



The Effect of Perceived Brand Globalness on Perceived Quality and Brand Prestige: The Mediating Role of Brand Credibility

ERYIGIT CANAN

Hacettepe University, Ankara, Turkey

canand@hacettepe.edu.tr

Abstract :

The objective of this study was to examine the mediating role of brand credibility on the effect of perceived brand globalness on perceived quality and brand prestige. The data was gathered from Turkish consumers for two product categories namely mobile phone operators and ice tea drinks. Two brands in each category were chosen to represent the global and local brands. The results of mediated regression analysis supported the mediator role of brand credibility in the relationship between perceived brand globalness and perceived quality and also in the relationship between perceived brand globalness and brand prestige.

Keywords: *perceived brand globalness, brand credibility, brand prestige, perceived quality*

INTRODUCTION

Broadly a global brand is defined as the extent to which the brand is perceived as global and marketed not only locally but also in some foreign markets (Özsomer & Altaras, 2008). Global brands possess consistent positioning and certain standards in their product designs, distribution methods and promotional strategies (Özsomer, 2012; Dogerlioglu-Demir & Tansuhaj, 2011; Özsomer & Altaras, 2008). Also, they are associated with positive attributes like recognition, achievement, social responsibility, and uniformity (Özsomer & Altaras, 2008). Regarding these characteristics global brands benefit from unique image worldwide and higher strategic appeal (Dogerlioglu-Demir & Tansuhaj, 2011; Özsomer & Altaras, 2008). Thus, consumers mostly admire and prefer global brands (Steenkamp et al., 2003).

How consumers make a choice between local or global brands have received considerable attention in the literature (e.g. Swoboda, Pennemann & Taube, 2012; Özsomer, 2012; Dogerlioglu-Demir & Tansuhaj, 2011; Merino & Gonzalez, 2008; Schuiling & Kapferer, 2004; Steenkamp, Batra, Ramaswamy, Alden, 2003; Marcoux, Filiatrault & Cheron, 1997). Research generally has focused on why and when consumers prefer global brands against local brands. In other words, determination of antecedents or predictors of global brand preference has been one of the main topics in global branding literature.



Perceived brand globalness, brand prestige and perceived quality are important predictors in global brand preference. Brand prestige and perceived quality are shown to be pathways connecting perceived globalness to global brand preference. Therefore globalness is a signal of prestige and quality. The direct influence of perceived globalness on brand prestige and perceived quality has been empirically indicated in previous studies (e.g. Moslehpour & Le Huyen, 2014; Roy & Chau 2011; Akram, Merunka & Akram, 2011; Chang, 2008; Steenkamp et al., 2003). However, brand credibility, an emerging concept, is proposed to have a central role on global brand evaluations and preferences (Özsomer & Altaras, 2008). Global brands may be perceived as more credible due to consistent marketing strategies and global acceptance. Besides, brand credibility may be regarded as an antecedent of brand prestige and perceived quality. Accordingly, brand credibility is proposed to have a mediator role in perceived brand globalness, brand prestige and perceived quality relationship. However, we couldn't encounter any study testing this role empirically. Consequently, building upon Özsomer & Altaras's (2008) conceptual model this study examined the mediator role of brand credibility on the effect of perceived brand globalness on perceived quality and brand prestige. Empirical testing of these relationships may contribute to the global branding literature through expanding the knowledge on antecedents of global brand evaluations.

LITERATURE

Role of Perceived Brand Globalness on Brand Prestige and Perceived Quality

Perceived brand globalness is a brand attribute that creates superiority to the brand from consumers' perspective (Steenkamp et al., 2003). Thus it is a value-added for consumers (Tasoluk, 2006). Perceived brand globalness influences consumer preferences via perceived quality and brand prestige (e.g. Moslehpour & Le Huyen, 2014; Steenkamp et al., 2003; Batra et al., 2000; Özsomer, 2012).

