How Perceived Brand Globalness Determines Consumer Behaviour Across Nations

Carolina Sinning
Trier University
Bernhard Swoboda
Trier University

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.

How Perceived Brand Globalness Determines Consumer Behaviour Across Nations

Abstract:

Multinational corporations were shown to being perceived as global and affecting consumer behaviour especially in emerging countries. However, we know less about perceived brand globalness (PBG) effects across nations. To expand on this issue the authors refer to accessibility-diagnosticity theory to conceptualize the effects of PBG on consumer trust. Trust is important in customer relationships for multinational corporations, in particular across nations. We rely on hierarchical data on 21,561 consumer evaluations towards a German multinational corporation in 31 countries. Results of multilevel structural equation modelling show an indirect-only mediation of PBG on trust by affecting corporate reputation. Hence, multinational corporations can only transform their PBG into beneficial consumer behaviour by enhancing its value-creating elements reflected by their corporate reputation. This study contributes to corporate brand management across nations in research and practice.

1. Introduction

PBG, the degree to which consumers perceive multinational corporations (MNCs) as global based on their presence in multiple countries, enables MNCs to differentiate from its competitors and attract consumers (Steenkamp, Batra, & Alden, 2003). The Chinese government, for example, started a campaign to push its companies to go global and build up a global corporate brand across nations. Many companies, like Lenovo or Huawei, already followed this call and profit from economic as well as reputational benefits (Bale, 2018).

Because MNCs can further profit from those benefits of PBG in terms of consumer behaviour, we study the indirect effect of PBG on consumer trust mediated by corporate reputation (CR). Scholars also recognized the importance of globalness and often studied the effects of global consumption orientation, global brand attitude, and, less often, PBG on consumer behaviour (see Figure 1). They have analysed direct (e.g., Winit, Gregory, Cleveland, & Verlegh, 2014), but mostly indirect effects of PBG on purchase intention, loyalty, or willingness to pay (e.g., Swoboda & Hirschmann, 2016; Halkias, Davvetas, & Diamantopoulos, 2016). Scholars consider quality, prestige, global myth, and functional and psychological values as pathways that translate PBG into consumer behaviour (e.g., Swoboda, Pennemann, & Taube, 2012).

Xie, Batra, and Peng (2015) are the first authors investigating PBG effects on trust. However, almost all studies analyse globalness effects focusing on one country or comparing few countries only (e.g., Özsomer, 2012). In contrast, scholars call for analysis across nations in order to ensure generalizable results (e.g., Halkias et al., 2016). Moreover, most studies consider product brands. Corporate brands are of particular importance as they are CEO's responsibility and strategically influence most further decisions (e.g, Balmer, 2012).

		PBG	Similar Constructs of Global Brands
National	Developed	Davvetas, Sichtmann, & Diamantopoulos (2015); De Meulenaer, Dens, & de Pelsmacker (2015); Halkias, Davvetas, & Diamantopoulos (2016)	Bartsch et al (2016); Davvetas/Diamantopoulos (2018); Dimofte, Johansson, & Bigozzi (2010); Dimofte, Johansson, & Ronkainen (2008); Halkias et al (2017); Iversen/Hern (2011); Nissen & Douglas (2011); Riefler (2012); Westjohn, Singh, & Magnusson (2012)
	Emerging	Akram, Merunka, & Akram (2011); **Swoboda, Pennemann, & Taube (2012)**; Winit et al (2014); Xie/Batra/Peng (2015)	Batra et al (2000); He & Wang (2017); Zhou, Yang, & Hui (2010)
International	Only Developed	Johansson & Ronkainen (2005); Steenkamp, Batra, & Alden (2003)	Schuiling & Kapferer (2004)
	Including Emerging	Özsomer (2012); Sichtmann & Diamantopoulos (2013); **Swoboda & Hirschmann (2016)**	**Alden et al. (2013)**; Alden, Steenkamp, & Batra (2006); Davvetas & Diamantopoulos (2016); Guo (2013); Heinberg, Ozkaya, & Taube (2017); Strizhakova & Coulter (2015); Strizhakova, Coulter, & Price (2011); Westjohn, Magnusson, & Zhou (2015); Westjohn et al (2016) Zabkar et al (2017)
	Across nations	Holt, Quelch, & Taylor (2004); **This study**	Steenkamp & de Jong (2010)

Note: Studies analysing corporate/retail brands (vs product brands) are in bold

Figure 1. Literature review

In summary, a lack of research regarding the PBG-consumer behaviour link across nations exists. We aim to address this research gap and advance literature by analysing whether

MNCs can benefit from PBG in terms of having a good CR and consequently influence consumer trust across nations. In doing so, we offer three important contributions.

