MODERATING EFFECT OF THE TYPE OF BRAND ON THE BELIEF-ATTITUDE-BEHAVIOUR MODEL

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ABSTRACT

Drawing from the Signaling theory we built a model of the moderating effects of the type of brand in a belief-attitude-behaviour model, namely brand evaluation, brand attitude and purchase intention. We empirically test this model with 400 consumers in Mexico. Previously we had conducted another survey with also 400 Mexican consumers to classify brands into global, local and glocal. Our results suggest that brand quality, brand familiarity and brand image are common factors that positively influence brand attitude for the three brand categories. In addition, brand attitude is closely linked to brand purchase intention. Moreover, the type of brand moderates the relationship between brand quality and brand attitude, and between brand attitude and brand purchase intention, the relationship being weaker for glocal brands than for local or global.

KEYWORDS:

Global brand; Local brand; Glocal brand; Signaling Theory; Brand attitude; Purchase intention

1. Introduction

In today's marketplace brand managers face a very complex competitive scenario; on one side, international firms bring to bear the competitive advantages of high-quality standardised products that offer better consumer value and have international recognition (Alden et al., 1999; Kapferer, 2002; Özsomer, 2012; Steenkamp, 2014). In contrast to the actions of brands to globalise efforts, some consumers also have a preference for local brands, given the strong connections they have with them (Schuiling and Kapferer, 2004; Strizhakova and Coulter, 2015), because local culture still plays a critical role in impacting consumer behaviour (Petersen et al., 2015). The literature has shown that both global and local positioning can be associated with positive consumer outcomes (Özsomer and Altaras 2008; Schuiling and Kapferer 2004). In addition, some global brands try to straddle both worlds by pursuing a glocal positioning (Godey and Lai, 2011; Steenkamp and De Jong 2010; Llonch-Andreu et al., 2016). Therefore, consumers today face three types of brands, local, global and glocal, instead of the traditional two categories. As a result, marketers need to clearly understand consumers' attitudes and responses to these different categories of brands to develop effective brand strategies (Steenkamp and De Jong, 2010). However, the literature shows that local and glocal brands have not been given much attention as to global brands by academics and practitioners (Schuiling and Kapferer, 2004; Dumitrescu and Vinerean, 2010).

The literature also provides evidence of the influence of the type of brand on attitude and purchase intention. For instance, regarding global brands or nonlocal brands, perceived brand globalness has an indirect effect on behavioural intentions in China (Xie et al., 2015). Regarding local brands, perceived brand localness has an indirect relationship with buying intention (Swoboda et al., 2012; Xie et al., 2015). Much less is known about the influence of glocal brands (the result of a 'glocal marketing strategy', which refers to the idea of 'think global, act local'), and the scarce relevant research done on glocal branding strategies is mainly theoretical or conceptual.

All these evidences suggest that the type of brand may moderate the relationships in belief-attitude-purchase intention model for consumer products. Therefore, the main objective of this research is to analyse the moderating effect of the type of brand (global, local and glocal) on the belief-attitude-behaviour relationships, to identify whether brand categorization may have an influence in such relationships. A second objective is to categorise brands from consumers´ point of view, a subjective perspective, rather than the traditional way of doing this based on objective criteria. Our findings provide academics with new empirical evidences of the importance of the type of brand on brand attitudes configurations and on the effects of these attitudes on buying intentions. Our research is also relevant for managers to develop more effective global, glocal and local marketing strategies.

The paper is organised as follows; drawing upon relevant literature on the belief-attitude-behaviour model and the signalling theory the theoretical framework, the proposed hypotheses and our theoretical model are presented in section 2. In section 3 we discuss the survey and the methodology applied. Empirical results are presented in section 4. Section 5 describes the key theoretical and practical implications and the originality/value of the research. Finally, in section 6 the research limitations and future research lines are presented and discussed.