Gaining social prestige and status from consumption of specific brands is an important buying motivation. This is mainly because brands are seen as important in creating individual identity and sense of achievement (O'Cass & Frost, 2002). Global brands symbolize values of global consumer culture (Özsomer & Altaras, 2008). Consequently, they are regarded as a signal of being a global consumer. Then, consumers may prefer global brands to show up their belonging to the global consumer community (Özsomer, 2012; Dogerlioglu-Demir & Tansuhaj, 2011; Roy & Chau, 2011). Thus, ownership of global brands enhances consumers' self-image as being cosmopolitan, sophisticated, and modern (Roy & Chau, 2011).



Furthermore, global brands are generally relatively higher priced and scarce products than local ones (Steenkamp et al., 2003; Batra, Ramaswamy, Alden & Steenkamp, 2000; Ger, Belk & Lascau, 1993; Bearden ve Etzel, 1982). Higher price and scarcity leads to greater prestige appeal (Steenkamp et al., 2003; Braun & Wicklund, 1989). Regarding to this, global brands are perceived as luxuries and status brands, especially for consumers in developing countries. For instance, Ger et al., (1993) showed that Turkish consumers want to consume foreign products which are perceived as status brands. Another study (Marcoux et al., 1997) on Polish consumers revealed that the desire for social status demonstration positively affect Western products' preference against local ones. As a consequence, consumers prefer foreign brands to display their wealth and status (Batra et al., 2000; Marcoux et al., 1997; Ger, et al., 1993; Bearden & Etzel, 1982).

In addition to prestige, consumers prefer global brands due to higher quality perceptions (Moslehpour & Le Huyen, 2014). Consumers evaluate global brands as having higher quality than local brands mainly because of global acceptance (Moslehpour & Le Huyen, 2014; Chang, 2008). High worldwide demand and expertise related with producing larger quantities for many markets may reflect higher quality perceptions. Hence global brands often advertise their global acceptance as a signal of their quality (Özsomer, 2012).

Aforementioned influence of perceived brand globalness on perceived quality and brand prestige have been widely empirically tested and validated. For instance, Steenkamp et al., (2003)'s study on consumers from Korea and the U.S.A. revealed that perceived brand globalness significantly positively influences brand prestige and perceived quality. This result was valid for multiple product categories such as cola drinks, facial cream, color TV sets, and toothpaste etc. Another study (Moslehpour & Le Huyen, 2014) indicated that perceived globalness positively affects perceived quality for mobile phones across Taiwanese consumers. Roy & Chau (2011) investigated the influence of perceived brand globalness on brand equity for Australian consumers for two automobile brands one being local and the other being global. The results showed that a global brand is perceived to have higher quality than local brand. Another study (Akram et al., 2011) conducted on consumers in Pakistan indicated that perceived brand globalness positively impacts both perceived quality and brand prestige for various product categories namely soft drinks, milk, tea, drinking water, cooking oil, and Shampoo. Another study (Apaydın & Köksal, 2011) focusing on an emerging country revealed that Turkish consumers evaluate global computer brands as having higher quality.



Mediating Role of Brand Credibility

Brand credibility is the believability of the product information contained in a brand, which requires that consumers perceive that the brand have the ability and willingness to continuously deliver what has been promised (Erdem & Swait, 2004). Credibility of a brand depends on consistency and brand investments (Erdem & Swait, 1998). Consistency refers to the degree of congruence among the marketing mix elements and the stability of marketing mix strategies and attributes over time. Brand investments represent “resources spent on brands to ensure that brand promises will be kept and demonstrate long-term commitment to the brand” (Erdem & Swait, 2004). Brand investments strengthen the credibility of a brand by convincing company to be sincere in its product assertions (Özsomer & Altaras, 2008). Higher consistency in marketing strategy and higher brand investments over time through marketing communications provide higher brand credibility (Baek, Kim & Yu, 2010; Erdem & Swait, 1998).

In this sense, perceived brand globalness may be regarded as an important brand dimension that may create brand credibility. As mentioned before, global brands retain consistent positioning and marketing mix strategies (Özsomer, 2012; Özsomer & Altaras, 2008; Dogerlioglu-Demir & Tansuhaj, 2011). In this sense, the attributes of global brands may be more consistent than local brands across time and markets. In addition, global brands have greater brand investments when compared to local brands. Furthermore, global availability, global acceptance, and stronger global awareness may be beneficial to create brand credibility (Özsomer & Altaras, 2008). Accordingly, Özsomer & Altaras (2008), in their conceptual model, proposed that perceived brand globalness is positively associated with brand credibility.