We theoretically extent knowledge on corporate brands' PBG effects across nations, which has hardly been studied. It is important to add novel insights to the impact of PBG on CR, because previous studies have already shown the advantages of a strong CR internationally with regard to consumer behaviour (e.g., Swoboda, Puchert, & Morschett, 2016). In practice, it is highly relevant for managers to understand the interplay between PBG and CR in order to be able to manage their corporate brand effectively across nations.

We apply accessibility-diagnosticity theory to our conceptual framework and hypothesis development. Thereby, we extend the theory to the context of global brands across nations (e.g., Swoboda & Hirschmann, 2016) and further develop it by transferring it to the constructs of CR and trust.

We methodologically contribute to research by accounting for country differences in the data structure through multilevel modelling.

In a further evolved version of this paper, we would like to not only account for these country differences methodologically but also detect country-specific factors moderating the indirect relationship between PBG and trust. Thereby, we follow the call from Gürhan-Canli, Sarial-Abi, and Hayran (2018) to investigate consumer perceptions of MNC's globalness with regard to countries' degree of development or global connectedness. This aim will extend our knowledge on the effects of PBG across nations depending on different institutional factors.

2. Conceptual Framework

To address our research aim, we propose a conceptual framework where MNC's PBG determines CR and indirectly consumer trust
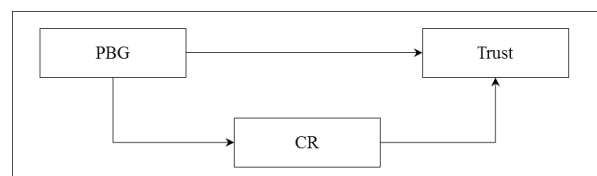

Figure 2. Conceptual framework

(see Figure 2). In doing so, we build on empirical studies as well as accessibility-diagnosticity theory. We rely on trust because it is an important predictor of consumer's commitment toward a MNC, based on their evaluation of MNC's ability to deliver its stated promises (Morgan & Hunt, 1994). Further, we focus on CR, because it is known to be highly relevant in determining consumers' behaviour (Swoboda, Huber, Schuster, & Hirschmann, 2017). CR represents consumer's overall evaluation of corporate activities with regard to its responsibility, strength, or quality (Walsh & Beatty, 2007). According to accessibility-diagnosticity theory developed by Feldman and Lynch (1988), the likelihood whether consumers use a certain information for decision making or not, is a function of information accessibility in consumer's

mind and its diagnosticity. Accessibility is defined as the ease of retrieving an information, whereas diagnosticity refers to the extent to which this information is perceived to be adequate and applicable for decision making (Lynch Jr, Marmorstein, & Weigold, 1988).

Therefore, the usage of PBG as a relevant information for consumer trust depends on its accessibility and diagnosticity. MNCs are present in multiple countries, which results in high visibility for customers. Based on this high visibility, consumers are able to store MNC's globalness information in their mind and let PBG become an easily accessible information (Swoboda et al., 2012). PBG only becomes diagnostic when it influences perceptions of offered values. CR serves as a signal reflecting cognitive and affective valuable elements of the company (Walsh & Beatty, 2007), on which consumers base their behaviour. In consequence, consumers link MNCs' PBG to CR in order to make PBG an adequate and applicable information in forming trust towards the company.

