CHAPTER 4

RESEARCH RESULTS

4.0 Introduction

This chapter elaborates on the research result of the study. The discussion commences with the summary of sample profile, follows by the research results and discussion based on each research objectives. The chapter ends with the summary of research results.

4.1 Summary of Demography Profile of Respondents

Table 4.1 summarises the respondents' demographic profiles. Amongst total of 317 respondents, higher percentages of female respondents (55.2%) participate in this survey than male (44.8%). In terms of ethnicity, 50.2% is Malay, 40.4% is Chinese, follow by 9.5% of Indian and other races. Majority of respondents are adults in the age group of 21 to 40 years old (84.2%), and more than half of the respondents are single (59.0%).

Regarding education attainment, 58.0% and 12.0% reported degree and postgraduate level, respectively, while 13.2% and 7.6% reported certificate/diploma and SPM/MCE levels respectively. In terms of occupation, 77.9% is in the workforce group, whereby one-third of respondent are in junior managerial position, which is Assistant Manager and Executive level, 16.1% is middle management level, whilst those in clerical level and supporting role is 14.2%, only 3.2% is top management level. Besides, 10.1% of respondent is consists of professionals, 1.3% is self-employed, and students consist of 19.2%. Majority of respondent's monthly income falls under RM2,000 to

RM4,000 (43.8%), 14.5% falls within the range of RM4,001 to RM6,000, and more than 30% has income above RM6,001. Only 11.0% reflects minimum income level below RM2,000.

Since half of the respondents are Malay, hence it also reflects in the religion, 50.5% are Muslim, follow by religion normally embraced by Chinese, namely Buddhism (24.6%), Christianity (8.2%), Taoism (5.7%), while majority of Indian is Hindus (7.3%). Amongst all respondents, only 3.5% is Atheism.

Table 4.1 Demography Profile of Respondents

	Number	Percentage (%)
Sample Size	**317**	**100**
Gender		
Male	142	44.8
Female	175	55.2
Race		
Malay	159	50.2
Chinese	128	40.4
Indian/Others	30	9.5
Age		
Below 21 yrs old	20	6.3
21-30 yrs old	144	45.4
31-40 yrs old	123	38.8
41-50 yrs old	30	9.5
Marital Status		
Single	187	59.0
Married without children	47	14.8
Married with children	79	24.9
Divorced / Widowed	4	1.3

Table 4.1 continued.

Education Level	Number	Percentage (%)
Primary School	0	0.0
PMR / LCE / SRP	0	0.0
SPM / MCE	24	7.6
STPM / HSC	29	9.1
Certificate / Diploma	42	13.2
Degree / Professional Certificate	184	58.0
Post Graduate (Master or Doctorate)	38	12.0
Occupation		
Professional	32	10.1
Top Management (CEO, MD, GM)	10	3.2
Middle Management (Senior Manager, Manager)	51	16.1
Assistant Manager and Executive Level	105	33.1
Clerical / Supporting Staff	45	14.2
Self-Employed	4	1.3
Student	61	19.2
Retiree	3	0.9
Others	6	1.9
Monthly Income		
Below RM 2,000	35	11.0
RM 2,000-RM 4,000	139	43.8
RM 4,001-RM 6,000	46	14.5
RM 6,001-RM 8,000	49	15.5
Not applicable	48	15.1
Religion		
Islam	160	50.5
Christian	26	8.2
Hinduism	23	7.3
Buddhism	78	24.6
Confucianism	0	0.0
Taoism	18	5.7
Animism	0	0.0
Atheism	11	3.5
Sikhism	1	0.3
Others	0	0.0

4.2 Research Results and Discussions

4.2.1 Research Objective One

The first research objective of this study is to examine the relationship between materialism (MAT), cosmopolitanism (COS), consumer ethnocentrism (CET) and perceived global brand value (PGBV). The aim is to identify whether there are any linear relationship amongst these independent variables with the mediator, separately. Hence, three hypotheses have been developed to test the relationship.

4.2.1.1 Hypothesis Testing

H1: There is a significant positive relationship between materialism (MAT) and perceived global brand values (PGBV).

H2: There is a significant positive relationship between cosmopolitanism (COS) and perceived global brand values (PGBV).

H3: There is a significant negative relationship between consumer ethnocentrism (CET) and perceived global brand values (PGBV).

