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THE IMPACT OF PERCEIVED BRAND GLOBALNESS ON CREDIBILITY AND PURCHASE INTENTION

Abdulrazaq Hadi Abdulraheem ALABDWAIS

Master`s Thesis

Supervisor

Asst. Prof. Deniz AKGÜL

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The thesis titled THE IMPACT OF PERCEIVED BRAND GLOBALNESS ON CREDIBILITY AND PURCHASE INTENTION prepared by ABDULRAZAQ HADI ABDULRAHEEM ALABDWAIS and submitted on 27/06/2024 has been **accepted unanimously** for the degree of Master of Business Administration.

Asst. Prof. Deniz AKGÜL
Supervisor

Thesis Defense Committee Members:

Asst. Prof. Deniz AKGÜL	Department of Business Administration, Altınbaş Üniversitesi	
Asst. Prof. Tanyeri USLU	Department of Business Administration, Altınbaş Üniversitesi	
Assoc. Prof. Erkan YILDIZ	Department of Business Administration, Başkent University	

I hereby declare that this thesis meets all format and submission requirements of a Master`s Thesis.

I hereby declare that all information/data presented in this graduation project has been obtained in full accordance with academic rules and ethical conduct. I also declare all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa as required by the abovementioned rules and conduct.

Abdulrazaq Hadi Abdulraheem ALABDWAIS

Signature

DEDICATION

I extend my thanks and great appreciation to the supervising professor; I also extend my thanks and appreciation to the head of College of Business Administration and to the jury for discussing my thesis. I wish to them good health and high positions for what they have done in order to make me to obtain postgraduate studies in business administration.

ABSTRACT

THE IMPACT OF PERCEIVED BRAND GLOBALNESS ON CREDIBILITY AND PURCHASE INTENTION

ALABDWAIS, Abdulrazaq Hadi Abdulraheem

MBA, Business Administration, Altınbaş University

Supervisor: Asst. Prof. Deniz AKGÜL

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This work explores the impact of brand globalness in shaping the purchase intention of the brands among Iraqi consumers. Moreover, this study also look how brand credibility mediates the association between brand globalness and purchase intention. The independent variable of the study is brand globalness and the study's dependent variable is purchase intention, while brand credibility is used as the mediator. The questionnaire was used as a data-gathering tool, and 405 people participated. The PLS-SEM is used as statistical software. The result displays that brand globalness influences the credibility of the brands positively and significantly. Moreover, brand credibility influences the purchase intention positively and significantly. In addition, the study also confirms that credibility mediates the globalness and purchase intention nexus. The study discusses practical implications for brand managers.

Keywords: Brand Globalness, Brand Credibility, Purchase Intention, Signaling Theory, PLS-SEM.

ÖZET

ALGILANAN MARKA KÜRESELLİĞİNİN GÜVENİLİRLİK VE SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ

ALABDWAIS, Abdulrazaq Hadi Abdulraheem

Yüksek Lisans, İşletme, Altınbaş Üniversitesi

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Bu çalışma, Iraklı tüketiciler arasında markaların satın alma niyetini şekillendirmede marka küreselliğinin etkisini araştırmaktadır. Ayrıca bu çalışma aynı zamanda marka güvenilirliğinin, marka küreselliği ile satın alma niyeti arasındaki ilişkiye nasıl aracılık ettiğini de incelemektedir. Araştırmanın bağımsız değişkeni marka küreselliği, bağımlı değişkeni ise satın alma niyeti olup, marka güvenilirliği aracı olarak kullanılmıştır. Anket veri toplama aracı olarak kullanılmış ve 405 kişi katılmıştır. SMART PLS istatistiksel yazılımı analizler için kullanılmıştır. Sonuç olarak, marka küreselliğinin markaların güvenilirliğini olumlu ve anlamlı bir şekilde etkilediği tespit edilmiştir. Ayrıca marka güvenilirliği satın alma niyetini olumlu ve anlamlı bir şekilde etkilemektedir. Bunun yanı sıra bu çalışma, güvenilirliğin küresellik ve satın alma niyeti bağlantısına aracılık ettiğini de doğrulamaktadır. Çalışma, marka yöneticileri için uygulamaya yönelik çıkarımları tartışmaktadır.

Anahtar Kelimeler: Marka Küreselliği, Marka Güvenilirliği, Satın Alma Niyeti, Sinyal Teorisi, SMART PLS.

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ABBREVIATIONS

BCRED	:	Brand Credibility
BRG	:	Brand Globalness
SPSS	:	Statistical Package for Social Sciences

1. INTRODUCTION

1.1 RESEARCH BACKGROUND

In recent eras, the happening of events globally has minimized globalization growth. The events comprised Brexit, the Russian war, the trading rift between China and the US, and Covid-19. Globalization has transformed investment in trade, foreign direct investments, and supply chains (Liu et al., 2021). Due to such changes, international brands are losing their position and market share. The up surging pace of globalization has increased the emerging markets growth (Wang et al., 2017). According to the RWS (2018), the emerging nations are expected to increase their consumption by $30tn and will represent 50% of the world population. These statistics act as the promising opportunity for the global brands and they are entering in to emerging nations from developed countries (He & Wang, 2017). The global brands are investing sustainability in emerging nations to get a market share. For instance, Amazon has entered in to the India market by investing over $5bn and willing to invest $2bn more lately (Abrar, 2019). According to Gray (2019), in the next few years, Starbucks is planning to open 600 outlets in China. Despite the fact, the emerging nations provides new avenues, the current reports also highlighted that the domestic brands are giving fierce competition to the global brand. Accenture research argues that the global brands lose their 5% market share due to the local brands in emerging nations (Gupta & Wirght, 2019). Based on such development, it is extremely important for the marketers to understand how the customers decide between the local and global brands in emerging nations.

Emerging nations characterized by the socio-political governance, market heterogeneity, inadequate infrastructure and unbranded competition (Sheth, 2011). Such features causes asymmetric information which result in sense of uncertainty within customers that negatively influence their decision making (Erdem et al., 2006). In such cases, the organizations convey their brand performance information using signals (Erdem & Swait, 2006). The studies related to information economic stated that brand signals that are credible can minimizes the information costs, consumer risk and brand quality claims (Ponnam & Balaji, 2015). For this reason, it is anticipated that in emerging nations, brand credibility plays a vital role in evaluating customer perception related to local and global brands. The plausible reason is brand credibility reflects the brand ability to perform their promises.

Moreover, it is derived, by many factors, among which the brand global presence and country origin plays an important role (Davvetas & Halkias, 2018). However, if the global brands, followed the local brand strategy create confusion among consumers related to brand authenticity and globalness (Balabanis et al., 2019). Moreover, the global looking local brands have affected customers' credibility towards them as they have lower performance and quality.

Brands shape customer choice behaviour and decision-making process (Erdem & Swait, 2004). The brands in which the quality of the brand is not easily observed, the decision of the consumer to purchase that brand becomes uncertain and shaky, and they show reluctance in purchasing (Kim et al., 2008). To overcome this problem, organizations are utilizing their brands as a symbol of quality, which signals the customers to buy that product (Erdem et al., 2002). The signal of credibility is crucial as it minimizes customer uncertainty and reduces the cost connected with decision-making (Akdeniz et al., 2013). Therefore. Credibility is characterized as one of the important brand signals (Spry et al., 2011).

Brand credibility (BCRED) can be explained as the service or product believability related to the information promised by a product (Erdem & Swait, 2004). In the initial phases, the three constructs, clarity, brand investment, and consists, were identified as the key drivers of brand credibility (Erdem & Swait, 1998). Kim et al. (2008) stated that the BCRED is shaped by the experiences of the customers, either indirectly or directly. The BCRED is shaped and recognized by the marketing mix, by making brand investments, and through clarity reflected by the information enclosed in a brand (Erdem et al., 2006).

Brand credibility reflects the brands promises believability. It is derived from the company efforts and the stakeholders perceptions specifically customers. Brand credibility is reflected from the actions and messages. A wide number of studies reported that brand credibility develops the reputation of the company. When a product delivers what they promises it will lead the brand name. However, if they product does not deliver what they promises it will ruin the company name and it is difficult to recover them. Song et al. (2016) stated that company gain the popularity when they deliver what they promises, however, they loss their reputation if they fail to keep their promises.

From the signaling theory perspective, brand credibility is customer based and it reflects the brand equity. In simple words, when the brand maintain their quality and standards and they deliver what they promise is called brand credibility. According to Meyer and Allen (2017), brand credibility is the combination of two components i.e., expertise and trustworthiness. The expertise reflects the firm capability to promise what they deliver whereas trustworthiness reflects the firm willingness to deliver what they promise. In addition, the market strategies taken by the firm previously will bring impact on the brand credibility. In addition, the antecedents of brand credibility involves clarity, investment and consistency. Roberts and Urban (1998) argues that the product variability is low if the product the consistent quality. The clarity of the brand can be reflected if the image of the brand is free from conspiracy (Anderson & Gerbing, 2017). All in all, all these determinants shapes the brand credibility. Moreover, the product advertisement also plays a pivot role in developing its credibility. The firms take different measured to enhance the credibility of the brans. If the firm have high sales it effects the higher credibility depicting that the firm is delivering what they have promised (Allen & Meyer, 2018).

Erdem and Swait (1998) stated that credibility of the brand is the outcome of product quality. If the product has good quality it indicates that the consumer utility is high and the information cost and product risk is low. The customer judgement related to the product reflects their perception related to that brand (Anderson & Sullivan, 2019). The products that have high credibility are deemed to be in high quality, while the products that have low credibility is deemed to be in low quality. Moreover, the customers while deciding to purchase the product verified its quality (Armstrong & Overton, 2017). Brand credibility also effect the purchase decision of the customers and the customer purchase intention is highly influenced by credibility of the brand (Bagozzi, 2018).

Among all brand characteristics, brand credibility is one of the significant predictor that influences the choice of the customers (Spry et al., 2011). With respect to the purchase intention and brand credibility, numerous studies have been conducted. For instance, Maathuis et al. (2004) stated that brand credibility influences the customer decision making reason and emotion significantly. Li et al. (2011) argues that the purchase intention of the customers influenced by the BCRED. Wang and Yang (2010) stated that the association between the purchase intention and BCRED is significant. Consumers BCRED as a source of information and knowledge and it acts as a source that shapes their confidence towards the brands. BCRED enhances the consumer willingness to purchase the product because when they considered the product reliable and trustworthy they are inclined to purchase it. Fishbein and Ajzen (1975) stated that BCRED shapes the person attitude and believe which in turn leads their intention towards that product or service. From this point of view, BCRED have a higher impact on purchase intention as it reflects brand as unique, favorable, and strong (O'Cass & Lim, 2001).

Furthermore, credibility of the brand also influences the brand image and consumer consumed brands based on their popularity. Moreover, if the BCRED is high the customer relationship are also improved. This in turn, helps the company to develop positive brand image (Bagozzi & Heatherton, 2018). According to Ray and Sharma (2021), marketers and multinational firms are developing positioning strategies related to global branding based on customer perception towards local and global brands. Customers play an influential role in companies to be called market kings (Tuten & Solomon, 2018). Customers make the brand's success or failure; within the marketplace, they have numerous options that affect their purchase decisions (Wang et al., 2017). Today, the marketplace is globalized, and the consumer has a multitude of brands that vary in terms of their national origin, availability, and market presence (Halkias et al., 2016). Precisely, the brands are global.

With economic globalization, many companies have shifted from local to multi-level companies to develop a global branding strategy. Akaka and Alden (2010) emphasized that local companies normalize the brand communication aspects in terms of logo, packaging, image, and customers in many economies. Steenkamp et al. (2003) global brands have a consistent brand image and identity across multiple countries and cultures. They can use this consistency to create a strong competitive advantage and maximize value for the company and the customer. According to Steenkamp et al., global brands are characterized by several key attributes, including a strong and consistent brand identity, a focus on building brand equity and emotional connections with consumers, a commitment to innovation and quality, and a willingness to adapt to local market conditions while maintaining their global brand identity. These brands also have a long-term perspective on their business, focusing on building lasting relationships with consumers and investing in research and development to stay ahead of the competition.

Ozsomer and Altaras (2008) stated that consumers preferred to buy those brands that are accepted and available globally, and they perceived global brands as more credible than local brands. Moreover, brand globalness improves BCRED. To conclude, global brand is leading in how the customer evaluates the product attributes or information and decides whether to purchase it (Erdem et al., 2002). The purchase decision of a customer is linked with BCRED. Rezai et al. (2021) stated that the customer purchase decision accompanies credible and extensive brand labelling. The BCRED influences the consumer's willingness to purchase to what extent the brand can deliver what they have promised (Erdem & Swait, 2004). Brand credibility is an important indicator for the consumer in determining the buyer perception of global brands. It is because BCRED explains the brand's capability to deliver its promises (Davvetas & Halkias, 2019; Li, 2011).

1.2 PROBLEM STATEMENT

In the late 1980s, economic globalization took place, and customer preference related to global brands became a topic that grasped the attention of both academics and practitioners both. The brand literature has put emphasized to analyse and learn those factors that motivates consumers to buy brands that are global. A comprehensive study has reported that global brands symbolize prestige and quality (Strizhakova & Coulter, 2015; Ozsomer & Altaras, 2008). Moreover, customers tend to buy global brands to reflect their social status (Xie et al., 2015) or to show self-identity (Wu et al., 2017). This phenomenon is obvious in emerging nations' customers as most of the global products came from developed economies during the initial phase of globalization (Dong & Yu, 2020).

