EMPIRICAL STUDY OF GLOCALIZATION ON GLOBAL BRANDS OF THE FAST-FOOD INDUSTRY TO INCREASE CONSUMER PURCHASE INTENTION

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ABSTRACT. This research aims to understand better the local consumer behaviour towards global fast-food brands in the context of the Pakistani environment, incorporating different theories, for example, consumer culture theory, signalling theory, theory of cultural capital, and materialism theory, to investigate the empirical study of glocalization on the global brands of the fast-food industry to increase consumer purchase intention. A closed-ended questionnaire based on a scale of seven-point Likert rating was developed, and data was collected from global fast-food outlets in the city of Karachi to analyze 1000 valid responses using a purposive sampling technique.

Results indicate that perceived brand globalness, global brand authenticity, global brand cultural capital, global brand Local Icon Value, and materialism positively impact consumer purchase intention. Findings further demonstrated that Cosmopolitism moderates the relationship of the variables perceived brand globalness, global brand cultural capital, materialism, and global brand local icon value on consumer purchase intention and did not moderate the relationship of global brand authenticity with consumer purchase intention. The results suggested that the mediating role of global brand attitude and global brand credibility explains the relationship between the variables of perceived brand globalness, global brand authenticity, global brand cultural capital, materialism, and global brand local icon value with consumer purchase intention. The research results identified a new direction and approach for multinational and global brand managers to formulate a suitable glocalization strategy for the global fast-food brands' industry to increase consumer purchase intention.

KEYWORDS: global brand cultural capital, global brand authenticity, global brand credibility, materialism, global brand local icon value, global brand attitude, consumer ethnocentrism, consumer cosmopolitism, consumer purchase intention.

JEL classification: C12, L66, M31.

Introduction

The population of Pakistan is above 220 million, and the potential consumers of the global brands of the fast-food industry are approximately one-quarter of the total population of Pakistan (Ahmed, Arif, 2021), Global fast-food brands' industries such as KFC, Pizza Hut, Burger King, McDonald's, Subway, Hardees, Domino's Pizza, Dunkin Donuts, and Baskin Robbins, are successfully operated in different cities in Pakistan (Ehsan, 2010), Pakistan is the eighth-largest market in the world (Burhan *et al.,* 2021), Brands have associated marketing strategies with brand differentiation, market segmentation, consumer buying behaviour, and cultural values (Sanz-Marcos, 2019; Indiani *et al.,* 2021, Bajwa *et al.,* 2021; Dangi, 2021), Multinational companies use similar marketing strategies to gain competitive advantage, increase consumer purchase intention, and increase market share, but according to localization (Zarantonello *et al.,* 2020), An essential factor in global brand marketing is the business model. According to the local regulations, tax structures, culture and trends, and approach, the business model is known as localization (Liu *et al.,* 2019), Localization is an essential factor of global brands. It is how to include the global brand identity according to the specific region and local consumers incorporating specific cultural factors and communicate according to local consumer market preferences, expectations, and demands (Salnikova *et al.,* 2022; Mehta, Chahal, 2021; Zahrani, 2021), In the era of globalization, the consumer of global fast-food brands has many choices of global fast-food brands and local fast-food brands (Batra *et al.,* 2000; Ozsomer, 2012; Mandler *et al.,* 2021; Vasylieva, 2021; Choroszy, 2021; Batista *et al.,* 2021; Vasylieva, 2021), The Glocalization concept regarding the global brands of the fast-food industry focuses on the importance of marketing strategies according to local consumers' needs to increase consumer purchase intentions and gain a competitive advantage to differentiate other fast-food brands (Addis *et al.,* 2022; Jakubowska, 2021; Olearova *et al.,*

2022), International marketing examines the factors of global fast-food brand consumption, global brands' qualities, global brands attitudes, the credibility of the global brand, consumer perception of brand globalness, brand attitudes, consumer ethnocentrism, consumer cosmopolitism towards global brands, and the local brands (Liu *et al.,* 2021; Steenkamp, 2019), Thus, consumers are willing to purchase these global fast-food brands companies with effective marketing strategies according to local consumer perceptions (Bonadonna *et al.,* 2019), Global fast-food brands are trying to provide good quality products with more cultural values, taste, and an excellent environment to the customers in the local market (Danthanarayana, Arachchi, 2022), Thus, global brands, directly and indirectly, affect consumer buying behaviour (Musacchio, Werker, 2016), Therefore, glocalization is the approach many global brands companies use to gain competitive advantages to increase consumer purchase intention. Global-fast-food brands in emerging markets are significantly growing (Becker *et al.,* 2018), Now the world is becoming a global village (Park, 2020; Vuong, Giao, 2020), The growth of the fast-food industry is 4.2 from 2017 to 2022, and the expected net worth of this industry is more than 690 US$ billion (Ahmed, Arif, 2021),

The global brand managers then shift their approach from global to local and find new techniques, approaches, or methods to understand local consumers' preferences better to implement their marketing strategies. Thus, the new trend of glocalization has occurred in the global business market and developed a marketing strategy such as "think global, act local" using global fast-food brands (Dumitrescu, Vinerean, 2010), Global brands of fast food have increased perceived image worldwide to increase consumer purchase intention around the world with similar needs and tastes (Akcay *et al.,* 2020), The perceived brand globalness has a more significant impact on consumer ethnocentrism as the moderating (Akram *et al.,* 2011), Locally produced products performed operational activities, selected employees, products delivered locally, adverting based on local culture, and marketing activities according to a local culture known as localization (Nwokoro, 2020), Localization and globalization are the critical factors of globalization and collectively performed with globalization. Localization is needed for the international firm's growth of its global brands into the local market through localization factors, tastes, and values based on the localization conditions (Love, 2018), Pakistan and India have closed borders and the same history, but international companies such as McDonald's work differently. In Pakistan, business is based on Halal food; in India, business is on vegetarian food. The country's languages impact global brands and marketing activities. In Saudi Arabia, language is an essential factor for global brands (Klabi, 2020), Multinational companies always link global brands with religious factors, customs factors, and local festivals such as Pakistan focus on Eid and Ramadan, and other countries like Christmas (Ahmed *et al.,* 2022), Therefore, the localization firms intensely focused on local consumer needs and shared their marketing strategies with local consumers to create links between the global brands and local consumers (Zhu *et al.,* 2020), For this concept, the theory of consumer culture theory and signalling theory gives a better conceptual framework. The theory of signalling suggests that the brand is credible, and this theory explains that brands receive consistent signals about the quality of the product and decrease the perceived risk in the environment of glocalization due to this approach to increased consumer purchase likelihood (Mandler *et al.,* 2021), The consumers in the glocalization brands help them to make decisions about the product's attributes in the form of local taste, consumer trust, price perception, and the position of the product in the mind of consumers. Thus, the signal quality of the brands and individual marketing mix the higher prices and taste of the products according to local culture (Hatzithomas *et al.,* 2021),

The study investigates glocal fast-food consumption and examines the perceptions of consumers in the context of Pakistan. Multinational global fast-food brands adapt to local activities. It also provides empirical results to global fast-food brand chain managers to better understand whether the "global thing, local act" strategies attract more consumers in the local markets. Firstly, the study explores the theoretical research model based on four different theories, including consumer cultural theory, signalling theory, cultural capital theory, and materialism theory, with empirical results. Secondly, the research study relates to the glocalization effects on global brands of the fast-food industry on consumer purchase intention. Thirdly, there needs to be more research combining consumer cultural theory, signalling theory, cultural capital theory, and materialism theory to establish a relationship with global brands of the fast-food industry using the approach of glocalization, especially in the culture of Pakistan. Fourthly, moderating the role of consumer ethnocentrism and consumer cosmopolitism with consumer purchase behaviour and the mediating role of global brand attitude and brand credibility. The most important part of this research study is regarding the modified comprehensive research model of a global brand of fast-food buying behaviour in the global fast-food brands market of Pakistan. Thus, the gap of this research study is an empirical investigation of the effects of globalization on global fast-food brands with the relationships of mediation and moderation increase consumer purchase intentions. The research findings are beneficial to the global fast-food brands to understand local consumers better and better understand managers of the global fast-food brands to design marketing strategies, advertising, promotional strategies, and marketing campaigns in localization to increase consumer purchase intentions. The study's relevance in the marketing field and the findings are helpful for global brands and fast food companies in Pakistan and understanding the buying behaviour of Pakistani consumers. Through this research study, the scholars increase their interest in the marketing field, particularly in the effects of globalization on global brands, to increase purchase intention. The results of this research study are helpful for global brand fast food managers, better understanding to meet the expectation of the local consumers regarding the brand's taste, quality, prestige, materialism, and local icon value.