3. Hypothesis Development

As previous research has shown, PBG may have a direct or indirect effect on consumer behaviour (direct, e.g., Winit et al., 2014; indirect, e.g., Halkias et al., 2016). Swoboda and Hirschmann (2016) as well as Xie et al. (2015) argue that PBG directly influences consumer behaviour only if consumers have above average affective associations with MNC's globalness, whereas both studies show non-significant effects for such direct relations. Based on the theoretical rationale of accessibility-diagnosticity theory (Lynch Jr et al., 1988), we believe that PBG only indirectly influences trust through CR across nations. Although PBG is an accessible information, it does not directly become diagnostic (Swoboda & Hirschmann, 2016). PBG's diagnosticity only arises through its link to CR. CR turns PBG into an important piece of information, which consumers consider for decision making and respectively, influences behavioural outcomes like trust.

Even if the consumer-based CR emphasizes affective elements like MNC's customer orientation or social responsibility more strongly (Sarstedt, Wilczynski, & Melewar, 2013), consumer's assessment of MNC's CR also includes cognitive aspects like quality and financial performance (Walsh & Beatty, 2007). On the one hand, global brands contribute to consumer perceptions of MNCs' affective value-creating characteristics. They deliver prestigious benefits through giving consumers the feeling of belonging to the global community (Özsomer, 2012). Appreciation of global brands seems to be consumer's entrance to global citizenship (Strizhakova & Coulter, 2015). Consumers strive for such prestigious benefits because global

brands are perceived to be unique, exclusive, and sophisticated, which leads to social upgrading and emotional experience (Swoboda et al., 2012). On the other hand, PBG determines such cognitive elements of CR, which strengthen MNC's functional value for customers across nations. Thereby, global brands are often perceived to be of higher quality, better performance, and offer higher value for money (Halkias et al., 2016). As a result, MNCs impacting affective and cognitive value-creating company characteristics through their PBG, have enhanced beneficial CR (Thams, Alvarado-Vargas, & Newburry, 2016).

Furthermore, CR is also stored in consumer's mind and deployed for decision making (Swoboda et al., 2016). It serves as a credibility signal indicating whether companies fulfil their promises or not (Jin, Yong Park, & Kim, 2008). In consumer's mind, a good CR reduces uncertainty and risk and stimulates their perception of a trustworthy MNC (Sarstedt et al., 2013). Moreover, we rely on previous studies that proved a positive significant effect of CR on trust (e.g., Jeng, 2011; Walsh & Beatty, 2007). Thus, we propose the following hypothesis for the indirect effect from PBG on trust across nations:

Hypothesis: MNC's PBG has a positive effect on consumer trust through CR across nations.

4. Empirical Study

4.1 Sample

Our data derive from a cooperation with a German MNC active in the chemical and pharmaceutical industry. The MNC has subsidiaries in over 150 countries worldwide and a standardized, centrally managed CR. The effects are monitored by surveying up to 1,000 consumers per country every year. The surveyed 31 countries in this study were chosen based on their importance for the MNC. Data was collected by a commercial marketing research agency, which offers panels in 200 countries worldwide. The agency has an average participation rate of 55% and respondents are compensated through cash rewards, which goes along with panel surveys in previous research (Madden, Roth, & Dillon, 2012). Quota sampling relating to age and gender was applied. For sample comparability across nations, the sample was restricted to the urban population between 18 and 65(55) in developed (emerging) countries and to respondents with higher levels of education or profession and above-average incomes. After accounting for consumer's unprompted and prompted awareness of up to six MNCs of the industry (Keller, 1993), only respondents with at least general knowledge of the MNC were included in the survey. After elimination of Mahalanobis distance-based outliers, 21,561 respondents remained. We tested our hypothesis using the mean-adjusted maximum likelihood estimator as data was not normally distributed (Asparouhov, 2005).

4.2 Measurement and method

For measurement of variables at the individual level, we relied on scales from previous studies (using five-point Likert-type scales) that were intensely pre-tested and for which translation-back translation method was applied. PBG was measured by three items from Swoboda et al. (2012) as this scale has already been applied multiple times in previous research (Halkias et al., 2016). The measurement of CR consists of five dimensions (Customer Orientation, Good Employer, Social and Environmental Responsibility, Product Range Quality, and Reliable and Financial Strong Company), three items reflecting each dimension (Walsh & Beatty, 2007; Walsh, Beatty, & Shiu, 2009). This scale is a valid measure of CR and dominant in recent research (e.g., Sarstedt et al., 2013). Three items of trust measurement were adapted from Morgan and Hunt (1994). Table 1 gives an overview of all measured items. We controlled for age, gender (0=male, 1=female), and brand familiarity. Brand familiarity was measured by one scaled item ([MNC] is familiar to me; Steenkamp et al., 2003).