Globalization acts as an acting strength for the brand around the globe. However, now the countries are observing a revitalization of national protectionism increased by events such as China's trade war with the USA and Brexit (Goodman, 2020; Barber, 2020). Moreover, after the advent of the Covid-19 Pandemic, many social media groups doubt the positive outcome of globalization, and now, the economist (2019) has replaced the word "globalization" with "slowbalization." The pandemic sharply slows down the supply chain, global trade, and cross-border investment. Moreover, consumption trends and patterns are changed accordingly. Now, global brands are losing their market share and are taken over by local brands, and now they are entering especially in emerging economies to enjoy a dominating position (Gupta & Wright, 2019). Based on this background, it is imperative to analyse the consumer preference for global brands and what motivates them to choose international brands over home-grown brands.

In the branding literature, studies have indicated that several antecedents influence the brand's credibility. Among all the antecedents, the most commonly used indicator is brand image and brand experience (Nayeem et al., 2019). Based on the theory of customer-brand relationship, brand credibility is shaped by four indicators: brand attachment, cultural involvement, brand reputation, and brand identification. Apart from these, the new antecedents of BCRED highlighted in literature are brand globalness.

The antecedents of BCRED, namely globalness, are not a popular research subject and are still in their growing stage. However, brand globalness are widely explored with brand image, perceived quality, loyalty, and trust (Rambocas & Narsingh, 2022; Safeer et al., 2021). Rambocas and Narsingh (2022) compared the link between brand localness (BLC) and globalness (BLG) on consumer brand loyalty and over-behavioural responses, which includes a willingness to pay high prices, word of mouth, and brand trust. They collected data from 320 customers from retail banks. They applied factor analysis and multiple regression analysis. They reported that if we compare brand localness and globalness, brand localness has a more profound influence on consumer behavioural responses such as brand loyalty, positive WOM, and willingness to pay high prices. The outcome also suggested that brand trust mediates the association between the customer brand-related responses and brand localness and globalness. A profound influence is found in local brands compared to global brands.

Safeer et al. (2021) studied the association between the localness and globalness in shaping the attitude of the buyers. The data was taken from two Asian markets, i.e., Pakistan and China. They also explore the moderating influence of uncertainty avoidance on brand localness and globalness. The data was taken from the questionnaire, and the sampling technique was a non-probability technique. The data was taken from 1880 respondents, and the PLS-SEM software was applied. The study's outcome shows that the brand's localness and globalness shape the consumers' brand attitude. In addition, these two variables shape the attitude of the consumers positively. Uncertainty avoidance moderates the brand localness and attitude association positively among Pakistani consumers, whereas uncertainty avoidance moderates the brand localness and attitude association negatively. At the same time, uncertainty avoidance moderates the brand localness, brand globalness, and attitude association insignificantly among Chinese consumers.

Brand credibility, localness, and globalness are limitedly explored (Dong & Yu, 2020). Dong and Yu (2020) explore consumers' perceptions of local and global brands. They explored how the brand's localness and globalness shape the consumer's attitude, perception, and purchase intention. The data was taken from the purposive sampling method and collected from 464 consumers using a questionnaire. The Amos software was utilized, and the study's outcomes show that the perception of consumers of global brands is complicated. The study explores the established association between localness and the attitude of consumers. In addition, the study also developed a new pathway and explored the association between the brand's localness and the consumers' attitudes.

Moreover, studies have been done in advanced countries (Sekhar et al., 2021; Mandler et al., 2020) and are limitedly explored in emerging countries. The antecedents of BCRED, namely globalness, are not a popular research subject and are limitedly explored in the Iraqi context (Akcay et al., 2020). They establish the model based on signalling theory and examine the influence of the perception of the customer related to global brands and how this perception shapes the perception of the consumer attitude. The data was taken from Nescafé 243 consumers. The information was gathered using the questionnaire, and the PLS-SEM was used as the statistical tool. The outcome shows that the BLG influences BCRED negatively. Moreover, the BRG also influences BCRED positively. The study suggested that brand globalness is a significant indicator of BCRED.

Focusing on Iraq, the customer purchase intention and brand image has been explored by taking the sample of 175 respondents (Alqayis & Zahari, 2022). Except from this study no study to the best of our belief have examined the nexus between the BCRED, BRG and purchase intention. Therefore, this study examines the association between BLC and BLG on BCRED in the Iraqi economy.

1.3 OVERVIEW OF IRAQI ECONOMY

Iraq economy is ruled by the oil sector and the foreign exchange earning comprised of 99.7%. The current economic growth rate is 2.8%, with a GDP of 207.9 billion$. According to international finance cooperation, around 1 million enterprises (micro, small and medium) doing businesses in Iraq which contributes around two-third of employment. A large number of international companies are operating in numerous sectors such as automobile, oil, construction, retail and consumer goods, technology, security and logistics, banking and finance and telecommunications.

With respect to the bilateral trade between Turkey and Iraq, the major products exported to Iraq from Turkey are poultry meat, jewelry and wheat flours. The poultry meat comprised of 650 million$, jewelry comprised of 1.72 billion$ and wheat flours comprised of 612 million$. In the last 27 years consist of 1995 to 2022, the export have been upsurge from 119 million$ to 13.7 billion$ at a rate of 19.2%.

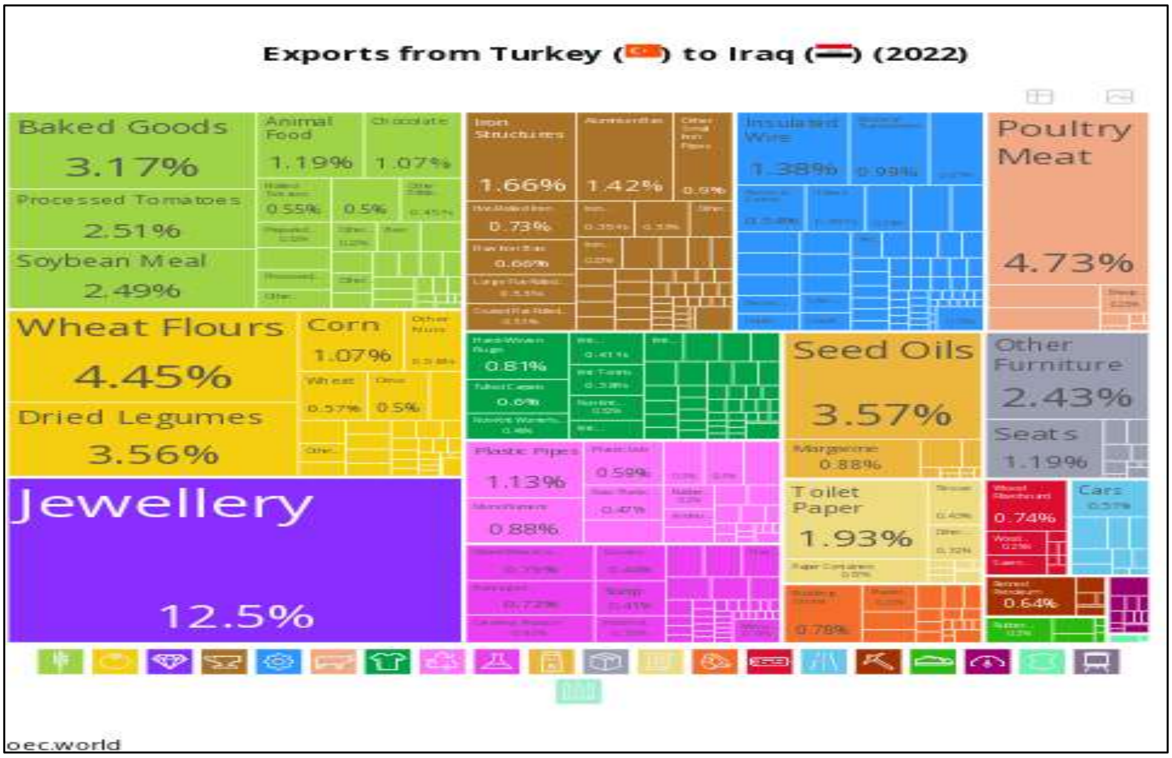

Figure 1.1: Export from Turkey to Iraq.

On the other end, the major products exported to Turkey from Iraq are gold, refined petroleum and coke. The gold comprised of 326 million$, refined petroleum comprised of 342 million$ and coke comprised of 400 million$. In the last 26 years consist of 1996 to 2022, the export have been upsurge from 28.6 million$ to 1.32 billion$.

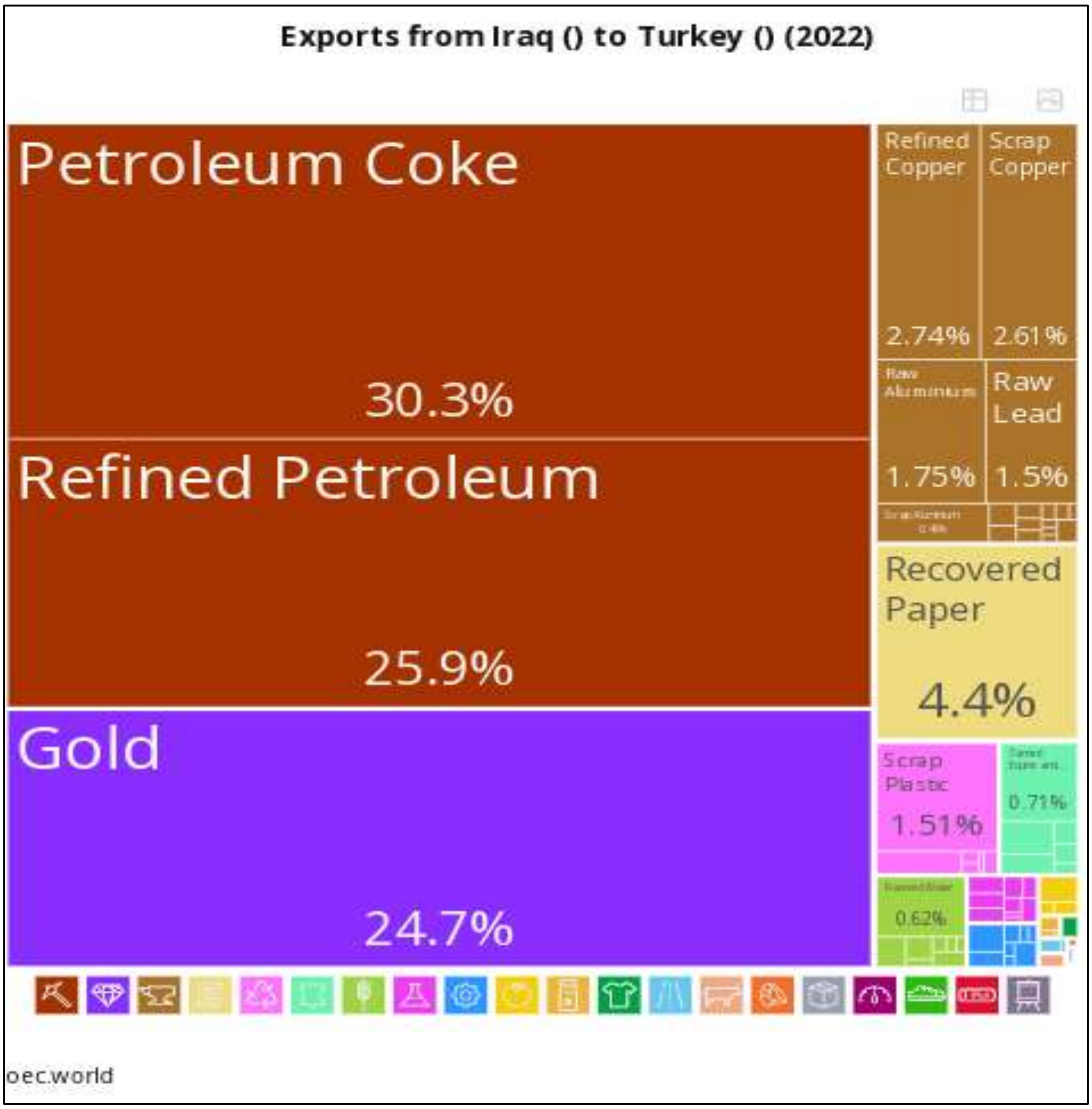

Figure 1.2: Export From Iraq to Turkey.

1.4 COMPARATIVE ADVANTAGE IRAQ- TURKEY

The chart below compared product trade among Iraq and Turkey. With respect to Turkey, in 2022, the large net trade with Iraq in the exports of vegetable products, precious metals, foodstuffs and vegetable products. The vegetable products comprised of 1.72 billion$, precious metals comprised of 1.72 billion$, foodstuffs comprised of 2.05 billion$ and vegetable products comprised of 1.72 billion$. With respect of Iraq, in 2022, the large net trade with Turkey in the exports of precious metals, mineral products and metals. The mineral products comprised of 743 million$, precious metals comprised of 327 million$, and metals comprised of 125 million$.