1. Review of Literature and Hypotheses Development

1.1 Glocalization

Glocalization is the approach to be used by multinational companies in marketing strategies to increase consumer purchase intention, and with the help of these marketing strategies, the global brand enters the localization and expands the consumer markets of the brands (Vuong, Giao, 2020), Global brands such as McDonald's, Hardees, and Burger King maintained standards and training operations, but these global brands operated according to local markets and culture (Crawford *et al.,* 2015), In the localization, several variables study the consumer purchase influence on global brands and consumer influence includes attitudes and purchase behaviours examined. Many variables are based on personal values, dispositions, brand or product attributes, social-cultural values, and also the factor of environmental localization (Nwokoro, 2020), In the last few decades, as the economy of China has been growing, consumers' perceptions of global fast-food brands have been increasing and the global brand price, quality, and physical environment all have affected customer satisfaction and consumer purchase intention (Zhong, Moon, 2020), Thus, customer ambition and preferences regarding global brands in the fast-food industry vary from place to

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place, but price and quality always impact consumer buying behaviour (Hatzithomas *et al.,* 2021),

1.2 Consumers' Purchase Intention towards Global Brands

The consumer attitude is based on the consumer evaluation of the global brands with consumer knowledge (Salehzadeh *et al.,* 2016), The consumers have a positive or negative attitude toward global fast-food brands concluding brand evaluations. The attitude of the consumer toward global fast-food brands has played a significant role (Cifci, Kocak, 2012), Therefore, the positive attitude of the consumer toward global brands is considered a competitive advantage from an economic point of view. The consumer's positive attitude toward global brands is critical (Arora *et al.,* 2021), The purchase intention is the way of purchasing specific brands for future consumption. Brand attitude is the mediating effect on consumer purchase intention between brand advertising and brand emotion (Junejo *et al.,* 2022),

1.3 The Perceived Brand Globalness with Consumer Purchase Intention

Different consumers have different perceptions of global brands, and consumer perception of the brand is global and have knowledge of global brands available in the local and international markets (Ozsomer, Altaras, 2008), Consumer perception regarding perceived brand globalness is a vital construct, and consumer perception regarding global brands is when consumers see the brand as globalized (Alden *et al.,* 2006), The prior research study stated how people behave, then the term intention plays an important role, and the word purchase intention has taken from intention to use a better understanding of the consumer purchase decision marking the intention of the consumer (Sufian, 2021), The consumer purchase intention is the consumer self-instruction to purchase global brands (Bues *et al.,* 2017),

H1: Perceived brand globalness is positively associated with consumer purchase intention.

1.4 Global Brand Authenticity and Consumer Purchase Intention

Global brand authenticity is the consumer's subjective evaluation of brands (Napoli *et al.,* 2014), The perception of consumers, that global brands are valuable and that the quality of brands is good, increases purchase intention (Morhart *et al.,* 2015), The consumer perceived the brand as authentic and positively associated with consumer purchase intention due to the perceived brand authenticity in the form of quality, taste, and availability with multinational companies' promises in the brands (Sichtmann *et al.,* 2019), The prior research study explained that consumer behaviour toward global brands positively impacts their buying behaviour (Rose, Wood, 2005), Through global brand authenticity, consumer behaviour becomes more positive, creates an emotional association, and increases consumer purchase intention (Napoli *et al.,* 2014),

H2: Global brand authenticity is positively associated with consumer purchase intention.

1.5 Global Brand Cultural Capital with Consumer Purchase Intention

A prior study suggested that the theory of cultural capital enhances social mobility and, most crucial, plays a role in social marketing with increased purchase intention (Kamin, Anker, 2014), The theory of cultural capital describes the self-image in social marketing activities or purchasing global brands—cultural capital benefits in terms of economic and social capital. Economic and social capital positively impact consumer purchase intention (Ghahtarani *et al.,* 2020),

H3: Global brand cultural capital is positively associated with consumer purchase intention.

1.6 Materialism and Consumer Purchase Intention

People in developing countries are more materialistic based on their economic wealth and developed social status (Arthur *et al.,* 2019), Consumer behaviour happens when consumers are influenced by external factors and purchase based on their interests (Kottler, 2000), The behaviour of consumer purchase is the ability of consumers to purchase global brands to enhance social status with increased consumer purchase intention (Chin *et al.,* 2020),

H4: Materialism is positively associated with consumer purchase intention.

1.7 Global Brand Local Icon Value with Consumer Purchase Intention

The past study explained that consumers perceived local cultural values in the global brands may enhance the consumer purchase likelihood of the global brands and the consumer perceived brand localness or the global brand local icon value (Vaziri *et al.,* 2021), In localization, these global brands have more value and opportunities in emerging markets (Roberts *et al.,* 2015),

H5: Global brand Local Icon Value is positively associated with consumer purchase intention.

1.8 Global Brand Attitude Mediates the Association Between Perceived Brand Globalness and Consumer Purchase Intention

The study suggested that the factors of global brand name, quality of the global brand, global brand advertising, and global brand image positively impact consumer behaviour (Akbariyeh *et al.,* 2015), Global brand awareness and the global brand attitude positively impact consumer purchase intention (Kim, Kim, 2016), The global brand attitude influences the consumer purchase intention toward global fast-food brands (Hossny, 2022),

H6: Global brand attitude mediates the association between perceived brand globalness and consumer purchase intention.

1.9 Global Brand Attitude Mediates the Association Between Global Brand Authenticity and Consumer Purchase Intention

Global brand authenticity is derived from the consumer culture theory. The original word has explained the meaning of reality, truth, and genuineness (Jung-Park, 2017), Global brands are essential to explore the consumers' identities and the consumers want to express

their self-image through global brands (Han, Cho, 2019), Due to the global brand authenticity, the consumer perceived values of the global brands are good quality, genuine, and original, increasing consumer purchase intention. The global brand mediates the association between global brand authenticity and consumer purchase intention (Hatzithomas *et al.,* 2021),

H7: Global brand attitude mediates the association between global brand authenticity and consumer purchase intention.

1.10 Global Brand Attitude Mediates the Association between Global Brand Cultural Capital and Consumer Purchase Intention

Bourdieu's cultural capital theory is a critical theory for expanding global brands, it gives better decision-making for global brand managers and social marketers, and increases consumer purchaser intention (Valos *et al.,* 2019), Thus, the cultural capital of the global brand is a decisive factor, and in many ways, global brands create cultural capital through advertising (Nie, Wang, 2021), Global brands explore their cultural capital from their consumer markets, and the consumer developed their identities and lifestyles. Thus, global brand attitude mediates global brand cultural capital with consumer purchase intention (Wei *et al.,* 2019),

H8: Global brand attitude mediates the associations between global brand cultural capital and consumer purchase intention.

1.11 Global Brand Attitude Mediates the Association between Materialism and Consumer Purchase Intention

The role of materialists from an economic point of view is significant and motivates consumers to purchase more brands (Lučić *et al.,* 2021), Consumer behaviour has a more materialistic attitude believing global brands are an essential tool for the consumer to achieve the happiness that will become more materialistic (Screen *et al.,* 2020), This concept explains that the high level of materialism of global brands indicates the success of global brands and increases consumer purchase intention (Ogle *et al.,* 2014),

H9: Global brand attitude mediates the association between materialism and consumer purchase intention.

1.12 Global Brand Attitude Mediates the Association between Global Brand Local Icon Value and Consumer Purchase Intention

The global brand attitude describes the consumer's behaviour toward global brands and perceived local cultural values in the brands (Akbar *et al.,* 2017) because global brand attitude is positively associated with the global brand's local icon value and consumer purchase behaviour (Shah *et al.,* 2011), Global brands have local icon values, and the global brand local icon values have opposite characteristics of the perceived brand globalness. Global brands have a local connection regarding local cultural values (Swoboda, Sinning, 2020),

H10: Global brand attitude mediates the association between global brand local icon value and consumer purchase intention.

