

ABSTRACT

Purpose – This paper aims to examine the attitudes towards global brands by inspecting the construct of materialism, cosmopolitanism, consumer ethnocentrism and perceived global brand value. The paper also inspects the moderating role of religiosity in the relationship between perceived global brand value and global brand attitude.

Design/methodology/approach – Consumer from Malaysia were surveyed on the constructs, and five brands were selected to gauge the perceived value.

Findings – The findings show that materialism and cosmopolitanism are the antecedents to perceived global brand value, and perceived global brand value is the key indicator to global brand attitude. Consumer ethnocentrism is not a significant antecedent, and religiosity did not moderate relationship between perceived value and global brand attitude.

Research limitation/implications – Future research should empirically validate this effort by examine more product categories, and effect of country-of-origin of the brands.

Practical implications – The proposed framework can be used as a new tool to estimate how global brands may perform in new market.

Originality/value – This is the first paper that examines the global brand attitude model by using the psychographic metrics and religiosity constructs in Malaysia.

Key words – materialism, cosmopolitanism, consumer ethnocentrism, global brand attitude, perceived global brand value.

Paper type – Research Paper

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