceived risk. However the risk connected with local iconness is decreasing for consumers the higher they score on global identity. The relationship between brands that are perceived as locally connected and perceived risk is also moderated by cosmopolitanism, global identity and xenocentrism. Every moderating effect in this regard played out to be significantly negative, therefore decreasing the

perceived risk for locally connected brands. These effects were previously hypothesized due to a bias in favor of global or foreign by cosmopolitans, xenocentrists and people with a global identity. However local connectedness resembles the tie of a global/foreign brand to the local culture. The results therefore might be justified by the fact that those brands are perceived as coming from a foreign country, mirroring the mentioned bias.

Overall the results considering perceived risk of consumers were partially expected, but on the other hand also questioning the interpretation and further meaning of this concept. As published works describe perceived risk as a “subjective expectation of loss” (Laroche et al., 2004, p. 376) for consumers this seems as an obstacle for further purchase intention or willingness to pay for brands. However the discussed results lead to the assumption that this is not necessarily the case. Although previous authors proposed that cosmopolitans favor foreign brands (e.g., Parts et al., 2013) and ethnocentric consumers being in favor of local products (e.g., Shimp et al., 1984), they also experience higher risk linked to the respective brand attitudes. The reasons for that can be multifaceted. On the one hand it is possible that perceived risk of a brand can also be an incentive for brand popularity, meaning that certain consumer groups might favor brands, which are perceived as risky due to cultural or personal reasons. On the other hand perceived risk could be less of importance to consumer groups, if other brand characteristics are more dominant, resulting in an overshadowing of the perceived risk of the desired brand. All in all however, perceived risk was found to be influenced only in connection with different brand dispositions, but was not mainly affected by brand characteristics. A potential explanation for this outcome might be incorporated in the mentioned definition of perceived risk being a “*subjective*” loss (Laroche et al, 2004). Comparing the results of perceived risk and consumer based brand equity fosters the assumption that brands communicate a certain gain or an “added value”, unaffected by the type of consumer, while the specific consumer characteristics are responsible for the subjective loss or perceived risk linked to a brand. Brand characteristics without the incorporation of consumer characteristics don’t show any effect on the perception of loss.

Choosing brand identification as outcome variable regarding consumer responses to brands was based on two aspects. First of all brand identification is defined as “a consumer’s perceived state of oneness with a brand” (Stokburger-Sauer et al. 2012,

p.407). Brand characteristic as perceived brand globalness for instance are also discussed in the context of identity. The proposition of the global myth is often brought in relationship with brands to be perceived as global (e.g., Holt et al., 2004) as they work as symbols for a shared “global culture” for example. Therefore consumer’s identification with a brand does play a relevant role in the research of global/local brands. The other aspect why brand identification as a concept was included in this thesis was that according to Lam et al. (2013) this variable can be a predictor of consumer behavior in the form of repurchase-intention or word-of-mouth (p.235).

The main effects of brand dispositions on brand identification were significantly positive, as hypothesized for PBG and LC, but insignificant for PBF and LI. The moderating analyses showed however that PBF and LI were significantly influenced by consumer dispositions regarding brand identification, whereas no moderating effect was found in regards to the relationships of PBG/LC and brand identification. PBG was shown to have a main effect on brand identification, but was not significantly influenced by consumer dispositions, supporting the notion of the global myth (Holt et al., 2004) with no need to focus specifically on certain consumer groups regarding this proposition. Although brands, which are perceived as global, cultivate a consumer’s identification with that brand, the effect is not dependent upon consumer characteristics. Put in other words, whether or not a consumer can be classified as ethnocentric, cosmopolitan, xenocentric or having a high/low global identity has no impact on the relationship between PBG and brand identification. The analyses regarding a brand’s local connectedness yielded similar results. An explanation for these corresponding results might be that local connectedness, as previously discussed, resembles a global/foreign brand’s link to the local culture, yet still be perceived as global/foreign. Brand identification decreases significantly however for ethnocentric consumers the higher they perceive a brand as foreign. This finding is conforming to the revealed (e.g., Akram et al., 2011) and therefore previously proposed effects of CET. Coherent to those finding is the significant positive moderation of CET towards the relationship of LI and brand identification. Hence the more a brand is perceived as local icon ethnocentric consumers emphasize a higher identification with the respective brand. Besides ethnocentric consumers, also cosmopolitan consumers experience higher brand identification the more a brand is perceived as being a local icon. Beforehand it was suggested that cosmopolitanism has no significant effect on the relationship between LI

and brand identification, due to cosmopolitan consumers favoring foreign over domestic products, but do not condemn domestic products (Parts et al. 2013 and Zeugner-Roth et al. 2015). Besides the findings of existing work, cosmopolitans further identify with brands that are perceived as local icons, expanding the current literature regarding the connectivity of cosmopolitanism and products presenting a form of local iconness.

The analysis of the main effects of brand dispositions and the analysis of possible moderating effects of consumer disposition unfolded that there were no significant relationships considering symbolic value. Contrary to consumer based brand equity, perceived risk and brand identification, symbolic value was neither shown to be influenced by the brand dispositions, nor by potential moderators in the form of consumer dispositions. Although in existing articles the symbolism or symbolic value of brands was underlined in the context of global/local/foreign branding, but the analyses in this thesis did not show corresponding significantly relevant links between symbolic value and brand dispositions. A possible argument for this result is that the measurement of symbolism can be designed differently. For this thesis the items used for elaborating symbolic value were based on Zhou and Hui (2003), which rather focus on the “modernity” a brand symbolizes by asking about its novelty and potential popularity. However by only asking about the perceived modernity, various further symbolic aspects (e.g., cultural symbols, national symbols, symbols of a society) are neglected. Therefore the potential reason for no significant relationship between symbolic value and brand evaluation variables might be the way of how symbolic value was measured in this thesis.

6. Conclusion and Contribution

Academics and international brand managers have been interested in the advantages, disadvantages and the overall context of local, global and foreign brands and its consequences on consumer responses for years (e.g., Alden et al., 1999, Holt et al., 2004, Ger 1999, Kapferer 2002, Özsomer 2012). To discuss this issue many academics have been trying to shed light on the topic by adapting various perspectives. On the one hand, the brands itself have been assessed the consequences which are linked to the specific brands. On the other hand, consumers have been assessed accordingly to their brand preferences of domestic, foreign or global products based on their lifestyles or moral standards. The goal of this master thesis was first of all to combine the existing literature about various brand characteristics in this regard and the associated consumer dispositions. Furthermore the objective was to evaluate consumer responses towards brands, while incorporating different characteristics of the consumer.

Moreover rather yet neglected attitudinal consequences have been used in this thesis to assess brand evaluation by consumers. Throughout this master thesis it becomes clear that there are significant relationships and interactions between brand and consumer dispositions resulting in different consumer responses towards brands. Due to using four different concepts for testing brand evaluation, namely consumer based brand equity, perceived risk, brand identification and symbolic value it was furthermore shown that distinct forms of consumer responses are affected differently. While CBBE was influenced only by brand dispositions, perceived risk on the other hand was only shown to be affected when consumer characteristics were incorporated and symbolic value was not affected at all. Brand identification was shown to be relevant in different forms: For once PBG and LC had main effects on this concept, but PBF and LI showed only to be affective when simultaneously looking at the consumer characteristics. Therefore all four outcome variable used to audit brand evaluation in this analysis showed different effects.

Lastly this thesis expands the current awareness of existing literature of global, local and foreign brands by showing the combined effects of brand and consumer dispositions on different consumer responses towards brands. While on the one hand this work brought a theoretical contribution in the form of the concepts used and the discussed interrelations between consumer and brand characteristics, it also allows

specific managerial contribution regarding the effectiveness of segmenting, targeting and branding. In the following subchapters these contributions are summarized.

6.1. Theoretical Contribution

Overall the findings of this study expand the knowledge of how consumer characteristics play a role in the relationship between brand dispositions and consumer responses to brands. Furthermore a certain understanding of what brand and consumer characteristics play dominant or minor parts in the context of global/local/foreign branding was developed.

CET was earlier on defined as “the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products” (Shimp et al. 1984, p. 280) and measures the rather moral understanding of the purchase of brands of the “outgroup”(Shankarmahesh 2006, p. 148). The conducted analysis expanded this understanding of CET however as the concept played a significant moderating role on the relationship between perceived brand foreignness and local iconness on brand identification. This result leads to the assumption that consumer ethnocentrism as a concept does not only capture the moral understanding of the purchase of domestic vs. foreign products, but also the identification with an “in-group” or “out-group” as ethnocentric consumer have a higher identification with “local icons” and show a decrease in brand identification for perceived foreign products. Furthermore CET showed to be a significant moderator in the relationship between brands, which are perceived as local icons and perceived risk. The consequences of CET therefore indicate to be much wider than the simple perceived appropriateness of purchasing specific brands.

