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Brand globalness
in emerging
markets

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Abstract

Purpose – The purpose of the paper is to study the impact of perceived brand globalness (PBG) on consumers' purchase intention (PI) and the mediating role of perceived brand quality (PBQ) and perceived brand prestige (PBP) in this relation, among consumers in emergent markets. The paper also investigate the moderating role of consumer ethnocentrism (CE) on the relation between PBG and both PBQ and PBP.

Design/methodology/approach – A web-based survey was conducted in an emerging market (Pakistan) using both global and local brands. The model was tested using structural equation modeling.

Findings – PBG positively impacts both PBQ and PBP while PBQ appears to be a stronger mediator than PBP. The moderating role of CE between PBG and PBQ and between PBG and PBP has been demonstrated; the weaker the CE the stronger the relationships.

Research limitations/implications – A convenience sample was used and caution must be taken when generalizing findings from this study. Managers of global brands must meet consumers' expectations in terms of the quality of their brands and may highlight the prestige associated to them. Low ethnocentric consumers favor global brands, rendering this segment attractive for the managers of global brands.

Originality/value – The paper extends previous work on the role of brand globalness by focusing on an emergent market where the choice problem between local and global brands is acute and by demonstrating the moderating role of CE.

Keywords Pakistan, Emerging markets, Consumer behaviour, Ethnocentrism, Global brands

Paper type Research paper



1. Introduction

A global brand is the one that standardizes aspects of its brand communication program like name, logo, image, packaging, positioning and consumers in multiple countries consider it to be global (Akaka and Alden, 2010). The economic and political

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dominance of Western nations, however, gives certain meaning to the term “global” which means “Western/foreign” in people’s minds, either consciously or unconsciously (Özsomer and Altaras, 2008). Local brands, in turn, are those which are produced locally and are available in a specific region. These brands may play on the potential identification between the brand and consumers by positioning themselves as sons of the soil who understand local consumers (Cayla and Eckhardt, 2007).

In emerging markets, the consumers are increasingly faced with a choice between local and nonlocal (or foreign) brands and their choice making is worth researching (Batra *et al.*, 2000). A majority of these foreign brands available to consumers in emergent markets are global brands present in many countries around the globe, emergent or developed. However, consumers are not necessarily brand experts and may well ignore if a foreign brand is global or not. Therefore, what may influence consumer judgments about brand is perceived brand globalness (PBG) which we define as the perception that consumers hold of the brand being global, i.e. being available everywhere on the globe with standardized products and communications. The current research focuses on the psychological mechanisms that explain how PBG affects consumer judgments and consumer behavior. The study investigates the mechanisms through which brand globalness might impact consumers’ purchase intention (PI) for the brand and explores the role of consumer ethnocentrism (CE) in the process. CE describes the tendency of people to reject the purchase of foreign products as they may consider it to be unpatriotic. It has been studied both in developed and developing countries (Batra *et al.*, 2000; Douglas and Nijssen, 2003; Luque-Martinez *et al.*, 2000; Netemeyer *et al.*, 1991; Papadopoulos *et al.*, 1990). Shimp and Sharma (1987) advocate that the concept of CE can improve our understanding of how consumers and corporate buyers compare domestic and foreign-made products, how and why their judgments can be subject to various forms of bias and error. It is, therefore, a relevant concept when studying the impact of PBG on consumer behavior.

The success of global brands has been described and analyzed over the past decades (Aaker and Joachimsthal, 1999; Kapferer, 1992; Keller, 1997). The commendable success of some global brands such as, Coca-Cola, Sony, McDonalds, Mercedes, Microsoft, Chanel or Levi’s has encouraged many firms to develop their own global brands (Craig and Douglas, 2000). In the last few years, a number of companies have even engaged in reducing brand portfolios with preference given to global brands (Johansson and Ronkainen, 2004). Unilever reduced the number of brands from 1,600 to 400 leading brands enabling it to concentrate resources on leading global brands. Colgate-Palmolive has invested much to make Colgate Total a global brand name and Frito-Lay followed the same strategy with its Lay’s brand (Özsomer and Altaras, 2008). It appears that global brands (such as Mercedes, Sony or Apple) are generally associated with prestige and quality.

