Global Brands or Local Heroes? A Comparative Study of Egyptian Consumer Perceptions and Behaviors in the Fashion and Apparel Industry

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ABSTRACT

This study proposes a comprehensive model testing additional pathways through which global and local brands can boost their preferences in Egypt's emerging market. First, the paper examined the impact of brand-identity expressiveness, brand value, brand quality, and prestige on behavioral intention. Furthermore, the research extends the previous literature by testing if certain consumer values (e.g., materialism, ethnocentrism, and susceptibility to normative influence) moderate this relationship. Mall-interception technique was used. PLS-SEM results indicate that perceived brand globalness (PBG) and perceived brand localness (PBL) are positively associated with perceived quality and prestige. Besides, the inclusion of brand-identity expressiveness and perceived brand value was supported. Contrary to previous studies, PBL was more associated with brand identity expressiveness than PBG. Furthermore, the total indirect effect of PBG on behavioral intentions was significant through the routes of perceived quality and prestige, compared to a weak and non-significant effect for PBL through the quality route.

Keywords: brand localness, brand globalness, brand identity expressiveness, materialism, ethnocentrism, susceptibility to normative influence, prestige, Fashion and Apparel industry, Egypt.

1. Introduction

Research on consumers' perceptions and preferences of global brands vs. local brands gained considerable attention in the international marketing literature. The importance of this research line is gaining momentum nowadays because the global economic challenges, especially in developing economies, might shift consumers' preferences toward local brands. The existing branding literature indicated that consumers' preferences for global vs. local brands are based on several psychological and economic factors. On the one hand, global brands create a sense of achievement and an identity symbolizing the global consumer culture. However, on the other hand, global brands' high price premiums create an economic challenge (Özsomer and Altaras, 2008).

On the other hand, local brands in a specific geographical region are developed to meet local markets' needs (Dimofte et al., 2008). Local brands' strengths rely on the fact that they are unique and original, representing the local culture's pride. They demonstrate a high awareness level and close relationships among local consumers. Local brands are associated with the local heritage and culture, which enables them to define the local market's character. Some of these brands are perceived as local icons (Dimofte et al., 2008).

The current branding and international marketing literature focus on understanding the variables that determine the consumer perception of a brand as global or local. Specifically, the variables that affect the perceived degree of brand globalness (PBG) or localness (PBL). Nevertheless, the perceived degree of brand globalness and localness were explored in limited research focusing either on developed markets, where local consumers do not prefer international expansion that dilutes the uniqueness of their home brands, or developing markets like China, where some brands reached global markets (Zhang et al., 2022; Muposhi et al., 2022; Ozsomer, 2012). Today given the global marketing phenomenon, a great challenge is understanding the factors behind global versus local positioning in the presence of conflicting forces of globalization and localization (Tsai et al., 2020; Zhang et al., 2022).

The limited literature on the perceived degree of band globalness and localness is associated with brands' quality, prestige, and identity-signaling abilities (Erdem et al., 2006; Reed et al., 2012; Xie et al., 2015). Other studies suggested that consumer values such as ethnocentrism, materialism, and

susceptibility would explain consumer perceptions and preferences of global versus local brands (Özsomer and Altaras, 2008; Acikdilli et al., 2018).

Considering the discussion thus far, it is evident that there is a significant gap in understanding the drivers behind consumers' perceptions of brand globalness versus brand localness brand, especially in an emerging market context. Therefore, this research aims to contribute to the existing literature; **first**, it examines the mediating role of cognitive and affective factors (prestige, perceived value, brand identity expressiveness, and quality) to explain the relationship between PBL, PBG, and consumers' behavioral intentions. There are discrepant findings in the prior literature regarding the impact of perceived brand localness on consumers' perceptions of quality and prestige. Also, little research examines the roles of brand identity expressiveness and a brand's perceived value. **Second**, this theoretical model focuses not only on brands' perceptions but also on how these perceptions are translated into purchase intentions through different pathways. More importantly, it is one of few studies that provide an integrative framework that studies the impact of different consumer values, such as ethnocentrism, materialism, and susceptibility to normative, on global and local brand preferences in an emerging market context.

This research is conducted in Egypt, a country less researched in the existing branding literature (Hassan and Mahrous, 2020). As a result, there is a lack of knowledge about consumers' perceptions of global vs. local brands in the MENA (Middle East and North Africa) region despite the attractiveness of these markets to many global fashion brands (Brooksworth et al., 2023). Furthermore, during prosperity, non-price tactics are of higher priority than pricing strategies. However, consumers' sensitivity to price changes increases rapidly during a recession. They tend to react more positively to any price decrease and negatively to any price increase as brand loyalty decreases (Chou and Chen, 2004). During an economic downturn, as is the case nowadays, strong brands win, and weak brands lose. To become desirable, brands must be unique and different and provide added value to consumers. Rational and emotional brand-building activities should be emphasized. If the brand value is increasing, brand trust should also increase. Especially during a recession, brands should highlight their economic value to consumers (Grundey, 2009). The research implications provide global and local brand opportunities that should be highly emphasized during the recession.