Moreover the results regarding symbolic value deserve attention. Although, as earlier mentioned, the symbolism of brands has been an issue in existing literature relevant to the topic (e.g., Holt et al., 2004, Zhou et al., 2003) no relationships were able to be significantly established in this thesis. Neither brand dispositions nor the further inclusion of consumer characteristics affected consumer’s symbolic value of brands. Combining this finding with the shown effects on brand identification, it seems as if the necessity of brands to serve as symbols for the purpose of identification is not as relevant as earlier assumed (e.g., Holt et al., 2004). Brand characteristics were

significantly predicting brand identification in this study and were also further influenced by consumer dispositions. The results foster the implication that there is significant brand identification connected to PBG, PBF, LI and LC, which is not essential to be combined with the symbolism or symbolic value of the brand.

Further contributions to existing literature are the presented effects on perceived risk. As the results have been discussed in detail previously, it becomes clear that perceived risk as a consumer response is allowing a new perspective on brand evaluation. The goal of understanding consumer responses has been to allow, amongst other things, forecasts and the formulation of consequences of certain branding strategies in order to establish knowledge. Often brand evaluation instruments are also seen as further indicators of the success of brands through the capture of consumer attitudes, lower/higher purchase rates or the willingness to pay premium prices. Perceived risk as aspect of brand evaluation however doesn't seem as a credible indicator for a brand's success. There are multiple reasons for this assumption. First of all perceived risk showed to be only affected by the incorporation of the consumer side, but not the brand dispositions alone, implying the meaning that brand characteristics alone have no influence on how risky consumers judge a brand. Secondly the results showed that consumers classified perceived foreign products as significantly riskier the higher they identified as cosmopolitans, although existing work (e.g., Riefler et al., 2012) presented a bias towards foreign products by this consumer group. Also the higher consumer scored on ethnocentrism, the riskier they categorized local products (products, which are perceived as local icons), which again doesn't fully meet the established understanding of the consequences of CET. Therefore it can be assumed that although certain consumer groups emphasize risk with certain brands, their favoritism of these products over others is not majorly influenced. Potential reasons for this behavior might be that other aspects, as morality, identification or other assets have a higher impact on the overall brand attitude than perceived risk. Also, as earlier mentioned, perceived risk might not necessarily serve as barrier of a purchase, but rather as an incentive.

6.2. Managerial Contribution

Findings of this thesis have important implications for brand managers. Firstly for assessing an overall evaluation of one's brands, managers should refer to consumer based brand equity. The study has shown that consumers associate a certain equity with

a brand based on the brand dispositions regardless of the individual characteristics of consumers. Furthermore, this implication leads to the aspect that it is not necessary to target different customer groups when managers desire to increase the perceived brand equity by the consumers. The focus for managers should be based on the overall communication of the brand, as perceived global and foreign brands and those which are perceived as locally connected increases CBBE. However, managers should avoid to brand their products as local icons in this context, as this decreases the value of consumer's perceived brand equity.

Based on moderating analyses conducted in this thesis many specific suggestions can be made for international and national brand managers. Considering the brand identification of consumers it is relevant to be aware that depending on the characteristics of a brand, targeting various consumer groups matters. On the one hand perceived global brands and further those who are recognized to have a local connection increase the identification of consumers with that brand, which supports the notion of Holt et al. (2004) suggesting a form of global culture embedded in the theory of a "global myth". The identification process is furthermore not significantly moderated by distinct consumer groups, which implies that targeting in this regard is not required. On the other hand the brand identification process is influenced by consumer characteristics if the company promotes or desires to promote perceived foreign brands or those who are emphasized as local icons. Specifically ethnocentric consumers tend to feel less identified with products or brands, which are perceived as foreign and significantly increase their brand identification with "local icons". Therefore managers of perceived foreign brands or "local icons" are advised to pay special attention to this consumer group. Another important aspect to in regards to brand identification is the relevance of cosmopolitan consumers. Although previous works have proposed a certain favoritism of this consumer group towards foreign-made products and a rather neutral attitude towards local products (Riefler et al., 2012), a significant interrelation has been found. The higher consumers identify as cosmopolitans the higher they identify with products with a "local icon value", which should be incorporated in the branding strategy for those brand types.

Managers of perceived foreign brands, local icons or global/foreign brands with a local connection should furthermore be aware of the associated perceived risk of those products for certain consumer groups. As earlier on mentioned, perceived risk might not

serve as a good indicator for product (un-)popularity within a certain consumer group, but should still be considered when conceptualizing branding strategies. Also as shown in the analysis brand characteristics don't have main effects on the perception of risks, but rather the combination with consumer characteristics. All the more managers should be aware of their targeted consumer groups. Consumers with a global identity tend to decrease their risk significantly if a product is perceived as foreign, locally connected or a local icon. Furthermore xenocentric consumers follow the notion of risk decrease for foreign or locally connected products, supporting the existing works in this regard (e.g., Sichtmann et al., 2016). Therefore xenocentric consumers and those who identify as global serve as relevant target groups in the promotional process for these brands. The risk perception of cosmopolitans is slightly different. Foreign brands are perceived as risky by consumers who score high on cosmopolitanism, but brands with a local connection decreases the perception of risk for this consumer group. Based on the assumptions made beforehand regarding perceived risk, for cosmopolitan's perceived risk however, might not affect their overall brand attitude incrementally.

Overall managers should be aware of the integrated effects of their brands and targeted consumers. Different consumer groups react dissimilar to brand characteristics, which results in furthermore diverse responses towards the brands. Consequently managers are advised to be firstly clear how their brand is perceived and then evaluate the various consumer groups based on their degree of favoritism towards global/local/foreign brands. The goal should firstly be to segment consumer groups accordingly and furthermore match the "haves" of a brand with the "wants" of the consumer groups/targets to implement a successful branding strategy.

7. Further Research and Limitations

Although this study generated a vast majority of inputs on the issue of global/local/foreign branding and its consequences, it is also important to be aware of the limitations of this thesis.

As the focus lied on the country of Austria, the developed results are not applicable for further countries or regions and therefore it is not appropriate to make further generalizations. Also the sample is characterized by an unequal distribution of age groups with young consumers being dominant and consumers above the age of 55 being rather less unrepresented, resulting in the average age of respondents being 38. This might be due to the used survey method, namely an online survey. Although the distribution of education, income and gender is fairly representative for the country of Austria, a more appropriate sampling method could provide a more precise understanding. Another aspect of limitation in this research bears from the used product categories. The product categories used for this study were chocolate, bikes and sports clothing. In order to expand the knowledge on global, local and foreign brands an incorporation of further product categories is suggested based on the specific hedonic or utilitarian value of the category.

Furthermore based on the results the inclusion of further outcome variables is suggested. As the analyses showed the effects on brand evaluations by the consumers is different depending on the focused concept of assessment. Different brand associations were captured in this study, showing however, that a potential success of a brand is not necessarily mirrored in every kind of consumer brand evaluation (e.g., perceived risk). Therefore the use of a brand's perceived value, which is defined as "function of multiple "consumption value" dimensions (.i.e., social emotional, functional, epistemic, and conditional values)" (Keh and Sun, 2008, p. 125) is proposed for further studies in this context, as it is supposed to capture multiple forms of "added value" of a brand, creating a broader understanding.

It is moreover important to have a closer look at the concept of perceived risk, as it was shown to play a significant role regarding the interaction effects of consumer and brand characteristics. Especially when considering that the dimensions used in this thesis to measure perceived risk consisted of personal and non-personal risk associated with

brands, it seems worth of evaluating the dimensions rather isolated from each other to generate a clear picture of this concept and its consequences for consumer attitudes towards brands.

Finally the proposed consequences of “local icon value” should be reevaluated. The results of this study showed significant relations between the brand characteristic “local iconness” and rather undesired outcomes as it decreased perceived brand equity and brand identification by the consumers and in combination with certain consumer attributes had the respective brands be categorized as riskier.

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Appendix

Appendix A – Measurement Scales

Brand Characteristics

Perceived Brand Globalness/Localness – Steenkamp et al. (2003)	
Original Item	German Translation
To me, this is a global brand./To me, this is a local brand.	Für mich ist diese Marke eine globale Marke./Für mich ist diese Marke eine lokale Marke.
I don't think consumers overseas buy this brand./I do think consumers overseas buy this brand.	Ich denke nicht, dass Konsumenten im Ausland diese Marke nutzen./Ich denke, dass Konsumenten im Ausland diese Marke nutzen.
This brand is sold only in Austria./This brand is sold all over the world .	Diese Marke wird ausschließlich in Österreich genutzt./Diese Marke wird auf der ganzen Welt genutzt.