	Item	MV/Std	FL	KMO	ItTC	α	CR	AVE	λ₁	λ₂
Constructs (First-order)										
PBG	To me, [MNC] is a global company brand.	4.18/1.06	.875		.845				.876	.876
	I don't think consumers abroad buy [MNC's] products.	4.16/1.01	.940	.762	.891	.939	.939	.857	.941	.941
	[MNC] sells its products all over the world.	4.21/1.00	.931		.885				.930	.930
CO	[MNC] takes customer rights seriously.	3.54/.906	.930		.892				.928	.928
	[MNC] treats its customers fairly.	3.53/.879	.921	.775	.885	.946	.947	.894	.922	.921
	[MNC] is concerned about its customers.	3.59/.921	.922		.886				.923	.925
GE	[MNC] appears to be a good employer.	3.62/.879	.936		.890				.928	.930
	[MNC] appears to have competent staff.	3.69/.878	.895	.768	.861	.941	.941	.889	.906	.906
	[MNC] seems to treat its employees well.	3.55/.855	.921		.879				.918	.917
PRQ	[MNC] is a strong, reliable company.	3.87/.913	.917		.876				.922	.920
	[MNC] offers high-quality products.	3.87/.909	.940	.767	.892	.940	.941	.882	.933	.933
	[MNC] improves people's quality of life through its products.	3.79/.922	.893		.859				.896	.899
SER	[MNC] seems to be environmentally responsible.	3.37/.954	.919		.872				.907	.907
	[MNC] appears to support good causes/acts as a good citizen.	3.39/.922	.898	.768	.857	.935	.934	.864	.895	.896
	[MNC] acts in an ethically correct manner.	3.44/.928	.911		.866				.924	.932
RFS	[MNC] appears to have strong prospects for future growth.	3.74/.895	.924		.885				.925	.925
	[MNC] seems to recognize and take advantage of market opportunities.	3.73/.897	.911	.773	.876	.945	.944	.892	.909	.909
	[MNC] seems to have a clear vision of its future.	3.72/.896	.931		.890				.932	.933
Trust	I trust [MNC].	3.71/1.03	.968		.941				.964	.964
	I have great confidence in [MNC].	3.66/1.03	.947	.781	.926	.968	.968	.912	.948	.948
	[MNC] can be relied upon.	3.75/.995	.947		.926				.950	.950
CR (Second-order)										
	CO									.907
	PRQ									.922
	SER									.939
	GE									.878
	RFS									.893

Note: Confirmatory model fit of first order model: CFI,.993; TLI,.991; RMSEA,.028; SRMR,.013; χ²(168)=2,916.153; scaling correction factor mean-adjusted maximum likelihood=1.3407. Confirmatory model fit of second order model: CFI,.982; TLI .979; RMSEA,.043; SRMR,.031; χ²(181)=7,326.231; scaling correction factor mean-adjusted maximum likelihood=1.3454. CO=Customer orientation, CR=Corporate reputation, GE=Good employer, MNC=Multinational corporation, PBG = Perceived brand globalness, PRQ=Product range quality, SER=Social and environmental responsibility, RFS=Reliable and financially strong company. FL=Factor loadings (exploratory analysis), KMO=Kaiser-Meyer-Olkin criterion (≥.5), ItTC=Item-to-total correlation (≥.5), α=Cronbach's alpha (≥.7), CR=Composite reliability (≥.6), AVE=Average variance extracted (≥.5), λ₁/λ₂=Standardized factor loadings of the first-order and second-order confirmatory factor analysis (≥.5).