The paper is organized as follows, after the introduction section, the previous literature is reviewed to deduct the research hypotheses in section two. Then, section three discusses the research methodology, and section four reports the findings. Finally, section five discusses results and their implications and suggests venues for future research.

2. Literature Review and Hypotheses development

PBG refers to the degree to which the brand's target market perceives it as a global brand (Swoboda et al., 2012). Global brands' benefits from consumers' perspectives are prestige and high quality (Holt et al., 2004; Steenkamp et al., 2003). In addition, these consumers view global brands as a pathway to becoming a global citizen (Strizhakova et al., 2008) and an aspiration to the advanced world's lifestyles (Batra et al., 2000). On the other hand, as per Swoboda et al. (2012)): "PBL is being recognized as a local player and a symbol or icon of local culture" (Ger, 1999; Steenkamp, Batra, and Alden, 2003). Thus, PBL refers to the degree to which a brand represents the local culture or country. Studies conducted in developed nations are not generalizable to less-developed countries referenced in a 2004 public (Swoboda et al., 2012). However, this topic has since been researched in developing and less-developed nations. Moreover, previous studies argued that local brands are perceived as more unique and culturally representative than global brands (Swoboda et al., 2012). However, it is worth mentioning that PBL and PBG are not two ends of a continuum (Steenkamp et al., 2003); rather, brands can be high or low on a perceived global or local continuum (Özsomer, 2012).

2.1 Perceived Quality and PBG/PBL

The signaling theory indicates that brands are usually a proxy for product quality and help mitigate perceived risk (Erdem and Swait, 1998). Furthermore, previous studies indicated a strong association between PBG and perceived quality and prestige (Özsomer, 2012). Therefore, the preference for global brands and their purchase has been partially attributed to its high (Özsomer and Altaras, 2008; Strizhakova, Coulter, and Price, 2011). Nevertheless, the findings of some studies did not support the relationship between PBG and perceived brand quality (e.g., Schuiling and Kapferer, 2004). However, this association is especially evident among developing-country customers (Xie et al., 2015). On the other hand, local brands generally are perceived as lower-quality alternatives (Guo, 2013). However, research directly assessing local brand iconicity and quality perceptions found no association between the two (Steenkamp et al., 2003). Moreover,

Özsomer (2012) examined this relationship in food and non-food categories. The results show a positive association between perceived quality and PBL in food categories (i.e., culture-laden categories) but found no relationship in non-food categories. Nevertheless, the qualitative study results indicated that consumers perceive global clothing brands to be of higher quality than local brands. Therefore, the following hypothesis is proposed:

H1a: PBG is positively related to perceived quality.

H1b: PBL is positively related to perceived quality.

2.2. Perceived Prestige and PBG/PBL

Steenkamp et al. (2003) indicated that PBG significantly increased purchase intent through perceived prestige. In previous studies, the association of PBG with brand prestige has been attributed to the symbolic connection between the global brands and the lifestyles of the more-developed economies they originate (Özsomer, 2012). Furthermore, global brands often serve as visible markers of status and, thus, become targets of conspicuous consumption in developing, high-status-mobility countries (Batra et al., 2000). Therefore, the following hypothesis is proposed:

H2a: PBG is positively related to perceived prestige.

The association between PBL and prestige in prior studies is inconsistent. On the one hand, advocates of local brands argue that local brands can benefit from higher prestige perceptions (Ger, 1999) due to their connections with strongly desired local culture, country, and heritage (Belk and Paun, 1993). For example, Steenkamp et al. (2003) and Özsomer (2012) found a positive link between local icons and brands' perceived prestige in emerging and mature markets. Nevertheless, other researchers have suggested conflicting results (Batra et al., 2000; Kumar et al., 2009). However, the in-depth interview results showed great pride due to the success of some distinctive Egyptian brands and cotton wear. So, it is hypothesized that:

H2b: PBL is positively related to perceived prestige.

2.3 Brand Identity Expressiveness

The consumer culture theory denotes that in a modern world, core identities are defined and oriented according to consumption (Arnould and Thompson, 2018) and that the marketplace provides consumers with numerous products and services representing cultural and mythic

resources that consumers align their identities with (Özsomer and Altaras, 2008). Consequently, the concept of brand identity expressiveness was used by Xie et al. (2015) and is conceptualized as a property of the brand and defined as "The capability of a particular brand to construct and signal a person's self-identity to himself as well as his social identity to important others" (Xie et al., (2015), p. 53). Through such brand usage, consumers demonstrate who they are or want to be (Batra et al., 2012) and the group they belong to (Zhang and Khare, 2009). As Egypt is a collectivistic culture, where social identity, social group acceptance, and face-saving are very important, therefore the following hypothesis is proposed:

H3a: PBG is positively related to perceived brand identity expressiveness.