Perceived Brand Foreignness - adapted from Batra et al. (2000) and Steenkamp et al. (2003) by Zhou et al (2010)	
Original Item	German Translation
I don't think consumers in other countries buy this brand./I do think consumers in other countries buy this brand.	Ich denke nicht, dass Konsumenten in anderen Ländern diese Marke kaufen./Ich denke, dass Konsumenten in anderen Ländern diese Marke kaufen.
To me, this brand represents something foreign./To me, this brand represents something Austrian.	Für mich repräsentiert diese Marke etwas ausländisches./ Für mich repräsentiert diese Marke etwas österreichisches.
I associate this brand with things that are Austrian./I do not associate this brand with things that are Austrian.	Ich verbinde diese Marke mit österreichischen Dingen./Ich verbinde diese Marke nicht mit österreichischen Dingen.
The appeal of this brand is a very good symbol of foreign culture./The appeal of this brand is not a very good symbol of foreign culture.	Der Reiz dieser Marke besteht aus dem Symbolwert einer fremden Kultur./ Der Reiz diese Marke besteht nicht aus dem Symbolwert einer fremden Kultur.

Local Iconness - Steenkamp et al. (2003)	
Original Item	German Translation
I associate this brand with things that are Austrian./ I do not associate this brand with things that are Austrian.	Ich verbinde diese Marke mit österreichischen Dingen./Ich verbinde diese Marke nicht mit österreichischen Dingen.
To me, this brand represents what Austria is all about./ To me, this brand does not represent what Austria is all about.	Für mich repräsentiert diese Marke alles für was Österreich steht./Für mich repräsentiert diese Marke nichts wofür Österreich steht.
To me, this brand is a very good symbol of Austria./To me, this brand is not a very good symbol of Austria.	Für mich ist diese Marke ein sehr gutes Symbol für Österreich./ Für mich ist diese Marke kein sehr gutes Symbol für Österreich.

Local Connectedness - Sichtmann et al. (2015)	
Original Item	German Translation
I associate this brand with Austria	Ich verbinde diese Marke mit Österreich.
The typical Austrian buys this brand	Der/Die Durchschnitts-Österreicher/in kauft diese Marke.
This brand is part of our Austrian culture	Die Marke ist Teil der österreichischen Kultur.

Consumer Characteristics

Consumer Ethnocentrism - Shimp and Sharma (1987)	
Original Item	German Translation
Purchasing foreign-made products is un-austrian.	Ausländische Produkte zu kaufen ist unösterreichisch.
Austrians should not buy foreign products because this hurts Austrian business and causes unemployment	Österreicher/Österreicherinnen sollten keine Produkte aus dem Ausland kaufen, da es die österreichische Wirtschaft verläßt und Arbeitslosigkeit verursacht.
A real Austrian should always buy Austrian - made products.	Ein echter Österreicher/Eine echte Österreicherin sollte immer österreichische Produkte kaufen.
It is not right to purchase foreign products.	Es ist nicht richtig ausländische Produkte zu kaufen.

Global & Local Identity - Tu et al. (2012)	
Original Item	German Translation
My heart mostly belongs to the whole world.	Mein Herz gehört der ganzen Welt.
I believe people should be made more aware of how connected we are to the rest of the world.	Ich bin der Überzeugung, dass allen Menschen klar gemacht werden sollte, wie stark wir mit dem Rest der Welt verbunden sind.
I identify that I am a global citizen.	Ich identifiziere mich als Weltbürger.
I care about knowing global events.	Ich interessiere mich für globale Ereignisse.
My heart mostly belongs to my local community.	Mein Herz gehört der österreichischen Gemeinschaft.
I respect my local traditions.	Ich respektiere lokale österreichische Traditionen.
I identify that i am a local citizen.	Ich identifiziere mich als österreichischer Bürger.
I care about knowing local events.	Ich interessiere mich für lokale österreichische Ereignisse.

Consumer Cosmopolitanism – Riefler et al. (2012)	
Original Item	German Translation
Open-mindedness	
When traveling, I make a conscious effort to get in touch with the local culture and traditions	Wenn ich reise, mache ich bewusste Anstrengungen um die lokalen Kulturen und Traditionen kennenzulernen.
I like having the opportunity to meet people from many different countries.	Ich mag es die Möglichkeit zu haben, Menschen aus verschiedenen Ländern kennenzulernen.
I like to have contact with people from different countries.	Ich mag es Kontakt mit Menschen aus verschiedenen Ländern zu haben.
I have got a real interest in other countries.	Ich habe ein echtes Interesse an anderen Ländern.
Diversity appreciation	
Having access to products coming from many different countries is valuable to me.	Zugang zu Produkten aus verschiedenen Ländern zu haben, ist wertvoll für mich.
The availability of foreign products in the domestic market provides valuable diversity.	Die Verfügbarkeit von ausländischen Produkten am österreichischen Markt bietet wertvolle Vielfalt.
I enjoy being offered a wide range of products coming from various countries.	Ich genieße es ein Angebot von einer reichen Palette an Produkten aus verschiedenen Ländern zu haben.
Always buying the same local products becomes boring over time.	Immer die gleichen lokalen Produkte zu kaufen wird mit der Zeit langweilig.
Consumption Transcending Borders	
I like watching movies from different countries.	Ich mag es, Filme aus verschiedenen Ländern zu sehen.
I like listening to music of other countries.	Ich mag es, Musik aus verschiedenen Ländern zu hören.
I like trying original dishes from other countries.	Ich mag es, originale Speisen aus verschiedenen Ländern zu probieren.
I like trying out things that are consumed elsewhere in the world.	Ich mag es, Dinge, die woanders auf der Welt konsumiert werden, auszuprobieren.

Consumer Xenocentrism – Mueller et al. (2009)	
Original Item	German Translation
Perceived Inferiority	
There are very few domestic products that are of equal quality to foreign product.	Sehr wenige lokale Produkte haben die selbe Qualität wie Produkte aus dem Ausland.
I cannot think of any domestic brands that are as good as the foreign ones I purchase.	Mir fällt keine lokale Marke ein, die genauso gut ist wie die ausländischen, die ich kaufe.
I trust more foreign than domestic companies, because they are more experienced and have more resources.	Ich vertraue ausländischen Firmen mehr, als lokalen, weil diese mehr Erfahrungen und Resource besitzen.
If I had to choose between two products that are similar, I would choose the foreign over the domestic product.	Würde ich zwischen zwei ähnlichen Produkten wählen müssen, würde ich mich eher für das ausländische als das lokale Produkt entscheiden.
I trust foreign products more than the domestic ones	Ich vertraue ausländischen Produkten mehr, als lokalen Produkten.
Social Aggrandizement	
Using foreign products enhances my self-esteem.	Die Verwendung von ausländischen Produkten verbessert mein Selbstwertgefühl.
People that buy domestic products are less regarded by others.	Leute, die lokale Produkte kaufen, werden eher weniger von Anderen beachtet.
I prefer foreign to domestic brands as most of my acquaintances buy foreign brands.	Ich bevorzuge ausländische im Vergleich mit lokalen Marken, da die meisten meiner Bekannten

	ausländische Marken kaufen.
Buying foreign products makes me trendier.	Der Kauf von ausländischen Produkten macht mich moderner.
I purchase foreign brands to differentiate myself from others.	Ich kaufe ausländische Marken, um mich von Anderen zu unterscheiden.

Control Variables

Brand Familiarity - Steenkamp (2003)	
Original Item	German Translation
This brand is very familiar to me./This brand is very unfamiliar to me.	Ich kenne diese Marke sehr gut/ Ich kenne diese Marke überhaupt nicht.
Everybody here has heard of this brand./Almost nobody here has heard of that brand .	Jeder hat hier von dieser Marke gehört/Niemand hat hier von dieser Marke gehört.
I'm not at all knowledgeable about this brand./I'm very knowledgeable about this brand.	Ich kenne mich im Bezug auf diese Marke nicht sehr gut aus/Ich kenne mich im Bezug auf diese Marke sehr gut aus.
I have never seen advertisements in magazines, radio or TV for it in Austria./ I have seen many advertisements in magazines, radio or TV for it in Austria.	Ich habe niemals eine Werbung in Magazinen, Radio oder im Fernsehen für diese Mark in Österreich gesehen/ Ich habe viele Werbungen in Magazinen, Radio oder im Fernsehen für diese Marke in Österreich gesehen.

Product Category Involvement - Stokburger-Sauer et al. (2012)	
Original Item	German Translation
I am very interested in anything related to (product category).	Ich bin an allem interessiert, was mit dieser Produktkategorie zusammenhängt.
Which brand of (brand) I buy matters a lot.	Welche Marke ich von dieser Produktkategorie kaufe, spielt eine sehr große Rolle.
I value (brand) as an important part of my life.	Ich schätze diese Produktkategorie als einen wichtigen Bestandteil meines Lebens.
(Brand)means a lot to me.	Diese Produktkategorie bedeutet mir viel.

Brand History - self-established based on Keller (2001)	
Original Item	German Translation
I associate this brand with past events.	Ich verbinde diese Marke mit vergangenen Events.
I associate many things in the past with this brand.	Vieles in meiner Vergangenheit assoziiere ich mit dieser Marke.

Price Perception – self-established	
Original Item	German Translation
I think the price is low/high.	Ich denke der Preis ist niedrig/hoch.

Dependent Variables

Word of Mouth - Adapted from Maxham and Pessemier (2002) by Elena Delgado-Ballester Estela Fernandez Sabiote.