Global brands have been studied from the consumers’ perspective (Batra and Alden, 2002; Batra *et al.*, 2000; Holt *et al.*, 2004; Özsomer and Altaras, 2008). This not only helps resolve the globalization vs localization conundrum (Kreutzer, 1988; Onkvisit and Shaw, 1989; Samiee and Roth, 1992) but also helps with formulating appropriate strategies to overcome resistance to foreign goods, if any (Singh and Upadhyay, 2006). The early study of Batra *et al.* (2000) demonstrates the impact of brand non-localness on attitude toward the brand within a developing country (India). They introduced the potential moderating effect of CE arguing that brand non-localness should favor

attitude toward the brand especially when consumers are not very attached to local values and are not very ethnocentric. On the contrary, the ethnocentric consumer should not form a positive attitude toward the brand due to the fact that it is foreign. They found a direct impact of brand nonlocal origin on brand attitudes but failed to demonstrate the moderating role of CE in that relation. Steenkamp *et al.* (2003) proposed a more complex model in which brand globalness affects PI for the brand through three separate paths: brand globalness directly impacts PI (as in Batra *et al.*, 2000) and indirectly through two separate mediators, perceived brand quality (PBQ) and perceived brand prestige (PBP). They found that the effect of PBQ on PI is mediated by PBQ and PBP but found no direct effect of PBQ on PI. They also tested a moderating effect of CE but they limited this moderating effect to the direct relationship between PBQ and PI. They found some evidence of this moderating effect although the global effect of PBQ on PI was insignificant in both countries investigated (the USA and Korea). Our goal is to replicate and extend these findings within an emerging country where brand globalness might be important for prestige and self-image. We posit that the relationship between PBQ and PI is fully mediated by PBQ and PBP and, therefore, do not hypothesize any direct relationship between PBQ and PI already found to be insignificant in Steenkamp *et al.* (2003). Also, we posit that the moderating role of CE will be exercised both on the relation from PBQ to quality and on the relation from PBQ to prestige. This moderating role has not been tested before and seems logical since the perceptions of quality and prestige finally determine the PI of the brand. Retesting this potential role of CE is also essential since contradictory results appear in the literature with no moderating effect in Batra *et al.* (2000) and a slight moderation in Steenkamp *et al.* (2003).

The paper is structured as follows: we define the key constructs used here (global and local brands, PBQ and CE). We then develop a series of hypotheses followed by the theoretical model. Afterwards, we test the hypotheses empirically using structural equation modeling. We finally conclude with implications, limitations and future research avenues.

2. Key constructs

Global brands are available to consumers under the same name in multiple countries and these generally have similar and centrally coordinated marketing strategies. They have an extensive geographic reach, are perceived by consumers as global and have a uniform positioning and image worldwide (Craig and Douglas, 2000; Yip, 1994). Such brands are built on powerful narratives with universal appeal, e.g. for Levi's, the myth of independence; for Nokia, of connection (Cayla and Eckhardt, 2007). Like entertainment stars, sports celebrities and politicians, global brands have become a lingua franca for consumers all over the world (Holt *et al.*, 2004). Consumers tend to prefer global brands because of high perceived quality and higher prestige and fundamentally because of brand globalness which is defined as the degree to which the brand is perceived as having multimarket reach and thus is believed to be globally available, desirable and demanded (Steenkamp *et al.*, 2003). In turn, local brands are developed for a specific national market and these are almost without exception sold only domestically or within a limited geographical area (such as West Africa) (Batra *et al.*, 2000; Craig and Douglas, 2000). Local brands enjoy a high awareness level

as well as trust and consumers relate them to their lives because these are deeply culturally embedded in the domestic market.