2. Theoretical framework

2.1. Conceptual foundation and theoretical model

As Riefler (2012) highlights, the literature regarding global brands has received some criticism for including either brand attitude (e.g. Alden et al., 2006) or purchase intention (Steenkamp et al., 2003). Our paper tries to overcome this criticism by proposing a model that includes a hierarchy of three outcomes variables based on Ajzen and Fishbein´s (1980) belief-attitude-behaviour model; namely brand evaluation, brand attitude and purchase intention. According to the belief-attitude-behaviour model brand evaluation has a direct influence on brand attitude and brand attitude directly impacts purchase intention. As key determinants for brand evaluation we have identify from the literature the following variables: brand quality (Elliott and Cameron,

1994; Erdem et al., 2006), brand image (Batra et al., 2000; Faircloth et al., 2001), brand familiarity (Laroche et al., 1996; Batra et al., 2000) and brand as a social signalling value (Wang and Wallendorf, 2006). These four determinants impact on brand attitude whereas brand attitude has a direct influence on purchase intention. In addition, the belief-attitude-behaviour model can be explained by the effects of certain contingent variables (Ajzen and Fishbein, 1977). In our research these contingent variables will be the type of brand: local, global or glocal.

Drawing from the Signalling theory (Erdem and Swait 1998), which suggests that brands may help consumers make inferences about tangible and intangible product attributes, we propose that the type of brand will have a moderating effect on the relationship between brand evaluation and brand attitude, as well as between brand attitude and brand purchase intention. Fig. 1 depicts the proposed theoretical model, which is comprised of the main effects of brand evaluation (brand quality, brand image, brand familiarity and brand as a social signalling value), on brand attitude and brand attitude on behaviour intentions (brand purchase likelihood), as well as the moderating effects of the type of brand (local, global or glocal) on such relationships.

2.2. Hypotheses discussion

2.2.1. Main effect

The quality of products is one of the more critically, significant factors for consumers taking purchase decisions (Erdem et al., 2006; Özsomer, 2012). Some scholars make the distinction between objective product/brand quality and perceived product/brand quality, but according to Zeithaml (1988) objective quality arguably may not exist, because all quality is perceived by someone, be it consumers, managers or researchers.

The perceived quality of products and services is central to the theory that strong brands add value to consumers' purchase evaluations (Low and Lamb, 2000). Perceived quality is defined as the consumer's judgment about the superiority or excellence of a product (Zeithaml, 1988). Because of this consumers' judgement about superiority or excellence of the brand, perceived brand quality (due to practical reasons, from now on and we refer it as simply brand quality), has been widely suggested as one of the key antecedents positively influencing brand attitude (Batra et al., 2000; Özsomer and Altaras, 2008; Dimofte et al., 2010). Thus, the following hypothesis is proposed:

FIGURE 1
Conceptual model
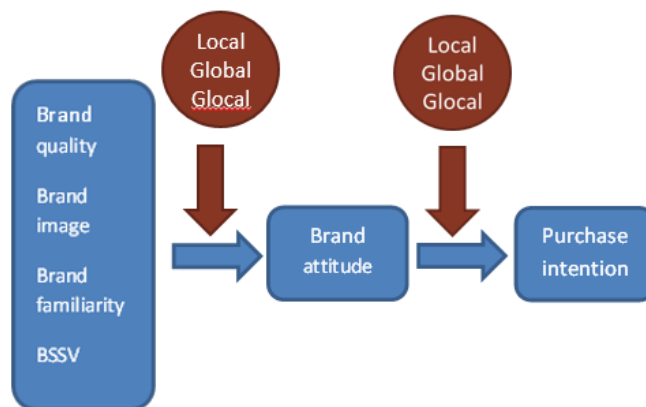
H1: Brand quality has a positive effect on brand attitude.

Studies on the field of the "exposure effect" (Fang et al., 2007) have shown that affect toward a given object arises because of repeated stimulus exposure. When objects are presented to an individual on repeated occasions, the more exposure can make the individual's attitude toward these objects more positive (Zajonc and Markus, 1982). Similarly, Heath (1990) observed that people often like stimuli more as familiarity increases. The exposure effect has been

corroborated by several studies (e.g., Anand et al., 1988). It has generally been recognized that the exposure effect is a basic process in preference and attitude formation and change (Zajonc and Markus, 1982). Laroche et al. (1996), Batra et al. (2000) or Rifler (2012), among others, empirically showed the positive relationship between brand familiarity and brand attitude. Thus, we posit:

H2: Brand familiarity has a positive effect on brand attitude.

Brand image is the first consumer brand perception that was identified in the marketing literature (Gardner and Levy, 1955). Brand image has been defined as "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 1993, p.3) and it consists of functional and symbolic brand beliefs (Low and Lamb, 2000). Firms assess the brand equity consumers confer their products based on awareness and image, which are considered critical elements for building brand preference (Keller, 1993; Godey and Lai, 2011). Batra et al. (2000) identified a strong relationship between brand image and brand attitude in India, the relationship being much stronger than between brand quality and brand attitude, even after controlling for the effect of country origin of the brand. Therefore, a better brand image enhances brand attitude for non-local and even local brands. Thus, the following hypothesis is proposed:

H3: Brand image has a positive effect on brand attitude.