Table 1. Reliability and validity

Because consumers are nested in countries and hence, a hierarchical data structure exists, we tested for multilevel modelling requirements (Hirschmann & Swoboda, 2017). Because intra-class correlation indicates that 20.0% of the variance in trust can be determined by country differences, multilevel structural equation modelling is highly adequate (Hox, 2013). To reduce model complexity and to provide a profound comparison of the effects, we apply regression scores for PBG, the five CR dimensions, CR in general, and trust. Before, we tested for reliability and validity, which yield satisfactory results. Moreover, multilevel reliability as well as discriminant validity were not an issue in this study.

We used a stepwise procedure to test hypothesis using Mplus 8.2. First, calculating the null model. Second, including control variables and third, considering all individual-level variables. This procedure leads to a 1-1-1 multilevel mediation model with the following specifications (Zhang, Zyphur, & Preacher, 2009):

Individual level: $$Y_{ij} = \beta_{0j} + \beta_{1j}X_{ij} + \beta_{2j}M_{ij} + \beta_{3j}ILC_i + r_{ij} \tag{1}$$

Country level: $$\beta_{0j} = \gamma_{00} + u_{0j} \tag{2}$$

$$\beta_{1j} = \gamma_{10} \tag{3}$$

$$\beta_{2j} = \gamma_{20} \tag{4}$$

with i denoting consumers in a country and j indicating countries. Y stands for consumer trust, X reflects PBG, M the mediator CR, and ILC individual-level controls. β_{0j} and γ_{00} denote the first- and second-level intercept, whereas β_{1j}, β_{2j}, and β_{3j} indicate independent, mediator and control variable's regressions scores at the individual level. r_{ij} and u_{ij} display first- and second-level residual variances. γ_{10} and γ_{20} represent the intercept of the second-level random slope of X and M. Independent variables have been group mean centred (Hox, Moerbeek, & Van de Schoot, 2017). In order to account for detected country differences in trust, we plan to analyse the already mentioned moderating country factors applying multilevel moderated mediation in Mplus (Bauer, Preacher, & Gil, 2006).

5. Results

PBG has a positive direct effect on CR (b=.465, p<.001). CR has a strong positive direct effect on trust (b=.791, p<.001). The indirect effect of PBG on trust through CR is also positive and significant (b=.354, p<.001), whereas the direct effect is insignificant (b=.002, p>.05). Thus, our hypothesis is supported. Results of hypothesis testing indicate an indirect-only, full mediation, between PBG and consumer trust (Zhao, Lynch Jr, & Chen, 2010; see Table 2). Variables included in the full model explain 59.2% of the individual-level variance.

In the future, we detect country-level variance when calculating country-specific moderation effects. We controlled for age, gender, and brand familiarity, from which only the latter has a significant affect and could play a crucial role in the model.

		Null model	Baseline model	Random intercept model
			b p	b p
Direct effects	PBG → CR			.465***
	CR → Trust			.791***
	PBG → Trust			.002ns
Indirect effect	PBG → CR → Trust			354***
Total effect	PBG → CR → Trust			356***
Controls individual level	Gender → Trust		.020ns	.009ns
	Age → Trust		.030**	.007ns
	BF → Trust		.304***	.050***
Residual variance (individual level)		.772	.664	271
Residual variance (country level)		.192	.047	.009
Explained variance (individual level only)			13 9%	59.2%

Note: PBG = Perceived Brand Globalness; CR = Corporate Reputation; BF = Brand Familiarity; b = unstandardized coefficients; * p < .05; ** p < .01; *** p < .001; ns = not significant.

Table 2. Results

6. Discussion, Implications, and Limitations

Regarding our research question, the results show an indirect but no direct effect of PBG on consumer trust. Therefore, MNCs can benefit from PBG in terms of improved consumer trust by reporting a strong CR. These findings are in line with our theoretical reasoning of accessibility-diagnosticity theory (Feldman & Lynch, 1988) and deliver important theoretical implications. PBG reflects easily accessible information in consumer's mind due to MNCs' high visibility and global presence. Such accessible information does not directly guide consumers in their trust towards leading MNCs. Hence, we conclude that consumers are able to judge whether the MNC is global and link this knowledge with its CR in order to make PBG a diagnostic criterion and determine their behaviour.