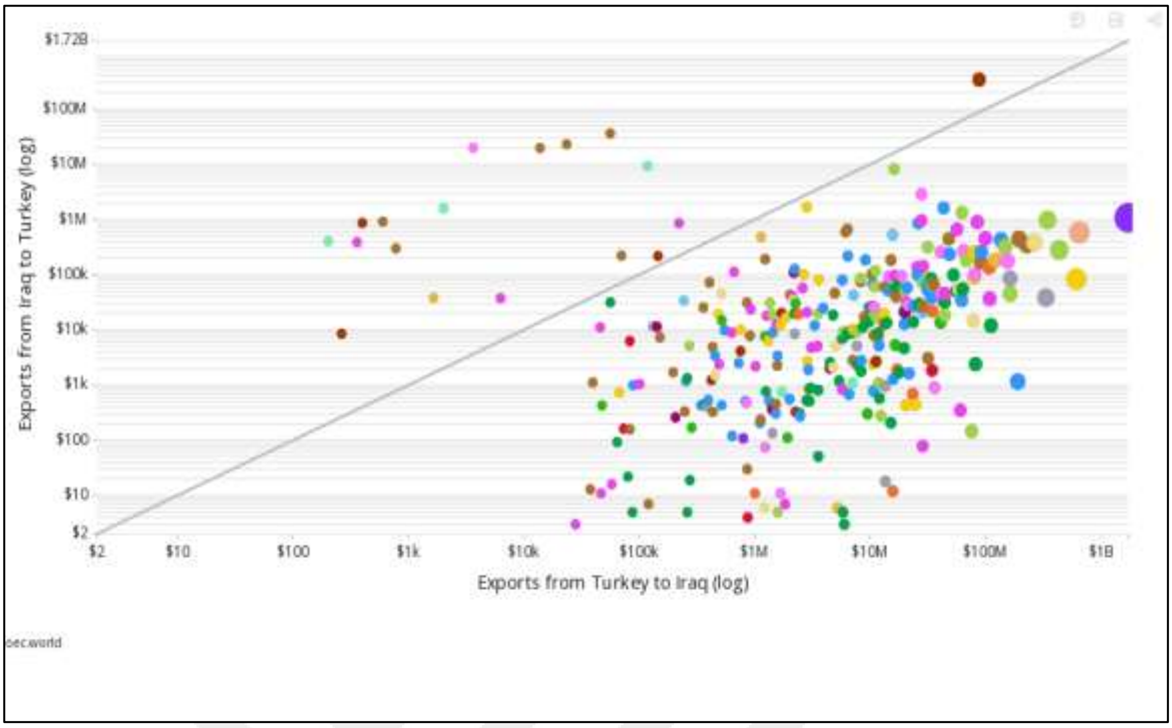

Figure 1.3: Comparative Advantage between the Two Countries.

1.5 RESEARCH OBJECTIVES

In this study, the following research objectives are analysed:

a. To analyse the impact of globalness on credibility.

b. To analyse the impact of brand credibility on purchase intention.

c. To analyse the mediating effect of brand credibility on brand globalness and purchase intention nexus.

d. To analyse the moderating effect of brand credibility on brand globalness and purchase intention nexus.

1.6 RESEARCH QUESTIONS

In this study, the following research questions are analyzed:

a. What is the impact of brand globalness on brand credibility?

b. What is the impact of brand credibility on purchase intention?

c. What is the mediating effect of brand credibility on brand globalness and purchase intention nexus?

d. What is the moderating effect of brand credibility on brand globalness and purchase intention nexus?

1.7 SIGNIFICANCE OF THE RESEARCH

The study contributes to the existing studies as this study statistically analyses the influence of BLC and BLG in building BCRED. This research validates the theoretical concept of BCRED given by Ozsomer and Altaras (2008), who stated that for globalness, BCRED acts as a central part. Moreover, this study gives new insights into the association among the variables and the downstream impact between a globalizing and globalized market. In addition, this study gives new insights that will guide the managers in improving their strategies related to the brand position in the globalizing and globalized market. This study is also significant as the consumer base is increasing daily in emerging countries like "Iraq," which witness an increase in the sale of global products and brands. Therefore, this research will benefit brand managers by discussing strategies they can utilize when contemplating brand strategies in Iraq.

This work contributes to the existing literature as this is the first study in the Iraq. The role of BCRED is tested empirically, as in earlier studies. It was examined theoretically. The concept of BCRED is considered an essential factor in brand management. The research emphasizes the significance of the BCRED in the confectionary sector by indicating that BCRED acts as a signal based on which the consumer shapes their purchase decisions. From the perspective of academics, this research improves the theoretical base by exploring the influence of BLC and BRG on BCRED. It is immensely important to understand how this antecedent of BCRED i.e., brand globalness, influence or shape the BCRED as it helps the retail industries develop their marketing decisions as buying the product is quite tough for them (Berry et al., 2002). Based on the signalling theory, this research specifies that two important indicators shape BCRED, and these two indicators shape the BCRED, which in turn minimizes the consumers' difficulty. If the brand is credible, it gives a clear indication related to the brand that it is a high-quality and reliable brand.

This research contributes to the branding literature by stressing the importance of new variable, i.e., brand globalness in shaping the credibility of the brands. This study unfolds and extends the BCRED role by focusing on brand globalness as a signal for BCRED. In addition, this work also add in the marketing analytics domain, that can be explained as the "coordinating every marketing touch point to maximize the customer experience as customers move from awareness, to interested, to qualified, to making the purchase" (definition by Hitachi Consulting Group, cited by Iacobucci et al. 2019, p. 155). Since, this domain is model and technology enables to harness market and customers data to improve their decision making process (Lilien, 2011). The outcome of this research can be used to get a clearer picture. For now, it is imperative to examine the role of brand globalness because buyers now make their purchase decisions by looking at the brand origins. Despite the significance, little attention has been given to these two new concepts. Investigating these two concepts as a brand signal gives branding studies more theoretical plausibility.

1.8 ORGANIZATION OF THE RESEARCH

The organization of the research comprised of five chapters.

The chapter one is introduction which comprised of seven headings. This chapter comprised of seven sections. The section one explains the background of the study. The background section gives information related to variables. The section two explains about the problem statement. This section explains the gap found in literature and how this research will fulfill that gap. The section three explains about the Iraqi economy. The section four explains about the objectives of the research. The section five explains about research questions which this study will answer. The section six explains the significance of the research. The last section is organization of the study.

The chapter two is literature review that is comprised of five headings. The section one explains the theoretical background of the study. The theoretical background section gives information related to the theory on which the conceptual model is developed. The section two explains about the operational definitions of the variables. The section three explains about the hypotheses development. The section four explains about empirical evidences. In thus section, the previous studies done on the research topic is discussed. Last part, explains the conceptual model of the study.

The chapter three is methodology that is comprised of nine headings. The section one explains the research purpose. The section two explains about research approach. The section three explains about the research design. The section four explains about the sampling technique. The section five explains about target audience. The section six explains the sample size. The seventh section explains about the statistical technique utilized in this study. The eight section explains about the questionnaire. The last section explains about the ethical consideration of the study.

The fourth chapter is data analysis that is comprised of two headings. The section one explains the data analysis techniques applied on the collected data. The test applied on the data is demographic analysis, convergent validity, discriminant validity, path analysis, and mediation analysis. The section two explains about discussion.

The fifth chapter is conclusion that is comprised of four headings. The section one explains about the conclusion. The section two explains about the managerial implications. The section three explains about the academic contributions. The section four explains about the limitations and future recommendations.

2. LITERATURE REVIEW

This chapter comprised of five sections. The section one explains the theoretical background of the study. The theoretical background section gives information related to the theory on which the conceptual model is developed. The section two explains about the operational definitions of the variables. The section three explains about the hypotheses development. The section four explains about empirical evidences. In thus section, the previous studies done on the research topic is discussed. Last part, explains the conceptual model of the study.

2.1 SIGNALING THEORY

The signaling theory better understands the behavior between two parties (organizations and individuals) who have access to information. One is a signaling (communicating) situation where the sender selects, and the other is a signaling situation where the receiver chooses to infer the signal (Connelly et al., 2011). The theory is applied in many areas of strategic management, entrepreneurship, and human resource management. The applicability of this theory has also grown during the past few years. According to Connelly et al. (2011), signaling theory is a practical way to describe how two people respond to information. An organization and an individual make up one of the parties. The individual sending the information decides how to communicate and interpret it with the recipient. According to Spence (2002), this theory reduces the information asymmetry between the sender and the recipient. Erdem and Swait (1998) stated that a brand's past and present activities make up its signal. When a signal is delivered succinctly and unambiguously, it is seen as credible. From the perspective of the firms, signals are seen as credible if they deliver on their promises and live up to their claims.

Signaling theory gives theoretical information about how the brand impacts the consumer's purchasing behavior when they are not sure about the quality of the product. From the economic perspective, the theory argues that customers need clarification about the service or product utility the sellers give. This uncertainty causes the spread of information that is asymmetric (San Martín & Camarero, 2005).

Past studies stated that brands are now considered a signal that accounts for unobservable qualities (Baek & King, 2011). Brands are considered the effective signal of the organization's vulnerability to customer sanctions: if it does not deliver what it promised, it will hurt the brand. A strong brand needs significant investment, and it can jeopardize the brand if the organization acts opportunistically (Kirmani & Rao, 2000). The theory also concluded that credibility acts as a significant factor that can be used as a signal to show the information effectively (Tirole, 1988).

The signaling theory is applied to comprehend BCRED formation and to study its part in the customers' decision-making relating to global brands (Erdem & Swait, 1998). Erdem and Swait (1998) stated that signaling theory, extensive of asymmetric and imperfect information, affects the information available in the market and creates uncertainty related to the market offerings. Firms use the signaling theory to indirectly give information related to product attributes and can also manipulate information related to product attributes (Spence, 1974; Erdem & Swait, 1998). For instance, high quality is connected with high prices, even though it may be due to an increased production cost (Tirole, 1990). Similarly, brand commitment is linked with high spending on advertisement, and the firm's warranties depict the firm's confidence in its products (Kihlstrom & Riordan, 1984; Boulding & Kirmani, 1993). According to Mandler et al. (2020), the type of signal or information—globalness—shape consumers' credibility.

Several studies have previously concluded that these two constructs serve as the signals that influence how consumers perceived BCRED. However, the extent and potency of these factors differ from nation to nation. As a result, these two factors influence how consumers perceive brands on a global scale, increasing the credibility of the brand. Globalness is the signals, according to Kolbl et al. (2020) that support the brand stereotype. They boost the consumer's view of the credibility of the brand and satisfy their emotional, social, and functional beliefs.

Thus, in the era of globalization, one of the two attributes of the brand that are potentially considered as a signal for BCRED are perceived brand globalness (O¨ zsomer & Altaras, 2008; O¨ zsomer, 2012). The perceived brand globalness can be considered one of the signals used to measure the brand's success globally (Steenkamp et al., 2003) and is considered trustworthy (Xi et al., 2015). Consistent with signal theory, we argued that this brand attributes, i.e., brand globalness, act as significant factors of BCRED. However, these two attributes bring numerous downstream effects, such as improved brand quality, high price premiums, and minimizing the regret of purchasing the brand.

2.2 OPERATIONAL DEFINATIONS OF THE VARIABLES

2.2.1 Brand Credibility

The concept was initiated by Erdem and Swait (1998) and explained as “a signal to be the believability of the product position information contained in a brand” that based on the capability of the brand and what the brand promises to deliver to their consumers. It is the degree to which the brand information mentioned over the product perceive as trustworthy (Erdem & Swait, 2004). The credibility perceptions start from the brand's willingness and capability to fulfil its promises. The BCRED helps consumers develop their inferences towards brand attitudes and positioning. Erdem and Swait (1998) argued that brands with a consistent marketing mix strategy and investing heavenly in brands depict high credibility. The development of positive credibility results in decreased risk and information and improves the perceptions related to quality. Erdem, Swait, and Valenzuela (2006) stated that the concept was developed from three factors which includes consistency, clarity and brand investments. The clarity explains the actual information of the product developed under the brand name. Consistency can be defined as the convergence and the constancy of marketing mix strategies between marketing activities over time that result in product variability at low level (Roberts & Urban, 1988).

Brand investment can be defined as the spending of the brands by organizations to assure consumers that what is promised by the brand is fulfilled (Klein & Leffler 1981). With respect to low brand variability. Ozsomer and Altaras (2008) stated that brands that are global are considered to be more standardized across globe and are valued due to harmony in their attributes. The global brands are considered to be less variant compared to the brands that are local. In addition, the organizations that invest high in those brands that are global, tend to maintain and sustain their credibility in the region. Thus, Ozsomer and Altaras (2008) argued that BLG improves the BCRED.