1.13 Global Brand Credibility Mediates the Association between Perceived Brand Globalness and Consumer Purchase Intention

The brand's credibility explains the brand position that the consumer perceives in the global brands, and global brands have uniqueness, believable quality, and taste as promised in the brands and the ability of the global brands' firms to deliver as they promised (Zhou *et al.,* 2021), The consumer perception regarding global brands has the factors of quality, brand names, global brand advertising, and global brand image associated with consumer purchase behaviour. Hence, global brand credibility mediates with perceived brand globalness and consumer purchase behaviour (Akbariyeh *et al.,* 2015),

H11: Global brand credibility mediates the association between perceived brand globalness and consumer purchase intention.

1.14 Global Brand Credibility Mediates with Global Brand Authenticity and Consumer Purchase Intention

Brand credibility is the extent to which the product position information in a brand is perceived as believable. Credibility depends on the willingness and ability of firms to deliver what they promise (Vidyanata *et al.,* 2018), Brand investments strengthen the credibility of a brand signal by impelling the firms to be honest in their product claims and to deliver the promised product to increase consumer purchase intention (Onegai *et al.,* 2019), Therefore, we introduce credibility as a partial mediator and antecedent of attitudes toward global brands and the purchase likelihood of global brands.

H12: Global brand credibility mediates the association between global brand authenticity and consumer purchase intention.

1.15 Global Brand Credibility Mediates with Global Brand Cultural Capital and Consumer Purchase Intention

Credibility depends on the willingness and ability of firms to deliver what they promise (Dwivedi *et al.,* 2018), From signalling theory, global brands have greater credibility because of more significant brand investments and marketing-mix consistency across major markets and time. Therefore, we introduce credibility as a mediator with global brand cultural capital and purchase likelihood of global brands. Global brand cultural capital is the degree to which a global brand is loaded with mythic or cultural values among members of society. However, the success of global brand cultural capital is in enhancing global brand purchase likelihood (Diamantopoulos *et al.,* 2019),

H13: Global brand credibility mediates the association between global brand cultural capital and consumer purchase intention.

1.16 Global Brand Credibility Mediates with Materialism and Consumer Purchase Intention

Erdem, Swait (2004) developed the concept of brand credibility. According to Erdem, Swait (2004), brand credibility is "a signal to be the believability of the product position information contained in a brand" that depends on a brand's ability and willingness to offer what it promises to customers. Besides, Ozsomer, Altaras (2008) suggested that perceived brand globalness will enhance brand credibility. Linking the associations outlined above, the

authors argue that there is a likelihood that brand credibility mediates the relationships between materialism and consumer purchase intention. Materialism, as a sociocultural concept, expresses the importance that most people place on highly material objects (Arthur *et al.,* 2019),

H14: Global brand credibility mediates the association between materialism and consumer purchase intention.

1.17 Global Brand Credibility Mediates with Global Brand Local Icon Value and Consumer Purchase Intention

Global brand credibility mediates with global brand local icon value and consumer purchase intention, which may signal that global brand credibility mediates with perceived brand localness, defines the degree to which a brand symbolizes the values, needs, and aspirations according to the local cultural values (Ozsomer, 2012),

H16: Global brand credibility mediates the association between global brand local icon value and consumer purchase intention.

1.18 Ethnocentrism Moderates the Effect of Perceived Brand Globalness on Consumer Purchase Intention

Previous studies have found that the higher ethnocentric consumers are more restrictive to buying foreign products (Nguyen *et al.,* 2022), Similarly, other scholars' research results have also shown that ethnocentrism positively impacts the intention to purchase domestic products (Chaudhry *et al.,* 2021),

H16: Ethnocentrism moderates the effect of perceived brand globalness on consumer purchase intention.

1.19 Ethnocentrism Moderates the Effect of Global Brand Authenticity on Consumer Purchase Intention

Ethnocentric consumers believe that buying foreign-made goods can cause their people to lose their jobs and threaten the domestic economy (Yousaf *et al.,* 2022), Purchase intention is the willingness of a customer to buy a particular product or a specific service (Rachmawati *et al.,* 2019), Purchase intention, according to some researchers, refers to the likelihood that a buyer in a specific purchase situation will choose a specific group of products in the future (Lee, Ahn, 2016),

H17: Ethnocentrism moderates the effect of global brand authenticity on consumer purchase intention.

1.20 Ethnocentrism Moderates the Effect of Global Brand Cultural Capital on Consumer Purchase Intention

Global brand authenticity perceptions lead to higher brand credibility and consumer purchase intention. Purchase intention is the willingness of a customer to buy a specific product or service (Rachmawati *et al.,* 2019), Global brand cultural capital is the degree to which a global brand is loaded with mythic or cultural values among members of society. However, the success of global brand cultural capital is in enhancing global brand purchase likelihood (Yali, Choi, 2020),

H18: Ethnocentrism moderates the effect of global brand cultural capital on consumer purchase intention.

1.21 Ethnocentrism Moderates the Effect of Materialism on Consumer Purchase Intention

Global brand authenticity perceptions lead to higher levels of brand credibility and a higher level of consumer purchase intention (Susilowati, Sari, 2020), Purchase intention is the willingness of a customer to buy a specific product or service (Rachmawati *et al.*, 2019), Materialism, as a sociocultural concept, expresses the importance that most people in society place on high material objects (Arthur *et al.*, 2019),

H19: Ethnocentrism moderates the effect of materialism on consumer purchase intention.

1.22 Ethnocentrism Moderates the Effect of Global Brand Local Icon Value on Consumer Purchase Intention

Perceived brand globalness (PBG) refers to consumers' beliefs that a brand is marketed in multiple countries and is generally recognized as global in these countries (Steenkamp *et al.*, 2003), In contrast, perceived brand localness (PBL) refers to consumers' perceptions that "a brand symbolizes the values, needs, and aspirations of the members of the local country" (Ozsomer, 2012), Global brand local icon value is the opposite of the global brand, which means that "localness", the brand availability, and reach include the connection of the local cultural values (Swoboda, Sinning, 2020),

H20: Ethnocentrism moderates the effect of global brand local icon value on consumer purchase intention.

1.23 Cosmopolitism Moderates the Perceived Brand Globalness on Consumer Purchase Intention

Cosmopolitanism is the state of the willingness of an individual to integrate into other cultures entirely and without discrimination (Nijssen, Douglas, 2008), Steenkamp *et al.* (2003) perceived brand globalness as the degree to which the brand is perceived as having multimarket reach and thus is believed to be globally available, desirable, and demanded. The role of consumer cosmopolitism is positive on consumer attitude and purchase intention on global brands (Srivastava *et al.*, 2021), The global brand has the ability to influence the consumers' tendency toward purchase intention. Furthermore, when a brand is perceived as global, consumers believe it will create added value for them (Yali, Choi, 2020), As a result, the higher perceived brand globalness will increase the higher consumers' purchase intention with moderating effects on the perceived brand globalness on consumer purchase intention.

H21: Cosmopolitism moderates the effect of perceived brand globalness on consumer purchase intention.

1.24 Cosmopolitism Moderates the Effect of Global Brand Authenticity on Consumer Purchase Intention

Consumer cosmopolitism positively influences consumer purchase intention toward global brands (Srivastava *et al.*, 2021), Various empirical studies (Batra *et al.*, 2000; Kumar *et al.*, 2009) state that Pakistani and Indian consumers' global brands are perceived to have

superior perceptions of quality compared to domestic brands. Hence, according to Bourdieu's (1984) theory of cultural capital in the consumption domain, consumers have a positive attitude toward global brands. According to his framework, cosmopolitans tend to acquire goods high in cultural capital to preserve their social status. According to this conceptualization, status enhancement is the primary motivation behind becoming cosmopolitan through the acquisition of cultural capital. Thus, brands possessing higher levels of authenticity are more attractive to cosmopolitan consumers.