Meanwhile, researchers have claimed that local brands could counteract the global cultural appeal through their superior ability to make local consumers feel proud of their local traditions and closer relationships with local consumers (Özsomer, 2012), as was evidenced during qualitative research. Also, Xie, Batra, and Peng (2015) demonstrated a moderate impact of PBL on customer perceptions of brand identity expressiveness. Thus, it is hypothesized that:

H3b: PBL is positively related to perceived brand identity expressiveness.

2.4 Perceived Brand Value

Brand value refers to the value for money (Aaker, 1998; Aaker and Joachimsthaler, 2000). Value for money is the consumer's perceived benefit from a product or service relative to its price. Therefore, the brand that succeeds in creating a value proposition will provide a reason for customers to prefer this brand over others. Nevertheless, only a few studies examined the perceived value of global and local brands (e.g., Zhou et al., 2010; Alden et al., 2013). Consumers often have different perceptions of the value they receive for their money regarding global and local brands. For example, global brands are typically associated with higher quality and reliability, while local brands are often perceived as more affordable. However, this perception may vary depending on the product category and the target market. For example, the qualitative study results indicated that brand reputation and marketing campaigns influence customers' perception of the global brand's value for money. In contrast, local brands may be seen as providing better value for money than global brands in the clothing industry. Therefore, the following hypotheses are proposed:

H4a: PBG is positively related to the brand's perceived value.

H4b: PBL is positively related to the brand's perceived value.

2.5. The moderating role of Consumer Ethnocentrism (CET)

CET reflects "Beliefs consumers hold about the appropriateness, indeed morality, of purchasing foreign-made products." It is based on an economic motive to support domestic companies (Shimp and Sharma, (1987), p. 280). The effects of ethnocentrism have been studied extensively regarding global versus local brand selection (Acikdilli, Ziemnowicz, and Bahhouth, 2018). Hence, consumer ethnocentrism is a key construct indicating a positive impact on domestic brand preferences (Balabanis and Diamantopoulos, 2011), preference for local products (Steenkamp and De Jong, 2010), and rejection of foreign brands (Nijssen and Douglas, 2004) or brands originating in animosity-evoking countries (Funk et al., 2010). CET is treated as a mediator or moderator with different constructs and in different country contexts (e.g., India, United States, South Korea, China) (Özsomer and Altaras, 2008). Therefore, it is hypothesized that:

H5: Consumer ethnocentrism (CET) moderates the impact of PBG/PBL on a) quality, b) prestige, c) brand identity expressiveness, and d) brand value perceptions.

2.6 The moderating role of Consumer Materialism (MAT)

MAT is "The importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states" (Richins, 2004, p. 210). Richins and Dawson (1992) stated that materialism influences how people interpret their environment and structure their lives. Material values cover three areas: (1) the centrality of possessions in one's life, (2) the belief that the acquisition of possessions leads to satisfaction and happiness, and (3) the belief that possessions infer the success of a person. Previous studies focused on the types of brands materialistic people prefer. They include prestigious, luxurious, and global brands (Alden et al., 2006). Hence, it is argued that:

H6: Consumer materialism (MAT) moderates the impact of PBG/PBL on a) quality, b) prestige, c) brand identity expressiveness, and d) brand value perceptions.

2.7 The moderating role of Susceptibility to Normative Influence (SNI)

Many studies have examined the impact of social groups on individual behaviors (Bearden and Etzel, 1982). Social or reference groups are self-appraisal standards (Batra et al., 2000). For example, Batra et al. (2000) argued that consumers who place a premium on the status benefits of a brand's non-localness are more sensitive to what their reference groups think of them. Accordingly, susceptibility to such normative reference group influence is conceptualized and

measured by Bearden et al. (1989) through an individual construct called the susceptibility to normative influence (SNI) (Batra et al., 2000), which measures the degree to which an individual seeks compliance (Batra et al., 2001).

Consequently, product categories associated with conspicuous consumption are more likely to benefit from perceived brand globalness (Özsomer and Altaras, 2008). Hence, it is argued that:

H7: Susceptibility to normative influence (SNI) moderates the impact of PBG/PBL on a) quality, b) prestige, c) brand identity expressiveness, and d) brand value perceptions.

2.8 Downstream Effects on Behavioral Intentions

Behavioral intentions refer to purchase intention, willingness to pay, and word of mouth (Zeithaml et al., 1996). Regarding global brands, quality has been associated with global brand purchases (Strizhakova et al., 2011). Besides, Steenkamp et al. (2003) found that brand globalness significantly increased purchase intent through perceived prestige. Also, the social benefits of desired identity expression have important behavioral consequences beyond attitudinal evaluations (Thorbjørnsen et al., 2007). Hence, the following hypotheses are proposed:

H8a: There is a positive relationship between consumers' perceptions of a) quality, b) prestige, c) brand identity expressiveness, d) brand value of global brands, and consumers' behavioral intentions towards global brands.