As discussed earlier, the factor of BCRED was developed from three items i.e., consistency, clarity and brand investments (Erdem et al., 2006). The formation of the BCRED can be developed by high clarity, consistency and brand investments. According to Erdem and Swait (2004) stated that the attributes of the brand act as a signal of BCRED. Therefore, the credibility of the brand improves the perception of the customers related to the brand (Wernerfelt, 1988). Previous studies have reported that the association between the brand globalness, BCRED brand quality is positive (Chen et al., 2013; Akram et al, 2011, Zayerkabeh et al., 2012). The phenomenon of signaling applies to international brands. Dimofte et al. (2010) stated that BCRED shapes consumers' intention to buy global brands. However, the origin of the brand also determines the BCRED and results in purchase intention. This presupposition can be defined as that global brands established in developed economies have already gained their presence in the global nations; however, the local brands are entering the global nations and are in an emerging phase (Sichtmann et al., 2019; Guo, 2013).

Connecting these linkages argues that BLG acts as a significant predictors of BCRED. The signaling theory argues that BCRED can be termed as the brand equity or CBBE. The believability of the product related to maintaining the quality and delivery standards that has been fulfilled by the brand is termed as BCRED. According to Meyer and Allen (2017) the two main factors of the BCRED is the expertise and trustworthiness. In this case, expertise can be defined as the organization or firm capability to deliver what they have promised. The trustworthiness can be defined as the organization or firm willingness to deliver against what they have promised. Cumulatively, the strategies taken by the brand related to marketing brings significance influence on the credibility of the brand. However, it is argued that the BCRED depends on the marketing mix of the brand which can be decided by the products advertising (Meyer & Allen, 2017).

The antecedents of credibility of the brand comprised of clarity, consistency and brand investments. Roberts and Urban (1988) stated that brands that are consistent in their quality is an outcome of the low variability in their products. The association of the brand result in long term if the firms invest in their customers and products. It will lead the brand commitment in the long run. Moreover, the clarity in the brand show a real picture of the brand indicating that the brand is free of conspiracy and doubt (Anderson & Gerbing, 2017). All these variables result in developing the BCRED. The BCRED can be improved by doing the advertisement of the products. Thus, numerous factors are considered to be important in shaping the credibility of the brands. According to Allen and Meyer (2018), the BCRED is an outcome of the advertisement and sales promotion and quality of the brands.

Erdem and Swait (1998) stated that the BCRED is an outcome of high quality and minimize the threats related the products, reduce information cost and enhanced customer utility. The customer perception related to the brand either it is negative or positive indicate the customer perception related to the brand (Anderson & Sullivan, 2019). The BCRED that is high indicates high quality, while the BCRED that is low indicates low risk and consumers get less attracted towards those brands. With respect to uncertainty, the product information is taken by the customers and consumer decision to purchase those product depends on the quality of the products (Weller et al., 2017). These things also help to maintain the BCRED. If there is a high perceived risk, the more information is collected by numerous consumers to get the necessary data which is needed to make required data to avail the suggested benefits.

The antecedent of BCRED that is also discussed in literature are brand globalness. The concept of brand globalness was first discussed by Steenkamp (2014). They defined this concept as perception of the customer which considered brand as global if it is marketed in numerous states and such brand is usually considered as global in these states. The perception of the consumer is derived from word of mouth, travelling or via media. According to Davvetas et al. (2015) the consumer associate brand as global based on their psychological and functional benefits which in turn leads to positive evaluation and the intention to purchase the brand. Considering brand literature, majority of the studies have analyze the direct connection between the brand globalness and brand related outcomes, however, , O¨ zsomer and Altaras (2008) argues that brand globalness first influence or shapes the BCRED which in turn leads to brand related outcomes. It is because BCRED leads brand choice, consideration and evaluations (Erdem et al., 2006). It is expected that the association between the brand globalness and BCRED is positive. It is due to the fact that BCRED act as a strong predictor of brand trustworthiness and expertise. It is assumed that customer develop the perception related to the brand that have a high geographical reach as a high quality brand (Steenkamp et al., 2003). Similarly, the global brands has a symbolic value (Holt et al., 2004; Strizhakova et al., 2008) which help the consumers to express, reinforce or construct their self-concepts (Strizhakova et al., 2011). Thus, the trust the consumer develop towards a brand due to its market placement enables the consumers to develop a positive association with the brands. This trust that brand will deliver what they claim leads towards BCRED.

The concept was initiated by Erdem and Swait (1998) and explained as "a signal to be the believability of the product position information contained in a brand" based on the brand's capability and what the brand promises to deliver to its consumers. It is the degree to which the brand information mentioned over the product perceive as trustworthy (Erdem & Swait, 2004). The credibility perceptions start from the brand's willingness and capability to fulfill its promises. The BCRED helps consumers develop their inferences about brand attitudes and positioning. Erdem and Swait (1998) argued that brands with a consistent marketing mix strategy and investing heavenly in brands depict high credibility. Developing positive credibility results in decreased risk and information and improves the perceptions related to quality. Erdem, Swait, and Valenzuela (2006) stated that the concept was developed from three factors: consistency, clarity, and brand investments. The clarity explains the basic product information developed under the brand name. Consistency can be defined as the convergence and the constancy of marketing mix strategies between marketing activities over time that result in product variability at a low level (Roberts & Urban, 1988).

Brand investment can be defined as the spending of the brands by organizations to assure consumers that what is promised by the brand is fulfilled (Klein & Leffler, 1981) concerning low brand variability. Ozsomer and Altaras (2008) stated that global brands are considered more standardized globally and are valued due to harmony in their attributes. The global brands are considered less variant than the local brands. In addition, organizations that invest highly in global brands maintain and sustain their credibility in the region. Thus, Ozsomer and Altaras (2008) argued that BLG improves the BCRED.

As discussed earlier, BCRED was developed from three items, i.e., consistency, clarity, and brand investments (Erdem et al., 2006). BCRED can be formed through high clarity, consistency, and brand investments. According to Erdem and Swait (2004), the attributes of the brand act as a signal of BCRED. Therefore, the credibility of the brand improves the perception of the customers related to the brand (Wernerfelt, 1988). Previous studies have reported a positive association between BRG, BCRED, and brand quality (Chen et al., 2013; Akram et al., 2011; Zayerkabeh et al., 2012). The phenomenon of signaling applies to international brands. Dimofte et al. (2010) stated that BCRED shapes consumers' intention to buy global brands. However, the brand's origin also determines the BCRED and results in purchase intention. This presupposition can be that global brands established in developed economies have already gained their presence in the global nations; however, the local brands are entering the global nations and are in an emerging phase (Sichtmann et al., 2019; Guo, 2013).

Connecting these linkages argues that BLG acts as a significant predictor of BCRED. The signaling theory argues that BCRED can be termed brand equity or CBBE. The believability of the product related to maintaining the quality and delivery standards that the brand has fulfilled is termed BCRED. According to Meyer and Allen (2017), the two main factors of brand credibility are expertise and trustworthiness. In this case, expertise can be defined as the organization or firm's capability to deliver what they have promised. Trustworthiness can be defined as the organization or firm willingness to deliver against what they have promised. Cumulatively, the strategies taken by the brand related to marketing significantly influence the BCRED. However, it is argued that the BCRED depends on the brand's marketing mix, which can be decided by the product's advertising (Meyer & Allen, 2017).

The antecedents of the credibility of the brand comprised clarity, consistency, and brand investments. Roberts and Urban (1988) stated that brands that are consistent in their quality are an outcome of the low variability in their products. The association of the brand result in the long term if the firms invest in their customers and products. It will lead the brand commitment in the long run. Moreover, the clarity in the brand shows a real picture of the brand, indicating that the brand is free of conspiracy and doubt (Anderson & Gerbing, 2017). All these variables result in developing the BCRED. The BCRED can be improved by doing the advertisement of the products. Thus, numerous factors are considered important in shaping the credibility of the brands. According to Allen and Meyer (2018), the BCRED is an outcome of brand advertisement, sales promotion, and quality. Erdem and Swait (1998) stated that the BCRED is an outcome of high quality and minimizes the threats related to the products, reduces information cost, and enhances customer utility. The customer perception of the brand, either negative or positive, indicates the customer perception related to the brand (Anderson & Sullivan, 2019). High BCRED indicates high quality, while low BCRED indicates low risk, and consumers get less attracted to those brands. Concerning uncertainty, the product information is taken by the customers, and the consumer's decision to purchase those products depends on the quality of the products (Weller et al., 2017). These things also help to maintain the BCRED. If there is a high perceived risk, more information is collected by numerous consumers to get the necessary data which is needed to make critical data to avail of the suggested benefits.

The concept of brand globalness was first discussed by Steenkamp (2014). They defined this concept as the perception of the customer, which considers the brand as global if it is marketed in numerous states, and such a brand is usually considered global in these states. The perception of the consumer is derived from word of mouth, traveling, or via media. According to Davvetas et al. (2015), the consumer associate brand as global based on their psychological and functional benefits, which leads to a positive evaluation and the intention to purchase the brand. Considering brand literature, most studies have analyzed the direct connection between brand globalness and brand-related outcomes; however, O¨ isomer and Altaras (2008) argue that brand globalness first influences or shapes BCRED, which in turn leads to brand-related outcomes. It is because BCRED leads to brand choice, consideration, and evaluations (Erdem et al., 2006). It is expected that the association between the BRG and BCRED is positive. It is because BCRED strongly predicts brand trustworthiness and expertise. It is assumed that customer develops a perception related to the brand with a high geographical reach as a high-quality brand (Steenkamp et al., 2003).

Similarly, global brands have a symbolic value (Holt et al., 2004; Strizhakova et al., 2008), which helps consumers to express, reinforce or construct their self-concepts (Strizhakova et al., 2011). Thus, the trust the consumer develops towards a brand due to its market placement enables them to develop a positive association with it. This trust that the brand will deliver what they claim leads to BCRED.

2.2.2 Perceived Brand Globalness

Brand globalness is related to the origin of the brand geographically and its scope (Özsomer & Altaras, 2008). The common perception behind brand globalness is the brand's presence in many economies with the same name. The global acceptance of the brand can be due to its correlation with the culture, prestige, quality and low risk (Hatzithomas et al., 2021). Brand globalness is a symbol of quality, and consumer weighs them differently in their evaluation of brands. It varies based on the product category, place of origin, and characteristics (Özsomer, 2012). According to Steenkamp et al. (2003), the appeal of the global brand is driven by three sources, i.e., high prestige, quality, and benefits. These three sources enhance the consumer willingness and perception related to the brand. The global brand increases consumer attraction due to its association with fashion, technology, prestige, cosmopolitanism, and innovation (Dimofte et al., 2012). Kapferer (1997) stated that organization position their brand as global and pursue to enhance market intent either by improving the influence of brand globalness on customer intention or by motivating the brand's value, developing innovation and quality.

The concept of perceived brand globalness was given by Steenkamp et al. (2003). They defined perceived brand globalness as a belief of consumers that a brand is considered global if it is marketed in multiple economies. Such beliefs of the consumers may be established via travelling, word of mouth, or media exposure (Steenkamp et al., 2003). Davvetas et al. (2015); Swoboda et al. (2012) stated that customers link brand globalness with psychological and functional benefits, which result in positive brand evaluation and purchase intentions.

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Steenkamp, Batra, and Alden (2003) explained perceived brand globalness as a consumer perception developed when the customer thinks the product or brand is marketed in various economies and is usually considered an international brand economy. They evaluated brand globalness with three statements that depicted how the customer perceived the same product was marketed in other economies compared to their own. Moreover, they also argued that the global identity factor is one of the main indicators of perceived brand globalness. The one prime reason behind the preference for global brands is the global presence of such products or brands. In other words, brand globalness is connected with the association pathway to brands. In many studies, global identity is an important factor of brand globalness, which is reported in the studies with different aspects such as global myth (Holt et al., 2004); aspirational component (Dimofte et al., 2008). For instance, the customer utilizes a brand to develop an imaginary identity, and that global identity is shared with like-minded people (Holt et al., 2004). Mandler (2019) stated that the brand's globalness as a global identity indicates that customers prefer the symbolic and cultural image connected with global brands.

Mandler (2019) explains global identity as an international customer culture positioning. He argues that a global brand follows the global customer cultural positioning, which indicates the customers' perception that a particular product or brand is connected with a particular global culture. However, the global customer cultural positioning and indicators must display the global identity. For instance, global customer cultural positioning and global identity are two different concepts, as global identity is used as an important tool based on which the global customer cultural positioning is established. Mandler (2019) argued that the brand's positioning globally could be enhanced by utilizing the elements of visual brands, such as the brand logo indulging iconic symbols. In the meantime, a large number of work has also reported that one of the important antecedents of brand globalness is the global customer cultural positioning (Steenkamp, 2019; De Meulenaer et al., 2015). For instance, Steenkamp (2019) argues that organizations utilize global customer culture in their positioning strategies related to the brand, which contributes to developing brand globalness perceptions.

Recent studies have stated that perceived marketing standardization is another important indicator of brand globalness (Bauer et al., 2007; Akram et al., 2011). For instance, Akram et al. (2011) explained brand globalness as the customer perception of the brand being international such as the product being readily available internationally by following standardized communications and products. Similarly, Torelli and Stoner (2015) concluded that customers that follow standardized marketing strategies are considered more global than local. Mandler (2019) also stated that following standardized marketing strategies is important to brand globalness. On the contrary, Diamantopoulos et al. (2019) stated that following standardized marketing strategies is not a constant factor in judging the brand's globalness. They stated that global brands are those that are available and demanded worldwide, irrespective of the fact that they follow a standardized marketing strategy or not.

