

How Effects of MNC's Perceived Brand Globalness Differ Across Nations

Carolina Sinning (*corresponding author*)

Ph.D. Student at the Chair for Marketing and Retailing at the University of Trier

Universitätsring 15, 54296 Trier, Germany

Phone: +49 651 201 2711

E-Mail: c.sinning@uni-trier.de

Bernhard Swoboda

Professor at the Chair for Marketing and Retailing at the University of Trier

Universitätsring 15, 54296 Trier, Germany

Phone: +49 651 201 3050

Fax: +49 651 201 4165

E-Mail: b.swoboda@uni-trier.de

Abstract

Multinational corporations (MNCs) are known to be perceived as global and, therefore, have advantages by affecting consumer behavior. However, we know less about perceived brand globalness (PBG) effects across nations and their differences depending on country-specific context factors. To expand on this issue, the authors apply accessibility-diagnostics theory and multilevel structural equation modeling to study the paths from PBG to repurchase intention and important country moderators. The study relies on hierarchical data of 22,055 consumer evaluations towards a MNC in 31 countries. Results underline an indirect-only mediation of PBG on repurchase intention by affecting functional and psychological values. However, these indirect effects change depending on the degree of country development and national culture. Country development weakens, whereas embeddedness, mastery, and hierarchy strengthen the PBG-value pathways. Hence, MNCs have to consider different levers of the country-specific context to manage PBG effectively. This study contributes to research on brand management across nations.

Keywords: Perceived Brand Globalness, Cross-National Research, Multilevel Structural Equation Modeling.