H22: Cosmopolitism moderates the effect of global brand authenticity on consumer purchase intention.

1.25 Cosmopolitism Moderates the Effect of Global Brand Cultural Capital on Consumer Purchase Intention

Consumer cosmopolitism positively influences consumer purchase intention toward global brands (Cleveland, 2019; Srivastava *et al.,* 2021), Consumers have a positive attitude toward global brands – Bourdieu's (1984) theory of cultural capital in the consumption domain. Global brand cultural capital is the degree to which a global brand is loaded with mythic or cultural values among members of society. However, the success of global brand cultural capital is in enhancing global brand purchase likelihood (Diamantopoulos *et al.,* 2019),

H23: Cosmopolitism moderates the effect of global brand cultural capital on consumer purchase intention.

1.26 Cosmopolitism Moderates the Effect of Materialism on Consumer Purchase Intention

Consumer cosmopolitism positively influences consumer purchase intention toward global brands (Srivastava *et al.,* 2020), Here, the investigation of the role of consumer cosmopolitanism moderating influencing the preference towards foreign brands in an emerging market of Pakistan (Ahmed, Arif, 2021),

H24: Cosmopolitism moderates the effect of materialism on consumer purchase intention.

1.27 Cosmopolitism Moderates the Effect of Global Brand Local Icon Value on Consumer Purchase Intention

Consumer cosmopolitism positively influences consumer purchase intention toward global brands (Srivastava *et al.,* 2021), Pakistani and Indian consumers' global brands are perceived to have superior perceptions of quality compared to domestic brands. Hence, consumers have a positive attitude toward global brands (Batra *et al.,* 2000; Kumar *et al.,* 2009),

H25: Cosmopolitism moderates the effect of global brand local icon value on consumer purchase intention.

2. Material and Methods

2.1 Research Design

The research design is the way of the research process of the research study under consideration or to be completed. In this process, an appropriate research methodology or the method of the research study will be used or adopted, such as the data collection method, collection of respondents, sampling technique, and data analysis (Ahmed *et al.,* 2022), The research design has different characteristics, such as the name of the descriptive research study and the study of exploratory research. The descriptive research study includes the respondents' experience because such a study relates to the studies of ethnography and the appropriate quantitative research model explained (Bryman, Bell, 2015), The definition of research design includes the methodology or approach, research objectives, questions, philosophical basics, data analysis, and the whole concept of the research idea converting into research findings (Creswell, 2013), In the current research studies quantitative methods were used to collect data through online and physical and internet technology and google survey forms in the fast-food restaurants in Karachi to conclude the research study results.

2.2 Sampling Technique and Sample Size

In this research study, the author focuses on the respondents who have experienced these global fast-food brands in Pakistan. The researcher visited different global fast-food brand outlets in Karachi, where respondents consumed or purchased these global fast-food brands. Thus, the technique in this research study adopted the purposive sampling techniques (Saunders *et al.,* 2009), The researcher collects data from residents of Karachi, the biggest city in Pakistan, through the non-probability sampling technique, the purposive sampling in the study, from the respondents of global fast-food brands in Karachi. A large sample size is required in the covariance-based structural equation modelling AMOS programs (Parmar *et al.,* 2022), Both covariance-based structural equation modelling and the partial least square structural techniques may give similar results when the sample size is 250 or above. The detailed discussion regarding sample size in the research study using the partial least square structural technique recommended for the researcher refers to Hair *et al.* (2022), Different ways to determine sample size in past research. Such as item-sample ratios, population-sample tables, and general rules of thumb. The sample-to-item ratio in the research study sample size is based on the number of items, which should be at least 5:1 (Suhr, 2006), For example, if any research study has 30 items, then respondents for this study would be required to have 150 appropriate sample sizes. According to Costello, Osborne (2005), a 20:1 ratio has also been suggested for the research study. Then at this point, the research study has the same 30 items. The respondents for this study need 600 samples of the respondents. The questionnaire of this research study was 47 items. The respondents for this research study used the approach, i.e., 47*20. The sample would be 940. However, the data for this study that the researcher collected was 1000.

2.3 Measurement Scales

The author used multiple constructs and items from previous literature in this research study. Moreover, the researcher used the 7-Point Likert Scale as 1= Strongly Disagree to 7= Strongly Agree, discussed in the literature. The researchers have taken modified items of

different constructs, such as Perceived Brand Globalness, which consists of five items from Steenkamp, Batra, Alden (2003), Global Brand Authenticity with five items (Napoli *et al.,* 2014; Kumar *et al.,* 2009), Global Brand Cultural Capital consists of five items (Zabihi *et al.,* 2021; Rachmawati *et al.,* 2019), Materialism with five items from Kim, Oh (2022) and Nagar, Singh (2021), Global Brand Local Icon Value/Perceived Brand Localness (PBL) has been taken from Steenkamp, Batra, Alden (2003) and Swoboda *et al.* (2012) with four items. Global Brand Credibility has been taken as a mediating variable consisting of 6 items from Erdem, Swait (2004) and Dwivedi *et al.* (2018), Global Brand Attitude is also a mediating variable of three items from Akbar *et al.* (2017) and Till, Busler (2013), Consumer Ethnocentrism is considered as a moderating variable with four items from Ozsomer (2012) and Batra *et al.* (2000), Consumer Cosmopolitism is also taken as moderating variable with six items from Srivastava et al. (2021), and Cleveland *et al.* (2009), However, Consumer Purchase Intention has been taken as the dependent variable with four items from Cifci, Kocak (2012), Ahmed *et al.* (2020), and Arora *et al.* (2021),

2.4 Global Brands Selection

Fast-food global brands are recognized worldwide, and in Pakistan, all age categories of people purchase their favourite global fast-food brands. Through observation, the desi food is almost equivalent to burgers and pizzas, and people loved both burgers and pizzas in their daily routine and loved delicious tastes. As discussed earlier in Pakistan there are different global fast-food brands, namely Mcdonald's, KFC, Hardees, Subway, Domino's Pizza, Pizza Hut, Johnny Rockets, Papa John's, Gloria Jeans, P.F. Chang's, Cinnabon, Fatburger, Dunkin' Donuts, Texas Chicken, Baskin Robbins, Burger King, California Pizza, Nando's, Pepe's Piri, and Papa John's, which are located in the city of Karachi.

2.5 Statistical Approach

Many reasons for researchers to select or use the approach of Structural Equation Modelling in the research study are to investigate different types of variables, latent or components, and complex multivariate relationship models with direct and indirect effects to evaluate the conceptual model (Hair *et al.,* 2022), The study examined data collected through the survey form from the respondent of the global fast-food brands and the statistical technique such as measurement model, path model, mediation and moderation analysis using Smart-PLS 3.0. The measurement model analysed the validity of the scale items and constructs included in the research study. The validity is the essential characteristic of the constructs to be considered in the research study evaluated through the convergent and discriminant validity of the constructs (Hair *et al.,* 2022; Lu *et al.,* 2020), The convergent validity of the constructs was ensured through the criteria such as AVE, composite reliability, and Cronbach's alpha to evaluate the internal consistency of the items and the higher values of AVE, Cronbach's alpha, and the composite reliability evaluates the convergent validity of the scale's further analysis for the study (Hair *et al.,* 2022), The values of the discriminant validity were to be considered through the Fornell, Larcker (1981) defined criteria explained that the square root of AVE has to be greater than the correlations between the constructs (Ahmed *et al.,* 2020), The structural model hypotheses associated with the research questions related to the relationship with the conceptualized paths. The survey data were examined through partial least square structural equation modelling and the analysis of the mediation through a bootstrapping technique to test the indirect effects (Hayes, Rockwood, 2020),

2.6 Demographics of Respondents

Table 1 includes the details of the respondent demographic information. In this research study, more than 1000 responses were collected through physical questionnaires and with the help of the internet through a google survey form. Table 1 shows the frequency of the respondent's knowledge about global fast-food brands. The frequency of respondents of the gender, in which males were 60.4%, which includes 604, and females were 39.6%, which is 396. Further information is presented in *Table 1*.