Signaling theory (Erdem and Swait, 1998), which is based on information economics, argues that firms may use signals to deliver information about their characteristics to eliminate consumer uncertainty. Symbolic brand meanings have been an important focus in the research agenda (Strizhakova et al., 2007), especially in the field of brands as signals of social status (Wang and Wallendorf, 2006). Status is defined as a higher position compared to others, which is considered important by society (Hyman, 1942). Status consumption is the purchase of those products that confer and symbolise social status (Goldsmith and Clark, 2012). Prior work on brands as signals evidences the role of brands as signals of product positioning and the positive effect of emitting the right signals for consumer preference (Erdem et al., 2006). Such signals are related to the social prestige that the brand can translate to the consumer (Batra et al., 2000). In the case of global brands, their cosmopolitan identity is what basically gives those brands a social signalling value for consumers being more trendy or up to date (Zhou et al., 2010). For local brands, the social signalling value is based particularly on the local iconess of those type of brands (Steenkamp et al. 2003). Due to this social signalling value consumers feel it appropriate to use this brand in social contexts, and because of it, the brand social signalling value enhances consumers´ brand attitude. Thus, the following hypothesis is proposed:

H4: Brand as a social signalling value has a positive effect on brand attitude.

An attitude "is a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour" (Eagly and Chaiken, 1998, p. 269). Brand attitudes are defined as consumers´ overall evaluations of a brand (Wilkie 1986). Brand attitudes are important because they often form the basis for consumer behaviour (Keller, 1993; Spears and Singh, 2004), as e.g. purchase intentions. Purchase intentions are personal action tendencies relating to the brand (Bagozzi et al. 1979). Intentions are different from attitudes. Whereas attitudes are summary evaluations, intentions represent "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior" (Eagly and Chaiken 1993, p. 168).
In line with Ajzen and Fishbein´s (1980) belief-attitude-behaviour model, there is a positive relationship between brand attitude and brand purchase intention. The elaboration likelihood model (ELM) (Petty and Cacioppo, 1986) gives support to the relationship between attitudes and purchase intention. The ELM predicts that, because increasing a person's motivation causes central processing to play a greater role in brand attitude formation (or change), it causes brand

attitudes to have a greater impact on purchase intentions. Thus, the theory specifies that purchase intentions are a function of brand attitudes (McKenzie and Spreng, 1992), as it has been corroborated in different studies (Laroche et al. 1996; Riefler, 2012; Halkias et al., 2016). Therefore, the following hypothesis is proposed:

> H5: Brand attitude has a positive effect on brand purchase likelihood.

2.2.2. Moderating effects

Attributes that signal quality have been dichotomized into intrinsic and extrinsic cues (Olson 1977). Intrinsic cues involve the physical composition of the product, whereas Extrinsic cues are product-related but not part of the physical product itself. They are outside the product. According to the literature, intrinsic cues have a more powerful effect on quality judgments than do extrinsic ones, and extrinsic cues are used more often in product evaluations when intrinsic cues are not available (Steenkamp, 1989). The literature also suggests, however, that extrinsic cues are of greater significance when the consumer feels less able to judge product quality and thus feels more uncertain about how to choose brands in that category. This could arise because the consumer lacks the necessary familiarity or previous experience with the brand (Rao and Monroe, 1988; Mangleburg et al. 1998). In these cases, the *signalling theory* will help consumers evaluate the perceived quality of a brand using mainly extrinsic cues. The clarity of a brand signal should affect signal credibility, because consumers may believe that firms that are willing and able to offer the promised products would send clear signals. The clarity of a brand signal refers to the absence of ambiguity in the information conveyed by the brand´s past and present marketing mix strategies and associated activities (Erdem and Swait, 1998, 2004). Empirical evidence has showed that clarity is positively related to brand credibility (Erdem & Swait, 1998). Credibility is broadly defined as the believability of an entity's intentions at a particular time (Erdem and Swait, 2006). A clear and credible brand signal creates value to consumers by decreasing both information costs and the risk perceived by the consumer, thus increasing consumer-expected utility (Erdem and Swait, 1998). In addition, brand clarity is negatively related to perceived risks, directly and indirectly through brand credibility (Erdem and Swait, 1998, 2004).