Scholars have analysed such indirect effects but without accounting for CR as the criterion which turns PBG into a relevant piece of information (e.g., Swoboda et al., 2016; Swoboda et al., 2012). Results show that PBG positively affects CR by determining its cognitive and affective elements. PBG influences cognitive elements by delivering a superior perception of MNC's quality or performance and affective elements through generating prestigious advantages for consumers (Halkias et al., 2016; Özsomer, 2012). Those effects on CR are notable because CR serves as an important credibility source for consumers when deciding about how trustworthy a MNC is (Walsh & Beatty, 2007).

We further enhance studies on global brands by analysing such relations across nations, thereby accounting for PBG effects in different country environments. Managers need to be aware of MNC's PBG in foreign markets to be able to manage their international expansion or operations effectively. Further, they should reflect how PBG impacts MNC's perceived cogni-

tive and affective characteristics to obtain a strong CR. These results add to knowledge of corporate brand management across nations because corporate brands are of high strategic importance internationally (Balmer, 2012). When managing country-level CR, managers also have to consider increases in CR effects by PBG.

This study has certain limitations, which point to future research directions. First, regarding our sample, we only consider one MNC within one industry. Future studies may detect changing results when accounting for various MNCs with another sector-specific background.

Second, we use a more affective measure of CR (Sarstedt et al., 2013). Further research could apply more cognitive measures of CR (Fombrun, Gardberg, & Sever, 2000), which might be even stronger influenced by PBG.

So far, a third limitation of our study is that we only include individual-level variables and do not consider any country-specific factors. Previous research as well as the intra-class correlation of trust (20.0%) suggest that country-specific influences should be detected in further research (e.g., Halkias et al., 2016; Swoboda & Hirschmann, 2016). As mentioned, we plan to analyse the given relationship between PBG and trust in different country-specific contexts, e.g. in emerging vs. developed countries (Gürhan-Canli et al., 2018). This could broaden the understanding of our stated relationship across nations and contribute to corporate brand management in literature and practice.

References.

Asparouhov, T. (2005). Sampling Weights in Latent Variable Modeling. *Structural Equation Modeling, 12*(3), 411-434.

Bale, S. (2018). *Brandz: Chinese Global Brand Builders 2018*. Beijing: Google, Kantar Millward Brown, WPP.

Balmer, J. M. (2012). Strategic Corporate Brand Alignment: Perspectives from Identity Based Views of Corporate Brands. *European Journal of Marketing, 46*(7/8), 1064-1092.

Bauer, D. J., Preacher, K. J., & Gil, K. M. (2006). Conceptualizing and Testing Random Indirect Effects and Moderated Mediation in Multilevel Models: New Procedures and Recommendations. *Psychological Methods, 11*(2), 142-163.

Feldman, J. M., & Lynch, J. G. (1988). Self-Generated Validity and Other Effects of Measurement on Belief, Attitude, Intention, and Behavior. *Journal of Applied Psychology, 73*(3), 421.

Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000). The Reputation Quotient Sm: A Multi-Stakeholder Measure of Corporate Reputation. *Journal of Brand Management, 7*(4), 241-255.

Gürhan-Canli, Z., Sarial-Abi, G., & Hayran, C. (2018). Consumers and Brands across the Globe: Research Synthesis and New Directions. *Journal of International Marketing, 26*(1), 96-117.

Halkias, G., Davvetas, V., & Diamantopoulos, A. (2016). The Interplay between Country Stereotypes and Perceived Brand Globalness/Localness as Drivers of Brand Preference. *Journal of Business Research, 69*(9), 3621-3628.

Hirschmann, J., & Swoboda, B. (2017). Multilevel Structural Equation Modelling in Marketing and Management Research. *Marketing ZFP, 39*(3), 50-75.

Hox, J. J. (2013). Multilevel Regression and Multilevel Structural Equation Modeling. *The Oxford Handbook of Quantitative Methods, 2*(1), 281-294.

Hox, J. J., Moerbeek, M., & Van de Schoot, R. (2017). *Multilevel Analysis: Techniques and Applications*. New York: Routledge.