CE refers to the beliefs regarding the appropriateness of purchasing foreign-made products and implies that buying imports is wrong because it is unpatriotic and detrimental to the domestic economy and employment (Supphellen and Gronhaug, 2003). The credit for inspiring research into the phenomenon of CE goes to Shimp and Sharma (1987) who developed and psychometrically validated a scale named the consumer ethnocentric tendencies scale (CETSCALE). They found that highly ethnocentric consumers are inclined toward biased judgments because these consumers stress the positive aspects of domestic products ignoring the virtues of foreign-made products.

From a managerial perspective, ethnocentrism refers to consumers' preference for domestic products and prejudice against imports (Yelkur *et al.*, 2006). Across cultures, researchers have shown that ethnocentrism is a global phenomenon, but there are differences in the degree of ethnocentrism expressed by consumers, depending on the country under study. People from developed and more modern nations tend to be less ethnocentric than their counterparts in developing and emerging nations (Lindquist *et al.*, 2001; Sharma *et al.*, 1994). In developing countries, however, low ethnocentric consumers have strong positive stereotypes of foreign products from developed countries (Supphellen and Gronhaug, 2003); for example, Hungarians and Russian consumers generally evaluate Western products more positively than national products (Ettenson, 1993; Papadopoulos *et al.*, 1990). We study the role of ethnocentrism within an emerging country (Pakistan) and its potential moderating effect on the relationships between brand globalness and both quality and prestige judgments.

3. Model and hypotheses

The desirability of global brands among local consumers is generally high because foreignness is associated with higher perceived quality, higher status and higher prestige (Batra and Alden, 2002; Batra *et al.*, 2000). The consumers in emerging countries influenced by the Western culture through media, modern forms of distribution, visits of tourists and immigrants have become familiar with global brands and generally prefer them to local ones.

Perceived quality is consumers' subjective evaluation of the overall excellence of the product (Zeithaml, 1988) and the credibility of global brands makes consumers associate high quality with these brands. In emerging and developing countries consumers perceive global brands to be of a higher quality than local ones (Batra *et al.*, 2000; Bhardwaj *et al.*, 2010). Consumers may well develop a belief that the global brand is of high quality since high quality justifies the fact that global brands are globally accepted (Kapferer, 1997; Keller, 1997). Generally global brands charge a premium price which also signals higher quality (Kumar *et al.*, 2009) and advertising messages are often promoting higher quality. For example, ads for Pentene and Ariel show brand quality testimonials from experts in different countries. The hypothesis regarding PBQ follows:

H1. PBQ positively impacts consumers' perception of brand quality.

Studies on developing countries show that the consumption of products from Western countries acts as a symbol of status and prestige (Bhat and Reddy, 1998). Consumers in developing countries associate American products with high quality and prestige

(Bhardwaj *et al.*, 2010) and many global brands are seen as being of Western origin. Though there are exceptions, in general, the higher prestige of the global brands may be due to the scarcity and higher price compared to the local brands (Batra and Alden, 2002; Batra *et al.*, 2000; Bearden and Etzel, 1982). Empirical results have demonstrated the impact of brand globalness on perception of brand prestige (Steenkamp *et al.*, 2003). We replicate these relationships. It follows:

H2. PBG positively impacts consumers' perception of brand prestige.

Consumers in emerging countries show higher levels of brand loyalty toward foreign brands as they think these offer high quality. This also decreases their PIs toward local brands (Bhardwaj *et al.*, 2010). The quality perceptions play a vital role in determining consumer preferences for these brands because global is synonymous of quality for consumers (Milberg and Sinn, 2008). Steenkamp *et al.* (2003) also referred to the same idea and empirically demonstrated both in a developed and an emergent market (the USA and Korea) that the perceived quality of global brands is the primary driver of their purchase likelihood. We wish to replicate these relations and hypothesize:

H3. Out of the two paths through which PBG impacts consumers' PI, the path through PBQ is the strongest.