Consumers may assume that more credible brands are higher in quality than less credible brands. In other words, credibility is associated with higher quality. Accordingly, the notion that brand credibility increases perceived quality has been well established in many studies both theoretically and empirically across multiple product categories (e.g. Akram et al., 2011; Baek & King, 2011; Atilgan, Akinci, Aksoy & Kaynak, 2009; Bauer, Exler & Bronk, 2007; Erdem & Swait, 2004; Erdem & Swait, 1998). For instance Erdem & Swait (1998) revealed that credibility positively influences perceived quality for jeans and juices. Similarly, Baek & King (2011) indicated that brand credibility increases perceived quality for 11 service categories. Another study (Erdem & Swait, 2004) found that credibility affects consumer choices through perceived quality for a wide range of product categories. Therefore, it may be assumed that credibility increases global brands' perceived quality by creating favorable attribute perceptions. In that sense, brand credibility is proposed to be a



mediator in the relationship between perceived brand globalness and perceived global brand quality (Özsomer & Altaras, 2008).

A brand's credibility also may signal social status, as well. Brand credibility may enhance consumers' expectations of social approval and identifiableness with the status-enhancing effects of the brand (Özsomer & Altaras, 2008). This, in turn may lead to higher perceived value that provides a higher position to a brand. Since prestige is related with relatively high status of product positioning (Baek et al., 2010) credible brands may achieve a level of prestige (Stephens, 2011; Bauer et al., 2007). Globally positioned brands are more likely to have higher credibility and prestige (Baek et al., 2010). Hence, Özsomer & Altaras (2008) proposed that brand credibility enhance prestige perceptions of the global brand. In other words, credibility may be an antecedent of brand prestige and thus, may be a mediator in the relationship between perceived brand globalness and brand prestige.

Based on aforementioned theoretical and empirical findings and conceptual model of Özsomer & Altaras (2008) the following hypotheses were generated;

- H1: Brand credibility mediates the relationship between perceived brand globalness and perceived quality.**
- H2: Brand credibility mediates the relationship between perceived brand globalness and brand prestige.**

METHODOLOGY

Measurement, Sample and Data Collection

The hypotheses were tested across two product categories including a service and a fast moving consumer good. Two brands in each category were chosen to represent the global and local brands in order to increase the probability of variance on perceived brand globalness. Product categories selected were mobile phone operators (brands; Turkcell and Vodafone) and ice tea drinks (brands; Lipton and Didi).

The questionnaire consisted of three parts. The first part was organized to measure perceived brand globalness, brand prestige, and perceived quality. Perceived brand globalness was measured with four items; brand prestige was measured with a single item; perceived quality was measured with two items generated by Steenkamp et al. (2003). Items were measured using seven point semantic differential scale. The original scales were translated into Turkish by the researcher then; Turkish version was back-translated into English by a bilingual language instructor. The second part of the questionnaire measured brand credibility using seven items generated by Erdem & Swait (1998) and Turkish version of the scale was assembled from Başgöze (2010).



All items were measured on seven-point Likert type scale. In line with the previous studies (e.g. Özsoyer, 2012; Steenkamp et al., 2003) each respondent answered questions for two brands in each of two product categories, a total of four observations per respondent. Similar to the previous studies (e.g. Steenkamp et al., 2003) brands were presented through their names not with logos or symbols. The third part of the questionnaire includes demographics questions.

The pilot study with 30 participants was conducted to examine clarity of items and reliability. The study indicated that the items are understandable and Cronbach's alpha values are satisfactory.

The data were collected through convenience sampling in Ankara. A total of 140 questionnaire forms were distributed, with 106 questionnaires returned by respondents, constituting a 75.7% response rate. The total number of usable questionnaire remaining was 92 which resulted in a total of 368 observations.

