

# The impact of perceived brand globalness/localness on purchase intentions

**Robert Jadach**

Wroclaw University of Economics and Business

Cite as:

Jadach Robert (2023), The impact of perceived brand globalness/localness on purchase intentions.  
*Proceedings of the European Marketing Academy*, (117201)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



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## **Abstract**

The main aim of the dissertation is to assess the impact of perceived brand globalness/localness on the purchase intentions of Polish consumers, taking into account perceived brand quality. The study used a survey method, conducted on a representative sample of 1,100 consumers. The main finding of the research is that both the wide market reach of the brand, the global brand symbolism and the perceived brand localness significantly (positively) influence purchase intentions among Polish consumers. Consumers particularly appreciate brands' efforts to connect with the local market. Furthermore, perceived global/local is positively related to perceived brand quality.

**Keywords:** *perceived brand globalness, perceived brand localness, purchase intentions*