H8b: There is a positive relationship between consumers' perceptions of a) quality, b) prestige, c) brand identity expressiveness, d) brand value of local brands, and consumers' behavioral intentions towards local brands.
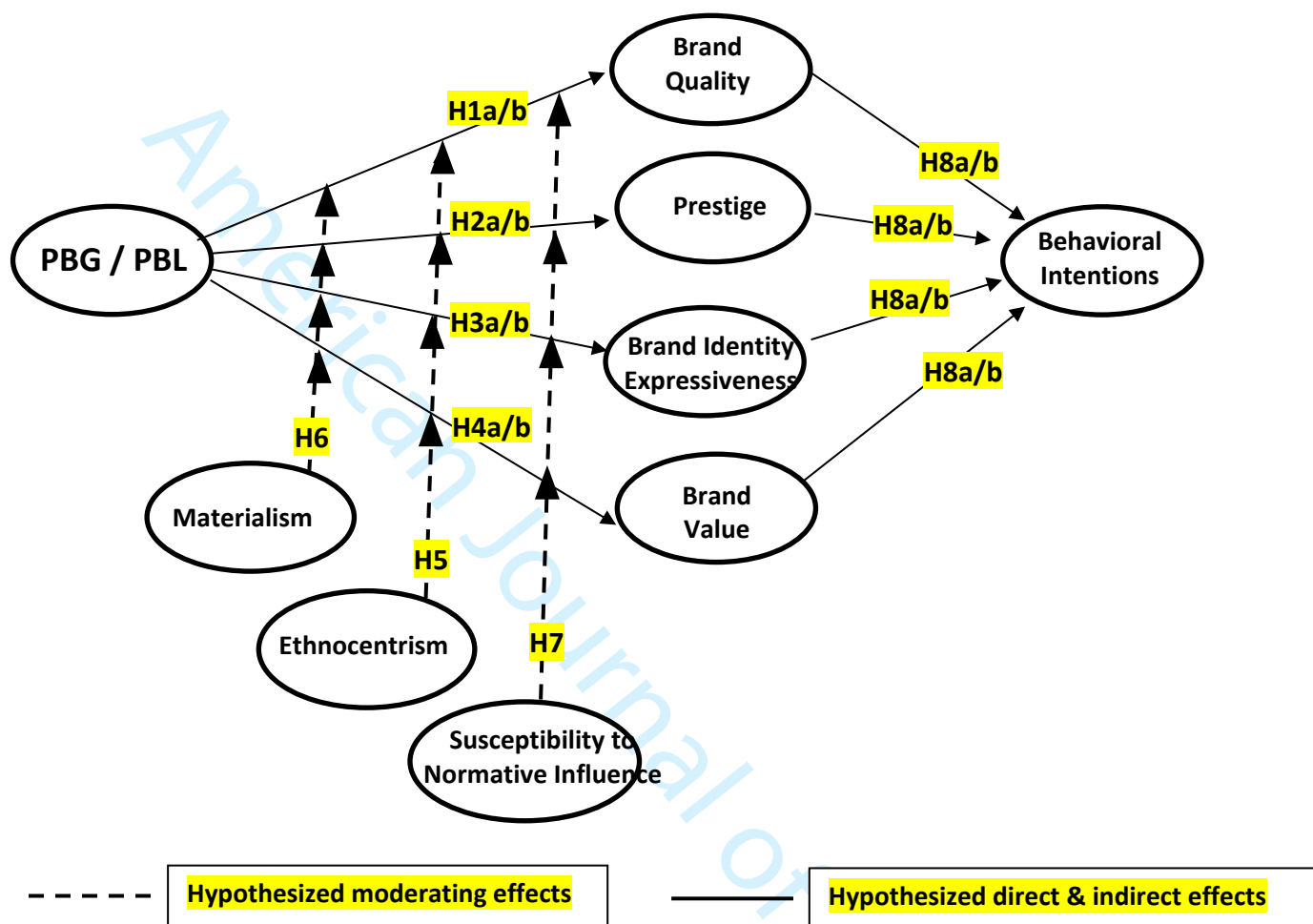
Figure 1: The research Framework

3. Methodology

3.1 Research Design

A sequential mixed-methods research approach was used. Phase I consisted of qualitative research of twenty-five in-depth interviews and two focus groups that, together with previous literature reviews, led to the development of the research framework and the related hypotheses. Phase II involved a quantitative descriptive study using the mall-interception technique for data collection to test theories developed during Phase I. Finally, phase III contained a qualitative validation phase which aims to better understand the quantitative research results through in-depth interviews with

higher shopping expertise consumers, who exhibit a greater capacity to memorize brand-related attributes and faster ability to assimilate knowledge to reach better decision-making.

3.2 Data Collection and Sample

The study focuses on customers of the apparel industry in Egypt. This context was chosen for the following reasons. First, the Egyptian market represents a good setting to test the effects of PBG and PBL. Egypt is an emerging economy where the recently arrived global brands usually position themselves on the high-quality tier. Second, Egypt has great market potential. Its population quickly reached 102 million by the end of 2020, with an annual growth rate of 2%. In addition, the textile and clothing industry is an important sector in the government's strategies to enhance industrial development and boost exports (Egypt's Economic Profile, 2019). Third, within the apparel segment, there is a wide range of reasonable costs and, thus, financial accessibility to a broad group of people. Fourth, clothes are publicly visible goods, where global brands are more appealing (Strizhakova et al., 2008; Mahrous et al., 2022). Finally, according to the results of the qualitative research, consumers usually indicate high familiarity with brands related to the fashion industry; hence this would make it a suitable industry to examine the research framework.