Local and global brands are brands with more clarity than glocal brands, because local and global brands are less ambiguous in the information conveyed by those brands´ past and present marketing mix strategies and associated activities. Dimitrescu and Vinerean (2010) posit that a "glocal strategy refers to the idea of "think global, act local", and it represents a middle way between the global and the local strategies" (p. 149), thus glocal brands are perceived with a high brand localness and a high brand globalness (Steenkamp and De Jong, 2010; Llonch-Andreu et al., 2016). Because of this, consumers may be confused about the truly positioning of glocal brands, and they will perceive them with less clarity, less credibility and higher risks. Therefore, when analysing the relationship between brand quality and brand attitude, due to the higher perceived risks regarding glocal brands, the relationship between brand quality and brand attitude will be weaker for glocal brands than for local or global, and thus we posit:

> H1bis: The relation between brand quality and brand attitude is weaker for glocal than for local or global brands.

Regarding the relationship between brand attitude and purchase intention, consumer attitudes are more likely to be influenced by utilitarian cues (as product design or product performance) for consumers with high prior experience, and by user-image based cues (as brand name, country of origin, etc.) for consumers with low prior experience (Wood and Kallgren, 1988; Mangleburg et al. 1998). Thus, consumers with a low prior experience with a brand when evaluating its brand attitude will mainly rely on user-image cues, and brand identity in terms of its local/global image is clearly a user-image cue.

As previously mentioned, local and global brands are perceived by consumers as brands with more clarity than glocal brands. Therefore, consumers with low prior experience with the brand when evaluating the attitude of a glocal brand would mainly apply user-image based cues. Due

to the lower clarity and credibility of a glocal brand, consumers will perceive higher risks with this brand compared to a local or global (Erdem and Swait, 1998, 2004; Erdem et al., 2006), thus:

> H5bis: The relation between brand attitude and brand purchase likelihood is weaker for glocal than for local or global brands.

3. Methodology

3.1. Selection of product categories and brands for the survey

24 brands were initially selected based on their market share, the probability that their category would produce the three types of brands (global, local and glocal) and consumer familiarity with the category and brands; the categories selected with these characteristics in the Mexican market were yogurt, chocolate confectionery, sportswear and footwear and beer. The methodology for the categorisation of brands follows the categorisation principles suggested by Steenkamp and De Jong (2010). In a first survey, a questionnaire was developed to classify those brands into global, local and glocal from the consumer point of view, following the methodology proposed by Llonch-Andreu et al. (2016). The survey was carried out to a representative sample of the population of Mexico. This survey applied 400 questionnaires via face to face personal interviews which were collected in the Guadalajara City area. From this research, we selected 12 brands, four of each type, global, glocal and local, from the 24 initially identified. The brands chosen for the second survey were those with the strongest overall average for the categorisation (the stronger global, glocal and global brands regardless of their category) (see Table 1).

TABLE 1
Selected brands and sets for the second survey

Set No.	Brand categorisation		
	Global	**Local**	**Glocal**
Set 1	Adidas (sportswear)	Maizoro (cereal)	TECATE (beer)
Set 2	Snickers (chocolate)	Atletica (sportswear)	Dan'Up / Danone (yogurt)
Set 3	Nike (sportswear)	Carlos V (chocolate)	Vitalinea (yogurt)
Set 4	Heineken (beer)	XX Lager (beer)	Corona Extra (beer)

The set of brands chosen to participate in the survey constitutes a well-balanced sample, since it contains the same number of global, local and glocal brands. As a result, the findings obtained by the survey may be generalisable to any of these three types of brand.

3.2. Study

A second questionnaire was then developed to analyse the proposed relationships on the theoretical model. The questionnaire was developed based on the theoretical model presented in Figure 1. To ensure that the selected products and brands were familiar to the respondents and that the questionnaire was clear and readable a focus group was conducted with a selected group of consumers before the application of the study in the field.

3.3. Sample and procedure

The second survey was administered to a representative sample of 400 Mexican consumers from Mexico City, Guadalajara and Monterrey, using data supplied by the National Institute of Geography and Statistics (INEGI, 2010) (see Table 2). Since the survey includes the beer products category, consumers under the Mexican legal drinking age (18+) were not included.

TABLE 2
Distribution of the sample by age and gender vs. distribution of the population.