The addition of standardized marketing activities is also doubtful because customers in a particular economy may or may not be aware of the organization's global operations in their own country (Sichtmann et al., 2019). According to Guo et al. (2019), hybridization or glocalization marketing strategies via an adaption of local culture help the brands improve their presence and, at the same time, raises questions about standardization marketing activities as an important indicator of brand globalness. To go further, we affirm the previous suggestions and conclude that the two important parts of perceived brand globalness are global cultural positioning strategies and standardized marketing activities. These two indicators, i.e., global cultural positioning strategies and standardized market activities, help to enhance the customers' perception of brand globalness. Without any doubt, the consumer perception of brand standardization depends on the customers' subjective perceptions, which are based on the fact that similar marketing activities are applied in multiple economies. Some scholars argue that global brand positioning is an alternative to brand perception, whereas brand globalness depicts customers' perceptions. For instance, what is depicted as global by the organization is sometimes considered different by the consumers (Alden et al., 1999). In addition, one type of study has only reported that the high market reach of the product or brand is the only important factor of brand globalness. According to Mandler (2019), the symbolic value of global products is one of the significant characteristics that differentiates global brands from other brands.

Many studies have studied the nexus between brand globalness and brand-related attributes. Nevertheless, O¨ isomer and Altaras (2008) were the ones that concluded that the association between brand globalness and brand-related attributes is medicated via BCRED. It enhances credibility if the brand precedes choice, consideration, and evaluation (Erdem et al., 2006). Thus, it can be stated that the association between BRG and BCRED is positive, as brand globalness is one of the significant predictors that signal the trustworthiness and expertise of the brand. It is perceived that if the brand is available globally, it is attributed that the brand quality is high. The firm has achieved expertise in distributing and manufacturing the brand globally (Steenkamp et al., 2003). Moreover, global brands also have symbolic value based on which the consumers can express, construct and redefine their self-concepts as it shapes the consumer perception of the BCRED (Xie et al., 2015; Sichtmann et al., 2019).

Steenkamp, Batra, and Alden (2003) explained perceived brand globalness as a consumer perception developed when the customer thinks the product or brand is marketed in various economies and is usually considered an international brand economy. They evaluated brand globalness with three statements that depicted how the customer perceived the same product was marketed in other economies compared to their own. Moreover, they also argued that the global identity factor is one of the main indicators of perceived brand globalness. The one prime reason behind the preference for global brands is the global presence of such products or brands. In other words, brand globalness is connected with the association pathway to brands. In many studies, global identity is an important factor of brand globalness, which is reported in the studies with different aspects such as global myth (Holt et al., 2004); aspirational component (Dimofte et al., 2008). For instance, the customer utilizes a brand to develop an imaginary identity, and that global identity is shared with like-minded people (Holt et al., 2004). Mandler (2019) stated that the brand globalness as a global identity indicates that customers prefer the symbolic and cultural image connected with global brands.

Moreover, Mandler (2019) explains global identity as an international customer culture positioning. He argues that a global brand follows the global customer cultural positioning, which indicates the perception of the customers that a particular product or brand is connected with a particular global culture. However, the global customer cultural positioning and indicators do not display the global identity. For instance, global customer cultural positioning and global identity are two different concepts, as global identity is used as an important tool based on which the global customer cultural positioning is established. Mandler (2019) argued that the brand's positioning globally could be enhanced by utilizing the elements of visual brands, such as the brand logo indulging iconic symbols. In the meantime, a large number of work has also reported that one of the important antecedents of brand globalness is the global customer cultural positioning (Steenkamp, 2019; De Meulenaer et al., 2015). For instance, Steenkamp (2019) argues that organizations utilize global customer culture in their positioning strategies related to the brand, which contributes to developing brand globalness perceptions.

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The addition of standardized marketing activities is also doubtful because customers in a particular economy may or may not be aware of the organization's global operations in their own country (Sichtmann et al., 2019). According to Guo et al. (2019), hybridization or glocalization marketing strategies via an adaption of local culture help the brands improve their presence and, at the same time, raises questions about standardization marketing activities as an important indicator of brand globalness. To go further, we affirm the previous suggestions and conclude that the two important parts of perceived brand globalness are global cultural positioning strategies and standardized marketing activities. These two indicators, i.e., global cultural positioning strategies and standardized market activities, help to enhance the customers' perception of brand globalness. Undoubtedly, the consumer perception of brand standardization depends on the customers' subjective perceptions, which are based on the fact that similar marketing activities are applied in multiple economies. Some scholars argue that global brand positioning is an alternative to brand perception, whereas brand globalness depicts customers' perceptions. For instance, sometimes, what is depicted as global by the organization is not considered the same by the consumers (Alden et al., 1999). In addition, one type of study has only reported that the high market reach of the product or brand is the only important factor of brand globalness. According to Mandler

(2019), the symbolic value of global products is one of the significant characteristics that differentiates global brands from other brands.

2.2.3 Purchase Intention

Purchase intention can be defined as the consumer willingness to purchase the service or products. Put another way, the consumer buy any product after evaluating it. Numerous determinants influences the intention of the customers while doing product selection and the decision largely affected by the external determinants (Keller, 2001). It is the customer commitment to purchase the same product in the next visits. It reflects that purchase intention leads consumer buying behavior. Purchase intention reflects the four consumer buying behavior. (i) the consumers that will surely purchase that products, (ii) the consumer who is planning to purchase that products (iii) the consumers who expected to purchase (iv) prospected consumers who will plan to purchase in future (El-Baz et al., 2018).Chandran and Morwitz (2005) stated that purchase intention displayed the customer willingness to purchase a particular brand. Talwar et al. (2020) stated that it is one of the main factor of consumer behavior. In this research purchase intention is the final determinant to examine is consumer purchase intention is influenced by the BCRED. It has been taken as the final factor as guided by the number of theories who claimed that taken purchase intention as the ultimate variable as it ensured the brand income. The cognitive affective model reported that the consumer quality perception shapes his or her purchase intention (Li et al. 1994). Kumar et al. (2009) stated that if the brand offers a quality it will result in purchase intention. Similarly, as the global brands are perceived to be a quality product it will lead the consumer to purchase global products.

2.3 HYPOTHESES DEVELOPMENT

2.3.1 Brand Globalness and Brand Credibility

As discussed earlier the idea of BRG was given by Steenkamp et al. (2003). The nexus between the two variables have been explored in number of studies. ENGİZEK and YAŞİN (2018) indicated a significant association between BRG and BCRED and argues that BRG has a more profound influence on BCRED. Sichtmann et al. (2019) reported that the association between the two variables is significant. Akcay et al. (2020) suggested that brand globalness is a significant indicator of BCRED. Mandler et al. (2021) also reported that the two variables are positively linked. Another study is done by Safeer et al. (2022) who also claimed that the link between them is positive.

H1: There is a significant association between BRG and BRED.

2.3.2 Brand Credibility and Purchase Intention

Consumers who will consider that the brand are capable to fulfill their promises are more likely to buy their services or products. According to the signaling theory, BCRED enhances the chances of purchase. Jeng also argues that BCRED leads purchase intention. Wang and Yang (2012) stated that BCRED is one of the significant factor that leads purchase intention. Consumers BCRED as a source of information and knowledge and it acts as a source that shapes their confidence towards the brands. BCRED enhances the consumer willingness to purchase the product because when they considered the product reliable and trustworthy they are inclined to purchase it. Fishbein and Ajzen (1975) stated that BCRED shapes the person attitude and believe which in turn leads their intention towards that product or service. The nexus between the two variables have been examined in number of studies.

Erdem and Swait (2004) argues that BCRED brings positive impact on customer choice and consideration. They argues that if the brand is credible it will likely result in purchase intention. Wang and Yang (2010) measures the BCRED from three dimensions i.e., likeability, expertise and trustworthiness and reported that BCRED and purchase intention is positively linked. Baek and King (2011) stated that the link between service credibility and purchase intention is positive. Leischnig et al. (2012) also reported positive association between the two variables. Jin et al. (2015) stated that BCRED instigates brand intention. Wang and Yang (2014) showed a positive connection between purchasing behavior and BCRED. Jin (2014) shows that the BCRED perception of the consumers shapes their preferences and helps them develop brand prestige and buying intentions. Sekhar et al. (2021) show a positive association between purchase intention and BCRED.

H2: There is a significant association between BCRED and purchase intention.

2.3.3 Brand Globalness and Purchase Intention

Brand globalness is related to the origin of the brand geographically and its scope (Özsomer & Altaras, 2008). Brand globalness is a symbol of quality, and consumer weighs them differently in their evaluation of brands. It varies based on the product category, place of origin, and characteristics (Özsomer, 2012). Davvetas et al. (2015); Swoboda et al. (2012) stated that customers link brand globalness with psychological and functional benefits, which result in positive brand evaluation and purchase intentions. Kapferer (1997) stated that organization position their brand as global and pursue to enhance market intent either by improving the influence of brand globalness on customer intention. A vast number of studies have explored the nexus between the two variables and reported positive association among them (Shi and Hyun-Soon 2016; Moslehpour et al., 2014; Baek et al. 2017; Vuong & Giao, 2020).

H3: There is a significant association between BRG and purchase intention.

2.3.4 Brand Credibility as a Mediator

A vast number of studies have used BCRED as a mediator. O¨ zsomer and Altaras (2008) reported that credibility of the brand mediates the relationship between the brand related outcomes and BRG. The studies such as Erdem et al. (2006) also reported that BCRED mediates the relationship between the consumer choices and BRG. Davvetas et al. (2015) reported that BCRED mediates the relationship between the BRG and purchase intention. Other study such as Swoboda et al. (2012) also reported that mediates the relationship between the BRG and purchase intention. Niasse et al. (2022) studied the Senegal consumer's perception and stated that BCRED significantly influences the brand's globalness and attitude association. Safeer et al. (2022) also claimed that BCRED mediates the relationship between the consumer purchase intention and brand globalness. Based on the above we developed our fourth hypothesis:

H4: BCRED mediates the association between BRG and purchase intention.

2.3.5 Brand Credibility as a Moderator

Haynes et al. (2014) stated that brand credibility can be used as the moderator to advance marketing practice and theory. McDougle (2014) identified brand credibility as the potential moderator. A number of studies have used brand credibility as a moderator (Kashif et al., 2018; Masrun et al., 2023). Based on the above we developed our fifth hypothesis:

H5: BCRED moderates the association between BRG and purchase intention.

2.4 EMPIRICAL EVIDENCES

Mandler et al. (2021) studied the association between BLC, BRG, and a BCRED. The study takes the sample from two different markets. The markets were different on the globalization level. They concluded that brand globalness influences BCRED more weakly than brand localness in markets with high globalization. At the same time, in less globalized markets, brand localness and globalness are equally important in such markets.

Srivastava et al. (2020) studied the link between brand credulity and purchase intention and measured BCRED with three proxies: authenticity, brand localness, and globalness. The data was gathered using a questionnaire; 836 consumers participated. The data was collected using a random sampling technique, and AMOS 21 was used as software. The study's outcome indicated a significant association between BCRED and purchase intention. However, brand globalness influences the credibility of local and global brands differently. The study gives useful information to marketers related to the customer evaluation of local and global brands in a developing economy like India. Moreover, the research also contributes to the studies by examining and proposing the role of BCRED in customer preference for international brands over local brands.

Sekhar et al. (2021) studied the nexus of purchase intention and BCRED by taking organic food consumers' data. The data was taken from 433 Indian buyers, and the data were analyzed by using the SEM. The findings show a positive association between purchase intention and BCRED. Moreover, the association between the two variables is partially mediated by the consumer value. The association between purchase intention and BCRED is moderated negatively by consumer ethnocentrism.

Niasse et al. (2022) studied the nexus between BLG, BCRED, and brand attitude. The data was taken from Senegal consumers, and 419 respondents were approached. The data were analyzed utilizing the AMOS and SPSS software. The study shows that brand globalness influences brand attitude significantly. Similarly, BCRED significantly influences the brand's globalness and attitude association. The moderating role of country origin is also found to be significant. The moderating role of product type is also explored, and the outcome shows that the product moderates the BCRED and BRG association insignificantly. The study contributes to the literature theoretically as this research considers an effective combination of the variables in the model. İn addition, this research also contributes to the literature practically by suggesting strategies that positively help the firms.

Halkias et al. (2016) studied the role of BLC and BRG on the preference of the brands. The data was gathered using a questionnaire, and in total, 253 people belonging to Austria were approached. The study's outcome stated that the stereotype content model captures the country origin effects effectively. The study also concluded that the consumer preferences related to the brands localness and globalness develop their judgment competency. The warmth also influences consumer perception, but it influences the consumer perception of the brand's globalness more than brand localness.

ENGİZEK and YAŞİN (2018) studied the link between BCRED, BLC, and BLG. The data was gathered using a questionnaire. The study's outcome indicated a significant association between BCRED and BLG and BLC. However, BRG has a more profound influence on BCRED compared to BLC.

Akcay et al. (2020) establish the model based on signaling theory and examine the influence of the perception of the customer related to global brands and how this perception shapes the perception of the consumer attitude. The data was taken from Nescafé 243 consumers. The data was collected using the survey questionnaire, and the PLS-SEM was used as the statistical tool. The outcome of the study shows that the BLG influences the BCRED negatively. Moreover, the brand's localness also influences the BCRED positively. The study suggested that brand globalness is a significant indicator of BCRED.