4.2.1.2 Analysis and Results

In order to analyse the relationship among perceived global brand values (PGBV) with above said psychographic metrics, perceived global brand values (PGBV) is considered as mediating (or dependent) variables, while materialism, cosmopolitanism and ethnocentrism are independent variables. Correlation analysis is used to test the strength and direction of the

relationship amongst these constructs. The means, standard deviations and correlations for the constructs are shown in Table 4.2.

Table 4.2 Mean, Standard Deviation and Correlation for Independent and Mediating Variables.

		Mean	SD	PGBV	MAT	COS	CET
	PGBV	3.5925	0.5265	1			
X1	MAT	3.3826	0.5274	0.701**	1		
X2	COS	3.9048	0.5479	0.315**	0.161**	1	
X3	CET	2.5866	0.8812	-0.172**	-0.111*	-0.485**	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

There is significant positive relationship between perceived global brand values (PGBV) and materialism (MAT) ($r = 0.701$, $p < 0.01$), and also cosmopolitanism ($r = 0.315$, $p < 0.01$). Significant negative relationship is found in consumer ethnocentrism ($r = -0.172$, $p < 0.01$). Yet, the strength of consumer ethnocentrism is lesser compare to materialism and cosmopolitanism. Hence, the result shows there are linear relationships, and provide support for H1, H2 and H3.

4.2.1.3 Discussion

The results reveal that the higher inclination of materialistic and cosmopolitan values the consumers hold, they will perceive global brands to have better values. However, if the consumers have higher ethnocentrism tendency, they might perceived global brands to have lower values.

Table 2 also shows the relationship amongst the psychographic variables. Materialism (MAT) and cosmopolitanism (COS) is positively related, it can be interpreted that consumer incline to cosmopolitanism tends to be more

materialism, or vice versa. However, consumer ethnocentrism (CET) has negative relationship with materialism (MAT) and cosmopolitanism (COS), means the higher ethnocentrism values will leads to lower aspiration for materials and tends to be less cosmopolitan.

4.2.2 Research Objective Two

The second research objective aim to investigate the most influential predictor (MAT, COS and CET) to perceive global brand value (PGBV). The strength of three psychometric constructs affecting perceived global brand value (PGBV) is examined as below.

4.2.2.1 Analysis and Results

Multiple regression analysis was conducted, wherein the measure of perceived global brand value (PGBV) regressed concurrently on the three independent variables.

The analysis results (table 4.3) indicates that all independent variables explain 52.9% of the variance (adjusted R-Square) in the perceived global brand value, which is highly significant with F-value of 119.407.

Besides, standardised coefficients (β) is used to evaluate different variables as it allows conversion of values for each of different variables into the same scale, and hence compare them equally. In table 4.3, materialism ($\beta = 0.668$, $p < 0.01$) and cosmopolitanism ($\beta = 0.209$, $p < 0.01$) are significant predictors of perceived global brand value. However, consumer ethnocentrism ($\beta = 0.002$, $p > 0.05$) is not significant predictor of perceived global brand value.

Table 4.3 Model Summary, ANOVA result, Relations between Perceived Global Brand Value and Psychographic Metrics

Adjusted R-Square = 0.529, F=119.407, Sig=0.000

	Perceive Global Brand Value		
	β	**t**	**Sig**
Materialism	0.668	17.068	.000
Cosmopolitanism	0.209	4.700	.000
Ethnocentrism	0.002	0.080	.936

Dependent Variable: Perceive Global Brand Value (PGBV)

4.2.2.2 Discussion

Materialism is the strongest predictor to perceived global brand value, follow by cosmopolitanism. When multiple independent variables are regress, consumer ethnocentrism does not play a significant role as antecedent variables in predicting perceived global brand value. Hence, we can conclude that materialism and cosmopolitanism are the significant antecedents to perceive global brand value.

As stated earlier, consumer ethnocentrism have negative relationship with perceived global brand value when correlate independently, ignoring any other predictors. However when include other predictors, the effect has changed, wherein consumer ethnocentrism is not a predictor of perceived global brand value. Perhaps Malaysian is not extreme ethnocentrism either socially, culturally or ethnically since Malaysia is a multi-racial society. In general, Malaysian is exposed to different cultures and religion practices, hence higher tolerance to differences.

From the result of low standardised coefficients score on consumer ethnocentrism, we can infer that Malaysian is confident with own country's

product and manufacturing capability, hence they do not see global brands as a threat, but rather an option to local products. Hence, consumer ethnocentrism is not sufficed to be one of the key indicators to perceived global brand values.