Our study population composed of mobile telecommunication service consumers and ice tea consumers. In Turkey, the penetration rate for mobile telecommunication service was 91% in 2013¹. The penetration rate of ice tea drinks couldn't be gathered but it was reported that mostly young people prefer ice tea drinks. Accordingly, we limited the study's population to young consumers. Thus, the sample consisted of consumers between the ages of 20-35. More than half of the sample consisted of women (57,66%) and mostly middle income consumers (37.0%).

ANALYSIS AND RESULTS

Preliminary Analysis

Before proceeding the with hypothesis testing, normality, reliability, and validity tests were performed. The normality assumption was satisfied since skewness and kurtosis values were within the appropriate ranges indicating that the data is normally distributed. For the reliability tests, reliability coefficients of the scales yielded high internal reliability coefficients (in a range between 0.808 and 0.946) (Nunnally, 1978). One item which reduces the alpha value was dropped from the brand credibility scale (item: "you just can't believe what the ads say about this brand").

Through exploratory factor analysis, evidence for the unidimensionality of each construct was supported. Factor analysis revealed that items are loaded at least 0.94 on their hypothesized factor and loaded no greater than 0.12 on other factors. Brand credibility was found to be unidimensional as well. Kaiser-Meyer-Olkin's measure of

¹ <http://www.turkcell.com.tr/tr/hakkimizda/yatirimci-iliskileri/turkiye-gsm-pazari>



sampling adequacy values were over 0.700 and Bartlett's Test of Sphericity index values were significant ($p = 0.000$).

Significant positive correlations were found between the perceived brand globalness and brand credibility ($r=0.147$, $p<0.01$), perceived brand globalness and perceived quality ($r=0.185$, $p<0.001$), perceived brand globalness and brand prestige ($r=0.323$, $p<0.001$), brand credibility and perceived quality ($r=0.555$, $p<0.001$), brand credibility and brand prestige ($r=0.526$, $p<0.001$). Therefore, the correlations among the variables provided initial support for our hypotheses.

Hypothesis Testing

Mediated regression analyses were performed in order to test the hypotheses of the study. For mediation analysis, causal steps approach was conducted outlined by Baron & Kenny (1986) via multiple regressions. Baron & Kenny's method has been the most common method for testing mediation (Hayes, 2009; Frazier, Tix & Barron, 2004). A three step process was employed for each dependent variable (namely perceived quality and brand prestige). In the first step, perceived quality was regressed on the perceived brand globalness. In the second step, brand credibility, the mediator, was regressed on the perceived brand globalness. Finally, perceived quality was regressed on both the perceived brand globalness and brand credibility. Product dummies were added to control for product category effects. The whole process was replicated for brand prestige, as well.

The result of the mediated regression analysis for the dependent variable perceived quality was shown in Table 1. Constant and brand dummies were not reported as they are not the study's focus. Step 1 & 2 of the mediation model showed that perceived brand globalness was significantly related to both the perceived quality ($R^2=0.108$, $F(2, 365) = 22.056$, $p = 0.000$) and brand credibility ($R^2=0.09$, $F(2, 365) = 18.631$, $p = 0.000$). In the first step, the regression of perceived quality on perceived brand globalness, ignoring the mediator, was significant ($\beta = 0.151$, $p = 0.003$). In the second step the regression of brand credibility (the mediator) on perceived brand globalness was also significant ($\beta = 0.115$, $p = 0.023$). In step 3, the overall equation, including perceived brand globalness and brand credibility as predictors and perceived quality as dependent variable, was significant ($R^2=0.337$, $F(3, 364) = 61.581$, $p = 0.000$). Brand credibility's effect on perceived quality remained significant even while controlling for perceived brand globalness ($\beta = 0.502$, $p = 0.000$). Most importantly, the relationship between perceived brand globalness and perceived quality was weaker in this analysis ($\beta = 0.094$, $p = 0.031$) compared to the direct relationship ($\beta = 0.151$, $p = 0.003$). These results suggested partial mediation (see Figure 1). Afterwards, Sobel test was performed to examine whether the indirect effect of perceived brand globalness on perceived quality via brand credibility is significantly different from zero



(Hayes, 2009; Preacher & Hayes, 2004). Sobel test indicated that ($z = 2.923$, $p = 0.003$) brand credibility was a significant partial mediator. Consequently, H1 was supported.