Original Item	German Translation
I would recommend (brand name) to my friends.	Ich würde (Marke) meinen Freunden weiterempfehlen.
I would spread positive word-of-mouth about (brand name).	Ich würde positiv über (Marke) sprechen.
If my friends were looking for (type of product), then I would tell them to try (brand name.)	Falls meine Freunde auf der Suche nach so einem Produkt wären, würde ich (Marke) empfehlen.

Brand Functional Value - Adapted from Sweeney and Soutar (2001) by Elena Delgado-Ballester Estela Fernandez Sabiote.

Original Item	German Translation
(Brand name) has consistent quality.	(Marke) hat beständige Qualität.
This brand is well made.	(Marke) ist sehr gut gemacht.
(Brand name) has an acceptable standard of quality.	(Marke) hat einen akzeptablen Standard an Qualität.
(Brand name) would perform consistently.	(Marke) würde beständig funktionieren.

Consumer Brand Equity - Yoo and Donthu (2001)

Original Item	German Translation
Even if another brand has the same features as (brand name), I would prefer to buy (brand name).	Auch wenn eine andere Marke die gleichen Eigenschaften als (Marke) hat, würde ich (Marke) bevorzugen.
It makes sense to buy (brand name) instead of any other brand even if they are the same.	Es ist sinnvoll (Marke) anstatt eine andere Marke zu kaufen, auch wenn sie gleich sind.
If there is another brand as good as (brand name), I prefer to buy (brand name).	Wenn eine andere Marke genauso gut ist wie (Marke) bevorzuge ich (Marke).
If another brand is not different from (brand name) in any way, it seems smarter to purchase (brand name).	Wenn sich eine andere Marke überhaupt nicht von (Marke) unterscheidet, macht es mehr Sinn (Marke) zu kaufen.

Brand Credibility - Drawn from Erdem and Swait (1998) by Erdem et al. (2002)

Original Item	German Translation
This brand delivers what it promises.	Diese Marke hält was sie verspricht.
This brand's product claims are believable.	Die Behauptungen dieser Marke sind glaubwürdig.
This brand has a name you can trust.	Diese Marke hat einen Namen, dem man trauen kann.
This brand reminds of someone who's competent and knows what he/she is doing.	Diese Marke erinnert an jemanden der kompetent ist und weiß was er/sie macht.

Psychological Value - Adapted from Sweeney and Soutar (2001) by Swoboda et al. (2012)

Original Item	German Translation
(Brand name) would help me to feel acceptable.	(Marke) würde mir helfen mich akzeptiert zu fühlen.
(Brand name) would improve the way I am perceived.	(Marke) würde die Art verbessern, in der ich wahrgenommen werde.

(Brand name) is something that i would enjoy.	(Marke) ist etwas, an dem ich mich erfreuen würde.
(Brand name) is exciting.	(Marke) ist aufregend.

Symbolic Value –Zhou & Hui (2003)	
Original Item	German Translation
I associate the product with the concept of modern consumption.	Ich verbinde dieses Produkt mit dem modernem Konsum.
I have a positive opinion of its potential popularity.	Ich habe eine positive Meinung gegenüber der möglichen Popularität dieses Produkts.
I associate the product with novelty.	Ich verbinde dieses Produkt mit Innovation

Perceived Value –Keh & Sun (2008)	
Original Item	German Translation
For the price I pay, buying the product of (brand name) is a very good deal.	Für den Preis den ich zahle, ist der Kauf von (Marke) ein guter Deal.
For the time I spent in order to buy the product of (brand name), buying the product is highly reasonable.	Für die Zeit, die ich beim Kauf dieses Produkts, brauche, ist der Kauf des Produkts gut begründet.
For the effort involved in order to buy the product of (brand name), buying the product is very worthwhile.	Für den Aufwand der beim Kauf dieses Produkts getätigt wird, lohnt sich der Kauf dieses Produkts.

Perceived Risk–Keh & Sun (2008)	
Original Item	German Translation
PERSONAL RISK	
My friends and coworkers' opinions about me buying (brand name) would cause me to feel concern.	Die Meinung meiner Freunde/Freundinnen und Kollegen/Kolleginnen über meinen Kauf der Marke ---- würde mich beunruhigen.
My purchase of (brand name) would cause me to be thought of as being foolish by some people whose opinions I value.	Der Kauf von ----- würde manche Menschen, deren Meinung ich schätze, dazu bringen mich als Tölpel zu sehen.
The thought of purchasing (brand name) gives me a feeling of unwanted anxiety.	Wenn ich an den Kauf von ----- denke, spüre ich ein unerwünschtes Gefühl der Nervosität.
The thought of purchasing (brand name) makes me feel psychologically uncomfortable.	Wenn ich an den Kauf von ----- denke, fühle ich mich psychisch unwohl.
NONPERSONAL RISK	
There is a high chance that I will stand to lose money either because this (brand name) product will not be used at all or costs more than it should to maintain it.	Es gibt eine große Wahrscheinlichkeit, dass ich Geld verlieren werde, entweder weil das Produkt von (Marke) überhaupt nicht verwendet wird oder weil es mehr kosten wird, als es sollte, um es in Stand zu halten.
This (brand name) product is extremely risky in terms of how it would perform.	Produkte von (Marke) sind sehr riskant im Bezug auf ihre Funktionalität.
This (brand name) product is extremely risky in terms of its long-term costs.	Produkte von (Marke) sind sehr riskant im Bezug auf ihre Langzeitkosten.
The purchase of (brand name) will lead to a loss of convenience for me because I would have to waste a lot of time and effort purchasing and claiming it.	Der Kauf von (Marke) wird für mich sehr umständlich sein, da ich sehr viel Zeit und Energie beim Kauf und bei der Verwendung des Produkts verschwenden werde.

Brand identification– Stokburger-Sauer et al. (2012)	
Original Item	German Translation
I feel a strong sense of belonging to brand X.	Ich fühle ein starkes Gefühl der Zugehörigkeit zu dieser Marke.
I identify strongly with brand X.	Ich identifiziere mich sehr stark mit dieser Marke.
Brand X embodies what I believe in.	Diese Marke verkörpert das, an was ich glaube.
Brand X is like a part of me.	Diese Marke ist wie ein Teil von mir.
Brand X has a great deal of personal meaning for me.	Diese Marke hat eine große Bedeutung für mich.

Susceptibility to normative influence –Alden et al. (2006)	
Original Item	German Translation
If I want to be like someone, I often try to buy the same brands that they buy.	Falls ich wie jemand anderer sein will, versuche ich oft die gleichen Marken wie der- oder diejenige zu kaufen.
When buying products, I generally purchase those brands that I think my friends and family will approve.	Wenn ich Produkte kaufe, kaufe ich im allgemeinen die Marken, von denen ich denke, mit denen meine Freunde und Familie einverstanden sind.
I achieve a sense of belonging by purchasing the same products and brands that friends or family purchase.	Ich erreiche ein Gefühl der Zugehörigkeit, wenn ich die gleichen Produkte und Marken kaufe wie meine Familie und Freunde.

Social Desirability – Crowne and Marlowe (1960) and Fisher and Fick (1993)	
Original Item	German Translation
I have never intensely disliked anyone.	Ich habe noch nie ein große Abneigung gegenüber jemandem gehabt.
I sometimes feel resentful when I don't get my way.	Ich bin manchmal sehr aufgebracht, wenn es nicht nach meinem Kopf geht.
There have been times when I felt like rebelling against people in authority even though I knew they were right.	Es gab Zeiten in denen ich gegen Autoritätspersonen rebellieren wollte, obwohl ich wusste, dass sie recht hatten.
I am always courteous, even to people who are disagreeable.	Ich bin immer höflich, auch gegenüber unsympathischen Menschen.
There have been times when I was quite jealous of the good fortune of others.	Es gab Zeiten in denen ich eifersüchtig auf das Glück der anderen war.
I am sometimes irritated by people who ask favors of me.	Manchmal bin ich von Menschen irritiert, die mich um Gefallen bitten.