National population			Men	Women	Total	% of responses by age	% of segment vs. national population
Age Segment	% Men	% Women					

18-19	50%	50%	12	13	**25**	6.3%	6%
20-29	48%	52%	54	53	**107**	26.8%	26%
30-39	48%	52%	46	48	**94**	23.5%	23%
40-49	48%	52%	32	38	**70**	17.5%	18%
50 +	47%	53%	50	54	**104**	26.0%	27%
Source: Self-devised							

Brands were distributed into global, local and glocal brands. These sets of brands were rotated among questionnaires to provide consistency (Batra et al., 2000). The survey produced a set of 1200 data: 400 sets for global brands, 400 for glocal brands and 400 for local brands.

3.4. Measures

Measures for this study were drawn from previous items/measures used in the literature. Table 3 presents the sources of the items / measures for every variable used in this work. Multiple items were used to measure each of the factors with a 7-point Likert scale (from 1 = 'strongly disagree' to 7 = 'strongly agree') aligned with previous research in this field (Steenkamp et al., 2003).

3.5. Data analysis technique

A structural equation modeling (SEM), specifically partial least squares (PLS), is proposed to assess the measurement and structural model. We have used this technique because is more appropriate for the non-normal distribution of most indicators (Chin et al., 2003). So, SmartPLS 3.0 software was used to analyse the data (Ringle et al., 2005). The stability of the estimates was tested via a bootstrap re-sampling procedure 500 sub-samples (Chin, 1998).

4. Results

A PLS model is analysed in two stages: first, the assessment of the reliability and validity of the measurement model, and second, the assessment of the structural model.

TABLE 3
Constructs and measures

Main Study - Independent variables		
Constructs	**Items**	**Sources**
Brand Purchase Likelihood (BPL)	1. I would buy it 2. I would certainly buy it	Dodds, Monroe, and Grewal (1991)
Brand Quality (BQ)	1. This is a very well-made brand. 2. This brand shows a very high level of overall quality 3. This brand has consistent quality.	Sweeney and Soutar (2001)
Brand Familiarity (BF)	1. This brand is very familiar to me. 2. I'm very knowledgeable about this brand. 3. I have seen many advertisements about this brand in Mexican magazines and mass media such as TV.	Steenkamp et al. (2003)
Brand Attitude (BA)	1. I like this brand 2. I have a positive opinion of it 3. This brand seems attractive (adapted)	Batra et al. (2000)
Brand Image (BI)	1. This brand has a very good image 2. This brand really makes me look good in front of my friends 3. This brand is one of the best in the market (adapted)	Batra et al. (2000) and Pina et al. (2010)
Brand as Social Signalling value (BSSV)	1. This brand would help me feel trendy/up-to-date 2. I think it is particularly appropriate to use this brand in social contexts 3. This brand could improve how I'm perceived (adapted)	Zhou et al. (2010)

Source: own ellaboration

4.1. Reliability and validity assessment

Firstly, following the approach of other studies (e.g. Ifinedo, 2011; Alegre and Chiva, 2013), procedural remedies for controlling common method biases were followed (Podsakoff et al., 2003). First, to increase the study's validity, clear and concise questions were used in the questionnaire. Second, to reduce apprehension respondents' anonymity was assured. Third, a statistical procedure, i.e. the Harmon one-factor test, was used to assess if such biases were a problem in our sample. If there is a substantial amount of common method variance, then either a single factor will emerge from the factor analysis, or one general factor will account for most of the covariance among the variables (Podsakoff et al., 2003). Our results show that common method bias was not a relevant concern in our data set: the factor analysis conducted in the overall sample resulted in three factors with eigenvalues greater than 1 (accounting for 69.48% of the total variance).

Secondly, we performed an analysis of the validity and reliability of the scales employed in our model. As one of our objectives is to analyse the moderator effect of the type of brand in the relationship proposed, we also tested the reliability and validity for the subgroups generated considering the type of brand, to asses that the measurement instrument is reliable. Therefore, we will analyse the validity and reliability of the scales for 4 models (for all the brands, for global brands, for local brands and for glocal brands). The scales' development was founded on the review of the most relevant literature, thus assuring the content validity of the measurements instruments (Cronbach, 1971) (Table 3).

To analyse the reliability of the constructs, we first conducted an exploratory factor analysis (EFA) with SPSS software. The consideration of multiple items for each construct increases construct reliability (Terblanche and Boshoff, 2008). Using EFA, and considering the different items for each construct, we found that only one dimension appeared for all constructs. Therefore, EFA confirmed the unidimensionality of the constructs considered in the model. The item-total correlation, which measures the correlation of each item with the sum of the remaining items that constitute the scale, is above the minimum of 0.3 recommended by Nurosis (1993) for all constructs in the sample used.