4.2.3 Research Objectives Three

The third research objective intends to examine the popularity of the selected brands based on perceived global brand value (PGBV). The brands are Toyota (automotive), Sony (home and consumer electronics), Nike (sports equipment) and Nestle (FMCG). Among four brands, Toyota and Sony originated from Japan, Nike from United States and Nestle from Switzerland. IKEA has been dropped from analysis as the overall mean score is lower than other brands, which might reflects that the household and furniture brands might not be perceived as global as the remaining brands.

4.2.3.1 Analysis and Results

Table 4.4 shows the tabulation of mean score for all brands. The overall mean score of perceived global brand value is 3.592, which is nearer to 'quite agree' with all statements. The dimension of quality achieve the highest mean score of 3.876, follow by emotional (3.742), price (3.324) and social (3.248). The average of overall mean score also reflects that Toyota has highest mean score (3.671), follow by Sony (3.608), Nestle (3.581) and Nike (3.509).

To further delve into the ranking for each dimension, Toyota has the highest rank in terms of social (3.423) and quality dimension (3.965), whilst Sony achieve highest rank in emotional dimension (3.845). Nestle, the lowest

pricing among all brands and category, rank highest in terms of price dimension (3.638). Besides, Nike is fare the lowest in price category (3.083).

Table 4.4 Mean of Dimension in Perceived Global Brand Value

	Mean of Perceived Global Brand Value				
Dimension	**Average Mean**	**Toyota**	**Sony**	**Nestle**	**Nike**
PGBV	**3.592**	**3.671**	**3.608**	**3.581**	**3.509**
Quality	*3.876*	***3.965***	*3.883*	*3.820*	*3.839*
Emotional	*3.742*	*3.770*	***3.845***	*3.720*	*3.634*
Price	*3.324*	*3.356*	*3.217*	***3.638***	*3.083*
Social	*3.248*	***3.423***	*3.293*	*2.994*	*3.283*

The details of means score is tabulated in Table 4.5. Toyota has fared quite well in good workmanship (4.032) and last for a long time (4.016). Sony has highest mean score across all statements in the emotional category (3.845), whist Nestle does not fare well in 'would improve the way I am perceived' (2.924) and 'would give its owner social approve' (2.817). Nike fare below average for 'is reasonably price' (2.915) and 'would be economical' (2.779).

Table 4.5 Mean of the Brands

Dimension	**Perceived global brand value (PGBV)**	**Average Mean**	**Toyota**	**Sony**	**Nestle**	**Nike**
Quality	Has an acceptable standard of quality	3.927	3.981	3.918	3.905	3.905
	The workmanship of product is good	3.915	4.032	3.909	3.839	3.880
	Is well made	3.875	3.924	3.924	3.826	3.826
	Would perform consistently	3.866	3.972	3.833	3.792	3.868
	The product would last for a long time	3.848	4.016	3.899	3.669	3.808
	Has consistent quality	3.827	3.864	3.814	3.886	3.744
Emotional	Would make me want to use it	3.843	3.931	3.918	3.826	3.697
	Is one that I would enjoy	3.800	3.773	3.937	3.864	3.628
	Is one that I would feel relaxed about using	3.752	3.744	3.792	3.811	3.659
	Would make me feel good	3.725	3.770	3.798	3.653	3.678
	Would give me pleasure	3.591	3.634	3.779	3.445	3.508

Table 4.5 Continued

Dimension	Perceived global brand value (PGBV)	Average Mean	Toyota	Sony	Nestle	Nike
Price	Is a good product for the price	3.506	3.558	3.382	3.713	3.369
	Offers value for money	3.494	3.596	3.401	3.710	3.268
	Is reasonably priced	3.228	3.164	3.186	3.647	2.915
	Would be economical	3.067	3.107	2.899	3.483	2.779
Social	Would make a good impression on other people	3.334	3.505	3.353	3.066	3.413
	Would help me to feel acceptable	3.306	3.479	3.341	3.170	3.233
	Would improve the way I am perceived	3.184	3.344	3.208	2.924	3.259
	Would give its owner social approve	3.169	3.363	3.268	2.817	3.227

4.2.3.2 Discussion

Amongst the four brands, Toyota, Sony and Nike are amongst the top in its class, which also an indication of status consumption brands. Status consumption brands might leverage a person's image and symbolises success and the social status. Nestle is a household brands, and is categorised in the low involvement category.