Appendix B – Picture of Brand Logos

Product Category Sports Clothing

Logo	Brand Category	Brand Name	Source
	Domestic-local	Löffler	http://archiwum.allegro.pl/oferta/loffler-race-koszulka-rowerowa-meska-rower-50-m-i3870941132.html (last viewed on 05/02/2016)
	Domestic-global	Atomic	http://zinakocher.com/ (last viewed on 05/02/2016)
	Foreign-global	TheNorth Face	http://geekslop.com/2012/the-north-face-logo-fiasco-internet-jokesters-love-picking-on (last viewed on 05/02/2016)

Product Category Bikes

Logo	Brand Category	Brand Name	Source
	Domestic-local	Puch	http://goodlogo.com/download/puch_logo_vector_3762 (last viewed on 05/02/2016)
	Domestic-global	KTM	http://rr3.wikia.com/wiki/File:Ktm-logo.jpg (last viewed on 05/02/2016)
	Foreign-global	Yamaha	http://www.sagenerator.co.za/generators-engine-makes/yamaha-generators.php (last viewed on 05/02/2016)

Product Category Chocolate

Logo	Brand Category	Brand Name	Source
	Domestic-local	Zotter	http://austria-forum.org/af/Heimatlexikon/Zotter_Schokoladen_Manufaktur (last viewed on 05/02/2016)
	Domestic-global	Manner	http://www.editel.at/news/aktuelles/artikel/manner-nutzt-erfolgreich-e-invoice-in-tschechien/ (last viewed on 05/02/2016)
	Foreign-global	Snickers	https://www.seeklogo.net/food-drinks-logos/snickers-388.html (last viewed on 05/02/2016)

Appendix C – SPSS Output

Correlation Matrix

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
BH	1													
PC	,457**	1												
CBBE	,468**	,513**	1											
BI	,586**	,560**	,546**	1										
SV	,297**	,484**	,511**	,451**	1									
PR	,031	,036	-,014	,160**	,011	1								
PBG	,065	,005	,178**	,126*	-,043	,095	1							
LI	-,394**	-,430**	-,430**	-,453**	-,322**	,062	-,237**	1						
LC	,430**	,296**	,484**	,391**	,239**	-,064	,330**	-,672**	1					
CET	,226**	,173**	,181**	,317**	,180**	,226**	,080	-,206**	,272**	1				
GI	,011	,055	-,022	,011	,080	-,020	-,031	-,038	,000	-,215**	1			
Lid	,098	,092	,302**	,137*	,153*	-,087	,047	-,193**	,221**	,316**	-,017	1		
BF	,354**	,396**	,330**	,231**	,238**	-,195**	-,027	-,289**	,307**	,083	,060	,028	1	
PP	-,167*	-,039	-,064	-,033	,242**	,035	,068	,043	-,127	-,140*	,152*	-,075	-,150*	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Main effects PBG-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,610 ^a	,372	,355	1,30551	1,852

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: CBBE_To

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	195,603	5	39,121	22,953	,000 ^b
Residual	330,647	194	1,704		
Total	526,250	199			

a. Dependent Variable: CBBE_To

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,705	,581		2,937	,004		
PBG	,191	,063	,176	3,058	,003	,982	1,018
BrandHistory	,260	,057	,310	4,595	,000	,714	1,401
ProductCategory	,351	,071	,328	4,965	,000	,743	1,346
Brand Familiarity	,087	,070	,081	1,251	,213	,768	1,302
Price	,001	,089	,001	,014	,989	,955	1,047
Perception...							

a. Dependent Variable: CBBE_To

Moderating effects PBG-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,630 ^a	,397	,355	1,30569	1,827

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209,151	13	16,089	9,437	,000 ^b
	Residual	317,099	186	1,705		
	Total	526,250	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,664	,594		2,801	,006		
PBG	,175	,066	,161	2,670	,008	,891	1,122
BrandHistory	,246	,058	,293	4,264	,000	,686	1,457
ProductCategory	,333	,073	,312	4,545	,000	,689	1,452
Brand Familiarity	,098	,071	,092	1,386	,168	,743	1,347
Price Perception	,021	,092	,014	,227	,821	,899	1,112
CET	,037	,070	,037	,537	,592	,685	1,460
COSMO	,126	,126	,077	1,002	,318	,554	1,805
GI	-,206	,108	-,132	-1,910	,058	,683	1,464
XENO	-,008	,105	-,005	-,078	,938	,897	1,114
PBGxCET	,068	,046	,098	1,486	,139	,738	1,354
PBGxGI	,036	,068	,034	,532	,595	,777	1,286
PBGxXENO	-,061	,074	-,049	-,820	,413	,911	1,098
PBGxCOSMO	,090	,082	,079	1,101	,272	,637	1,570

a. Dependent Variable: CBBE_To

Main effects PBF-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,612 ^a	,374	,358	1,30300	1,842

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: CBBE_To

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196,877	5	39,375	23,192	,000 ^b
	Residual	329,373	194	1,698		
	Total	526,250	199			

a. Dependent Variable: CBBE_To

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,973	,586		3,365	,001		
PBF	,200	,063	,190	3,184	,002	,907	1,103
BrandHistory	,241	,057	,287	4,209	,000	,694	1,442
ProductCategory	,367	,071	,343	5,181	,000	,735	1,360
Brand Familiarity	,028	,070	,026	,400	,690	,748	1,337
Price Perception	,010	,089	,007	,112	,911	,959	1,043

a. Dependent Variable: CBBE_To

Moderating effects PBF-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
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1	,631 ^a	,399	,357	1,30426	1,788
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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209,846	13	16,142	9,489	,000 ^b
	Residual	316,404	186	1,701		
	Total	526,250	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,971	,610		3,230	,001		
PBF	,223	,067	,212	3,316	,001	,794	1,260
BrandHistory	,229	,058	,273	3,928	,000	,671	1,489
ProductCategory	,355	,073	,332	4,837	,000	,687	1,455
Brand Familiarity	,034	,071	,031	,474	,636	,739	1,353
Price Perception	,014	,093	,009	,150	,881	,877	1,141
CET	,095	,067	,094	1,417	,158	,734	1,363
COSMO	,166	,122	,101	1,368	,173	,592	1,689
GI	-,167	,106	-,107	-1,568	,118	,700	1,429
XENO	,013	,104	,008	,126	,900	,912	1,097
PBFxCET	,001	,047	,001	,014	,989	,642	1,558
PBFxGI	-,009	,068	-,009	-,133	,895	,712	1,405
PBFxXENO	-,057	,066	-,053	-,860	,391	,844	1,185
PBFxCOSMO	-,066	,081	-,064	-,824	,411	,529	1,891

a. Dependent Variable: CBBE_To

Main effects LI-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,603 ^a	,364	,347	1,31381	1,819

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: CBBE_To

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191,388	5	38,278	22,176	,000 ^b
	Residual	334,862	194	1,726		
	Total	526,250	199			

a. Dependent Variable: CBBE_To

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,094	,605		3,463	,001		
LI	-,164	,063	-,170	-2,607	,010	,772	1,295
BrandHistory	,241	,058	,287	4,144	,000	,682	1,466
ProductCategory	,301	,073	,281	4,133	,000	,708	1,413
Brand Familiarity	,045	,070	,042	,640	,523	,761	1,315
Price Perception	,013	,089	,009	,148	,882	,959	1,043

a. Dependent Variable: CBBE_To

Moderating effects LI-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,623 ^a	,388	,346	1,31541	1,798

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	204,415	13	15,724	9,088	,000 ^b
Residual	321,835	186	1,730		
Total	526,250	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,031	,622		3,266	,001		
LI	-,176	,069	-,182	-2,552	,012	,649	1,541
BrandHistory	,228	,059	,272	3,867	,000	,663	1,507
ProductCategory	,291	,075	,272	3,864	,000	,662	1,510
Brand Familiarity	,061	,071	,057	,860	,391	,748	1,337
Price Perception	,020	,093	,013	,211	,833	,881	1,135
CET	,074	,071	,073	1,048	,296	,673	1,486
COSMO	,194	,134	,118	1,450	,149	,498	2,007
GI	-,186	,107	-,119	-1,731	,085	,695	1,438
XENO	-,004	,104	-,003	-,042	,966	,923	1,083
LIxCET	-,018	,040	-,032	-,454	,650	,666	1,503
LIxGI	-,002	,063	-,002	-,036	,971	,799	1,252
LIxXeno	,081	,060	,082	1,350	,179	,896	1,116
LIxCOSMO	-,006	,077	-,006	-,076	,939	,534	1,872

a. Dependent Variable: CBBE_To

Main effects LC-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,625 ^a	,390	,375	1,28607	1,798

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: CBBE_To

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205,380	5	41,076	24,835	,000 ^b
	Residual	320,870	194	1,654		
	Total	526,250	199			

a. Dependent Variable: CBBE_To

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,239	,589		3,802	,000		
LC	,262	,066	,260	3,943	,000	,725	1,380
BrandHistory	,197	,059	,235	3,339	,001	,637	1,570
ProductCategory	,325	,070	,304	4,666	,000	,741	1,350
Brand Familiarity	,012	,070	,012	,178	,859	,741	1,349
Price Perception	,033	,087	,022	,380	,705	,958	1,043

a. Dependent Variable: CBBE_To

Moderating effects LC-CBBE

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,641 ^a	,411	,370	1,29074	1,766