Research related to PBG suggests that attitudes toward global brands are also influenced by individual consumer differences such as CE (Akaka and Alden, 2010). Ethnocentrism is related to product judgments and PI (Netemeyer *et al.*, 1991; Shimp and Sharma, 1987) and impact the choice of local and nonlocal brands (Batra *et al.*, 2000). CE appears to be a strong determinant of general attitudes toward foreign products relative to domestic products (Shimp and Sharma, 1987; Wall and Heslop, 1986). For example, in a study of New Zealanders' general attitudes toward foreign and domestic food products, CE explained a significant proportion of consumers' purchasing behavior (Juric and Worsley, 1998). Therefore, we hypothesize:

H4a. Consumers' ethnocentrism moderates the relationship between PBG and PBQ; the stronger the consumer's ethnocentrism, the weaker the relationship.

H4b. Consumers' ethnocentrism moderates the relationship between PBG and PBP; the stronger the consumer's ethnocentrism, the weaker the relationship.

The conceptual model representing all hypothesized relationships between the constructs is given in Figure 1.

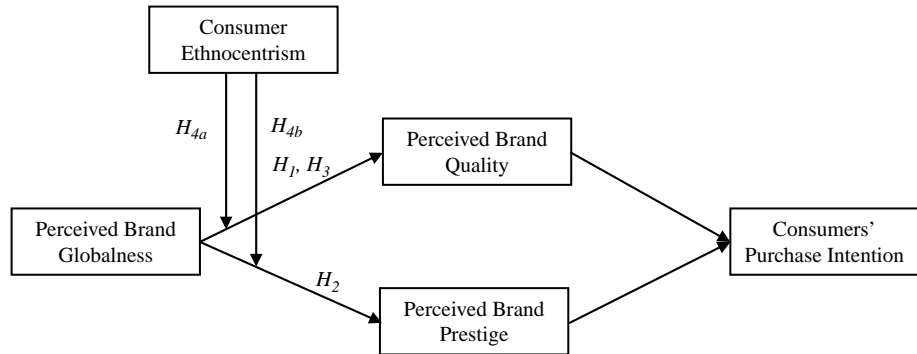
In this model, PBG influences PI but this relation is fully mediated by PBQ and PBP. Consumers' ethnocentrism is the moderating variable.

4. Research methodology

4.1 Sample

As the purpose of the study was to replicate and extend previous findings in an emergent country, we selected Pakistan which has been categorized as belonging to the "Next Eleven", the 11 countries with high economic potential for the 21st century (Wilson and Stupnytska, 2007). A web-based survey, using a convenience sample drawn from a population of Pakistani consumers of global and local brands, was conducted in May 2008. An Internet snowball procedure was used. The respondents

Figure 1.
Theoretical Model



were sent a link to the survey questionnaire and were asked to answer the survey and send the questionnaire to their contacts as well. This elicited 130 participants (each participant responded for four brands, generating $130 \times 4 = 520$ observations). About 17 respondents (with 68 invalid questionnaires) containing atypical cases, repeated or incomplete responses were eliminated, finally obtaining 113 valid questionnaires and 452 usable observations. Among study participants, 58 percent were male; 59 percent were 29 years old or less and 41 percent were 30-39 years old.

4.2 Product selection

Products were selected keeping in view that these should be accessible and affordable to all social classes and also used by all ages and education levels. Six product categories (with brands) were selected including: soft drinks (Coca Cola, Amrat Cola); Milk (Nestlé, Haleeb); Tea (Yellow Label, Supreme); Drinking water (Nestlé, Sufi); Cooking oil (Dalda, Habib); Shampoo (Dove, Bio Amla). To avoid respondents fatigue and bias, the product categories were rotated across questionnaires. Two categories each with four brands were rotated in each questionnaire. Only the brand labels were used, excluding any image. Each product category's brands were also rotated in each questionnaire making each respondent answer questions for four brands from two categories. The bias due to non-independence of observations is small when sample size is large (Batra and Alden, 2002; Hunter and Schmidt, 1989).