Table 1. The Results of Mediated Regression Analysis for Perceived Quality

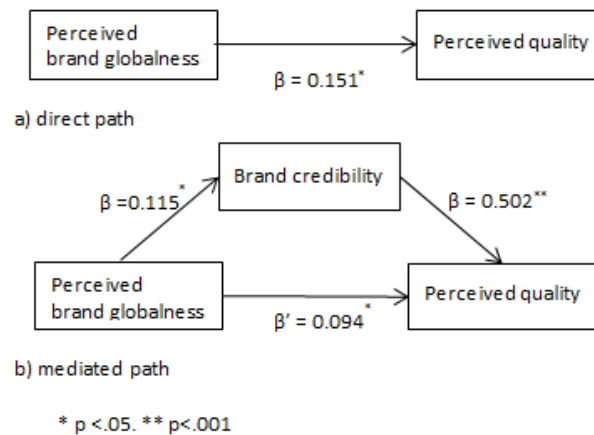
	1 st step regression PBG on PQ			2 nd step regression PBG on BC			3 rd step regression PBG, BC on PQ		
	β	<i>t</i>	<i>Sign.</i>	β	<i>t</i>	<i>Sign.</i>	β	<i>t</i>	<i>Sign.</i>
PBG	0.151	3.040	0.003	0.115	2.288	0.023	0.094	2.163	0.031
BC							0.502	11.206	0.000
R^2	0.108			0.093			0.337		
Adjusted R^2	0.103			0.088			0.331		
<i>F</i>	22.056			18.631			61.581		

PBG: Perceived brand globalness

PQ: Perceived quality

BC: Brand credibility

Figure 1 Model Testing Hypothesis That Brand Credibility Mediates the Relationship between Perceived Brand Globalness and Perceived Quality



For the other dependent variable brand prestige, the result of the mediated regression analysis was shown in Table 2. In the first step, results revealed that perceived brand globalness has significant positive effect on brand prestige ($\beta = 0.286$, $p = 0.000$, $R^2 = 0.194$, $F(2, 365) = 43.824$, $p = 0.000$). The second step in mediation process showed that perceived brand globalness has also significant positive effect on brand credibility ($\beta = 0.115$, $p = 0.023$). Step 3 of the mediation process revealed that brand credibility's effect on brand prestige is significant ($\beta = 0.439$, $p = 0.000$). Controlling for brand credibility, perceived brand globalness still had a significant influence on brand prestige ($\beta = 0.235$, $p = 0.000$). However, this influence was weaker compared to the direct relationship ($\beta = 0.286$, $p = 0.000$) (see Figure 1). Results from the Sobel test confirmed that brand credibility partially mediated the link between perceived brand globalness and brand prestige ($z = 5.219$, $p = 0.000$). Therefore, H2 was supported.



Table 2. The Results of Mediated Regression Analysis for Brand Prestige

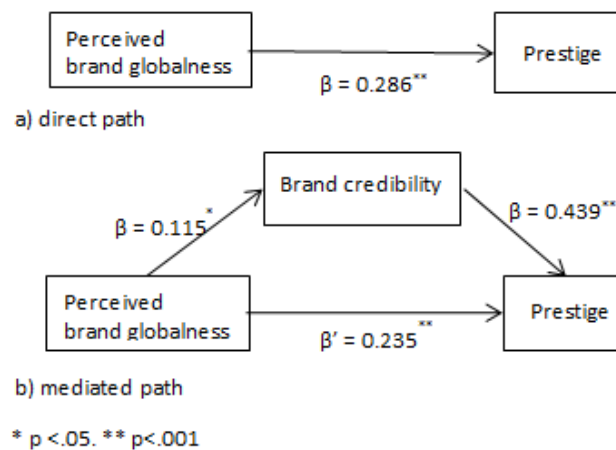
	1 st step regression PBG on BP			2 nd step regression PBG on BC			3 rd step regression PBG, BC on BP		
	β	<i>t</i>	<i>Sign.</i>	β	<i>t</i>	<i>Sign.</i>	β	<i>t</i>	<i>Sign.</i>
PBG	0.286	6.039	0.000	0.115	2.288	0.023	0.235	5.572	0.000
BC							0.439	10.038	0.000
R^2	0.194			0.093			0.368		
Adjusted R^2	0.189			0.088			0.363		
<i>F</i>	43.824			18.631			70.792		