Dong and Yu (2020) explore consumers' perceptions of local and global brands. They explored how the brand's localness and globalness shape the consumer's attitude, perception, and purchase intention. The data was taken from the purposive sampling method and collected from 464 consumers using a survey questionnaire. The Amos software was utilized, and the study's outcomes show that the perception of consumers of global brands is complicated. The study explores the association between BLG and consumers' attitudes. In addition, the study also developed a new pathway and explored the association between the brand's localness and the attitude of the consumers.

Fazel (2015) studied those factors that motivate consumers to boycott a brand. The data was taken from 200 Chennai cities to explore this perception, and the selection criteria were random. The data was collected using a survey questionnaire. The data were analyzed by using the SPSS software. The variables chosen for the study include BRG, brand endorsement, and BCRED. The study argued that if the brand holds high credibility, the consumer is less likely to boycott. It also stated that global brands are perceived to have high quality, showing high BCRED, which means fewer boycott movements. The study also argues that consumer credibility towards the brands and the boycott movements are mediated by brand endorsement and brand globalness.

Mandler et al. (2018) stated that after the financial crisis in 2008, the shift was observed in two globalized markets, Europe and North America. The shift was observed in moving from global brands to local brands. Based on this agenda, they explore how the cultural symbols and the brand's global presence shape the consumer perception of BCRED. To examine this association, the data was taken from the two markets, i.e., South Korea and Germany. They reported that global brands act as a symbol of quality, increasing the brand's market reach and shaping the consumer's perception. Moreover, the role of brand globalness is high in markets that are in the phase of globalizing instead of those already globalized markets.

Wang and Yang (2014) examine the role of BCRED on consumers' purchase behavior. BCRED was measured with three dimensions: attractiveness, expertise, and trustworthiness. The link was analyzed in one of the emerging nations, namely China. The consumers of the automobile industry were targeted. The moderating role of brand image and awareness was also explored in the study. The responses were gathered by using a survey questionnaire. The findings showed a positive connection between purchasing behavior and BCRED. Moreover, the association between purchasing behavior BCRED is positively moderated by brand image and brand awareness.

Rambocas and Narsingh (2022) compared the link between the BLC and BLG on consumer brand loyalty and over-behavioral responses, which includes word of mouth, willingness to pay high prices and brand trust. They collected data from 320 customers from retail banks. They applied factor analysis and multiple regression analysis. They reported that if we compare brand localness and globalness, the brand localness has a more profound influence on consumer behavioral responses such as brand loyalty, positive word of mouth, and the willingness to pay high prices. The outcome also suggested that brand trust also mediates the association between the customer brand-related responses and brand localness and globalness. A profound influence is found in local brands compared to global brands.

Safeer et al. (2021) studied the association between the BLC and BLG in shaping the attitude of the Buyers. The data was taken from two Asian markets, i.e., Pakistan and China. They also explore the moderating influence of uncertainty avoidance on brand localness and globalness. The data was taken from the questionnaire, and the sampling technique was a non-probability technique. The data was taken from 1880 respondents, and the PLS-SEM software was applied. The study's outcome shows that the brand's localness and globalness shape the consumers' brand attitude. In addition, these two variables shape the attitude of the consumers positively. Uncertainty avoidance moderates the brand localness and attitude association positively among Pakistani consumers, whereas uncertainty avoidance moderates the brand localness and attitude association negatively. At the same time, uncertainty avoidance moderates the brand localness, brand globalness, and attitude association insignificantly among Chinese consumers.

Özsomer (2012) took the data from one merging nation and two emerging nations to examine the role of brand localness and globalness in purchasing behavior. The emerging nation was Türkiye; the mature nations were Denmark and Singapore. The results were analyzed by using linear structural modeling. The findings displayed that brand localness and globalness are connected positively in Türkiye. At the same time, their relationship is negative in Denmark and Singapore. The study also suggested that if all three markets under examination focus on brand localness, it will help them to develop brand prestige among consumers. They further argued that brand localness plays a vital part in the cultural ground product ranges such as food but not in other sectors. Concerning quality, it is also argued that brand localness and product quality are negatively correlated, while in the case of brand globalness, it is positively correlated.

Jin (2014) explores how the BCRED perception of the consumers shapes their buying behavior. They explored this association by collecting data from luxury dining restaurants and patrons. The data was taken using a survey questionnaire. The structural modeling was utilized, and the study's outcome shows that the BCRED perception of the consumers shapes their preferences and helps them develop brand prestige and buying intention

2.5 CONCEPTUAL MODEL

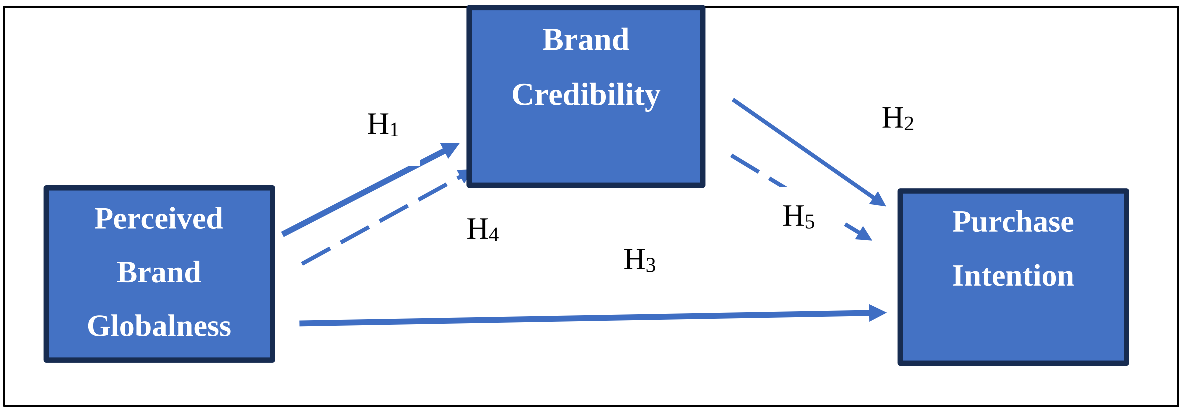

Figure 2.1: Conceptual Model.

This research gives an original conceptual model to shapes the purchase intention. To achieve the study's objective, the one variable, BRG, act as the BCRED antecedent. This study checks the direct effect of BRG on BCRED. Moreover, the study also checks the indirect effect of BCRED on BRG and purchase intention nexus.

3. METHODOLOGY

This chapter comprised of nine sections. The section one explains the research purpose. The section two explains about research approach. The section three explains about the research design. The section four explains about the sampling technique. The section five explains about target audience. The section six explains the sample size. The seventh section explains about the statistical technique utilized in this study. The eight section explains about the questionnaire. The last section explains about the ethical consideration of the study.

3.1 RESEARCH PURPOSE

Explanatory research is a technique used to examine a phenomenon that has not previously been researched or adequately explained. Its major goal is to describe where to look for a limited amount of information. With this approach, the researcher gains a general understanding and employs research as a tool to help them find the problems we might handle in the future more quickly. Finding the why and what of a study object is its main objective. Explanatory research includes the specification of hypothesis as well as estimating and testing the validity of the model (Jóreskog, 1976). To conduct the study, we use explanatory research because we have taken specific sample to generalize the data for population. We have used regression to generalize the data.

3.2 RESEARCH APPROACH

This study has explored the nexus between BRG and purchase intention via BCRED. The research design utilized in this work is deductive especially quantitative. Quantitative technique emphasizes on numerical and statistical data. The collection of quantitative data permits researchers to conduct easy to extraordinarily sophisticated statistical analyses that aggregate the statistics (e.g. averages, probabilities), display relationships some of the data or evaluate across aggregated data. Quantitative studies consists of methodologies which includes questionnaires, structured observations or experiments (Hopkins, 2000). Therefore, to gather data, the self-administrated questionnaire is designed. The questionnaire is shared by using the convenience sampling approach and shared using google forms. Due, to such sampling technique the sampling considered as random. The data collection utilized in this study aligns with the previous studies (Steenkamp et al. 2003). Each audience answer statements related to BRG, BCRED and purchase intention. A set of questions are asked and the audience has asked to share their agreeableness with them. All in all, the instrument comprised of two parts. The part one comprised of demographics and the second comprised of variables statements.

3.3 RESEARCH DESIGN

In this study, researcher have used correlation to examine the existing relation between dependent variable (purchase intention) on independent variable (brand globalness) via mediator (brand credibility). A correlation shows how strongly and/or in what direction two (or more) variables are related. A correlation's direction may be positive or negative. In Correlational research design, relationships between variables are examined without a variable being under researcher's direct control or manipulation (O'Brien & Scott, 2012).

3.4 SAMPLING TECHNIQUE

To conduct this study, researchers have used convenience sampling. Convenience sampling is the type of non – probability sampling. It is the approach of collecting data as according to the convenience of the researcher (Dörnyei, 2007).

3.5 TARGET POPULATION

Our goal target audience is customers of Iraq. We collected responses solely from those consumers who buy Turkish products.

3.6 SAMPLE SIZE

Our research sample size consist of total 405 responses from consumers in Iraq. The sample size picked for the data is formed on the instructions presented by Comrey and Lee (1992); Raza et al. (2015); Sharif and Raza (2017) which stated, sample of 50 is considered as bad, 299 as good, 500 as really good and 1,000 as an outstanding sample.

3.7 STATISTICAL TECHNIQUES

The Statistical Package for the Social Sciences (SPSS) and Smart PLS Software are used in this investigation. For the descriptive analysis, we employ SPSS, and the Partial Least Square-Structural Equation Modelling (PLS-SEM) is examined using Smart PLS.

The partial least squared –structural equation model (PLS-SEM) is a method researchers use to estimate the complex cause and effect relations of the variables in the path model. It helps observers to assess the complicated structural models contains many constructs and indicators. PLS-SEM deals with the unobserved heterogeneity to analyze if the data set is reasonable or not (Sarstedt et al. 2017).

PLS-SEM includes the following;

3.7.1 Measurement model

This model measures the convergent and discriminant validity.

3.7.1.1 Convergent validity

Convergent validity shows how closely a test aligns with the other tests that measures the same or similar construct. Convergent validity is measured by calculating a correlation between the two scores (Hair, Hult, Ringle, & Sarstedt, 2022).

a. Individual item reliability

Individual-Item reliability shows the consistency between the groups of items measuring the same construct which is later summed up so researchers can receive a single answer from the participants. Individual items reliability of 0.70 concludes to be reasonable (Hair et al., 2022).

b. Cronbach's alpha

Cronbach's alpha measures the internal consistency of how closely related set of items are. It helps to determine whether the set of items consistently measures the same characteristic. Generally .70 or higher is considered to be a sign that the items are consistent and indicates the measure is reliable (Hair et al., 2022).

c. Composite reliability

Composite reliability refers to the inner constancy of things which measuring similar underlying elements. It is advised that a construct's reliability be at least 0.70. High composite dependability is a very good sign that all of your items consistently measure the same construct (Hair et al., 2022).

d. Average variance extracted

To obtain an approximation of the average of the estimated indicator reliability of the scale, one must take into account the average variance extracted. A number signs, along with the average variance extracted (AVE), is typically used to validate constructs. Discriminant validity is supported if the average variance is greater than shared variance (Fornell & Larcker, 1981). The value of AVE should be greater than 0.5 in order to confirm the convergent validity.

3.7.1.2 Discriminant validity

The degree to which a construct differs from other constructs is measured by discriminant validity. Establishing discriminant validity is crucial to ensuring that results are accurate and devoid of statistical inconsistencies (Fornell and Larcker, 1981).

Heterotrait-monotrait ratio of correlations (HTMT)

The heterotrait-monotrait ratio of correlations (HTMT) is a measure of equivalency among the latent variables. It is use to assess the discriminant validity of any model, the discriminant validity is considered to be established if the value of HTMT ratio comes less than 0.90 and vice versa (Henseler, Ringle & Sarstedt, 2015).

3.7.2 Structural Model

This model demonstrate the relationship between dependent variable and independent variables.

a. Regression analysis (path coefficient-Direct Effect)

Regression analysis is the statistical method attempts to examine the association among the variables of interest. In Research, it comes in utilization when researchers using the quantitative approach to analyses the impact, magnitude of the impact as well as the significance of it (whether there is any) of one or multiple independent variables on the dependent one. As mentioned the most important benefit of using regression analysis is that it allows us to determine the relation of multiple variables by controlling the influence of others (Montgomery, Peck & Vining, 2013).

b. Mediating analysis (path coefficient-indirect Effect)

To explore the mediating role of BCRED on BRG and purchase intention nexus the SmartPLS bootstrapping is used. The criteria given by Zhao et al. (2010) is used. According to them, the direct impact of the independent variable on the mediator i.e., a, and the impact of the mediating variable on the dependent variable i.e., b and the impact of the independent variable on the dependent variable needs i.e., c to be examined in order to explore the effect of mediators. According to Zhao et al. (2010) if a, b and c are insignificant, it indicates that no mediation is found between the variables. Whereas, if a and b are significant, but c is found to be insignificant it shows full mediating effect. Similarly, if all three (a,b,c) are significant it also shows full mediation.

c. Moderation analysis

To explore the moderating role of BCRED on BRG and purchase intention nexus the SmartPLS bootstrapping is used. The slope analysis and path coefficients are used to examine the moderating impact.