4.3 Instruments

All the scales used in this study have been derived from scales previously used in the literature and are presented in the Appendix. All items used for this study were measured on a seven-point Likert scale from strongly disagree (1) to strongly agree (7). PBG was measured using an adopted version of Batra *et al.* (2000); PBP through the scale of Han and Terpstra (1988); PBQ through the scale of Keller and Aaker (1992); consumers' PI by the scale of Dodds *et al.* (1991). CE was measured using the four-items from CETSCALE of Shimp and Sharma (1987) having the highest loadings.

5. Data analysis

The data obtained were subjected to a confirmatory factor analysis (Anderson and Gerbing, 1988) to evaluate internal consistency and validity of the underlying constructs. A confirmatory factor analysis, using AMOS with maximum likelihood (ML)

estimation method, was conducted to ensure the validity and unidimensionality of the underlying constructs. All items loaded on the appropriate factors and all loadings were significant at $p < 0.01$. Results for the proposed model revealed an adequate fit ($\chi^2 = 322.508$, $df = 98$, $GFI = 0.913$, $AGFI = 0.879$, $TLI = 0.959$, $CFI = 0.965$ and $RMSEA = 0.071$). Jöreskog's rho was selected to test the reliability of internal consistency of the scale as it is less sensitive to the number of items. Jöreskog's rho for PBG was 0.939, 0.898 for PBQ, 0.967 for PBP and 0.936 for consumers' PI. All these values signify high level of reliability of the scale. The average variance extracted (AVE) was greater than 0.5 for each construct, thus assessing convergent validity. Moreover, the AVE for each dimension was greater than the shared variance (Fornell and Larcker, 1981) which shows the discriminant validity of the scale.

A confirmatory factor analysis was also carried out for CE. The fit indexes of one-dimensional CFA model for CE indicated overall adequate fit to the data, as evident by $\chi^2 = 5.611$, $df = 2$, $GFI = 0.994$, $AGFI = 0.970$, $TLI = 0.982$, $CFI = 0.994$, and $RMSEA = 0.063$. All the factors' loadings were above 0.56 and significant ($p < 0.01$). Jöreskog's rho (0.806) indicated reliability of the construct and the AVE was 0.51 indicating convergent validity.

5.1 Test of hypotheses

Combining Likert-scales into summated ratings or average summated scores is a well established procedure. The new transformed composite variable is comparable in scaling to the original scale (Hair *et al.*, 2007). This approach typically leads to precise structural estimates provided the measures are unidimensional (Bandalos, 2002) as is the case in this study. To validate the hypotheses and estimate the structural relations between the constructs the items were averaged for each scale to obtain composite scale. The mean and standard deviation of each construct have been reported in Table I which shows that the consumers consider the global brands to be higher in quality (mean value = 5.16) than prestige (mean value = 3.22).

To test *H1*, the positive relationship between PBG and PBQ and *H2*, positive relationship between PBG and PBP, we used path analysis. Given the sample size ($n = 452$) and degrees of freedom (1), we found a significant chi-square ($\chi^2 = 4.595$) and fit indexes indicated overall adequate fit to the data, as evident by $GFI = 0.995$, $TLI = 0.950$, $CFI = 0.984$ and $RMSEA = 0.089$. The value of the standardized regression estimate (0.418) from PBG to PBQ is significant ($p < 0.001$). This supports *H1*, showing that from the perspective of the consumers, global brands imply high quality. This finding is in-line with previous research, consumers from developing countries prefer brands that they perceive as originating from a nonlocal country, especially from Western countries, more than they do local brands and that preference is linked to perceived quality (Alden and Steenkamp, 1999; Schuiling and Kapferer, 2004).