PBG: Perceived brand globalness

BP: Brand prestige

BC: Brand credibility

Figure 2. Model Testing Hypothesis That Brand Credibility Mediates the Relationship between Perceived Brand Globalness and Brand prestige



CONCLUSION

The objective of this study was to examine the mediating role of brand credibility in the relationship between perceived brand globalness, perceived quality and brand prestige. The results supported mediator role of brand credibility. It was found that brand credibility partially mediate the relationship between perceived brand globalness and perceived quality. It also mediated the relationship between perceived brand globalness and brand prestige. In other words, brand credibility is proved to be an intervening variable through which perceived brand globalness affects perceived quality and brand prestige. Therefore, perceived quality and brand prestige



may be regarded as downstream outcomes of perceived brand globalness as proposed theoretically in the literature (Özsomer & Altaras, 2008).

The results were consistent with previous studies mentioning that credible brands achieve higher level of prestige (Stephens, 2011; Bauer et al., 2007) and higher quality (Baek & King, 2011; Atilgan et al., 2009; Erdem & Swait, 2004; Erdem & Swait, 1998).

This study showed that brand credibility is an important brand attribute in predicting global brand preferences in addition to perceived brand globalness, brand prestige and perceived quality. Accordingly, this study provided support that the central role of brand credibility on brand consideration and choice is also valid for global brand evaluations. The results also supported that perceived globalness is an important brand dimension that may create brand credibility. The results were consistent with the conceptual model of Özsomer & Altaras (2008).

This study has some implications for managers. Regarding to the importance of brand credibility managers may assess advertising messages representing a brand's credibility via trustworthiness, expertise, and consistent messages over time and across countries. So that the positive influence of perceived globalness on brand evaluations may be leveraged. This study may provide support for the proponents of marketing standardization. Global brands should emphasize their wide availability and acceptance, communicate similar messages, create consistent positioning and in turn increase their credibility, perceived quality and prestige. These will result in more likelihood to prefer global brands as opposed to local ones as revealed in previous studies (e.g. Moslehpour & Le Huyen, 2014; Akram et al., 2011; Chang, 2008; Steenkamp et al., 2003).

There are some limitations of the study. First, the use of young consumers restricted the representativeness of the population. Second, this study relied on a limited number of product categories; a service and a fast moving consumer good. The study can be replicated for various other product categories. Although we controlled product category effects through product dummies these effects were not examined since it was not the focus of this study. Future studies may investigate product category specific differences within the model. Further studies on the influence of consumer characteristics such as consumer ethnocentrism, susceptibility to global consumer culture may contribute to the literature.

REFERENCES

- Akram, A., Merunka, D., & Akram, M. S. (2011). "Perceived brand globalness in emerging markets and the moderating role of consumer ethnocentrism". *International Journal of Emerging Markets*, 6(4), 291-303.
-