The research population includes all Egyptian customers in urban areas in Cairo and Giza governorates who purchase global and local brands. However, the population is heterogeneous because of differences in socioeconomic factors, such as income, gender, education, and age. Accordingly, a non-probability quota sampling technique was adopted. In addition, the study was conducted in the largest mega-malls in different locations in Cairo and Giza governorates on Egyptian consumers from similar demographic backgrounds (e.g., gender, income, age) to previous studies to enhance the generalizability of the results.

The sample size is based on the number of variables included in the research framework and the statistical analysis method used (Malhotra, 2015). Therefore, the minimum sample size for PLS-SEM is 158, at a confidence level of 90%, and the number of independent variables pointing to a construct is four (Hair et al., 2017).

Data were collected using a mall-interception technique, and trained research assistants were used to distribute questionnaires in selected mega-malls. The mall intercept method has the advantage of quickly accessing relevant participants. First, respondents were screened out as Egyptian global or

local brand buyers. Then, they were asked to choose one brand from either the global or the local brand group from which they had recently purchased an item to ensure brand familiarity. The local and global brand groups were chosen in light of the results of the qualitative interviews. Then, respondents were asked to answer all questions according to their evaluation of this brand.

Approximately 520 respondents were approached, and 350 questionnaires were completed. After removing questionnaires with missing data, inconsistent answers, suspicious response patterns, and outliers (Hair et al., 2017), the total number of valid questionnaires was 292, resulting in a participation rate of 56%; 152 (52%) from global brand and 140 (48%) from local brand buyers.

Also, the sample included almost 50% females and 50% males, representing the Egyptian population nationally. The age group of respondents ranges from 20 to 65 years, and 70% of respondents are in the middle-income class (10,000-40,000 EGP/month). All respondents were highly educated with a bachelor's degree; 73% were employees, 12% were students, 8% were self-employed, and 7% were homemakers.

3.3 Measures

Research variables were measured using previously validated scales as indicated in Appendix 1

4. Data Analysis and Findings

In this research, Smart PLS was selected for several factors. First, PLS-SEM is often associated with exploring and developing the theory (Hair et al., 2019), and it should be chosen when a prediction is a primary focus (Shmueli et al., 2019). Second, PLS-SEM provides more accurate estimates with small sample sizes depending on the bootstrapping procedures (Hair and Sarstedt, 2019). Third, PLS-SEM is more appropriate when models are complex (Hair, Black et al., 2019; Hair et al., 2018). Fourth, continuous moderators, mediation, and multi-group analysis are easily executed with PLS-SEM (Hair et al., 2020). Finally, the non-parametric nature of PLS-SEM is suitable for non-normal data (Hair et al., 2014).

4.1 The Measurement Model

All constructs were considered reflective constructs. In addition, Two constructs were developed as a second-order constructs; behavioral intentions (with three dimensions, i.e., word-of-mouth

willingness to pay and purchase intention) and materialism (with three dimensions, i.e., centrality, success, and happiness), while all other constructs were developed as first-order constructs.

About outer loadings, most indicators loaded significantly onto the respective latent constructs with values substantially higher than 0.708. Variables less than 0.7 were deleted, as indicated in Table 1. The Cronbach's alpha and composite reliability results for all constructs were above 0.7, indicating that the constructs have good internal consistency.

All constructs' average variance extracted (AVE) results were greater than the recommended threshold of 0.5, indicating good convergent validity (Hair et al., 2017).

The Fornell-Larcker criterion was well-established for each of the ten constructs in this research. In addition, heterotrait-monotrait ratio HTMT values were below the cutoff score of 0.85, indicating acceptable discriminant validity (Hair et al., 2020). Thus, the measurement model reliability and convergent and discriminant validity were well established.

Table 1. *Reliability and Validity Results*

Global Brand Model

	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BI1	0.739	0.899	0.925	0.712
BI2	0.819			
BI3	0.829			
BI5	0.912			
BI6	0.907			
CET1	0.716	0.766	0.844	0.576
CET2	0.854			
CET3	0.721			
CET4	0.737			
MAT5	0.818	0.863	0.896	0.634
MAT6	0.866			
MAT7	0.777			
MAT8	0.840			
MAT9	0.664			
PBG1	0.908	0.806	0.885	0.721
PBG2	0.857			
PBG3	0.778			
PV1	0.672	0.838	0.881	0.552
PV2	0.732			
PV3	0.694			
PV4	0.764			
PV5	0.788			
PV6	0.800			
Pres1	0.848	0.91	0.937	0.788
Pres2	0.936			
Pres3	0.902			
Pres4	0.863			
Qual1	0.934	0.859	0.934	0.877
Qual2	0.939			
Iden1	0.722	0.834	0.89	0.67
Iden2	0.854			
Iden3	0.871			
Iden4	0.818			
SNI1	0.865	0.923	0.936	0.649
SNI2	0.858			
SNI3	0.811			
SNI4	0.832			
SNI5	0.853			
SNI6	0.687			
SNI7	0.761			
SNI8	0.760			