Table 1. Respondents' Demographic Profile

		Frequency	Per cent
Gender	Female	396	39.6
	Male	604	60.4
	Total	1000	100
Age	21 to 30	476	47.6
	31 to 40	253	25.3
	41 to 50	90	9
	Above 50	17	1.7
	Less than 21	164	16.4
	Total	1000	100
Education	Doctorate	25	2.5
	Graduate	503	50.3
	Intermediate/A level	66	6.6
	Matriculation/O level	3	0.3
	Undergraduate	403	40.3
	Total	1000	100
Income Level	20 to 40 thousand	236	23.6
	40 to 60 thousand	259	25.9
	60 to 80 thousand	168	16.8
	Above 80 thousand	104	10.4
	Less than 20 thousand	233	23.3
	Total	1000	100

Source: created by the authors.

3. Data Analysis and Results

3.1 Confirmatory Factor Analysis (CFA)

The Cronbach's Alpha coefficient test measured the internal consistency of the item scales, and the values of the reliability test are from 0 to 1 and acceptable for research are those above 0.7 or equal to 0.7 (Hair *et al.,* 2022), *Table 2* represents the values of the Composite Reliability of the main study, and the results showed that all scales ranged from 0.859 to 0.947. The reliability of the research study scales is good for the reliability of the constructs of the items in the study. In the PLS-SEM modelling, the composite's reliability is considered critical or essential compared to the value of Cronbach's Alpha (Lu *et al.,* 2020), Therefore, most of the researcher included in the research study for data analysis use composite reliability explained in *Table 2*, and the composite reliability of all latent variables are more significant than 0.7 in the results of the main study. According to Dijkstra, Henseler (2015), the rho_A coefficient is the critical reliability measurement for the partial least square.

The value of the rho_A coefficient should be greater than 0.7 as recommended by Henseler *et al.* (2016),

3.2 Reliability and Validity

The constructs of the items' scale's reliability explained or measured the internal consistency of the data in the study through the test Cronbach's Alpha. The values of Cronbach's Alpha typically range between zero to one, and acceptable are those above 0.7 and equal to 0.7 (Hair *et al.,* 2022), The values in *Table 2* indicate each construct's reliability and the values of Cronbach's Alpha coefficients of all scales from 8.826 to 1.00. Therefore, we applied the confirmatory factor analysis (CFA), composite reliability (Creswell *et al.,* 2013) and average variance extracted (AVE) using Smart-PLS3 to confirm the convergent validity. *Figure 1* shows that the individual factor loading, which demonstrated higher than 0.70, is considered ideal (Ahmed *et al.,* 2022), For good model fitting, it should demonstrate strong validity. Construct validity includes the measurement of the items that explain the latent theoretical constructs, which constructs items designed to measure in the study (Lu *et al.,* 2020), Therefore, the validity of the construct validity is the combination of the essential elements, the validity of the convergent validity, and the validity of the discriminant in the study.

Table 2. Confirmatory Factor Analysis (CFA)

Constructs	Items	Factor loading	Alpha	rho_A	CR	AVE	VIF
Consumer Cosmopolitism	CC1	0.818	0.907	0.918	0.927	0.681	2.523
	CC2	0.867					3.375
	CC3	0.794					3.644
	CC4	0.834					2.944
	CC5	0.871					3.500
	CC6	0.761					2.338
Consumer Ethnocentrism	CE1	0.797	0.866	0.879	0.908	0.713	1.720
	CE2	0.832					2.531
	CE3	0.890					3.013
	CE4	0.857					2.093
Consumer Purchase Intention	CPI1	0.917	0.903	0.906	0.932	0.775	3.980
	CPI2	0.881					3.219
	CPI3	0.880					2.885
	CPI4	0.843					2.395
Global Brand Attitude	GBAT1	0.923	0.878	0.886	0.924	0.803	2.840
	GBAT2	0.897					2.448
	GBAT3	0.868					2.169
Global Brand Authenticity	GBAU1	0.845	0.895	0.899	0.920	0.657	2.779
	GBAU2	0.841					2.642
	GBAU3	0.835					2.651
	GBAU4	0.814					2.444
	GBAU5	0.771					2.517
	GBAU6	0.750					2.398
Global Brand Credibility	GBC1	0.812	0.934	0.937	0.947	0.717	3.097
	GBC2	0.815					3.383
	GBC3	0.891					4.120
	GBC4	0.843					3.535
	GBC5	0.869					3.517
	GBC6	0.861					3.602
	GBC7	0.834					2.839

Table 2 *(Continuation).* Confirmatory Factor Analysis (CFA)

Global Brand Cultural Capital	GBCC1	0.876					2.053
	GBCC2	0.907	0.825	0.845	0.895	0.740	2.277
	GBCC3	0.795					1.617
Global Brand Local Icon Value	GBLIV1	0.901					2.159
	GBLIV2	0.884	0.859	0.874	0.913	0.779	2.256
	GBLIV3	0.863					2.085
Materialism	MAT1	0.896					2.704
	MAT2	0.862					2.626
	MAT3	0.853	0.883	0.902	0.919	0.739	2.439
	MAT4	0.826					2.241
Perceived Brand Globalness	PBG1	0.782					1.606
	PBG2	0.724					1.424
	PBG3	0.803	0.781	0.787	0.859	0.604	1.592
	PBG4	0.798					1.624

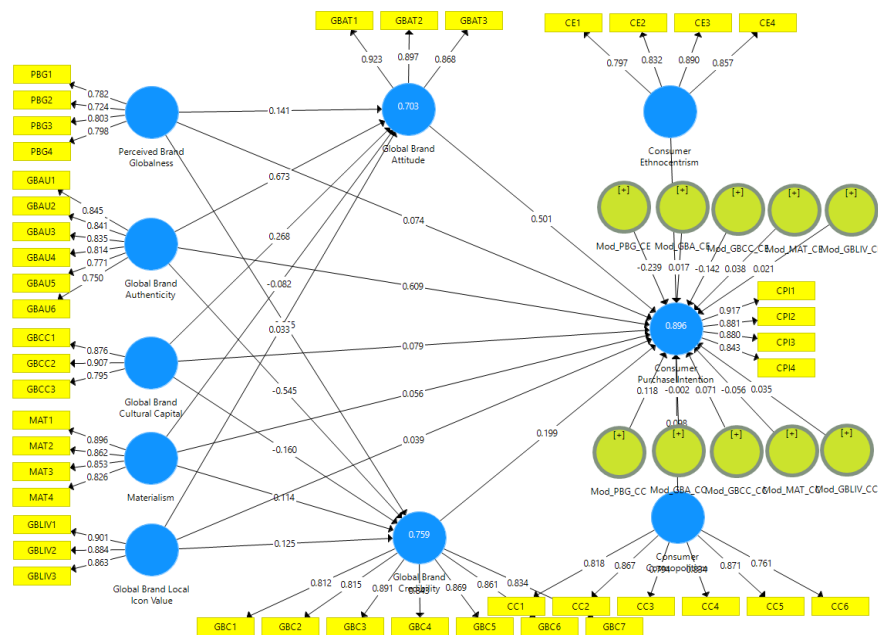*Source:* created by the authors.

3.3 Fornell-Lacker Criterion Discriminant Validity

The values of the validity of the discriminant explained the differentiation or the distinctness of the variables in the study (Ringle *et al.,* 2015), Also, they explained that the Fornell-Larker criterion (Hair *et al.,* 2022) should be used to determine the discriminant validity of the latent variables. The value of the discriminant validity is found when the square root of AVE for each latent variable is higher than other correlation values among any other construct (Fornell, Larker, 1981), *Table 3* showed the Fornell-Lacker Criterion for discriminant validity analysis, and the results showed that discriminant validity has no issue because the diagonal values (square root of AVE) are higher than the inter-construct correlations as recommended (Ahmed *et al.,* 2020), Discriminant validity analysis examined whether the variables are unique and distinctive of the constructs in the research study. The results show that the diagonal values explained the variance. The table shows the results; the square root of the variance explained is greater than the square of each correlation value. The table shows that in this research study, the constructs include each construct unique and distinct (Bryman, Bell, 2015),

3.4 Heterotrait-Monotrait (HTMT) Ratio

The HTMT test is used to assess the discriminant validity of the research model, and the HTMT is the Heterotrait-Monotrait correlation of ratios. The Heterotrait-Monotrait is the modern approach to assessing discriminant validity. *Table 4* exhibited that the value of HTMT, if close to 1, showed a lack of discriminant validity. Hair *et al.* (2022) defined it as the ratio between-trait correlations to within-trait correlations. Monotrait correlation is the correlation values indicators within constructs and the Heterotrait Correlation values indicators across the constructs.