3.8 QUESTIONNAIRE AND MEASUREMENT INSTRUMENT

Data was collected through questionnaire of a 5 point Likert scale, that contains two modest options i.e. agree, disagree surrounded by two extremes i.e. strongly agree, strongly disagree with neutral in between. The study contains 3 variables.

The BCRED is measured with three items and adapted from the work of Erdem et al. (2002). The items are evaluated on a five-point Likert scale where 5 is strongly agree and 1 is strongly disagree.

The BRG is measured with five items. The one item is adapted from the work of Hyeri Lee et al. (2020) and the four item is adapted from the work of Steenkamp et al. (2003). The items are evaluated on a five-point Likert scale where 5 is strongly agree and 1 is strongly disagree.

The purchase intention is measured with four items and adapted from the work of Wang et al. (2012). The items are evaluated on a five-point Likert scale where 5 is strongly agree and 1 is strongly disagree.

3.9 ETHICAL CONSIDERATION

The purpose of collecting the information from the respondents is exclusively associated for the research project. The data has been gathered voluntarily, meaning the participants were free to withdraw at any point of time. The collected information will not be used for other purpose other than the research. Therefore, the confidentiality of the personal information given from the respondent would be guaranteed from the researcher, furthermore the personal information provided will not be used in a manner that it would be disrespectful for the dignity of the participants.

4. DATA ANALYSİS AND FİNDİNGS

This chapter comprised of two sections. The section one explains the data analysis techniques applied on the collected data. The test applied on the data is demographic analysis, convergent validity, discriminant validity, path analysis, and mediation analysis. The section two explains about discussion.

4.1 DEMOGRAPHIC ANALYSIS

The first test applied in this research is demographic profile using the SPSS software. This test gives the information about the target audience to understand the composition of the targeted people in a comprehensive manner. The profile of the participants is depicted in table 4.1. The table 1 shows that 405 people participated, most of whom were male, i.e., 219 (54%) and 46% of them were female i.e., 186 respondents. The table shows that out of 405 people participated, majority of the respondents falls in the age bracket of 18-15 which is 166 (41%) followed by 26-30 which is 134 (33%). 18% falls in the age bracket of 31-35 and remaining fall in the age bracket of above 35 which is 34 (8%). The table shows that majority of the respondents holds an undergraduate degree i.e., 190 (47%), followed by graduate that represents 27% (108) of the respondents. While respondents who holds high school education is 17% (70) and below high school is 9% (37). Moreover, majority of the respondents have an average income level of 500-1000 i.e., 167 (41%), followed by less than 500$ 31% (127) While respondents whose average income falls in the income level of 1000-1500 is 83 (20%) and those respondents whose income level is above 1500$ is 7% (27).

Table 4.1: Demographic Analysis.

		Frequency	**Percent**
Gender	Male	219	54
	Female	186	46
AGE	18-25	166	41
	26-30	134	33
	31-35	71	18
	above 35	34	8
Education	Below High School	37	9
	High School	70	17
	Under graduate	190	47
	Graduate	108	27
Income Level	Less than 500$	127	31
	500 $ -1000$	167	41
	1000 $ - 1500 $	83	20
	Above 1500 $	28	7

4.2 MEASUREMENT MODEL

Before analyzing the research model, the measurement model is evaluated. In the measurement validity convergent and discriminant validity is analyzed. The convergent validity is evaluated on the basis of Cronbach's Alpha, composite reliability and average variance constructed (AVE). The internal reliability of the model is evaluated by looking at the values of individual item reliability, Cronbach's alpha and composite reliability. The values of average-variance-extracted by factor loadings are utilized to evaluate convergent validity. Thus, the values of individual item reliability, Cronbach's alpha and composite reliability should be greater than 0.7 and the values of average-variance-extracted should be greater than 0.5 (Fornell & Larcker, 1981; Hair et al., 2022).

Table 4.2 shows the convergent validity results and shows that the values meet the benchmark criteria. The value of Cronbach's Alpha and composite reliability is greater than 0.7 and the value of AVE is greater than 0.5. The convergent validity results for BCRED is measured with three items. The outcome shows that the values meet the benchmark criteria. The value of Cronbach's Alpha and composite reliability is greater than 0.7 and the value of AVE is greater than 0.5. It can be concluded from the outcome that the internal consistency of the model is satisfied as the value of individual item reliability lies between 0.855 to 0.918. Similarly, the value of Cronbach Alpha lies between 0.720 to 0.922 and the composite reliability is 0.800. The convergent validity results for brand globalness and it measured with five items. The outcome shows that the values meet the benchmark criteria. The value of Cronbach's Alpha and composite reliability is greater than 0.7 and the value of AVE is greater than 0.5.It can be concluded from the outcome that the internal consistency of the model is satisfied as the value of individual item reliability lies between 0.832 to 0.911. Similarly, the value of Cronbach Alpha is 0.908 and the composite reliability is 0.917. The convergent validity for purchase intention is measured with four items. The outcome shows that the values meet the benchmark criteria. The value of Cronbach's Alpha and composite reliability is greater than 0.7 and the value of AVE is greater than 0.5.It can be concluded from the outcome that the internal consistency of the model is satisfied as the value of individual item reliability lies between 0.867 to 0.929. Similarly, the value of Cronbach Alpha is 0.922 and the composite reliability is 0.923. Moreover, the values of average-variance-extracted is greater than 0.5 in all cases. Therefore, it can be stated that the convergent validity is demonstrated (Hair et al., 2022).

Table 4.2: Convergent Validity.

Variables	Individual Item Reliability		Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
BCRED	BCRED1	**0.855**	0.720	0.800	0.656
	BCRED2	**0.918**			
	BCRED3	**0.904**			
BRG	BRG1	**0.850**	0.908	0.917	0.731
	BRG2	**0.903**			
	BRG3	**0.911**			
	BRG4	**0.773**			
	BRG5	**0.832**			
PI	PI1	**0.867**	0.922	0.923	0.811
	PI2	**0.899**			
	PI3	**0.929**			
	PI4	**0.906**			

After the convergent validity, the discriminant validity is evaluated with Heterotrait-Monotrait Ratio (HTMT). The HTMT shows the relation of the average of the correlations of the variables items with respect to the geometric means of the correlations of the same variable items. According to Henseler et al. (2015) the values in the table should be less than 0.85.

Table 4.3 shows the HTMT table and the outcome shows that none of the value is higher than 0.85 indicating discriminant validity (Hair et al., 2020).

Table 4.3: HTMT.

	BCRED	BRG	PI
BCRED			
BRG	0.768		
PI	0.781	0.690	

Thus, based on the findings reported in 2 and 3 tables it can be concluded that the discriminant validity is determined.

4.3 STRUCTURAL MODEL

The SEM (structural equation modeling) was applied to examine the developed hypotheses of the study as displayed in figures below.

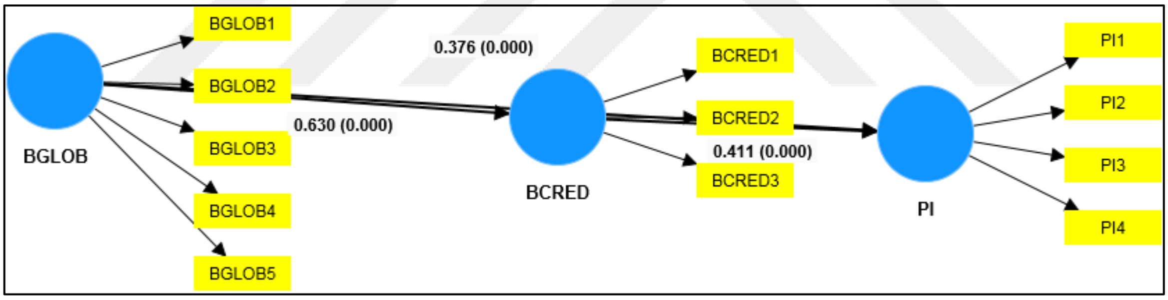

Figure 4.1: With Path Coefficients and P Values.

Table 4.4: Path Coefficient Table.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BCRED -> PI	0.411	0.412	0.047	8.810	0.000
BRG -> BCRED	0.630	0.630	0.036	17.560	0.000
BRG -> PI	0.376	0.375	0.048	7.879	0.000

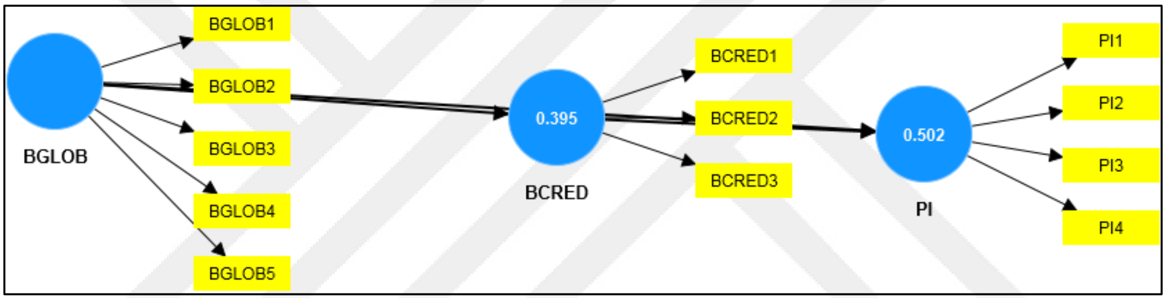

Figure 4.2: With Adjusted R Square.

The PLS-SEM was applied on the developed model, and the collected responses were analyzed using SmartPLS 4.0 (Ringle et al., 2015). The software is preferred over others as the model has one mediator and that can be easily analyzed. The PLS algorithm is applied to calculate the path coefficients, R^2, F^2 and the model linearity. The R^2 shows how much the dependent variables can be explained by the independent variables, F^2 shows the effect size. In PLS algorithm, bootstrapping with a sub samples of 5000 was utilized to explore the path coefficients significance.

F^2 Assessment:

The path coefficient analysis does not give information about the size effect. In other words, it does not explain to what extend the independent variables influences the dependent variable, therefore the F^2 is evaluated. Table 4.4 shows the values of F^2. For F^2 the criteria given by Cohen (1988) was used. Cohen (1988) explains the evaluation criteria and reported the effect size as large, medium and small. As per the criteria, the value of F^2 is considered as low if it is ≥ 0.02, medium if it is ≥ 0.15 and high if it is ≥ 0.35.

Table 4.5 shows the value of F^2 of BRG and BCRED. In the below table it can be seen, the effect of BRG on BCRED is high as the value is greater than 0.35. Similarly, the effect of BCRED, BRG and purchase intention is medium as the value is greater than 0.15.

Table 4.5: F^2

	F^2
BRG-→ BCRED	0.657
BRG-→ PI	0.206
BCRED-→ PI	0.172

R^2 Assessment:

The R^2 shows how much the dependent variables can be explained by the independent variables. Table 4.5 shows the values of R^2.

Table 4.6 shows the value of R^2 of BCRED and PI. In the below table the value of R^2 shows that the BRG can predict 39.5% of the BCRED. Similarly, BCRED can predict 50.2% of the purchase intention.

Table 4.6: R^2

	R-square adjusted
BCRED	0.395
PI	0.502

4.4 TESTING OF MULTICOLLINEARITY

The multicollinearity exists when two or more variables are strongly correlated. If there is a multicollinearity between the variables it increase the standard errors and make the comparison or influence of the variables unreliable. The linearity or multicollinearity between the values is confirmed by looking at the values of VIF. According to the Hair et al. (2022), if the values are less than 5 it means that collinearity issue doesn't exist. Table 4.6 shows the values of VIF.

Table 6 shows the VIF values of variables. The outcome shows that all the items have values less than 5 indicating that there no collinearity issue.

Table 4.7: VIF.

	VIF
BCRED -> PI	1.657
BRG -> BCRED	1.000
BRG -> PI	1.657

4.5 HYPOTHESIS TESTING

Table 4.8 shows the hypothesis testing results. This model shows the total effect of the variables excluding the effect of the mediating variable. The beta value shows the association between the variables are positive or negative, while the P values shows either the association between the variables are significant or insignificant.

Table 4.8 shows the link between the BRG and BCRED. The outcome shows that the association between the BRG and BCRED is significantly positive as the value of β is 0.630 and the value of P is less than 0.05 showing that the developed hypothesis is accepted. Table 4.7 shows the link between the BCRED and purchase intention. The outcome shows that the association between the BCRED and purchase intention is significantly positive as the value of β is 0.411 and the value of P is less than 0.05 showing that the developed hypothesis is accepted. The outcome shows that the association between the BRG and purchase intention is significantly positive as the value of β is 0.376 and the value of P is less than 0.05 showing that the developed hypothesis is accepted.

Table 4.8: Path Analysis.