The results of the PLS for reflective indicators are reported in Table 4 (the same information considering individually global, local and glocal brands are available upon request). Convergent validity is verified by analysing the factor loadings and their significance. The results of the measurement models provide a good convergent validity. The individual item loadings in our models are higher than 0.6 (Bagozzi and Yi, 1988), and the average of the item-to-factor loadings are higher than 0.7 (Hair et al., 2006). Also, we checked the significance of the loadings with a re-sampling procedure (500 sub-samples) for obtaining t-statistic values. They were all significant ($p<.001$). These findings provide evidence supporting the convergent validity of all the reflective constructs for the four models.

Composite reliability (CR) represents the shared variance among a set of observed variables measuring an underlying construct (Fornell and Larcker, 1981). Generally, a CR of at least 0.60 is considered desirable (Bagozzi and Yi, 1988). This requirement is fulfilled for every factor in the four models. The average variance extracted (AVE) was also calculated for each construct; the resulting AVE values were greater than 0.50 (Fornell and Larcker, 1981). Therefore, the constructs for each model demonstrated acceptable levels of reliability.

Finally, the comparison of bivariate correlations and square roots of the AVEs, presented in Table 5, show an adequate discriminant validity of all constructs for every model, since all diagonal values exceeded the inter-construct correlations (the same information considering individually global, local and glocal brands are available upon request). Discriminant validity indicates the extent to which a given construct is different from other latent variables.

TABLE 4
Internal consistency and convergent validity (constructs with reflective indicators)

Construct	Indicator	Mean	St. Dv	Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
BA	BA1	5,21	1,55	0,915	0,894	0,934	0,826

	BA2	5,23	1,42	0,904			
	BA3	5,19	1,4	0,907			
BF	BF1	5,15	1,43	0,862	0,803	0,883	0,716
	BF2	5,41	1,37	0,859			
	BF3	5,21	1,59	0,818			
BI	BI1	5,25	1,33	0,913	0,765	0,894	0,809
	BI3	5,17	1,43	0,885			
BPL	BPL1	5,15	1,61	0,963	0,922	0,962	0,927
	BPL2	5,31	1,52	0,963			
BQ	BQ1	5,61	1,39	0,910	0,890	0,931	0,819
	BQ2	5,33	1,35	0,896			
	BQ3	5,39	1,23	0,909			
BSSV	BSSV1	3,63	1,79	0,903	0,851	0,907	0,765
	BSSV2	3,74	1,81	0,822			
	BSSV3	3,32	1,77	0,896			

Based on all criteria, we can accept this measure as a valuable instrument built from reliable and valid constructs for the seven models.

4.2. Structural Model

Once evaluated the psychometric properties of measurement instrument, we proceeded to estimate the structural model, using PLS and the same criteria for determining the significance of the parameters (bootstrapping of 500 sub-samples).

First, as in the validity assessment, the model was run separately for each subgroup to test the moderator effect and the relationship for each group. To assess the predictive ability of the structural model we followed the approach proposed by Falk and Miller (1992) that the R2 value (variance accounted for) of each of the dependent constructs exceeds the 0.1 value. Table 6 (A, B) shows that the R2 values in the dependent variables are higher than the critical level mentioned for each model. Another test applied was the Stone-Geisser test of predictive relevance (Q2). This test can be used as an additional assessment of model fit in PLS analysis (Geisser, 1975). The Blindfolding technique was used to calculate de Q2. Models with Q2 greater than zero are considered to have predictive relevance (Chin, 1998). In our case Q2 is positive for all predicted variables.

TABLE 5
Discriminant validity: first order latent variables correlations and square root of the average variances extracted (Fornell-Larcker Criterion)

	BA	BF	BI	BPL	BQ	BSSV
BA	0,909					
BF	0,744	0,846				
BI	0,757	0,669	0,899			
BPL	0,811	0,695	0,698	0,963		
BQ	0,806	0,747	0,694	0,746	0,905	
BSSV	0,323	0,312	0,368	0,351	0,302	0,874

Second, the multigroup path coefficient differences were examined based on the non-parametric approach PLS-MGA (Henseler, Ringle and Sinkovics, 2009), which does not impose any data distribution.