Construct	Mean	SD
PBG	4.37	2.063
PBQ	5.16	1.240
PBP	3.22	1.222
Consumers' PI	4.96	1.607
Consumers' ethnocentrism	1.45	0.498

Table I.
Mean and standard
deviation of constructs

PBG is positively associated with PBP (standardized regression estimate = 0.303, significant at $p < 0.001$) in support of *H2*. Consumers believe that brand globalness is linked to prestige and may enhance their self-image by adding a touch of modernity to their personalities (Schuiling and Kapferer, 2004). Recent empirical studies have demonstrated that prestige is the second factor driving global brand preference (Schuiling and Kapferer, 2004; Steenkamp *et al.*, 2003).

To test *H3* concerning PBQ to be the stronger mediator impacting consumers' PI, we have followed the four steps approach proposed by Baron and Kenny (1986). First, the independent variable PBG significantly impacts the mediators PBQ and PBP (*H1* and *H2*). Second, we tested the direct impact of PBG on PI in the absence of mediators and found a significant ($p < 0.001$) impact of PBG on PI (standardized regression estimate = 0.246). Third, we observed the impact of mediators PBQ and PBP on the dependent variable PI and found it to be significant ($p < 0.001$) for both mediators (standardized regression estimates 0.442 and 0.159, respectively). Finally, we tested the full model and found that the relationship between PBG and PI became insignificant upon the addition of the mediators PBQ and PBP as is obvious from Table II.

The total indirect effect from PBG to consumers' PI is 0.186, with 92 percent through PBQ and 8 percent through PBP showing that the PBQ is the stronger mediator. Further Sobel test statistic ($z = 6.533$, $p < 0.000$) confirmed the mediation effect of PBQ on the relationship. This supports *H3*.

5.2 Moderating effect of CE

To examine the moderating effect of CE the sample was divided into two groups of high and low ethnocentric consumers on the basis of median-split samples. The model estimated simultaneously on the two groups had a good fit as evident by $\chi^2 = 4.578$, $df = 2$, $GFI = 0.995$, $AGFI = 0.950$, $TLI = 0.941$, $CFI = 0.990$ and $RMSEA = 0.054$. To examine the significance of the relationships in both the groups, the unstandardized regressions estimates were analyzed (Table III). There is a significant difference between the regression estimates of the two groups of high and low ethnocentric consumers in support of *H4a* and *H4b*.

Prior research showed that ethnocentricity can help predict buying intentions for domestic or foreign products (Singh and Upadhyay, 2006) and is helpful in predicting consumers' judgments of the quality of foreign products. Ethnocentric consumers have an inclination of purchasing domestic products even if the quality is lower than that of imports (Wall and Heslop, 1986; Yelkur *et al.*, 2006). Moreover, highly ethnocentric

Table II.
Standardized estimates
for the overall model

From	To	Std. reg. estimate	SE	C.R.	<i>p</i> -value
<i>Direct effects</i>					
PBG	PBQ	0.418	0.038	11	< 0.001
PBG	PBP	0.303	0.043	7.047	< 0.001
PBG	PI	0.055	0.042	1.31	Not Sig
PBQ	PI	0.406	0.050	8.12	< 0.001
PBP	PI	0.060	0.050	1.2	Not Sig
<i>Indirect effects</i>					
PBG	PI	0.186	0.024	7.750	< 0.001
<i>Total effects</i>					
PBG	PI	0.246	0.038	6.474	< 0.001

consumers believe in the low quality of foreign products (Netemeyer *et al.*, 1991) and would not like to know about foreign brands on the attribute level (Supphellen and Gronhaug, 2003). The results of the current study demonstrate that contrary to the high ethnocentric consumers, low ethnocentric consumers associate high quality and prestige with the global brands which determines their PI.