The result shows that Nestle is perceived reasonable in price, good quality and delivers emotional satisfaction. However in terms of social value, it does not reflect social gratification as the category itself (FMCG) has limitation in gaining social approval by others since it is not status consumption product. Nike delivers quality and emotional gratifications better than its price dimension. It is not seen as reasonably priced or economical. It makes sense as Nike is positioned as an aspiration product rather than economical and practical sports equipment products. Sony is perceived as good in quality and delivers emotional gratification, however the price dimension fair averagely as it is not seen as an economical product. Toyota is perceived as good in quality

especially the workmanship and durability. It fares quite well across four dimensions.

From here we can observe that the value perceptions generally differ across dissimilar product category, brand equity and price range. The higher involvement of a product category, consumer expectation will rise, and once the brand achieve the expectation, the perceived value also rise substantially.

4.2.4 Research Objective Four

The fourth research objective is to examine the moderating effect of religiosity on the relationship between perceived global brand value (PGBV) and global brand attitudes (GBA). One hypothesis has been developed as follow.

4.2.4.1 Hypothesis Testing

H4: Religiosity (REL) moderates the relationship between perceived global brand values (PGBV) and Global Brand Attitudes (GBA).

4.2.4.2 Analysis and Results

The study has separated the sample into two subsample, namely the religious group (mean ≥ 3.01) and non-religious group (mean ≤ 3.00). As shown in table 4.6, religiosity does not explain significant variance in perceived global brand value (PGBV) (religious group, R^2 = -0.002; non-religious group, R^2 = 0.000), and global brand attitudes (GBA) (religious group, R^2 = 0.001; non-religious group, R^2 = 0.004). This indicate that since variance is merely explain for both variables, therefore religiosity does not have significant contributory

effect to both perceived global brand value (PGBV) and global brand attitudes (GBA). Hence, H4 is not supported.

Table 4.6 Results of Regression between Religiosity and Perceived Global Brand Value

Path	Religiosity							
	Religious group(n=260)				Non-religious group (n=57)			
	β	t	Adjusted R^2	Sig.	β	t	Adjusted R^2	Sig.
PGBV→REL	-0.048	-0.776	-0.002	0.438	0.134	1.002	0.000	0.321
REL→GBA	-0.068	-1.097	0.001	0.274	0.146	1.096	0.004	0.278

4.2.4.3 Discussion

The result reflects that the religious strength does not affect the perception on the global brand values. Religiosity generally refers to the extent an individual beliefs and practices in specific religion values (Delener, 1990), and is associate with subjective well-being, which define by (Diener et al., 1999, p. 277) as '…a broad category of phenomena that includes people's emotional responses, domain satisfactions, and global judgements of life satisfaction.' Individual who have high religious commitment will have higher scores in subjective well-being (Hadaway and Rood, 1978). However, the result of this survey demonstrate that an individual, regardless religiously committed or not, might responsive and show interest in status products or brands, however this phenomenon does not influence their level of subjective well-being. The propensity to purchase a global brands or status products, will not make an individual less satisfied with their life. This means, whether a person is religious or not, will have no difference in how they perceived global brand value. The same applies to the attitudes toward global brands. Moreover,

perceive global brand values will be affected if its dimensions, namely quality, emotional, price and social acceptance are affected. This shows that religiosity does not moderate the relationship between the perceived value and global brand attitudes.

However, the result is constraint by the choices of brand selections and product category specified in this study. Further investigation needs to be carried out in order to expand the scope of brands selection, and further confirm the hypothesis.

4.2.5 Research Objective Five

Fifth research objective intends to inspect the relationship between perceived global brand value (PGBV) and global brand value (GBA). Perceived global brand value (PGBV) is a mediating variable and global brand value (GBA) is a dependent variable. They study will treat PGBV as independent variable when analysis is conducted.

4.2.5.1 Hypothesis Testing

H5: Perceived global brand values (PGBV) has significant positive relationship with global brand attitudes (GBA).

4.2.5.2 Analysis and Results

In order to analyse the relationship between perceived global brand value and global brand attitude, correlation analysis is used to examine the strength and direction of the relationship between both variables. Table 4.7 shows the result of the correlation.

Table 4.7 Result of Correlation between Perceived Global Brand Value and Global Brand Attitude

	Global Brand Attitude (GBA)
Perceived Global Brand Value (PGBV)	0.829**

**Correlation is significant at the 0.01 level (2-tailed).

The result revealed that there is a significant positive relationships between perceived global brand value and global brand attitudes ($r=0.829$, $p < 0.01$). Hence, hypothesis H5 is supported.