- Apaydin, F., & Köksal, M. E. (2011). "Turkish Consumers' Risk Perception towards Global Computer Brands". *International Journal of Marketing Studies*, 3(3), p165.
- Atilgan, E., Akinci, S., Aksoy, S., & Kaynak, E. (2009). "Customer-based brand equity for global brands: A multinational approach". *Journal of Euromarketing*, 18(2), 115-132.
- Baek, T. H., & King, K. W. (2011). "Exploring the consequences of brand credibility in services". *Journal of Services Marketing*, 25(4), 260-272.
- Baek, T. H., Kim, J., & Yu, J. H. (2010). "The differential roles of brand credibility and brand prestige in consumer brand choice". *Psychology & Marketing*, 27(7), 662-678.
- Baron, R. M., & Kenny, D. A. (1986). "The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations". *Journal of personality and social psychology*, 51(6), 1173.
- Başgöze P. (2010) Teknoloji Kabul Modelinin Teknolojik Yetkinlik Ve Marka Kredibilitesi Değişkenleri Eklenerek Genişletilmesi: Satın Alma Eğilimine Uyarlanması, Doctor Of Philosophy Dissertation, Hacettepe University.
- Batra, R., V. Ramaswamy, D. L. Alden, J. B. E.M. Steenkamp, & S. Ramachander (2000), "Effects of Brand Local/Nonlocal Origin on Consumer Attitudes in Developing Countries," *Journal of Consumer Psychology*, 9 (2), 83–95.
- Bauer, H. H., Exler, S., & Bronk, L. (2007). "Brand perception: is global always better?". *Marketing Theory and Applications*, 307.
- Bearden, W. O., & Etzel, M. J. (1982). „Reference group influence on product and brand purchase decisions". *Journal of consumer research*, 183-194.
- Braun, O. L., & Wicklund, R. (1989). "Psychological Antecedents of Conspicuous Consumption". *Journal of Economic Psychology* 10, 161-187.
- Chang, C (2008). "The effectiveness of using a global look in an Asian market". *Journal of Advertising Research*, 48(2), 199-214
- Dogerlioglu-Demir, K. & P. Tansuhaj (2011). "Global vs local brand perceptions among Thais and Turks." *Asia Pacific Journal of Marketing and Logistics* 23.5): 667-683.
- Erdem, T., & Swait, J. (1998). "Brand equity as a signaling phenomenon". *Journal of consumer Psychology*, 7(2), 131-157.
- Erdem, T., & Swait, J. (2004). "Brand credibility, brand consideration, and choice". *Journal of Consumer Research*, 31(1), 191-198.
- Frazier, P. A., Tix, A. P., & Barron, K. E. (2004). "Testing moderator and mediator effects in counseling psychology research". *Journal of counseling psychology*, 51(1), 115.
-



- Ger, G., Belk, R. & Lasca, D-N. (1993). "The Development of Consumer Desire in Marketizing and Developing Economies: The Cases of Romania and Turkey". *Advances in Consumer Research*, 20, 102-107.
- Hayes, A. F. (2009). "Beyond Baron and Kenny: Statistical Mediation Analysis in the New Millennium", *Communication Monographs*, 76(4), 408-420.
- Marcoux, J. S., Filiatrault, P., & Cheron, E. (1997). "The attitudes underlying preferences of young urban educated Polish consumers towards products made in western countries". *Journal of International Consumer Marketing*, 9(4), 5-29.
- Merino, M., & Gonzalez, S. (2008). "Global or Local? Consumers' Perception of Global Brands in Latin America". *Latin American Advances in Consumer Research*, 2, 16-21.
- Moslehpour, M., & Le Huyen, N. T. (2014). "The Influence of Perceived Brand Quality and Perceived Brand Prestige on Purchase Likelihood of iPhone and HTC Mobile Phone in Taiwan". *Research in Business and Management*, 1(1), pp-62.
- Nunnally, J.(1978). *Psychometric Theory*, New York: McGraw Hill
- Preacher, K. J., & Hayes, A. F. (2004). "SPSS and SAS procedures for estimating indirect effects in simple mediation models". *Behavior Research Methods, Instruments, & Computers*, 36(4), 717-731.
- O'Cass, A., & H. Frost (2002). "Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption." *Journal of product & brand management* 11.2 : 67-88.
- 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.
- Özsomer, A. & S. Altaras (2008). "Global brand purchase likelihood: a critical synthesis and an integrated conceptual framework." *Journal of International Marketing* 16.4: 1-28.
- Roy, R. & R. Chau (2011). "Consumer-based brand equity and status-seeking motivation for a global versus local brand." *Asia Pacific Journal of Marketing and Logistics* 23.3: 270-284.
- Schuilng, I., & Kapferer, J. N. (2004). "Executive insights: real differences between local and international brands: strategic implications for international marketers". *Journal of International Marketing*, 12(4), 97-112.
- 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.
- Stephens, S. A.W. (2011). Signaling Theory and Its Role In Branding University Contract Training Programs. Master of Arts Thesis University of South Alabama.
-



- 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.
- Tasoluk B. (2006) *A Contingency Framework For Global Branding: A Multi-Level Interaction Model*, Doctor Of Philosophy Dissertation, Michigan State University
-