Source: created by the authors.

Figure 1. **Measurement Model of the Study**

Table 3. Fornell-Lacker Criterion Discriminant Validity

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	0.825																			
2	0.355	0.844																		
3	0.542	0.401	0.881																	
4	0.498	0.329	0.874	0.896																
5	0.584	0.410	0.871	0.807	0.810															
6	0.619	0.411	0.748	0.820	0.837	0.847														
7	0.539	0.329	0.730	0.723	0.769	0.756	0.860													
8	0.368	0.654	0.395	0.403	0.481	0.551	0.504	0.882												
9	0.613	0.212	0.513	0.539	0.579	0.625	0.611	0.479	0.860											
10	0.521	0.215	0.310	0.297	0.376	0.387	0.373	0.295	0.358	1.000										
11	0.347	0.038	0.410	0.447	0.441	0.399	0.362	0.040	0.258	0.716	1.000									
12	0.478	0.206	0.344	0.345	0.411	0.424	0.424	0.324	0.374	0.953	0.704	1.000								
13	0.295	0.040	0.366	0.380	0.353	0.310	0.251	0.058	0.097	0.636	0.846	0.655	1.000							
14	0.498	0.027	0.330	0.313	0.394	0.397	0.394	0.115	0.348	0.782	0.708	0.748	0.622	1.000						
15	0.040	0.222	0.054	0.064	0.049	0.039	0.072	0.186	0.097	0.533	0.464	0.516	0.528	0.329	1.000					
16	0.504	0.150	0.328	0.347	0.417	0.449	0.396	0.302	0.404	0.921	0.645	0.892	0.538	0.814	0.431	1.000				
17	0.214	0.114	0.243	0.282	0.266	0.245	0.103	0.083	0.220	0.623	0.775	0.576	0.752	0.593	0.457	0.591	1.000			
18	0.477	0.208	0.362	0.357	0.430	0.421	0.406	0.294	0.394	0.946	0.712	0.948	0.628	0.726	0.497	0.876	0.599	1.000		
19	0.330	0.008	0.276	0.332	0.347	0.318	0.209	0.001	0.119	0.719	0.834	0.703	0.862	0.661	0.548	0.636	0.775	0.735	1.000	
20	0.533	0.292	0.526	0.516	0.656	0.652	0.682	0.440	0.572	0.437	0.358	0.454	0.211	0.400	0.001	0.466	0.127	0.527	0.272	0.777

Note: Diagonal values are the square root of the average variance extracted from each construct. Pearson correlations are shown below the diagonal. p<0.05.

Source: created by the authors.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Consumer Cosmopolitism																			
Consumer Ethnocentrism	0.388																		
Consumer Purchase Intention	0.575	0.448																	
Global Brand Attitude	0.543	0.362	0.574																
Global Brand Authenticity	0.631	0.462	0.580	0.615															
Global Brand Credibility	0.658	0.444	0.806	0.600	0.618														
Global Brand Cultural Capital	0.600	0.392	0.840	0.833	0.690	0.650													
Global Brand Local Icon Value	0.404	0.750	0.451	0.457	0.554	0.614	0.589												
Materialism	0.664	0.242	0.561	0.599	0.650	0.684	0.703	0.542											
Mod_GBA_CC	0.552	0.237	0.323	0.317	0.401	0.398	0.412	0.316	0.384										
Mod_GBA_CE	0.370	0.043	0.427	0.475	0.465	0.407	0.394	0.053	0.269	0.716									
Mod_GBCC_CC	0.502	0.226	0.359	0.366	0.437	0.437	0.465	0.347	0.402	0.653	0.704								
Mod_GBCC_CE	0.322	0.043	0.380	0.405	0.372	0.314	0.271	0.093	0.101	0.636	0.846	0.655							
Mod_GBLIV_CC	0.532	0.074	0.347	0.338	0.421	0.410	0.437	0.119	0.370	0.782	0.708	0.748	0.622						
Mod_GBLIV_CE	0.114	0.233	0.068	0.074	0.075	0.053	0.088	0.196	0.106	0.533	0.464	0.516	0.528	0.329					
Mod_MAT_CC	0.536	0.162	0.342	0.371	0.445	0.464	0.435	0.325	0.432	0.621	0.645	0.692	0.538	0.814	0.431				
Mod_MAT_CE	0.244	0.137	0.252	0.303	0.282	0.251	0.107	0.100	0.235	0.623	0.775	0.576	0.752	0.593	0.457	0.591			
Mod_PBG_CC	0.498	0.230	0.376	0.378	0.457	0.432	0.448	0.315	0.423	0.646	0.712	0.648	0.628	0.726	0.497	0.676	0.599		
Mod_PBG_CE	0.362	0.042	0.285	0.357	0.372	0.326	0.228	0.082	0.127	0.719	0.834	0.703	0.862	0.661	0.548	0.636	0.775	0.735	
Perceived Brand Globalness	0.605	0.359	0.619	0.618	0.788	0.759	0.847	0.527	0.691	0.499	0.412	0.517	0.250	0.455	0.169	0.529	0.150	0.599	0.319

Source: created by the authors.

3.5 Regression Analysis

The findings of *Table 5* and *Figure 1* demonstrated the R square statistics, which explained variance in the endogenous variable explained by the exogenous variable. Therefore, it means how much change in the dependent variable by one or more independent variables. The value of R Square = 0.896 of the dependent variable, which is consumer purchase intention, means that 89% change in the dependent variable occurred due to the explanatory variables such as perceived brand globalness, global brand authenticity, global brand cultural capital, materialism, and global brand local icon value. Another endogenous variable, the global brand attitude value = 0.703, means that 70.3% is explained by the exogenous variables, and the value of the R Square of the dependent variable global brand credibility is equal to 0.759, which is explained by the explanatory variables in the main study. It means that 75.9% of the change in the endogenous variable global brand credibility is due to the given explanatory variables, while the rest of the 24.1% may be caused by random error. The current research study was examined through the partial least square method with the software of Smart-PLS 3.0. As the measurement model for the validity and reliability test, the coefficient of the determination model and the path coefficients for the model equation can be seen in the figure of the measurement model.

Table 5. R Square and R Square Adjusted

	R Square	R Square Adjusted
Consumer Purchase Intention	0.896	0.895
Global Brand Attitude	0.703	0.702
Global Brand Credibility	0.759	0.759

Source: created by the authors.

3.6 Model Fitness

Table 6 exhibited that the SRMR<0.08 and a value less than 0.10 or 0.08 were considered a good fit (Hu, Bentler, 1998), The value of NFI of the current study of the Structural Model is 0.873 and of the estimated Model is 0.894, which is close to 0.9.

Table 6. Model Fitness Summary

	Saturated Model	Estimated Model
SOME	0.066	0.069
d_ULS	2.049	2.235
d_G	1.089	1.112
Chi-Square	994.748	1006.540
NFI	0.873	0.894

Source: created by the authors.

3.7 Hypothesized Direct Relationship (Path Coefficient Results)

Table 7 demonstrates the hypothesized direct relationship between independent and dependent variables. The outcomes exhibited that perceived brand globalness, global brand authenticity, global brand cultural capital, materialism, and global brand local icon value have a significant and positive influence on consumer purchase intention (t>±1.96 & p<0.05), The findings further demonstrated the individual impact of independent variables on consumer purchase intention. The results exhibited that global brand authenticity has the highest impact (β=0.613, t=14.059 & p=0.000) on consumer purchase intention. However, global brand cultural capital has the second highest impact (β=0.079, t=4.036 & p=0.000) on consumer purchase intention, followed by perceived brand globalness (β=0.075, t=5.845 & p=0.000), Finally, materialism has the second lowest impact (β=0.056, t=4.565 & p=0.000), and global brand local icon value has the lowest impact (β=0.039, t=3.275 & p=0.001) on consumer purchase intention. Hence, it is concluded that the hypotheses H1, H2, H3, H4, and H5 are substantiated because t>±1.96&p<0.05.