4.2.5.3 Discussion

The finding shows that perceived global brand value is a significant antecedent to global brand attitudes. We can also infer that perceived global brand value is the key indicator to gauge consumer attitudes towards global brands.

The results of correlation ($r=0.829$) shows that Malaysian, by large have positive attitudes toward global brands. Consumer in developing country, such as Malaysia, they might felt social pressure to consume well-known global brands hence leads to strong perceived global brand value. In addition, Malaysian are expose to various cultures and consumption experiences, hence they also have intense attitudes towards perceived global brands and consequently leads to a more positive attitudes towards global brands.

4.2.6 Research Objective Six

The last research objective aims to investigate whether demography such as age, ethnicity, income, gender etc. has any relationship with the constructs. Hypothesis is not developed because Cleveland et al. (2009) argue that when

linked the psychometric constructs (MAT, COS, CET) to various demography, the results vary considerably from sample to sample.

4.2.6.1 Analysis and Results

Correlation analysis is used to investigate whether the relationship between demography and the variables exist. It is followed by cross tabulation by using t-test to compare means and find significant difference amongst the groups. Table 4.8 presents the relationship amongst demographic and all variables, and table 4.9 explains the significant demography groups amongst the variables.

Table 4.8 shows that materialism has negative relationship with age. The younger age group has higher inclination to materialism compare to older groups, and is significant among 21-30 years old (table 4.9).

Cosmopolitanism has positive relationship with education level, means higher educated group are more incline to cosmopolitanism (table 4.8). Positive relationship is also found in race and religion. Table 4.9 shows the significant groups of race is Chinese and Indians; whilst for religion, Christian and Buddhist are significant.

For consumer ethnocentrism, it has negative relationship with race, religion, education level and monthly income (table 4.8). This is only significant amongst the Malay group (Muslim) with lower education attainment, work as clerical / supporting staff and lower income (table 4.9).

Besides, religiosity has negative relationship with race, education level and religion (table 4,8). Religiosity is significant amongst Malay and Indians/others

which falls in the lower educations, lower income, work as clerical/supporting staff, and amid Muslim, Christians and Hinduism (table 4.9).

Perceived global brand value is positively related to race and monthly income, but reverse relationship is found with age (table 4.8). Younger group tends to have better perception on global brand value, however there is no significant group in race and monthly income. Finally, global brand attitude only has relationship with race, especially Chinese(table 4.9).

Table 4.8 Relationship between Variables and Demography

	MAT	COS	CET	REL	PGBV	GBA
Gender	-0.083	-0.023	-0.028	0.017	0.049	0.011
Race	-0.005	**0.224****	**-0.530****	**-0.486****	**0.126***	**0.159****
Age	**-0.139***	-0.075	0.037	0.051	**-0.149****	-0.09
Education Level	-0.093	**0.257****	**-0.378****	**-0.217****	-0.056	-0.024
Occupation	0.105	-0.067	0.063	0.054	0.048	0.078
Monthly Income	0.032	0.084	**-0.145****	-0.109	**0.114***	0.061
Religion	0.015	**0.199****	**-0.484****	**-0.720****	0.108	**0.133***

**Correlation is significant at the 0.01 level (2-tailed).
*Correlation is significant at the 0.05 level (2-tailed).

Table 4.9 T-test Results amongst Variables and Demography

			MAT	COS	CET	REL	PGBV	GBA
Race	Malay	(A)			B C	B C		
	Chinese	(B)		A				A
	Indian/Others	(C)		A		B		
Age	< 21 yrs old	(A)					C	
	21-30 yrs old	(B)	C				C	
	31-40 yrs old	(C)						
	41-50 yrs old	(D)						

Table 4.9 Continued.

			MAT	COS	CET	REL	PGBV	GBA
Education Level	SPM / MCE	(C)			D E F G	F G		
	STPM / HSC	(D)						
	Certificate / Diploma	(E)			F			
	Degree / Professional Certificate	(F)		C				
	Post Graduate	(G)		C				
Occupation	Professional	(A)						
	Top Management	(B)		E				
	Middle Management	(C)						
	Assistant Manager & Executive Level	(D)						
	Clerical / Supporting Staff	(E)			A B C D F G I	A C D G		
	Self-Employed	(F)						
	Student	(G)						
	Retiree	(H)						
	Others	(I)		E				
Monthly Income	Below RM 2,000	(A)			B C D E	C		
	RM 2,000-RM 4,000	(B)			D	C		
	RM 4,001-RM 6,000	(C)						
	RM 6,001-RM 8,000	(D)		A B				
	Not applicable	(E)			D			
Religion	Islam	(A)	B		B C D F H	C D F H		
	Christian	(B)		A		D F H		
	Hinduism	(C)				D F H		
	Buddhism	(D)	B	A		H		
	Taoism	(F)	B					
	Atheism	(H)						
	Sikhism	(I)	.[a]	.[a]	.[a]	.[a]	.[a]	.[a]

Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.
a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

4.2.6.2 Discussion

As mentioned by Cleveland et al. (2009), the demography antecedents vary across samples when link to the constructs of MAT, COS and CET based on the results tested across eight countries. The cross cultural differences exist, and it also applies to this study as well.

The finding shows that materialism is confounded by age, older people are less materialistic compare to the younger people. This might reflect the young ones consider earning admiration and status through material possession is important as it reflect how well they do in life amongst their peers. The older groups might focus to well-being in life which gives gratification for long term instead of short terms. In addition, the modern and sophisticated images of global brands enhances the owner's status, hence younger groups tends to perceive global brands to have better values.

Cosmopolitanism seems to be more applicable to the affluent group who are more educated and better income status, hence better job prospects (executive, managerial and above). This group might be grown up in the global era or work in international business arena, avid of media and global connectivity (Cleveland et al., 2009), more exposure to other cultures and viewpoint (De Mooij, 2004). All these factors influence them to be more global as consumer than submit to local cultural pressures (Keillor, D'Amico and Horton, 2001). In this sample, Chinese seems to be more prominent in participating as global consumers. Thus their responses and attitude towards global brands are stronger.

Consumer ethnocentrism reflects the opposite group of cosmopolitanism consumer, which is less affluent (e.g. less educated, lower monthly income, support staff). This group of consumer are less expose to global arena, hence less world-minded, not open to broader cultural exposures and perspectives. They might be more committed to local cultural and religious pressures, and have a specific way of life. Amongst the sample, Malay is prone to ethnocentrism than others.

As for religiosity, it naturally reflects the three main religions (Islam, Christianity and Hinduism) are significant. However, from this sample, the less affluent group are more incline to religiosity, perhaps we can assume that they practice the religious values and ideas in their daily life.

4.3 Summary of Research Results

Based on the research results, the model below can be concluded as below.

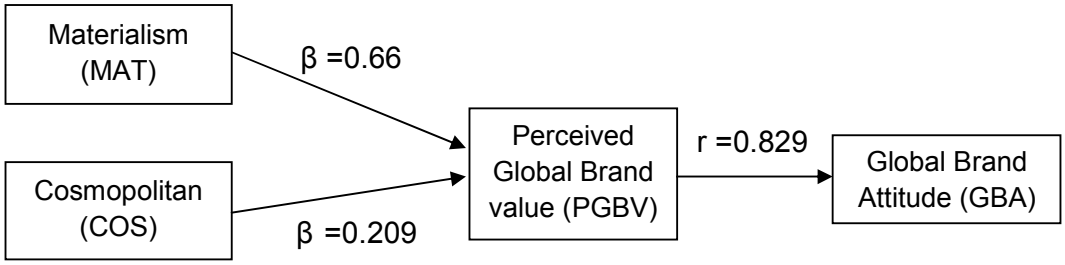

Figure 4.1 Illustrations of Strength and Relationship amongst Variables

The model explains that materialism and cosmopolitanism are positively relates to perceive global brand value, and perceived global brand value is positively relates to global brand attitudes. The higher inclination a consumer towards materialism and cosmopolitanism, the perceived value toward global

brands will be higher. Hence, the attitudes towards global brands will be more positive. Religiosity does not influence in moderating perceive value and global brand attitude. Table 4.10 summarises the results of hypotheses testing, all hypotheses are supported except H4.

Table 4.10 Summary of Hypotheses Testing Results

Hypotheses	**Test Results**
H1: There is a significant positive relationship between materialism (MAT) and perceived global brand values (PGBV).	Supported
H2: There is a significant positive relationship between cosmopolitanism (COS) and perceived global brand values (PGBV).	Supported
H3: There is a significant negative relationship between ethnocentrism (CET) and perceived global brand values (PGBV).	Supported
H4: Religiosity (REL) moderates the relationship between perceived global brand values (PGBV) and Global Brand Attitudes (GBA).	Not supported
H5: Perceived global brand values (PGBV) has significant positive relationship with Global Brand Attitudes (GBA).	Supported