Table 6B and Figure 2 show a synthesis of the results obtained for hypothesis testing. Consistent with Chin (1988), bootstrapping (500 re-samples) was used to generate t-values. Support for each general hypothesis can be determined by examining the sign and statistical significance of the t-values.

In the overall model, the results obtained allow us to state that Brand Attitude influences in the Brand Purchase Likelihood. Likewise, Brand Familiarity, Brand Image, Brand Quality and BSSV impact positively on Brand Attitude (the impact of BSSV on Brand Attitude is significant at 90% of confidence).

In addition, the impact of the moderating variable type of brand on the studied relationships is relevant. We can see that type of brand impacts on the relationship between Brand Attitude and Brand Purchase Likelihood (p value for multi-group comparison is significant at a level of 0.01 between Local and Glocal brands). In other words, whether the brand is Local or Glocal have impact on the proposed hypothesis, being stronger the relationship among Brand Attitude and Brand Purchase Likelihood in Local than in Glocal brands.

TABLE 6A
Hypotheses and moderating effect testing

Path	All	
	Coefficients	t-value (bootstrap)
BA -> BPL	0,811***	63,928
BF -> BA	0,211***	7,898
BI -> BA	0,317***	12,492
BQ -> BA	0,425***	14,450
BSSV -> BA	0,012	0,829
R^2 (BA)	0,743	
R^2 (BPL)	0,657	
Q^2 (BA)	0,612	
Q^2 (BPL)	0,609	

5. Discussion and implications

Our research has several important contributions to marketing theory. First, it is a pioneering study about local, global and glocal brands which has previously categorized brands with a technique that takes into consideration consumers' perspective.

Second, as far as we know, it is the first study that analyses the moderating effect of the type of brand on a belief-attitude-behaviour model. Similar studies on this field have analysed the moderating effect of a brand's country of origin (COO) on consumer behaviour (i.e. Zhou et al. 2010). However, perceived brand origin refers to the country of association, while perceived brand globalness or localness refers to a brand´s geographical awareness and reach (Özsomer and Altaras, 2008). Our results contribute to the literature suggesting a moderating effect of the type of brand on the belief-attitude-behaviour model. As far as we know, this is the first study that shows with empirical data a moderating effect of the type of brand on the relationship between brand quality and brand attitude, the relationship being weaker for global brands than for global or local. Our research has also identified a moderating effect of the type of brand on the relationship between brand attitude and purchase intention. As previously hypothesized, the effect of brand attitude on purchase intention is weaker for glocal brands than for local or global. A third theoretical contribution is that if focuses on glocal brands. Most scholars have centred their studies in global brands, local brands or both, but glocal brands have been overlook in academic research, although they are very common today in the international marketplace.

TABLE 6B
Hypotheses and moderating effect testing

Path	Multigroup analysis							
	Group 1 (Global)		Group 2 (Local)		Group 3 (Glocal)		PLS-MGA	p
	Coefficients	t-value (bootstrap)	coefficients	t-value (bootstrap)	Coefficients	t-value (bootstrap)		
BA -> BPL	0,807***	32,274	0,833***	44,927	0,751***	25,312	G1-G3 / G2-G3	0,075 / 0,006
BF -> BA	0,239***	5,392	0, 185***	4,369	0,263***	4,868		
BI -> BA	0,255***	6,057	0,340***	8,492	0,382***	7,784		
BQ -> BA	0,431***	8,435	0,477***	10,319	0,303***	4,506	G1-G3 / G2-G3	0,065 / 0,018
BSSV -> BA	0,031	1,002	-0,030	1,309	0,042*	1,755	G1-G2	0,055
R^2 (BA)	0,664		0.796		0.748			
R^2 (BPL)	0,651		0,694		0,564			
Q^2 (BA.)	0,539		0,663		0,592			
Q^2 (BPL)	0.601		0.646		0.512			