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	216,371	13	16,644	9,990	,000 ^b
	Residual	309,879	186	1,666		
	Total	526,250	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,214	,609		3,632	,000		
LC	,266	,070	,264	3,782	,000	,651	1,536
BrandHistory	,192	,060	,229	3,203	,002	,619	1,616
ProductCategory	,327	,072	,305	4,508	,000	,690	1,449
Brand Familiarity	,017	,071	,016	,235	,814	,730	1,371
Price Perception	,033	,091	,021	,361	,719	,891	1,123
CET	,044	,070	,043	,628	,531	,662	1,510
COSMO	,179	,124	,109	1,438	,152	,554	1,804
GI	-,167	,105	-,107	-1,581	,115	,696	1,436
XENO	-,019	,103	-,011	-,179	,858	,896	1,116
LCxCET	-,016	,041	-,028	-,394	,694	,633	1,580
LCxGI	-,041	,060	-,044	-,688	,492	,766	1,305
LCxXENO	-,086	,065	-,080	-1,319	,189	,867	1,154
LCxCOSMO	-,013	,075	-,014	-,176	,860	,532	1,881

a. Dependent Variable: CBBE_To

Main effects PBG-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,214 ^a	,046	,021	,82812	2,020

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: PR_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,379	5	1,276	1,860	,103 ^b
	Residual	133,041	194	,686		
	Total	139,420	199			

a. Dependent Variable: PR_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,056	,368		5,581	,000		
PBG	,041	,040	,074	1,045	,297	,982	1,018
BrandHistory	,024	,036	,056	,669	,504	,714	1,401
ProductCategory	,044	,045	,081	,993	,322	,743	1,346
Brand Familiarity	-,120	,044	-,217	-2,708	,007	,768	1,302
Price Perception	,008	,056	,010	,135	,893	,955	1,047

a. Dependent Variable: PR_Total

Moderating effects PBG-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,427 ^a	,182	,125	,78289	2,054

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	25,417	13	1,955	3,190	,000 ^b
Residual	114,003	186	,613		
Total	139,420	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,223	,356		6,241	,000		
PBG	,014	,039	,026	,366	,715	,891	1,122
BrandHistory	,015	,035	,035	,436	,663	,686	1,457
ProductCategory	,012	,044	,022	,276	,783	,689	1,452
Brand Familiarity	-,114	,042	-,207	-2,694	,008	,743	1,347
Price Perception	,002	,055	,003	,039	,969	,899	1,112
CET	,110	,042	,211	2,635	,009	,685	1,460
GI	,103	,065	,128	1,595	,112	,683	1,464
COSMO	-,072	,076	-,084	-,948	,344	,554	1,805
XENO	,225	,063	,251	3,591	,000	,897	1,114
PBGxCET	-,041	,027	-,116	-1,509	,133	,738	1,354
PBGxGI	,040	,041	,073	,972	,332	,777	1,286
PBGxXENO	,002	,045	,003	,037	,970	,911	1,098
PBGxCOSMO	-,008	,049	-,014	-,172	,864	,637	1,570

a. Dependent Variable: PR_Total

Main effects PBF-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,203 ^a	,041	,016	,83011	2,039

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: PR_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,737	5	1,147	1,665	,145 ^b
	Residual	133,683	194	,689		
	Total	139,420	199			

a. Dependent Variable: PR_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,029	,374		5,433	,000		
PBF	-,016	,040	-,029	-,394	,694	,907	1,103
BrandHistory	,030	,036	,070	,830	,407	,694	1,442
ProductCategory	,041	,045	,074	,905	,366	,735	1,360
Brand Familiarity	-,120	,045	-,218	-2,681	,008	,748	1,337
Price Perception	,013	,056	,016	,222	,825	,959	1,043

a. Dependent Variable: PR_Total

Moderating effects PBF-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,466 ^a	,217	,162	,76620	2,116

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30,227	13	2,325	3,961	,000 ^b
Residual	109,193	186	,587		
Total	139,420	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,229	,358		6,220	,000		
PBF	-,055	,039	-,102	-1,397	,164	,794	1,260
BrandHistory	,015	,034	,035	,439	,661	,671	1,489
ProductCategory	,010	,043	,018	,236	,813	,687	1,455
Brand Familiarity	-,109	,042	-,198	-2,628	,009	,739	1,353
Price Perception	-,001	,055	-,001	-,017	,986	,877	1,141
CET	,108	,040	,207	2,738	,007	,734	1,363
GI	,113	,062	,141	1,812	,072	,700	1,429
COSMO	-,084	,071	-,099	-1,169	,244	,592	1,689
XENO	,250	,061	,279	4,106	,000	,912	1,097
PBFxCET	-,033	,027	-,096	-1,185	,238	,642	1,558
PBFxGI	-,070	,040	-,135	-1,759	,080	,712	1,405
PBFxXENO	-,067	,039	-,122	-1,733	,085	,844	1,185
PBFxCOSMO	,107	,047	,202	2,260	,025	,529	1,891

a. Dependent Variable: PR_Total

Main effects LI-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,204 ^a	,042	,017	,82984	2,042

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: PR_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,826	5	1,165	1,692	,138 ^b
	Residual	133,594	194	,689		
	Total	139,420	199			

a. Dependent Variable: PR_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,999	,382		5,235	,000		
LI	,021	,040	,043	,534	,594	,772	1,295
BrandHistory	,032	,037	,074	,871	,385	,682	1,466
ProductCategory	,048	,046	,088	1,048	,296	,708	1,413
Brand Familiarity	-,120	,044	-,218	-2,707	,007	,761	1,315
Price Perception	,013	,056	,016	,223	,824	,959	1,043

a. Dependent Variable: PR_Total

Moderating effects LI-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,449 ^a	,202	,146	,77341	2,154

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	28,161	13	2,166	3,621	,000 ^b
Residual	111,259	186	,598		
Total	139,420	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,114	,366		5,781	,000		
LI	,064	,041	,129	1,586	,114	,649	1,541
BrandHistory	,030	,035	,069	,852	,395	,663	1,507
ProductCategory	,019	,044	,034	,421	,674	,662	1,510
Brand Familiarity	-,112	,042	-,203	-2,682	,008	,748	1,337
Price Perception	,014	,055	,018	,261	,794	,881	1,135
CET	,108	,042	,206	2,581	,011	,673	1,486
GI	,100	,063	,124	1,576	,117	,695	1,438
COSMO	-,115	,079	-,136	-1,463	,145	,498	2,007
XENO	,221	,061	,246	3,611	,000	,923	1,083
LIxCET	,025	,024	,085	1,054	,293	,666	1,503
LIxGI	-,036	,037	-,071	-,963	,337	,799	1,252
LIxXeno	,017	,035	,034	,490	,625	,896	1,116
LIxCOSMO	-,044	,046	-,086	-,958	,339	,534	1,872

a. Dependent Variable: PR_Total

Main effects LC-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,222 ^a	,049	,025	,82652	2,051

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: PR_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,893	5	1,379	2,018	,078 ^b
	Residual	132,527	194	,683		
	Total	139,420	199			

a. Dependent Variable: PR_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,930	,378		5,101	,000		
LC	-,058	,043	-,112	-1,360	,175	,725	1,380
BrandHistory	,045	,038	,104	1,189	,236	,637	1,570
ProductCategory	,047	,045	,085	1,043	,298	,741	1,350
Brand Familiarity	-,111	,045	-,201	-2,473	,014	,741	1,349
Price Perception	,009	,056	,011	,157	,876	,958	1,043

a. Dependent Variable: PR_Total

Moderating effects LC-PR

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,498 ^a	,248	,196	,75074	2,092

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34,588	13	2,661	4,721	,000 ^b
Residual	104,832	186	,564		
Total	139,420	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,156	,354		6,081	,000		
LC	-,122	,041	-,235	-2,979	,003	,651	1,536
BrandHistory	,041	,035	,095	1,170	,243	,619	1,616
ProductCategory	,019	,042	,035	,459	,646	,690	1,449
Brand Familiarity	-,092	,041	-,167	-2,241	,026	,730	1,371
Price Perception	-,023	,053	-,029	-,432	,666	,891	1,123
CET	,112	,041	,214	2,744	,007	,662	1,510
GI	,136	,061	,170	2,227	,027	,696	1,436
XENO	,230	,060	,256	3,818	,000	,896	1,116
COSMO	-,138	,072	-,163	-1,908	,058	,554	1,804
LCxCET	-,006	,024	-,020	-,249	,804	,633	1,580
LCxGI	-,073	,035	-,152	-2,091	,038	,766	1,305
LCxXENO	-,086	,038	-,156	-2,281	,024	,867	1,154
LCxCOSMO	,119	,044	,237	2,717	,007	,532	1,881

a. Dependent Variable: PR_Total

Main effects PBG-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,677 ^a	,458	,444	,98194	2,010

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: BI_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157,847	5	31,569	32,741	,000 ^b
	Residual	187,057	194	,964		
	Total	344,905	199			

a. Dependent Variable: BI_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-,001	,437		-,003	,998		
PBG	,087	,047	,099	1,852	,066	,982	1,018
BrandHistory	,296	,043	,436	6,974	,000	,714	1,401
ProductCategory	,305	,053	,353	5,748	,000	,743	1,346
Brand Familiarity	-,002	,052	-,003	-,046	,964	,768	1,302
Price Perception	,058	,067	,047	,868	,386	,955	1,047

a. Dependent Variable: BI_Total

Moderating effects PBG-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,721 ^a	,519	,486	,94418	1,953