Notes: The highlighted variables were deleted from further analysis

Local Brand Model

	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BI1	0.769	0.908	0.929	0.685
BI2	0.872			
BI3	0.826			
BI4	0.762			
BI5	0.855			
BI6	0.876			
CET1	0.841	0.844	0.895	0.681
CET2	0.922			
CET3	0.721			
CET4	0.804			
MAT1	0.645	0.925	0.934	0.642
MAT2	0.742			
MAT3	0.706			
MAT4	0.814			
MAT5	0.854			
MAT6	0.902			
MAT7	0.839			
MAT8	0.872			
PBL1	0.84	0.867	0.919	0.79
PBL2	0.918			
PBL3	0.907			
PV1	0.805	0.901	0.924	0.668
PV2	0.784			
PV3	0.811			
PV4	0.87			
PV5	0.811			
PV6	0.822			
Pres1	0.895	0.786	0.874	0.699
Pres3	0.76			
Pres4	0.849			
Qual1	0.94	0.855	0.932	0.873
Qual2	0.929			
Iden1	0.88	0.925	0.947	0.816
Iden2	0.91			
Iden3	0.926			
Iden4	0.896			
SNI1	0.885	0.964	0.969	0.797
SNI2	0.92			
SNI3	0.916			
SNI4	0.909			
SNI5	0.917			
SNI6	0.819			
SNI7	0.865			
SNI8	0.904			

Notes: The highlighted variables were deleted from further analysis

4. 2 The Structural Model

Table 2 presents the results of hypotheses testing (i.e., the structural model). The results of PLS-SEM indicated that both PBG and PBL show a significant and positive association with brand quality (β=0.462 for PBG vs. 0.326 for PBL, $p < .001$) and brand prestige (β=0.477 for PBG vs. 0.454 for PBL, $p < .001$), which is consistent with previous studies results for global brands (e.g., Steenkamp et al., 2003). However, for local brands, it was inconsistent with previous findings (e.g., Özsomer, 2012). Nevertheless, the results show that PBG has a stronger association with quality and prestige than PBL.

In addition, PBG, as well as PBL, showed a significant and positive association with brand self-identity expressiveness (β=0.263 for PBG vs. 0.462 for PBL, $p < .001$) and perceived brand value (β=0.289 for PBG vs. 0.258 for PBL, $p < .001$). This is consistent with Batra et al. (2000. Also, PBL is strongly associated with brand self-identity expressiveness. Thus, hypotheses H1a, H2a/b, H3a/b, and H4a/b were supported, except H1b, which hypothesized no relationship between PBL and perceived quality. Finally, H6 and H7 showed no significant findings.

Table 2: The results of Hypotheses Testing

	Hypotheses	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decisions
H1a	PBG is positively associated with perceived quality.	PBG -> Qual.	0.462	0.466	0.064	7.217	<0.001****	Accepted
H1b	P.B.L. is not positively associated with perceived quality.	P.B.L. -> Qual.	0.326	0.332	0.072	4.554	< 0.001****	Rejected
H2a	PBG is positively associated with perceived prestige.	PBG -> Pres.	0.477	0.458	0.052	9.14	<0.001****	Accepted
H2b	P.B.L. is positively associated with perceived prestige.	P.B.L. -> Pres.	0.454	0.445	0.067	6.795	< 0.001****	Accepted
H3a	PBG is positively associated with perceived brand identity expressiveness.	PBG -> Iden.	0.263	0.28	0.08	3.279	0.001****	Accepted
H3b	P.B.L. is positively associated with perceived brand identity expressiveness.	PBL -> Iden.	0.462	0.433	0.078	5.909	< 0.001****	Accepted
H4a	PBG has a positive effect on the brand's perceived overall value.	PBG -> PV	0.289	0.298	0.065	4.447	<0.001****	Accepted
H4b	P.B.L. has a positive effect on the brand's perceived overall value.	PBL -> PV	0.258	0.234	0.073	3.555	< 0.001****	Accepted
H5	Consumer ethnocentrism (CET) moderates the impact of PBG/PBL on a) quality, b) prestige, c) brand identity expressiveness, and d) brand value perceptions.	CET -> PBG -> Qual.	0.265	0.263	0.068	3.888	<0.001****	Accepted
		CET -> PBG -> Pres.	0.247	0.262	0.063	3.919	<0.001****	Accepted
		CET -> PBG -> Iden.	-0.047	-0.088	0.109	0.429	0.668	Rejected
		CET -> PBG -> PV	0.219	0.183	0.143	1.534	0.126	Rejected
		CET -> PBL -> Qual.	-0.213	-0.259	0.086	2.462	0.014**	Accepted
		CET -> PBL -> Pres.	-0.201	-0.243	0.091	2.211	0.027**	Accepted
		CET -> PBL -> Iden.	-0.23	-0.172	0.129	1.783	0.075*	Accepted
		CET -> PBL -> PV	-0.247	-0.249	0.078	3.173	0.002***	Accepted