Table 7. Hypothesized Direct Relationship (Path Coefficient results)

S.#	Path Relationship	Effect	St.dev	t-value	P values	Empirical Conclusion
H1	Perceived Brand Globalness-> Consumer Purchase Intention	0.075	0.013	5.845	0.000	Supported
H2	Global Brand Authenticity -> Consumer Purchase Intention	0.609	0.043	14.059	0.000	Supported
H3	Global Brand Cultural Capital -> Consumer Purchase Intention	0.079	0.019	4.036	0.000	Supported
H4	Materialism -> Consumer Purchase Intention	0.056	0.012	4.565	0.000	Supported
H5	Global Brand Local Icon Value -> Consumer Purchase Intention	0.039	0.012	3.275	0.001	Supported

Source: created by the authors.

3.8 Mediating Analyses

The findings of *Table 8* suggested a perfect mediation of global brand attitude between perceived brand globalness and consumer purchase intention (t=6.49&p=0.000), Similarly, there had been a perfect mediation of global brand attitude between global brand authenticity and consumer purchase intention (t=17.15 & p=0.000), Likewise, the global brand attitude has a significant and positive mediating impact between global brand cultural capital (t=5.50 & p=0.000), materialism (t=4.82 & p=0.000), global brand icon value (t=3.16 & p=0.002), and

consumer purchase intention. Thus, it is concluded that hypotheses H6, H7, H8, H9, and H10 were substantiated. *Table 8* further suggested a perfect mediation of global brand credibility between perceived brand globalness and consumer purchase intention (t=3.96 & p=0.000), Similarly, there had been a perfect mediation of global brand credibility between global brand authenticity and consumer purchase intention (t=13.22 & p=0.000), Likewise, global brand credibility has a significant and positive mediating impact between global brand cultural capital (t=6.22 & p=0.000), materialism (t=7.36 & p=0.000), global brand icon value (t=9.20 & p=0.002), and consumer purchase intention. Thus, it is concluded that hypotheses H11, H12, H13, H14, and H15 were substantiated.

Table 8. Mediation Analyses

S.#	Relationship	Mean	St.dev	t-value	P Values	Empirical Conclusion
H6	Perceived Brand Globalness -> Global Brand Attitude -> Consumer Purchase Intention	0.069	0.011	6.49	0.000	Supported
H7	Global Brand Authenticity -> Global Brand Attitude -> Consumer Purchase Intention	0.334	0.02	17.15	0.000	Supported
H8	Global Brand Cultural Capital -> Global Brand Attitude -> Consumer Purchase Intention	0.133	0.024	5.50	0.000	Supported
H9	Materialism -> Global Brand Attitude -> Consumer Purchase Intention	0.041	0.009	4.82	0.000	Supported
H10	Global Brand Local Icon Value -> Global Brand Attitude -> Consumer Purchase Intention	0.017	0.005	3.16	0.002	Supported
H11	Perceived Brand Globalness -> Global Brand Credibility -> Consumer Purchase Intention	0.013	0.003	3.96	0.000	Supported
H12	Global Brand Authenticity -> Global Brand Credibility -> Consumer Purchase Intention	0.108	0.008	13.22	0.000	Supported
H13	Global Brand Cultural Capital -> Global Brand Credibility -> Consumer Purchase Intention	-0.032	0.005	6.72	0.000	Supported
H14	Materialism -> Global Brand Credibility -> Consumer Purchase Intention	0.023	0.003	7.36	0.000	Supported
H15	Global Brand Local Icon Value -> Global Brand Credibility -> Consumer Purchase Intention	0.025	0.003	9.20	0.000	Supported

Source: created by the authors.

3.9 Moderation Analyses

Table 9 demonstrated that consumer ethnocentrism significantly moderates the relationship between perceived brand globalness and consumer purchase intention. Therefore, hypothesis H16 is substantiated. However, consumer ethnocentrism does not significantly mediate between global brand authenticity, global brand icon value, and consumer purchase intention. Hence hypotheses H17 and H20 had not been substantiated. Consumer ethnocentrism has a positive and significant moderating impact between global brand cultural capital, materialism and consumer purchase intention. Thus, hypotheses H18 and H19 were substantiated. Similarly, cosmopolitism has a significant and positive moderating impact between perceived brand globalness, global brand cultural capital, materialism, global brand local icon value, and consumer purchase intention. Therefore, it is finally concluded that hypotheses H21, H23, H24, and H25 are substantiated. However, cosmopolitism did not moderate between global brand authenticity and consumer purchase intention. Thus, hypothesis H22 had not been substantiated.

Table 9. Moderation Analyses

S.#	Relationship			Mean	St.dev	t-Value	P Values	Empirical Conclusion
H16	Mod_PBG_CE	->	Consumer Purchase Intention	0.24	0.015	15.903	0.000	Supported
H17	Mod_GBA_CE	->	Consumer Purchase Intention	0.014	0.024	0.692	0.490	Not Support
H18	Mod_GBCC_CE	->	Consumer Purchase Intention	0.142	0.019	7.476	0.000	Supported
H19	Mod_MAT_CE	->	Consumer Purchase Intention	0.037	0.013	2.844	0.005	Supported
H20	Mod_GBLIV_CE	->	Consumer Purchase Intention	0.022	0.012	1.776	0.076	Not Support
H21	Mod_PBG_CC	->	Consumer Purchase Intention	0.118	0.017	6.935	0.000	Supported
H22	Mod_GBA_CC	->	Consumer Purchase Intention	0.002	0.021	0.08	0.936	Not Supported
H23	Mod_GBCC_CC	->	Consumer Purchase Intention	0.071	0.018	3.994	0.000	Supported
H24	Mod_MAT_CC	->	Consumer Purchase Intention	0.056	0.012	4.69	0.000	Supported
H25	Mod_GBLIV_CC	->	Consumer Purchase Intention	0.034	0.01	3.708	0.000	Supported

Source: created by the authors.
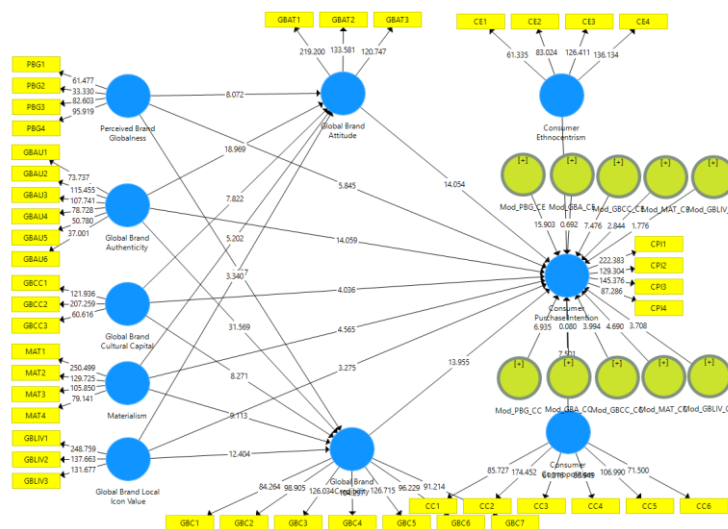
Source: created by the authors.