Jeng, S.-P. (2011). The Effect of Corporate Reputations on Customer Perceptions and Cross-Buying Intentions. *The Service Industries Journal, 31*(6), 851-862.

Jin, B., Yong Park, J., & Kim, J. (2008). Cross-Cultural Examination of the Relationships among Firm Reputation, E-Satisfaction, E-Trust, and E-Loyalty. *International Marketing Review, 25*(3), 324-337.

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing, 57*(1), 1-22.

Lynch Jr, J. G., Marmorstein, H., & Weigold, M. F. (1988). Choices from Sets Including Remembered Brands: Use of Recalled Attributes and Prior Overall Evaluations. *Journal of Consumer Research, 15*(2), 169-184.

Madden, T. J., Roth, M. S., & Dillon, W. R. (2012). Global Product Quality and Corporate Social Responsibility Perceptions: A Cross-National Study of Halo Effects. *Journal of International Marketing, 20*(1), 42-57.

Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *The Journal of Marketing, 58*(3), 20-38.

Özsomer, A. (2012). The Interplay between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness. *Journal of International Marketing, 20*(2), 72-95.

Sarstedt, M., Wilczynski, P., & Melewar, T. (2013). Measuring Reputation in Global Markets—a Comparison of Reputation Measures' Convergent and Criterion Validities. *Journal of World Business, 48*(3), 329-339.

Steenkamp, J.-B. E., Batra, R., & Alden, D. L. (2003). How Perceived Brand Globalness Creates Brand Value. *Journal of International Business Studies, 34*(1), 53-65.

Strizhakova, Y., & Coulter, R. A. (2015). Drivers of Local Relative to Global Brand Purchases: A Contingency Approach. *Journal of International Marketing, 23*(1), 1-22.

Swoboda, B., & Hirschmann, J. (2016). Does Being Perceived as Global Pay Off? An Analysis of Leading Foreign and Domestic Multinational Corporations in India, Japan, and the United States. *Journal of International Marketing, 24*(3), 1-30.

Swoboda, B., Huber, C., Schuster, T., & Hirschmann, J. (2017). Corporate Reputation Efforts across Nations. *Management International Review, 57*(5), 717-748.

Swoboda, B., Pennemann, K., & Taube, M. (2012). The Effects of Perceived Brand Globalness and Perceived Brand Localness in China: Empirical Evidence on Western, Asian, and Domestic Retailers. *Journal of International Marketing, 20*(4), 72-95.

Swoboda, B., Puchert, C., & Morschett, D. (2016). Explaining the Differing Effects of Corporate Reputation across Nations: A Multilevel Analysis. *Journal of the Academy of Marketing Science, 44*(4), 454-473.

Thams, Y., Alvarado-Vargas, M. J., & Newburry, W. (2016). Geographical Diversification as a Predictor of Mnc Reputations in Their Home Nations. *Journal of Business Research, 69*(8), 2882-2889.

Walsh, G., & Beatty, S. E. (2007). Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation. *Journal of the Academy of Marketing Science, 35*(1), 127-143.

Walsh, G., Beatty, S. E., & Shiu, E. M. (2009). The Customer-Based Corporate Reputation Scale: Replication and Short Form. *Journal of Business Research, 62*(10), 924-930.

Winit, W., Gregory, G., Cleveland, M., & Verlegh, P. (2014). Global Vs Local Brands: How Home Country Bias and Price Differences Impact Brand Evaluations. *International Marketing Review, 31*(2), 102-128.

Xie, Y., Batra, R., & Peng, S. (2015). An Extended Model of Preference Formation between Global and Local Brands: The Roles of Identity Expressiveness, Trust, and Affect. *Journal of International Marketing, 23*(1), 50-71.

Zhang, Z., Zyphur, M. J., & Preacher, K. J. (2009). Testing Multilevel Mediation Using Hierarchical Linear Models: Problems and Solutions. *Organizational Research Methods, 12*(4), 695-719.

Zhao, X., Lynch Jr, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis. *Journal of Consumer Research, 37*(2), 197-206.