	Hypotheses	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decisions
H8a	There is a positive relationship between consumer's perceptions of a) quality, b) prestige, c) brand identity expressiveness, and d) brand value of global brands, and consumers' behavioral intentions towards global brands.	PBG -> Qual. -> BI	0.156	0.159	0.056	2.774	0.006***	Accepted
		PBG -> Pres. -> BI	0.096	0.093	0.048	2.011	0.045**	Accepted
		PBG -> Iden. -> BI	0.03	0.029	0.03	0.987	0.324	Rejected
		PBG -> PV -> BI	0.002	0.001	0.031	0.051	0.959	Rejected
		PBG -> BI	0.284	0.281	0.043	6.633	0.000****	Accepted
H8b	There is a positive relationship between consumer's perceptions of a) quality, b) prestige, c) brand identity expressiveness, and d) brand value of local brands and consumers' behavioral intentions towards local brands.	PBL -> Qual. -> BI	0.137	0.142	0.044	3.101	0.002***	Accepted
		PBL -> Pres. -> BI	-0.069	-0.063	0.05	1.371	0.171	Rejected
		PBL -> Iden. -> BI	-0.049	-0.047	0.043	1.135	0.257	Rejected
		PBL -> PV -> BI	0.044	0.038	0.032	1.37	0.171	Rejected
		PBL -> BI	0.064	0.069	0.055	1.160	0.247	Rejected

* Significant at 10% level
**Significant at 95% level
***Significant at 99% level
****Significant at 99.9% level

PBG= perceived brand globalness
PBL= perceived brand localness
Qual.= quality
Pres.= prestige
Iden.= brand identity expressiveness
PV= perceived value
BI= behavioral intentions
CET= ethnocentrism
MAT= materialism
SNI= susceptibility to normative influence

Concerning the specific indirect effects, the results show that PBG affects behavioral intentions mainly through perceived quality (β=0.156, p = .006) and perceived prestige (β=0.096, p= .045), and PBL affects behavioral intentions only through quality (β=0.137, p= .002). Therefore, it can be concluded that quality and prestige mediate between PBG and behavioral intentions. Hence, hypothesis H8a is supported. However, only quality mediates the relationship between PBL and behavioral intentions; thus, H8b is partially supported.

Moreover, the total indirect effect of PBG and PBL on behavioral intentions shows that PBG exerted a pronounced (β=0.284) and significant (p < .001) total indirect effect on behavioral intentions, compared to a weak (β=0.064) and non-significant (p = .247) total indirect effect for PBL This indicates that PBG is more influential than PBL in increasing brand behavioral intentions in this research context.

Finally, the results showed no significant moderating effect of materialism and susceptibility to normative. Only ethnocentrism demonstrated a significant negative effect on the relationship between PBL and perceptions of quality (β= -0.213, p ≤ .05), prestige (β= -0.201, p ≤ .05), brand identity expressiveness (β= -0.23, p ≤ .1), and perceived value (β= -0.247, p ≤ .01) and a significant positive effect on the relationship between PBG and perceptions of quality (β=0.265, p ≤ .001), and prestige (β=0.247, p ≤ .001), which is not consistent with most of the previous findings.

5. Discussions and Implications

5.1 Theoretical Implications

This research examines consumers' perspectives on the quality and prestige functions of global and local brands in an emerging market context; in Egypt. In addition to perceived quality and prestige, attention must be paid to brand identity expressiveness and perceived brand value as important factors explaining consumers' brand preferences. Unfortunately, these identity-expression benefits

have not yet been systematically studied in the growing research on global versus local brands (Xie et al., 2015). Also, studies modeling the perceived value of global versus local brands are less frequent, except for Zhou, Yang, and Hui's (2010) and Alden et al. (2013) studies.

The data revealed that PBG and PBL illustrate significant positive associations with perceived quality, prestige, brand identity expressiveness, and perceived value. Thus, globally and locally perceived brands are valued for different reasons. PBG demonstrated a stronger association with prestige, followed by quality and perceived brand value. For brand self-identity expressiveness, PBL illustrated a stronger association.

Furthermore, the study focuses not only on brands' perceptions but also on how these perceptions are translated into behavior. Building on this research, our model highlights the relative importance of brand quality and prestige as the only mediators in the relationships between PBG and consumers' behavioral intentions. At the same time, PBL affects behavioral intentions only through quality. PBG exerted a pronounced and significant total indirect effect on behavioral intentions compared to a weak and non-significant total indirect effect for PBL. Thus, PBG is more influential than PBL in raising brand behavioral intentions in this research's emerging market context of Egypt.