Figure 2. **Structural Model of the Study**

4. Discussions

Global fast-food brand companies try to keep up with the local consumer needs and expectations according to local cultural values, traditions, language, local taste, and prices in the global brands. In this research study, the author examined local consumer perceptions of global fast-food brands while consuming global ones. The total direct effect of the current study indicates that the construct of Perceived Brand Globalness has a positive effect on consumer purchase behaviour and found a significant solid and positive impact on Pakistani consumers of fast-food brands. The Pakistani consumer purchased global fast-food brands that

perceived brand globalness factor strongly in the mind of consumers. The result indicated the relationship between global brand authenticity and positive impact on consumer purchase intention, the consumer of Pakistan believed that brands are based on reality, truth, and perceived higher level of perceived quality and cultural values. The results found that the global brand cultural capital positively impacts consumer purchase intention, and materialism also positively affects consumer purchase intention. Global brand local icon value or perceived brand localness has a positive impact on consumer behaviour of the consumer of Pakistani. Thus, results suggested that all these constructs positively impact consumer purchase intentions. The moderating effect of the current study results indicated the relationship between the perceived brand globalness and consumer purchase intention moderated by consumer ethnocentrism. The relationship between the global brand cultural capital and consumer purchase intention is moderated by consumer ethnocentrism, and the relationship between materialism and consumer purchase intention is moderated by consumer ethnocentrism. The relationship between the global brand's local icon value and the consumer purchase intention moderated consumer cosmopolitism will be vital when it increases the cosmopolitism. The results conclude that cosmopolitism moderates the effect of global brand local icon value on consumer purchase intention, but results indicated that the relationship between global brand authenticity and consumer purchases is not moderated by cosmopolitism. In globalization, global brands are based on the level of consumer ethnocentrism (Chaudhry *et al.,* 2021), Prior research studies explained that consumer ethnocentrisms negatively perceive global brands (Yousaf *et al.,* 2022; Vuong, Giao, 2020), The study suggested that if consumers have a low level of ethnocentric consumer values, the probability of purchasing global brands will be high. The high value of ethnocentrism believes brands produced in the country are considered superior quality compared to global brands. Results indicate that the variables brand perceive values, brand image, brand quality, brand trust, and consumer purchase have positive associations and the consumer ethnocentrism moderating role on Vietnam consumer purchase intention. Thus, to increase consumer purchase intention of the Vietnam consumer behaviour, the local brands of Vietnam companies essentially develop and establish strong brands (Nguyen *et al.,* 2022), The past research study explored the concept of glocalization in global brands to examine the relationship between the perceived brand globalness and the perceived brand localness with a positive impact through variable global brand quality and global brand prestige (Kjeldgaard *et al.,* 2021),

Conclusion

This empirical research study, concerning localization, examines the factors that increase local consumer awareness to purchase intentions of global fast-food brands in the environment of Pakistan. In the research study, global brands play an essential role in glocalization and conceptual framework integrated with the theory of consumer culture, materialism, cultural capital theory, and signalling theory. Localization consumer characteristics have been studied in this research study. No previous attempts, such as integrating a modified research model on global brand purchase likelihood in the current research study, determined the consumer purchase behaviour with the moderating role of consumer ethnocentrism and consumer cosmopolitism and the mediating effects of global brand attitude and global brands credibility with integrated five independent variables such as perceived brand globalness, global brand cultural capital, global brand authenticity, global brand Local Icon Value/perceived brand localness and materialism. The possible research

findings will be helpful for marketing companies in designing their localization strategies. Researchers could benefit from the insights that the three theoretical approaches integrated into our model provide when explicating the process of global brand purchase likelihood. In this sense, further research should empirically validate the theory and the conceptualizations developed in this study. Many multinational corporations today are altering their portfolios in favour of global brands, believing that consumers worldwide prefer global brands to local brands. Previous research has yet to establish why consumers might prefer global brands to local ones – insight is essential to multinational marketers seeking the most appropriate positioning strategies for their global brands. The global fast-food brands increase in the context of Pakistan. The analysis of consumer perceptions and local consumer behaviour towards the global fast food brand chains includes global marketing activities in Pakistan. This research study provides global brand managers in the fast-food sector with a strong picture of local consumer preferences and local consumer behaviour toward glocal fast-food menus.

Theoretical Implications

From the theoretical perspective, the current research study provides a direct contribution by proposing a new theoretical research model with the critical antecedents with mediation and the moderation of glocalization effects on global fast-food brands to increase consumer purchase intention. The empirical perspective determines the evidence that global fast-food brands positively affect consumer purchase intention, meditating and moderating effects on consumer purchase behaviour. The conceptual research model is based on several theoretical implications in the current research study. The consumer purchase intention of the fast-food industry's global brand is impossible to explore through a single theory. The conceptual research model incorporates consumer culture theory, global brand cultural theory, signalling theory, and the theory of materialism to develop a research model of the global brands of fast-food industry preference. The variables of global brand authenticity, cultural capital, and perceived brand globalness are based on consumer culture theory, and global brand credibility was borrowed from signalling theory. The signalling theory suggests that a brand with a credible and consistent signal of product quality and taste can reduce perceived risk (Erdem, Swait, 2004; Montgomery et al., 1992), The theoretical perspective proposes a new theoretical model with the key antecedents explaining consumer behaviour toward global brands with mediation and moderation analysis. The empirical perspective obtains evidence to determine whether global brand factors relate to global brand attitude and consumer purchase intention.

Managerial Implication

The results of this research study provide insights into the fast-food sector and how it could manage marketing strategies for improved business performance. The study provides valuable information on potential positioning strategies for global brand managers. Therefore, these positioning strategies will be the route to increase consumer purchase likelihood – local consumer dispositional characteristics relevant moderators in the research study. Ethnocentric consumers' global cultural capital may be a better strategy due to the global market characterized by substantial consumers. In localization, cosmopolitan consumers are an important target segment for global brands manager; these consumers tend to consume global brands. The low ethnocentric consumers in the localization favour global brands then execution of this segment is attractive for the global brands' managers. The advertising messages and brand positioning strategies relate to implications. In the localization, the prestige associated with them and the quality of their brands must understand the consumer expectations for managers. From the perspective of the managerial, the research work aims to

provide evidence that global brands managers of the factors of the global fast-food brands with mediation and moderation analysis to understand better target local consumers design global brands' positioning strategies. Then, based on the results, global brand marketing managers should build robust marketing strategies to gain maximum consumer purchase intention. The findings of the study help the global fast-food brand managers targeting local consumers maintain global brands in the country of Pakistan and may need to consider the unique characteristics of the Pakistani consumer markets.

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EMPIRINIS PASAULINIŲ GREITO MAISTO PRAMONĖS PREKĖS ŽENKLŲ GLOKALIZACIJOS TYRIMAS, SIEKIANT PADIDINTI VARTOTOJŲ KETINIMUS PIRKTI

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SANTRAUKA

Šiuo tyrimu siekiama geriau suprasti vietos vartotojų požiūrį į pasaulinius greitojo maisto prekės ženklus Pakistano kontekste. Siekiant atlikti empirinį pasaulinių greitojo maisto pramonės prekės ženklų glokalizacijos tyrimą, kurio tikslas – padidinti vartotojų ketinimus pirkti, buvo naudojamos įvairios teorijos: vartotojų kultūros teorija, signalizavimo teorija, kultūrinio kapitalo teorija ir materializmo teorija. Siekiant išanalizuoti 1000 tinkamų atsakymų taikant tikslinės atrankos metodą, buvo parengtas uždaras klausimynas, pagrįstas septynių balų Likerto vertinimo skale ir surinkti duomenys iš pasaulinių greitojo maisto užkandinių Karačio mieste. Prieita prie išvadų, kad kosmopolitizmas apriboja tokių kintamųjų kaip suvokiamo prekės ženklo globalumas, pasaulinio prekės ženklo kultūrinis kapitalas, materializmas ir pasaulinio prekės ženklo vietinės ikonos vertės ryšį su vartotojų ketinimais pirkti, tačiau neapriboja pasaulinio prekės ženklo autentiškumo ryšio su vartotojų ketinimais pirkti. Tyrimo rezultatai atskleidė naują kryptį ir metodą, pagal kuriuos tarptautinių ir pasaulinių prekės ženklų vadovai galėtų suformuluoti tinkamą pasaulinių greitojo maisto prekės ženklų lokalizavimo strategiją, kuri padėtų padidinti vartotojų ketinimus pirkti.

REIKŠMINIAI ŽODŽIAI: pasaulinio prekės ženklo kultūrinis kapitalas, pasaulinio prekės ženklo autentiškumas, pasaulinio prekės ženklo patikimumas, materializmas, pasaulinio prekės ženklo vietinės ikonos vertė, pasaulinio prekės ženklo pozicija, vartotojų etnocentrizmas, vartotojų kosmopolitizmas, vartotojų ketinimas pirkti.