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	179,090	13	13,776	15,453	,000 ^b
Residual	165,815	186	,891		
Total	344,905	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,230	,430		,534	,594		
PBG	,045	,047	,051	,950	,343	,891	1,122
BrandHistory	,279	,042	,411	6,698	,000	,686	1,457
ProductCategory	,265	,053	,306	5,002	,000	,689	1,452
Brand Familiarity	,004	,051	,005	,079	,937	,743	1,347
Price Perception	,052	,066	,042	,785	,433	,899	1,112
CET	,107	,050	,131	2,129	,035	,685	1,460
GI	,167	,078	,132	2,141	,034	,683	1,464
XENO	,221	,076	,157	2,927	,004	,897	1,114
COSMO	-,174	,091	-,131	-1,915	,057	,554	1,805
PBGxCET	,001	,033	,001	,024	,981	,738	1,354
PBGxGI	-,007	,049	-,008	-,134	,894	,777	1,286
PBGxXENO	-,020	,054	-,020	-,380	,704	,911	1,098
PBGxCOSMO	,048	,059	,052	,811	,419	,637	1,570

a. Dependent Variable: BI_Total

Main effects PBF-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,674 ^a	,454	,440	,98534	2,027

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: BI_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,549	5	31,310	32,248	,000 ^b
	Residual	188,355	194	,971		
	Total	344,905	199			

a. Dependent Variable: BI_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,088	,443		,200	,842		
PBF	,068	,047	,080	1,439	,152	,907	1,103
BrandHistory	,292	,043	,430	6,744	,000	,694	1,442
ProductCategory	,310	,054	,358	5,787	,000	,735	1,360
Brand Familiarity	-,025	,053	-,028	-,462	,645	,748	1,337
Price Perception	,063	,067	,051	,943	,347	,959	1,043

a. Dependent Variable: BI_Total

Moderating effects PBF-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,728 ^a	,531	,498	,93290	1,931

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	183,028	13	14,079	16,177	,000 ^b
Residual	161,877	186	,870		
Total	344,905	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,189	,436		,433	,666		
PBF	,064	,048	,075	1,337	,183	,794	1,260
BrandHistory	,279	,042	,410	6,696	,000	,671	1,489
ProductCategory	,284	,052	,328	5,415	,000	,687	1,455
Brand Familiarity	-,020	,051	-,024	-,403	,688	,739	1,353
Price Perception	,070	,066	,056	1,052	,294	,877	1,141
CET	,124	,048	,152	2,584	,011	,734	1,363
GI	,155	,076	,122	2,038	,043	,700	1,429
XEN	,219	,074	,155	2,953	,004	,912	1,097
COSMO	-,144	,087	-,108	-1,654	,100	,592	1,689
PBFxCET	-,056	,033	-,105	-1,678	,095	,642	1,558
PBFxGI	,058	,048	,072	1,210	,228	,712	1,405
PBFxXENO	-,027	,047	-,032	-,582	,561	,844	1,185
PBFxCOSMO	-,060	,058	-,072	-1,041	,299	,529	1,891

a. Dependent Variable: BI_Total

Main effects LI-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,691 ^a	,477	,463	,96435	1,998

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: BI_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164,492	5	32,898	35,376	,000 ^b
	Residual	180,413	194	,930		
	Total	344,905	199			

a. Dependent Variable: BI_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,365	,444		,822	,412		
LI	-,151	,046	-,193	-3,271	,001	,772	1,295
BrandHistory	,272	,043	,400	6,363	,000	,682	1,466
ProductCategory	,263	,053	,304	4,924	,000	,708	1,413
Brand Familiarity	-,033	,052	-,038	-,632	,528	,761	1,315
Price Perception	,060	,066	,049	,920	,359	,959	1,043

a. Dependent Variable: BI_Total

Moderating effects LI-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,737 ^a	,543	,512	,92007	1,914

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	187,451	13	14,419	17,033	,000 ^b
Residual	157,454	186	,847		
Total	344,905	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,524	,435		1,206	,229		
LI	-,149	,048	-,190	-3,096	,002	,649	1,541
BrandHistory	,265	,041	,390	6,405	,000	,663	1,507
ProductCategory	,218	,053	,252	4,141	,000	,662	1,510
Brand Familiarity	-,032	,050	-,037	-,640	,523	,748	1,337
Price Perception	,063	,065	,051	,965	,336	,881	1,135
CET	,145	,050	,176	2,921	,004	,673	1,486
GI	,115	,075	,091	1,528	,128	,695	1,438
XENO	,227	,073	,161	3,126	,002	,923	1,083
COSMO	-,044	,094	-,033	-,475	,635	,498	2,007
LIXCET	,051	,028	,110	1,809	,072	,666	1,503
LIXGI	-,041	,044	-,051	-,924	,357	,799	1,252
LIXXeno	-,028	,042	-,035	-,662	,509	,896	1,116
LIXCOSMO	,096	,054	,120	1,778	,077	,534	1,872

a. Dependent Variable: BI_Total

Main effects LC-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,689 ^a	,474	,461	,96683	2,004

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: BI_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163,561	5	32,712	34,995	,000 ^b
	Residual	181,344	194	,935		
	Total	344,905	199			

a. Dependent Variable: BI_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,317	,443		,716	,475		
LC	,155	,050	,190	3,107	,002	,725	1,380
BrandHistory	,257	,044	,378	5,799	,000	,637	1,570
ProductCategory	,291	,052	,336	5,561	,000	,741	1,350
Brand Familiarity	-,044	,052	-,051	-,841	,402	,741	1,349
Price Perception	,074	,066	,060	1,131	,259	,958	1,043

a. Dependent Variable: BI_Total

Moderating effects LC-BI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,730 ^a	,533	,500	,93048	1,936

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183,867	13	14,144	16,336	,000 ^b
	Residual	161,038	186	,866		
	Total	344,905	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,404	,439		,920	,359		
LC	,121	,051	,148	2,378	,018	,651	1,536
BrandHistory	,259	,043	,381	5,988	,000	,619	1,616
ProductCategory	,263	,052	,303	5,027	,000	,690	1,449
Brand Familiarity	-,035	,051	-,040	-,680	,498	,730	1,371
Price Perception	,072	,066	,058	1,090	,277	,891	1,123
CET	,118	,051	,143	2,326	,021	,662	1,510
GI	,149	,076	,118	1,960	,052	,696	1,436
COSMO	-,112	,090	-,084	-1,252	,212	,554	1,804
XENO	,216	,075	,153	2,898	,004	,896	1,116
LCxCET	-,044	,030	-,092	-1,467	,144	,633	1,580
LCxGI	,004	,043	,006	,101	,919	,766	1,305
LCxXENO	-,003	,047	-,004	-,069	,945	,867	1,154
LCxCOSMO	-,062	,054	-,078	-1,136	,257	,532	1,881

a. Dependent Variable: BI_Total

Main effects PBG-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,545 ^a	,298	,279	1,18172	2,131

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: SV_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,732	5	22,946	16,432	,000 ^b
	Residual	270,912	194	1,396		
	Total	385,644	199			

a. Dependent Variable: SV_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, PBG_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,185	,526		2,254	,025		
PBG	-,065	,057	-,070	-1,157	,249	,982	1,018
BrandHistory	,123	,051	,171	2,396	,018	,714	1,401
ProductCategory	,374	,064	,409	5,851	,000	,743	1,346
Brand Familiarity	-,054	,063	-,059	-,854	,394	,768	1,302
Price Perception	,369	,081	,282	4,580	,000	,955	1,047

a. Dependent Variable: SV_Total

Moderating effects PBG-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,577 ^a	,333	,286	1,17611	2,087

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	128,364	13	9,874	7,138	,000 ^b
Residual	257,280	186	1,383		
Total	385,644	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,089	,535		2,036	,043		
PBG	-,056	,059	-,060	-,950	,344	,891	1,122
BrandHistory	,115	,052	,160	2,212	,028	,686	1,457
ProductCategory	,353	,066	,386	5,346	,000	,689	1,452
Brand Familiarity	-,052	,064	-,057	-,819	,414	,743	1,347
Price Perception	,400	,083	,306	4,843	,000	,899	1,112
CET	,155	,063	,178	2,462	,015	,685	1,460
GI	-,116	,097	-,087	-1,197	,233	,683	1,464
XENO	,048	,094	,032	,508	,612	,897	1,114
COSMO	,228	,113	,162	2,012	,046	,554	1,805
PBGxCET	,005	,041	,009	,124	,902	,738	1,354
PBGxGI	,059	,061	,065	,963	,337	,777	1,286
PBGxXENO	,027	,067	,025	,406	,685	,911	1,098
PBGxCOSMO	-,065	,074	-,066	-,879	,380	,637	1,570

a. Dependent Variable: SV_Total

Main effects PBF-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,544 ^a	,296	,278	1,18296	2,121