There was no significant moderating effect of materialism and susceptibility to normative influence. Only ethnocentrism demonstrated a negative effect of PBL and a positive effect of PBG on global brands' perceptions. An explanation could be that research conducted in developed countries may not generalize to less-developed countries (Wang and Chen, 2004). As per Strizhakova and Coulter (2015), the positive effect of consumer ethnocentrism on purchases of local (relative to global) brands is stronger in countries with lower levels of economic development and less symbolic product categories. Also, this reverse observation has been observed in other developing countries, as consumers' evaluation of domestic products' quality can influence their purchase preferences and mitigate the impact of ethnocentrism, especially in products related to conspicuous consumption (Wang and Chen, 2004).

5.2 Managerial Implications

The results provide some practical implications for brand managers. First, brand managers should realize that globally and locally perceived brands are appreciated for their superior quality, prestige, and ability to facilitate customers' expression of the desired identity and overall perceived value.

However, to better exploit the benefits of this research findings, brand managers need to know how the different brand perceptions differ in their effects on consumers' behavioral responses. For example, the research indicates that PBG operates mainly through the mediating chain of perceived brand quality first, followed by prestige. Global brand marketers should thus consider emphasizing perceived quality first and prestige second. Also, PBL exerts its effect on behavioral intentions mainly through the quality route, suggesting that consumers heavily weigh quality, and accordingly, marketers should focus on creating and communicating quality.

PBG may provide a major source of competitive strength due to its significant effect on behavioral intentions versus a weak and non-significant effect on PBL. The higher the brand's perceived globalness, the higher the perceived quality and prestige, and the greater the effect on consumers' behavioral intentions. Local firms should not be bystanders in the globalization process. PBL affects consumers' behavioral intentions only through the route of quality that should be further emphasized. Yet, the key strength of local brands is their local identity and culture. The fact that PBL exhibited a stronger association with brand identity expressiveness compared to PBG predicts that brand identity expressiveness might be a route for local brands to create "a unique, sustainable value" (Ger, 1999, p. 70) because of their greater and more credible connections to local culture (Xie et al., 2015). A PBL positioning strategy can transfer these identity-signaling advantages into desired behavioral reactions.

To exploit this finding, marketing campaigns should attempt to link brands to target audience identities by highlighting relevant traits and characteristics. Such campaigns depend on potential consumers choosing identity-linked brands (Forehand et al., 2001). Thus, local brands should create and maintain a valuable, distinctive, and desirable image for differentiation by applying Aaker's brand personality approach to identify their unique selling proposition. For example, a successful American brand like Tommy Hilfiger maintained a consistent brand personality by associating with the typical American, who treasures freedom and independence (Lee et al., 2000). Associating brands with culturally-congruent values increases attractiveness and purchase intentions. First, brand managers need to remind the target audience that they have a specific identity; second, they have to frame what the identity means in context; and third, they constrain behavioral choices to those relevant to the brand (Oyserman, 2009).

Finally, our augmented model provides a good foundation for brands' glocalization efforts in emerging markets. PBG and PBL can appeal significantly to emerging market consumers for different reasons. Also, as evidenced by Batra et al. (2000), brands that can credibly integrate PBG and PBL (e.g., local brands with global image, global brands connected with local culture) may have a superior capability to communicate a desired bicultural identity and build strong relationships with emerging-market consumers (Khattab and Mahrous, 2016). It is evident that young consumers in developing countries have a more global identity and tend to demonstrate a positive relationship between CET and the importance of branded products compared to developed countries' consumers (Strizhakova et al., 2008).

6. Limitations and Further Research

Gaps and opportunities for further model development still exist. For instance, future research can explore other unidentified factors that may play an important mediating or/and moderating effect.

Also, many emerging markets are similar in terms of many socioeconomic factors. For example, many emerging markets, such as China and Turkey, where previous studies have been conducted, have been involved in strengthening their clothes industry. In addition, in a globalized world, consumers are getting more similar than different daily. Therefore, we believe this research's results can be extended to other contexts. However, comparative studies are encouraged to explore differences between emerging economies' consumers and developed countries' consumers in terms of global vs. local brand preferences.

Moreover, the research was conducted on apparel brands, and the results might differ across different industries. Third, this research did not differentiate global brands from developed or emerging markets. Finally, the moderators' effects need to be further verified.

Finally, using non-probability sampling limits the findings' generalizability and the concentration on the middle-income population. Similarly, the current study's findings cannot be generalized to younger adolescents or elderly adults.

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Appendix 1 Variables and Measures

Variables	Measure
PBG and PBL	Steenkamp et al. (2003).
Quality	Xie et al. (2015).
perceived Prestige	Xie et al. (2015).
Brand Self-Identity Expressiveness	Aaker et al. (2004)
perceived Brand Value	Sweeney and Soutar (2001) and Dodds, Monroe, and

	Grewal (1991)
ethnocentrism (CET)	CETSCALE (Shimp and Sharma, 1987)
Susceptibility to Normative Influence (SNI)	Bearden et al. (1989)
Materialism (MAT)	Richin's (2004)
Behavioral Intentions	Zeithaml, Berry, and Parasuraman (1996)