

Abstract

This doctoral dissertation aims to address three main Research Questions: RQ (1) What are the antecedents that enhance local brand purchase likelihood in emerging markets (EMs), and are there specific factors for food and clothing brands? RQ (2) How can brands present in the market be classified into Global, Local and Glocal based on consumer perceptions, and are the results of these consumer-based categorisations similar to the categorisations based on objective criteria? RQ (3) Is the relationship between previously-identified brand antecedents and brand-purchase likelihood similar for global, local and glocal brands competing in the same category, or different for each type of brand? A gap in the literature has been identified regarding these questions and this research work aims to provide insights into these relationships.

The first essay examines the antecedents of the brand purchase likelihood for local brands. The second essay examines how consumer perceptions of brand categorisation differ from the standard categorisations found in the literature, and the third essay examines how these antecedents positively influence the brand purchase likelihood of the different types of brands, and if there is a moderating role in these relationships.

The findings of these three essays suggest the following: in study 1 of essay 1, three factors positively influence local food-brand purchase likelihood and also show that, for younger consumers, an additional factor is present. In study 2 of essay 1, five factors are positively related with local clothing-brand purchase likelihood. Essay 2 provides a categorisation of some leading brands sold in the Mexican market into global, local and glocal, based on consumer perspective. The findings suggest that there are relevant differences in the results of this categorisation of brands vs. the traditional objective approaches found in the literature. In essay 3 some antecedents are positively related with brand purchase likelihood, and, in addition, relevant to all brand categories. Our results suggest that the type of brand moderates some of these relationships.

All these surveys were conducted among Mexican consumers and data analysed with statistical tests and Structural Equation Modelling (SEM).

Our research work contributes to the current academic body of knowledge by highlighting the following areas: 1, by combining theories from different streams to develop and test a comprehensive model of drivers of brand purchase likelihood. 2, by developing a typology to measure four types of brands by extending Steenkamp and De Jong's theory to the branding context. 3, by hypothesising and testing the moderating role of brand type on the effects of these theoretically-grounded drivers of purchase likelihood.

All of the above takes place within an emerging-market context. In addition, our research work contributes to the field of management by providing additional insight for brand-managers in emerging markets in the development of sustainable branding and marketing strategies, in order to help them succeed in a globally competitive environment.

Key Words: global brand, local brand, glocal brand, brand categorisation, consumer perception, brand purchase likelihood, emerging markets.