	Beta Value	Standard deviation	T statistics	P values
BCRED -> PI	0.411	0.047	8.810	0.000
BRG -> BCRED	0.630	0.036	17.560	0.000
BRG -> PI	0.376	0.048	7.879	0.000

4.6 MEDIATION ANALYSIS

For the mediation analysis, the procedure proposed by Zhao et al. (2010) was used. The result of the mediation is reported in table 9. The result of indirect effect shows that there is positively significant association between the variables as the value of β is 0.259 and the P value is less than 0.05. The result shows that BCRED mediates the BRG and purchase intention relationship. Based on the Zhao et al. (2010) the type of mediation observed in this research is complementary mediation. It is because the indirect and direct influence are significant and positive.

Table 4.9: Mediation.

	Beta Value	Standard deviation	T statistics	P values
BRG -> BCRED -> PI	0.259	0.033	7.914	0.000

4.7 MODERATION ANALYSIS

The moderating effect of brand credibility is also analyzed. The outcomes is reported in table 4.10. The P value is less than 0.05 which indicates that no moderation is found. This indicates that brand credibility does not moderate the association between BRG and purchase intention. Similarly, the figure 4.3 shows the straight lines which indicates that no moderation is found.

Table 4.10: Moderation.

	Beta Value	Standard deviation	T statistics	P values
BCRED x BGLOB -> PI	-0.059	0.033	1.790	0.074

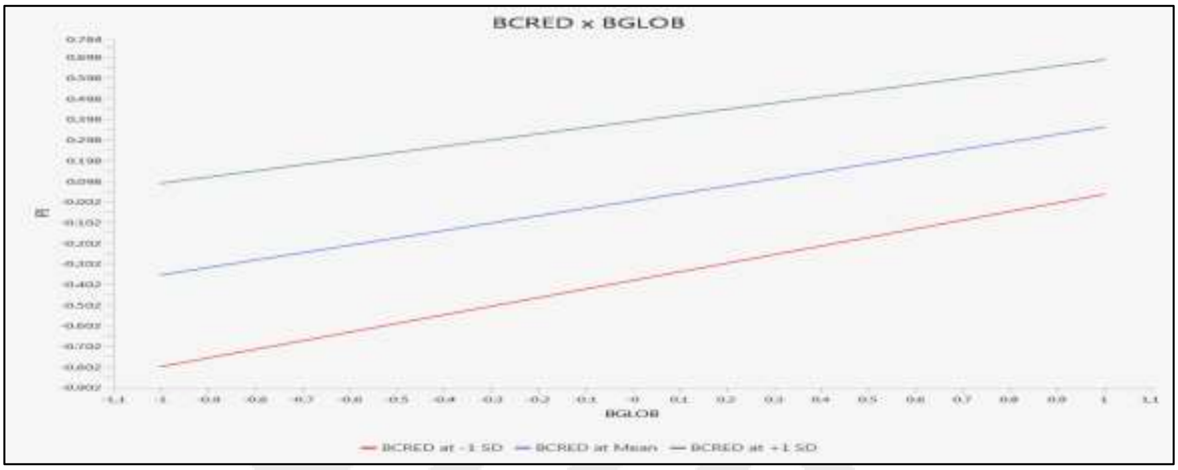

Figure 4.3: Moderation Analysis.

4.8 DISCUSSION

The first hypothesis is related to BRG and BCRED association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. The result indicates that a 1 percent increase in BRG standard deviation creates 0.630 increase in BCRED standard deviation. The result aligns with the work of Shi (2016); Baek et al. (2017), and differ with the studies of Xie, Batra, and Peng (2015) and Priyono (2009). The study's findings explicate the role of global brands in shaping the BCRED of consumers. From the global brand's perspective, global brands denote high quality, and this perception increases the consumer's willingness to purchase the product. This connection of superior quality develops the individual perception and acceptance of the brands (Napoli et al., 2014).

The second hypothesis is related to BCRED and purchase intention association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. The result indicates that a 1 percent increase in BCRED standard deviation creates 0.411 increase in purchase intention standard deviation.

The result aligns with the work of Paul and Bhakar (2018), and Anridho and Liao (2013). The outcome reflects that when the brand has high BCRED the consumer is more inclination to purchase that brand. Therefore, from the outcome it can concluded that in order to enhance the purchase intention of the customers, the BCRED plays an integral part.

The third hypothesis is related to BRG and purchase intention association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. The result indicates that a 1 percent increase in BRG standard deviation creates 0.376 increase in purchase intention standard deviation. The result aligns with the work of Vuong & Giao, (2020), and Han (2022). The outcome reflects that consumers are more inclined to buy those products that have global presence.

The fourth hypothesis is related to BCRED mediating effect on brand globalness and purchase intention association. The outcome shows that there is a positive and significant association between the two variables indicating that the developed hypothesis is accepted. In other words, the result shows that BCRED mediates the relationship between brand globalness and purchase intention. The result aligns with the work of Jeng (2016); Paul and Bhakar (2018). The result shows that when brand promises what they deliver it will lead to develop positive purchase intention among consumers. When a customer got attracted towards a global brand due to high credibility, it will make that brand as one of the considerations while purchasing.

4.9 MODERATION OUTCOME

The moderating effect of brand credibility has been examined. The outcome shows that brand credibility does not moderate the BRG and purchase intention nexus.

5. CONCLUSION AND MANGERIAL IMPLICATIONS

The fifth chapter is conclusion that is comprised of four headings. The section one explains about the conclusion. The section two explains about the managerial implications. The section three explains about the academic contributions. The section four explains about the limitations and future recommendations.

5.1 CONCLUSION

BCRED is one of the important indicators as this leads the intention of the consumers to purchase the product. In literature the BCRED is measured with numerous constructs With respect to brand globalness as an antecedents of BCRED, this is not a popular research subject and are still in their growing stage. The nexus between the brand globalness on BCRED is at an early stage in Iraq, and only one study has been done that have analyze the role of deceptive marketing, brand image on purchase intention. Therefore, this study examines the association between BRG on BCRED and purchase intention. The brand globalness is utilized as the independent variable, purchase intention as the dependent variable and the BCRED as a mediator. The sample gathered was 405 responses using a 5-point Likert questionnaire. The PLS-SEM is utilized as a statistical tool. The research purpose of this study is explanatory, the research approach utilize in this study is quantitative and the research design used in this study is correlational. In addition, the sampling technique utilized in this study is convenience sampling.

The thesis formulate three research questions and three hypotheses. The study answer this questions and hypotheses by confirming that brand globalness generates positive influence on BCRED. The result indicates that consumer perceive the global brand as a brand that has high quality and prestige which in turn shapes the credibility of the brands. Moreover, this study also confirms that the association between the BCRED and purchase intention is positive and significant. Moreover, this study also confirms that BCRED mediates the relationship between the brand globalness and purchase intention. This research also contribute theoretically as this study shed scientific information in the domain of branding literature. Along with this, it also contribute the role of brands globalness in shaping the behavior of the customers.

5.2 MANAGERIAL IMPLICATIONS

The current study highlighted that globalness could be used as a valuable tool that leads toward the BCRED. İt is recommended that efforts be made to connect the consumer aspiration towards the global brands in a country so that global characteristics connected with the economy of interest can be transmitted to the brand. Thus, globalness can be utilized as a valuable tool that brand managers can use to improve the BCRED. The study indicated that the critical factor that shape the consumers' BCRED is the brand's globalness. Therefore, it is recommended that these two features should be encountered in strategies. The managers of global brands need to develop credibility of their brand in their promotional activities to affect choice of their customers.

The outcome of the research has given valuable implications for the marketing and branding managers who want to enter in the Iraqi country or the similar economies. In order to do so, the most important way is to understand the brand globalness notion which required the right adoption of strategies and directions. Thus, this research try to give numerous insights for the marketers and brand managers. This research indicates that brand globalness influences the credibility of the brand positively and significantly. It affirms that the firms that deal in global brands should improve their brand globalness among customers to strengthen their perception related to brands. Therefore, the managers of brands should encourage the exposure of the brand globally by applying different marketing strategies which includes getting the sponsorship of popular events worldwide and advertisements. Similarly, the managers of the brands should also highlight their brands using different social media forms such as Twitter, Facebook, Instagram, and Zalo.

In addition, the marketers should also realize the importance that consumer link brand globalness as a symbol of quality. As an outcome, this quality signal reinforces their perception related to credibility of the brands. Thereof, the brand marketers and managers should also develop a perception of brand quality by highlighting the quality of the brands in their advertisements. It is also recommended that they should focus on their raw material quality, product line, ingredients and all those factors that shapes the quality of the brand. It is also assumed that quality is one of the factor that leads BCRED therefore it is recommended that it should be developed for global brands by emphasizing in their communication.

The brand that are global creates their own brand prestige. Therefore, to improve the prestige of the brand the brand managers should encounter social success, status and should enrich it via the brand consumption. While purchasing the brand the customer give more attention to the global brands as it is considered to be a status symbol. Therefore, it is recommended that the managers should develop a strategy that make their brand recognizable. They should try to develop their brand as distinct and prestigious.

In addition, the outcome of this study is also beneficial for the brand managers and advertisers. As the research explore the association between the BCRED and purchase intention, the outcome can be used by them to enhance the customer purchase intentions. They can increase the BCRED by using advertising and creating positive word of mouth. The increased brand name will lead the consumer purchase intention. Moreover, the marketers and brand managers should also develop communication campaigns that result in strong brand image as this in turn leads BCRED.

It is really difficult for the practitioners, and marketing researchers to understand customer buying patterns. It is of immense important to understand the consumer purchase intention as the sustainability of brands depends on it. Our results indicates that brand managers should recognize the role of BCRED in shaping the customer decision making. Therefore, the brand should divert their efforts that result in improved BCRED as it ultimately effects the buying behavior. The brands should develop the forums on their websites where the customers can share their buying experience and the overall quality of the products. When other customers see the other customer reviews it will develop trust towards that brand and will motivate them to buy that brands. Moreover, the marketing managers should also encourage positive word of mouth as it will also help in building brand image.

5.3 ACADEMIC CONTRIBUTIONS

The conceptual model constructed in this study tries to measure the impact of BCRED on BRG and purchase intention nexus, and the model reflect a great values as depicted by the value of Cronbach’s α. The outcome of the study acknowledges that the model meets the internal consistency and this model is enough to analyze the variables within the research, and result in to answer the research questions. In addition, the outcome shows that the brand globalness and BCRED are the main factors of purchase intention. A vast number of work have explored the impact of BCRED and purchase intention, and BRG and purchase intention (Pavlou, 2003, Lee et al., 2015; Pavlou, 2003). Hence, to the best of our belief no study has examined the nexus between these three variables in Iraq.

This study has explored the impact of brand globalness on BCRED and how BCRED influences purchase intention. Considering the first research question, as explored in past studies, this research also claims that the association between the BRG and BCRED is positive ad significant. The result predicts that global brands are considered to be more credible among the respondents. Concerning, the second research question, the result of this stud aligns with many researchers and the outcome shows that the association between the two are significant. The result indicates that if the customer considered the brand credible it will motivate the consumer to buy that product. Lastly, the third question is related to the mediating the effect of BCRED on brand globalness and purchase intention association. The result shows that the BCRED mediates the nexus indicating that consumer brands are considered more reliable by the consumers which in turn result in purchase intention.

5.4 LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

This study encounters few weaknesses that can be overcome by future studies. In this study, we only focus on international brands that are operating in Iraq. This selection brings biased result and the result become biased. Precisely, this research focuses on Turkish brands operating in Iraq so, due to the limited selection of products, the limited exposure of consumers limits the results extrapolation. Davvetas and Diamantopoulos (2016) explored the association between the willingness to pay and global brands using the real and functional brands. Therefore, the future studies should also compare the association between the Turkish, real and functional brands. In addition, this research doesn’t bifurcate over the cheap and expensive products and how the product type influences the consumer purchase intention. Therefore, the future studies should also explore the existing association by looking at the impact of product type. Moreover, the future studies should also look in to the role of price and perceived risk on the nexus. It is because considering different customers' needs and occasions give interesting outcomes in the research domain.

From the result extrapolation and managerial implications, this study targets the Iraqi customers. The model can be replicated in other nations. In addition, this study does not look in to the cultural identity of the individuals, which can be consider in future work. In addition, the role of political incidents can also influence the consumer purchase intention so this should also be considered as a significant predictor. Furthermore, this study has only explore the influence of global brands but the factor such as local brand is ignored so future studies can also add this variable as an independent variable. In this work, only one dependent factor is used (purchase intention) and one mediating variable (brand credibility). The future scholars should add more dependent variables such as intention to recommend, willingness to pay. From the mediated variables perspective, as brand globalness is linked with perceived quality so this can be added as a mediating variable. Another factor, which can be considered to be added in the model can be product scarcity. The previous study such as Wu et al. (2012) reported that product sacristy influences the purchase behavior. Moreover, feeling or emotions can also effect the consumer buying patterns, so included this in the model can add more value.

To improve the model's explanatory power, future studies should add variables that disposition consumer attitudes such as materialism, cosmopolitanism, and ethnocentrism. Similarly, the research can be replicated in other economies. Moreover, the study does not explore the effect of user experience, so it is suggested that future studies can also be added to the model. Lastly, this study doesn't analyze the moderating effect of the variables. Therefore, it is suggested that the future studies can explore the influence of moderating variables on the core variables association to have more findings. The moderating variables can be comprised of age, gender and education.

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