6. Conclusion and implications

This study contributes by exploring consumers' PI for global brands in an emerging market. Many companies are reducing their brands giving preference to the global ones as they believe that globalness of brands motivates consumers to purchase them. This study demonstrated a significant relationship between PBG and consumers' PI but through the mediation of quality and prestige. PBQ strongly mediates the relationship between brand's globalness and the consumers' PI.

We have also tested the moderating role of CE both on the relation from PBG to PBQ and to PBP. The results show that high ethnocentric consumers are less inclined to purchase foreign goods because their inference of quality and prestige associated to PBG is relatively weak. Results therefore suggest that domestic industries may have their place alongside their more sophisticated and powerful global competitors by understanding the complex idea of CE which can be used as a marketing tool to impact consumers' PI.

Building global brands is one of the key challenges for the managers in the 21st century (Craig and Douglas, 2000). The managers of global brands should focus on brand-specific features like superior quality and prestigious image to improve their brand status. For the better management of the global brands the managers should consider the consumer side too. They may develop strategies to successfully compete against local brands by convincing the consumers that the global brands symbolize enhanced self-concept (Özsomer and Altaras, 2008) with brand associations such as modernity, cosmopolitan, social approval, status, self-esteem and a better standard of life. In turn, managers of local brands should highlight a sense of belongingness associated with these brands to attract or maintain consumers. They may promote their cultural values and norms which will create a bond between consumers and local brands. To improve their presence the domestic brands can emphasize cultural aspects that global brands may not have (Ger, 1999). The managers of local brands should employ aggressive marketing strategies to improve consumers' perception of these brands in terms of quality and emotional appeal. In this regard the endorsements of brands by home country celebrities through media can create positive consumer attitudes toward the brand. The key role of research and development should be

	Estimate	SE	p-value
<i>Low ethnocentric</i>			
PBG → PBQ	0.306	0.035	<0.001
PBG → PBP	0.226	0.036	<0.001
<i>High ethnocentric</i>			
PBG → PBQ	0.180	0.038	<0.001
PBG → PBP	0.120	0.039	<0.01

Table III.
Unstandardized
structural estimates
for CE

acknowledged in creating and maintaining positive brand image and reputation of the local brands to compete with global brands.

The study has considered a limited number of brands all belonging to fast moving consumer goods (FMCG) categories. Future studies should test the proposed model with other local and global brands in other categories in order to generalize the findings. The data were collected through the internet and this may have introduced a self selection bias, especially within an emerging market. However, this could also have favored the fact that study participants were exposed to both global and local brands, which is a condition for having both in their evoked set. In any case, sampling is an issue that should be addressed in future research. Another future avenue can be exploring other moderating factors than CE such as culture, animosity or consumers' demographics, which may well have a significant effect on consumers' perceptions of global brands. Consumers from different cultures exhibit different levels of ethnocentric tendencies which call for cross-cultural studies involving other emerging and developing countries.

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Appendix. Survey instrument

PBG (Steenkamp *et al.*, 2003):

- To me this is a global brand/to me this is a local brand.
- I don't think consumers overseas buy this brand/I do think consumers overseas buy this brand.
- This brand is sold only in Pakistan/This brand is sold all over the world.

PBQ (Keller and Aaker, 1992):

- This brand is very low on overall quality/this brand is very high on overall quality.
- This is a brand of inferior quality/this is a brand of superior quality.

PBP (Han and Terpstra, 1988):

- This is a very prestigious brand/this is not a very prestigious brand.

Consumers' PI (Dodds *et al.*, 1991):

- I would not buy it (assuming it was available)/I would certainly buy it (assuming it was available).
- I am not at all likely to buy it (if available)/I am very likely to buy it (if available).

CE (Shimp and Sharma, 1987):

- Purchasing foreign made products is un-Pakistani.
- Pakistani should not buy foreign products because this hurts Pakistani business and causes unemployment.
- A real Pakistani should always buy Pakistani-made products.
- It is not right to purchase foreign products.

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