***$p<0.001$;
[n.s.]=not significant.

FIGURE 2
Hypotheses testing
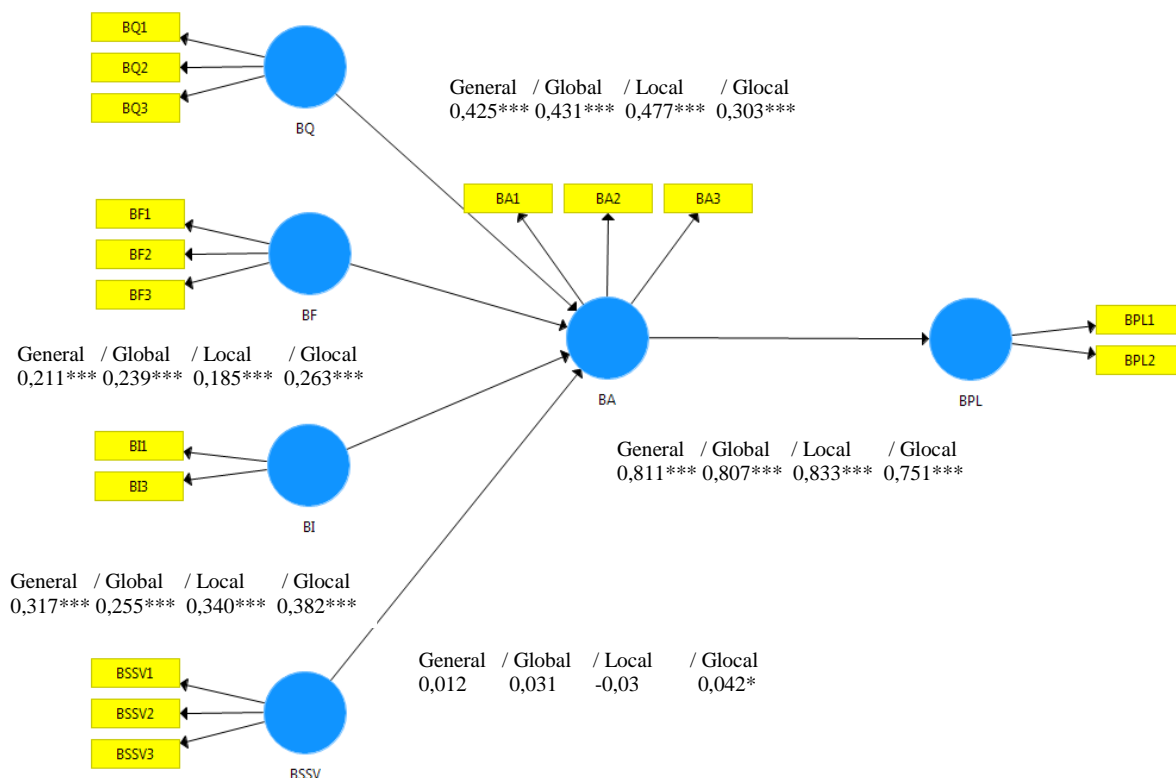
Fourth, consumers in our study identified four glocal brands, two of them are local brands (from Mexico) that have internationalized, Corona Extra and Tecate, and the other two, Dan' Up and Vitalinea, both from Danone, are global brands that have strongly adapted to the Mexican market. So, we had a combined sample of two different brand origins.

Regarding managerial contributions, our results suggest the superiority of a local or a global brand positioning compared to a glocal positioning. This contradicts the recommendation from Halkias et al. (2016) to adopt a global positioning, as many Danone brands do. There are two Danone glocal brands in our sample, Dan'Up and Vitalinea, and we find out that the effects of their glocal positioning was not as positive as the other two (local or global).

In addition, managers of glocal brands should try to cope with those higher perceived risks consumers assign to glocal brands, particularly consumers with low familiarity with this brand or without previous experience with it. How to do this? First, increasing the quality signals that their glocal brands convey to consumers. This could be done, e.g. with advertising, product packaging, price, or store location (Dodds et al. 1991). In terms of brand identity, they should try to reduce the brand ambiguity of their brand names or logos, to increase brand clarity and reduce perceived risks (Erdem and Swait, 1998).

6. Limitations and future research

One of the limitations of this work is that the research was conducted only in Mexico; a broader study among other emerging markets, or worldwide, is suggested for generalisation of the results (Steenkamp et al. 2003). In addition, this study included only 12 brands in different consumer product categories; a wider study, including a larger number of brands and product categories, is also suggested (Özsomer 2012). Additional research is also suggested to explore the clarity, credibility and perceived risks derived from glocal brands and compare it with local or global, previously categorised from consumers' perspective. Furthermore, in this research we did not take into consideration consumer's personality. Consumer's personality could be relevant when analysing the moderating effect of the type of brand, thus future research might

study how consumer personality (i.e. ethnocentrism, cosmopolitanism or materialism) influences the moderating effects of the type of brand on the belief-attitude-behaviour model.

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