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: SV_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,161	5	22,832	16,316	,000 ^b
	Residual	271,483	194	1,399		
	Total	385,644	199			

a. Dependent Variable: SV_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., PBF_centered, ProductCategoryInv_to, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,269	,532		2,383	,018		
PBF	,055	,057	,061	,963	,337	,907	1,103
BrandHistory	,107	,052	,150	2,067	,040	,694	1,442
ProductCategory	,383	,064	,419	5,960	,000	,735	1,360
Brand Familiarity	-,059	,064	-,064	-,920	,359	,748	1,337
Price Perception	,360	,080	,275	4,468	,000	,959	1,043

a. Dependent Variable: SV_Total

Moderating effects PBF-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,582 ^a	,339	,293	1,17044	2,114

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	130,835	13	10,064	7,346	,000 ^b
Residual	254,809	186	1,370		
Total	385,644	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,252	,548		2,286	,023		
PBF	,062	,060	,069	1,037	,301	,794	1,260
BrandHistory	,085	,052	,119	1,631	,105	,671	1,489
ProductCategory	,357	,066	,390	5,424	,000	,687	1,455
Brand Familiarity	-,044	,064	-,048	-,698	,486	,739	1,353
Price Perception	,375	,083	,287	4,509	,000	,877	1,141
CET	,160	,060	,185	2,655	,009	,734	1,363
GI	-,089	,095	-,067	-,938	,349	,700	1,429
XENO	,066	,093	,044	,704	,482	,912	1,097
COSMO	,232	,109	,165	2,126	,035	,592	1,689
PBFxCET	-,008	,042	-,014	-,194	,846	,642	1,558
PBFxGI	-,065	,061	-,076	-1,077	,283	,712	1,405
PBFxXENO	,048	,059	,052	,804	,423	,844	1,185
PBFxCOSMO	-,050	,072	-,056	-,686	,494	,529	1,891

a. Dependent Variable: SV_Total

Main effects LI-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,548 ^a	,300	,282	1,17949	2,110

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: SV_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115,752	5	23,150	16,641	,000 ^b
	Residual	269,892	194	1,391		
	Total	385,644	199			

a. Dependent Variable: SV_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LI_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,392	,543		2,563	,011		
LI	-,082	,057	-,098	-1,441	,151	,772	1,295
BrandHistory	,100	,052	,139	1,910	,058	,682	1,466
ProductCategory	,356	,065	,389	5,445	,000	,708	1,413
Brand Familiarity	-,059	,063	-,065	-,941	,348	,761	1,315
Price Perception	,359	,080	,274	4,474	,000	,959	1,043

a. Dependent Variable: SV_Total

Moderating effects LI-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,583 ^a	,340	,294	1,17008	2,107

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	130,993	13	10,076	7,360	,000 ^b
Residual	254,651	186	1,369		
Total	385,644	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,336	,553		2,416	,017		
LI	-,112	,061	-,136	-1,835	,068	,649	1,541
BrandHistory	,080	,053	,111	1,521	,130	,663	1,507
ProductCategory	,330	,067	,360	4,918	,000	,662	1,510
Brand Familiarity	-,046	,063	-,050	-,729	,467	,748	1,337
Price Perception	,379	,083	,289	4,559	,000	,881	1,135
CET	,146	,063	,168	2,309	,022	,673	1,486
GI	-,097	,096	-,073	-1,015	,311	,695	1,438
XENO	,050	,092	,034	,541	,589	,923	1,083
COSMO	,257	,119	,182	2,160	,032	,498	2,007
LIxCET	-,032	,036	-,064	-,882	,379	,666	1,503
LIxGI	,025	,056	,030	,449	,654	,799	1,252
LIxXeno	-,014	,053	-,017	-,263	,793	,896	1,116
LIxCOSMO	,007	,069	,009	,106	,916	,534	1,872

a. Dependent Variable: SV_Total

Main effects LC-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,545 ^a	,297	,279	1,18240	2,120

a. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

b. Dependent Variable: SV_Total

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,419	5	22,884	16,368	,000 ^b
	Residual	271,225	194	1,398		
	Total	385,644	199			

a. Dependent Variable: SV_Total

b. Predictors: (Constant), Price Perception: Ich denke der Preis dieser Marke ist im Vergleich zu anderen Marken ..., ProductCategoryInv_to, LC_centered, Brand Familiarity: Wie gut kennen Sie diese Marke?, BrandHistory_to

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,326	,541		2,449	,015		
LC	,064	,061	,075	1,055	,293	,725	1,380
BrandHistory	,098	,054	,136	1,801	,073	,637	1,570
ProductCategory	,372	,064	,407	5,813	,000	,741	1,350
Brand Familiarity	-,062	,064	-,067	-,958	,339	,741	1,349
Price Perception	,366	,080	,280	4,545	,000	,958	1,043

a. Dependent Variable: SV_Total

Moderating effects LC-SV

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,579 ^a	,335	,288	1,17441	2,116

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	129,107	13	9,931	7,201	,000 ^b
Residual	256,537	186	1,379		
Total	385,644	199			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,209	,555		2,180	,031		
LC	,071	,064	,082	1,102	,272	,651	1,536
BrandHistory	,081	,055	,112	1,475	,142	,619	1,616
ProductCategory	,345	,066	,376	5,227	,000	,690	1,449
Brand Familiarity	-,049	,064	-,053	-,756	,450	,730	1,371
Price Perception	,396	,083	,303	4,782	,000	,891	1,123
CET	,152	,064	,175	2,385	,018	,662	1,510
GI	-,106	,096	-,080	-1,110	,269	,696	1,436
XENO	,062	,094	,042	,663	,508	,896	1,116
COSMO	,246	,113	,175	2,173	,031	,554	1,804
LCxCET	,009	,038	,017	,225	,822	,633	1,580
LCxGI	-,023	,055	-,029	-,424	,672	,766	1,305
LCxXENO	,055	,059	,059	,923	,357	,867	1,154
LCxCOSMO	-,058	,069	-,069	-,837	,403	,532	1,881

a. Dependent Variable: SV_Total

Abstract in German

Marketing manager im internationalen Bereich, sowie WissenschaftlerInnen haben in den vergangenen Jahrzehnten versucht bestimmte Eigenschaften von Marken und KonsumentInnen zu identifizieren um erfolgreiche Markenstrategien zu entwickeln. Der Großteil der existierenden Literatur bietet einen eher isolierten Einblick in die verschiedenen KonsumentInnen und Marken Merkmale (z.B. Keller 1993). Im Gegensatz dazu bietet nur ein geringer Teil der Literatur Aufschluss über die Zusammenhänge jener Eigenschaftsgruppen. Das Ziel dieser Studie war es die Seite der Eigenschaften von KonsumentenInnen in die Beziehung zwischen bestimmten Markencharakteristika und der Evaluierung von Marken miteinfließen zu lassen. Die Absicht dieser Integration war es, einen Überblick über die zusammenwirkenden Effekte in Hinblick auf Markenevaluation zu bieten. Die Eigenschaften von KonsumentInnen, die in dieser Studie behandelt wurden waren Ethnozentrismus, Kosmopolitismus, Xenozentrismus, und eine globale/lokale Identität. Um einen detaillierten Überblick zu gewähren wurden wahrgenommene Globalität/Lokalität, eine Stellung als Symbol der lokalen Kultur, eine Verbindung der Marke zu der lokalen Kultur, und wahrgenommene Fremdheit als Marken Eigenschaften im Bezug auf die Evaluation der Marke analysiert. Durch die Durchführung mehrerer multiplen Regressionen kam die Studie zu folgenden Ergebnissen: 1) alle inkludierten Marken Eigenschaften haben einen signifikanten Einfluss auf den wahrgenommenen Mehrwert der Marke 2) falls eine Marke als global wahrgenommen wird, wird dies nicht durch Eigenschaften der KonsumentInnen beeinflusst 3) die Moderation von KonsumentInnen Eigenschaften spielt eine signifikante Rolle wenn man das wahrgenommene Risiko und den symbolischen Wert einer Marke betrachtet. Zusammengefasst zeigen die Resultate signifikante Zusammenhänge zwischen Marken und Eigenschaften von KonsumentInnen, die sich auf die Evaluierung von Marken auswirkt.

Stichwörter: Eigenschaften von KonsumentInnen und Marken, wahrgenommene Markenglobalität, wahrgenommene Markenlokalität, Markenevaluation

CV – Curriculum Vitae

Education

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Since February 2014

Business Administration, University of Vienna, Aim: Master of Science

Major: International Marketing, Organization & Personnel

August 2010-February 2014

Internationale Business Administration, University of Vienna, Bachelor of Science

Berufserfahrung

.....

Since April 2016

Trainee at Coca-Cola Hellenic

November 2015-February 2016

Free Lancer: ABA – Invest in Austria

August 2015

Internship: Federal ministry of Science, Research and Economy

July 2015

Internship: Capital Bank – Grawe Group

March 2014 - September 2014

Internship: Financial Market Authority

July 2013 – January 2014

Charity Project: Lernhilfe of the “Nachbarinnen”