

# Antecedents to Global Consumption Orientation: Meanings of Brand

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## Abstract

Prior studies on antecedents on global consumption orientation (GCO) were limited to general consumer domain-specific values, such as materialism (MAT) and consumer ethnocentrism (CET). It is not clear, however, what mediates the effects of general consumer values on GCO: in other words, by what specific mechanisms, positions on certain consumer values lead to high or low values of GCO. GCO is a measure of attitude toward global products (brands) relative to local products (brands). Consumers take or derive meanings from purchasing and consuming brands of various sorts. Hence, it is likely that consumers take different meanings from global brands relative to local brands because of their different strengths, myths, origins, scopes, and communication/positioning strategies. We investigate why consumers have different attitudes toward global brands by postulating that the meanings of brands mediate between consumer values and GCO.

## Literature Framework (in brief)

Exogenous constructs: (1) CET, (2) cosmopolitanism (COSMO), (3) Global-identity (GIDT), and (4) Local-identity (LIDT)

## Mediators: Meanings of Branded Products

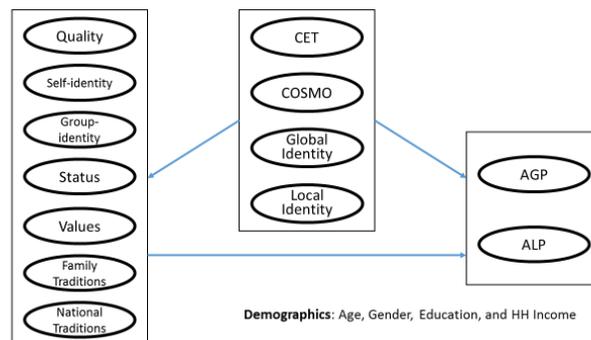
- (1) Quality
- (2) Self-identity
- (3) Group-identity
- (4) Status
- (5) Values (e.g., ecofriendliness)
- (6) Family traditions
- (7) National traditions

## Endogenous constructs:

- (1) Attitude toward Global Products (AGP)
- (2) Attitude toward Local Products (ALP)

Most previously related research focused on macro-factors (general consumer values) to GCO. This research aims to provide more micro explanations to why people prefer global brands relative to local brands by exploring meanings consumers take from branded products and searching for those meanings that correlate highly with GCO. In that effort, we can provide more managerial insights into directions for branding and communication to help global and local brands resonate more with their constituencies.

Conceptual Model (in progress)



**References:**

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**Keywords:** *Cosmopolitanism, Consumption Orientations, Ethnocentrism, Global Marketing, Global Identity.*

**Relevance to Marketing Educators, Researchers, and Practitioners:** This research will provide immediate managerial insights into directions for branding and communication to help global and local brands resonate more with their constituencies.

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**TRACK: Global Marketing**